E-COMMERCE A BOON TO FASHION INDUSTRY? TRENDING CHANGES ON CONSUMERS PREFERENCE IN INDIA

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Abstract - In 2007 when E-Commerce entered India many retailers directly criticised that consumers would ever take to buying fashion apparels through online.Online apparels sales in India have raised the eyeballs of many high street retailers ,breaking the age old myth nowadays they are willing to sell their apparels through online finding that their sales percentage have dramatically increased year on year compared to off –store sales .E-commerce is a deserving concept in the further of apparels industry. Nearly 52% of apparels are sold in India through online, the percentage have neither increased but not decreased. India being a conservative country for centuries forced many retailers to adopt our traditional looks. But not nowadays,hectic competition in apparels industry have forced retailers to throw away their traditional outfits and come out with bold and updated looks.Consumers have also changed their preference, willingness to try a different look have made them to look out for new things. Using this as an opportunity the e-commerce channels introduced trending collections of fashion apparels to their door step. Understanding the consumer's mindset they regularly upgraded their apparels to present trending preferred by the international consumers. Innumerable collections, Discounts, 24x7 service, free home delivery are also the other main factors that indulge consumers to prefer online.

Keywords - Fashion Apparels, E-Commerce, Amazon, Flipkart, Myntra, Consumers, Retailers, India.

I. INTRODUCTION

The introduction of the first electronic web service in the mid-nineties that's on last century but in a short span it has tremendously changed its outlook of every nation. The present E-Revolution isnot only driving the global economics but also transforming societies into a knowledge-based societies. In few years, the Internet has shown a tremendous growth in terms of commercial trade volume, which paved way to new definition in all aspects.

The entrance of recent information and communication technologies have enabled firms to provide high services quality, lower prices for customers, and increase the profit margins for businesses. Also, the technology have created and produced new trends in business, economics & finance. The Internet have created a new business environment, far different from anything that has come before, enabling any company to conduct its entire set of business processes and practices online . India has an internet user base of about of 500 million as of June 2018. It has also been predicted that around 6 million users are increasing every month in our country[1]. In India, cash on delivery is the one of the highly preferred payment method, covering over 75% of all the e-tail activities[2].

The largest e-commerce companies in India at presentare Flip kart, Amazon and Myntra. Snap deal one of the largest Indian e-commerce portal couldn't make it to the list due to investment problems between soft banks, this online portal was close to merge with flip kart but pulled back and the online portal has come out again with new look.

II. INDIAN APPARELS INDUSTRY

The Indian apparel industry is considered to be the second largest contributor for retail sector following grocery and food products. The entry of global brands, increase economy growing, changes of consumer's preference from non- branded to branded goods and consisting of largest young population who are highly becoming fashion conscious day to day due to increased penetration of mass and social media in their life has opened innumerable opportunities in Indian retail industry. With a promising growth rate of 9.7% in fashion apparel industry as of 2016-2017 helped them to get a permanent place in retail sector. With a steady GDP growth rate of 7% post GST and Demonetization, India has become a hub for foreign investors to invest in our country thanks to favorable trade policies and legal issues[3]. Adding laurels to our country we have pushed Japan to 5th place by climbing to the 4th place in global investments. The retail categories at present in our country is highly based on corporatized retail categories. The immense penetration of corporatized retail have changed the outlook of fashion industry by introducing formal and systematic process in operations, distribution and procurement. It has been expected that in mere future we would witness a deeper penetration in corporatized retail in apparel industry which in turn would increase the demand of globally branded products. The Indian apparel market has a board classification of categories starting from clothing, watches, accessories, footwear, cosmetics, jewellery etc. and goes on. The demand for apparels categories varies in different states.

III. EVOLUTION OF INDIAN ONLINE APPAREL INDUSTRY

The concept of e-commerce have revolutionised the fashion apparels industry in one way or another. Convenience was not only the reason to prefer e-shopping but also one can ensure that favoured brands will find a way to your wardrobe. According to a study the current estimated revenue of Indian ecommerce, as of 2017, is about USD 38 Billion and is projected to hit USD 120 Billion by the year 2020. This means an annual growth rate of about a staggering 51%[4]. It have been proved that fashion apparels sold through online have soared beyond expectations. Especially in India influence of internet dominate the purchases as well as sales channel. The research also revealed that Fashion accessories are one of the highly preferred categories during online purchases. In fact apparels and accessories are one of the highly preferred categories in Europeans and Asian countries. The conclusion that we draw from these reports is that the apparel industries in countries such as India is seeing a boom due to the presence of online shopping portals.

IV. REVOKING OF TRADITIONAL APPARELS IN INDIA:

In India E-Commerce portals have not only boosted the sales of high end fashion accessories but also traditional and regional apparels. Right from ethnic wear like lehangas to handicraft accessories, the digital era in shopping have thrown Indian handicraft heritage to limelight. There was many regional garments which was sold only to limited geographical areas. But today due to online portals it's easy for consumers to purchase products through their door steps.. E-Commerce has played a major role for Indian traditional and regional apparels to become trendy. For Example Amazon the largest online portal has introduced separate page for regional and traditional apparels. Each states traditional apparels like Bihar's Madhubani prints to Assamese handmade accessories are displayed for sale with proper explanations. Neither apparels nor accessories, jewelleries, branded luxury goods could never be popular until both men and women have a talk about it. The product may be popular, elegant and less cost, simply traditional attire but the aim of every e-commerce portal is to create a trend among certain age groups. An e-commerce portal must always keep in mind that there are various types of age groups with different needs and wants for example teenagers are looking for new trendy and branded styles, home makers usually have keen internet to look out for traditional party wears and simple outfits and office goers looks for corporate outfits. In past famous luxury brands were quiet reculant to introduce their product on websites, but not now, due to the increase penetration of mobile and internet many brands such as Chanel, Diors and Fendi are exclusively launching their products through online. Not only famous brands even national and domestic brands started to launch through online. Social networks and apps also plays a very important role in rise of e-commerce websites because nowadays shoppers have a check through online before making a purchase. Many social networking sites such as Instagram, Facebook, Snapchat etc., are playing a crucial role in attracting the consumers and enchasing domestic brands equally to international brands. At the same time consumers would not wait for service's provided by the retailers instead they would jump on to another suitable on-store with better services. Brands must always highly concentrate on better service provided to the consumers.

V. OBJECTIVES OF THE STUDY

- To analyse the influential factors that affect Indian consumers to purchase fashion apparels through e-tailing.
- To examine the changes of consumer's preference on Indian Apparels purchased through online portals.
- To understand the role of e-commerce in Indian apparel industries.

VI. REVIEW OF LITERATURE

Javeenpaa S.L, Tractnsky.N and Vitale.M (2000)[5]have stated that e- tailing websites reputation and size effect consumer's decision making process along with their trust. The level of trust has created a positive attitude among e-commerce websites and it'sinversely related to risks involved while purchasing through websites.Allred, C. R., Smith, S. M., & Swinyard, W. R.(2006)[6] analysed that consumers shop online to save time and money due to increase discounts and 24*7 services offered. Suggestions such as genuine product information, offers and discounts for prime or regular consumers etc., were provided to E-Commerce giants to understand and attract consumers to purchase in their websites in mere future.Ebru tumer Kabadayi, Selen Batis and Alev Kochak Aln (2017)[7] stated that stating that consumers relationship with online shopping websites on individual factors have strongest effect on consumers purchasing behaviour. Nowadays the usage of internet has been increased, so to attract the consumers it's better to adopt new technology, easy to use etc. Whereas Alpana Vaidya and Ajay Vaidya (2017)[8]said that compared to male females prefer to purchase products through online .Amazon is their highly preferred app while purchasing through online. They prefer to purchase the products through mobile application .Electronic goods and fashion apparels are highly preferred category by students on online purchases. Dr. R. Sunderaraj and K. Marreswaran(2017)[9] analysed that consumers buy

products through online due to purpose of easiness but at the same time they spend only less amount in online shopping because of high security risks and poor service quality provided by websites make them hesitant to purchase online. If the security of websites are beefed up there may be a chance consumers would highly prefer online.

VII. RESEARCH METHODOLOGY

Redman et al (1923) defines the information gathered newly by a regulated attempt. The research gets information based on the collection and analysis of the data. The primary and secondary data were used in this study. The samples were selected from the population of Coimbatore city.

Data collection

Primary data was collected through structured from the sample customers. Secondary data is collected by referring related books, journals, magazines, and website of the companies.

Sample Size

All the items consideration in any field of inquiry constitutes a universe of population. In this research only a few items can be selected from the population for study purpose. Pilot study was conducted with 20 samples & necessary corrections have been made for final data collection. Here sample size is 90 from the total population. The samples are selected on the basis of convenient sampling.

Tools of Analysis

The tool for this research study is percentage analysis, Chi-square test; the methods have been used to distribute respondents by occupational status, monthly income.

VIII. LIMITATIONS

1. This study has been confined to Coimbatore City only.
2. Since the sample size has been limited to 90 samples, the findings may not applicable to other customers.

IX. ANALYSIS AND INTERPRETATIONS

In this chapter the analysis and interpretations of "E-Commerce a boon to fashion industry? Trending changes on consumer's preference in India." on a sample of 90 respondents selected from Coimbatore city is presented. The opinion of the respondents and the relevant information were collected through a questionnaire comprising of personal factors and study factors. The collected information was classified and tabulated and supplementary with the following statistical tools in tune with objectives of the study.

X. RELATIONSHIP BETWEEN OCCUPATIONAL STATUS AND LEVEL OF SATISFACTION

Chi – square test is conducted to extent the relationship between the occupational status and level of satisfaction.
Hypothesis:
HO: There is no significant relationship between occupational status and level of satisfaction

OCCUPATIONAL STATUS	LEVEL OF SATISFACTION			TOTAL
	HIGHLY SATISFIED	MEDIUM SATISFACTION	LOW SATISFACTION	
BUSINESS	4	10	2	16
STUDENT	9	23	10	42
GOVERNMENT EMPLOYEE	6	13	5	24
PRIVATE EMPLOYEE	1	6	3	10
TOTAL	20	52	20	90

Degree of freedom - 4
Calculated value - 1.91
Table value - 10.59

INFERENCE:

Since the calculated value is less than the table value. So the Null hypothesis is accepted. Hence, there is no significant relationship between occupational status and level of satisfaction.

Chi – square test is conducted to extent the relationship between the monthly income and level of satisfaction
Hypothesis:
HO: There is no significant relationship between monthly income and level of satisfaction.

MONTHLY INCOME	LEVEL OF SATISFACTION			TOTAL
	HIGHLY SATISFIED	MEDIUM SATISFACTION	LOW SATISFACTION	
HIGH INCOME	3	27	7	37
MIDDLE INCOME	10	21	9	40
LOW INCOME	2	3	2	7
TOTAL	15	51	18	90

Degree of freedom - 2
Calculated value - 6.87
Table value - 6.49

INFERENCE:
Since the calculated value is less than the table value. So the Null hypothesis is accepted. Hence, there is no significant relationship between monthly income and level of satisfaction.

FINDINGS:

- The study revealed that most (50%) of respondent's age are 20-30 years.
- The study revealed that majority (68%) of respondent's are female.
- The study revealed that most (35%) of respondent's are private employee.
- The study revealed that majority (59%) of respondent's are post graduate.
- The study revealed that most (55%) of the respondents are only member in a family purchasing apparels through online
- The study revealed that most (54%) of the respondents was influenced by family and friends while purchasing apparels through online.
- The study revealed that majority (45%) of respondent's are preferring apparels through online as its saves time and money
- The study revealed that most (31%) of the respondents are purchasing apparels through online for 3-5 yrs.
- The study revealed that majority (65%) of respondent's are preferred Myntra as the discounts are pretty high when compared to other online portals in 2017-2018.
- The study revealed that majority (43%) purchase apparel products once in a month and they are ready to spent a substantial amount of 2000-3000 Rs (38.50-57.76 Canadian dollars) per month.
- CHI-SQAURE ANALYSIS:
- There is no significant relationship between occupational status and level of satisfaction.
- There is no significant relationship between monthly income and level of satisfaction
- SUGGESTIONS:
- 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 were present in the site.
- Most of the consumers revealed that they would check on product information and reviews by others consumers while purchasing apparel productsso 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.
- Nowadays consumers are highly concerned about environment willing to purchase eco-friendly apparels so many brands may come out with ecofriendly apparels.
- The retailers must ensure that regularly they update their apparels to sustain in this highly competitive market and at the same time they could also introduce apparels with a blend of traditional and western looks.
- As apparel sector has made a prominent place in the online market, Retailers must introduce new trends and special discounts for loyal consumers regularly.
- 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.

CONCLUSION

The digital enforcement play a very important role in fashion apparel sector in India. The online portals are embracing innovation and technology at the same time. With a steady growth rate of 44% it has been estimated that the apparel sector would contribute nearly 4-6% of total retail by 2020 in India. And at the same time the apparel sector would hold 30% of total market share by 2020. And today India has come out of its traditional umbrella with women's have entered workspace has paved way to financial

independence and increasing the family income have led to demand for numerous apparelcategories. But at the same time it under the hands of retailers to provide good quality products in substantial rates. And the lawmakers must ensure that faulty, duplicate and hazardous apparel products does not enter our market.

ACKNOWLADGEMENT:

I would like to thank my principal Dr.Brindha, Principal, PSG College of Arts & Science and my parents for their constant support and guidance towards this research paper.

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