

# ROLE OF E-COMMERCE IN IMPORT AND EXPORT OF APPAREL AND GARMENTS

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**ABSTRACT:** Indian Garments sector is one of the oldest industries in the Indian economy. It's as old as Harappa Civilization. The Indian apparel and garment industry has the space to produce a large collection of products suitable to different market segments, both within India and across the world. E-commerce is one of the new ways of marketing. The apparel and garment industry is today a better competitive industry, especially if you want to do a retail business of apparel and garment industry. Apparel manufacturers mainly target broad customer who will purchase the extent quantity. It is effortless to get a consumer for old producers those doing business for a longer period of time. But for the beginners, it is too hard to make an opening into this ambitious business. E-Commerce is an exemplary concept in the future of the apparel and garment industry. It is also very significant that the future of apparel and garment is complete with only E-commerce. Both Developed nations, as well as developing nations, have benefited using E-commerce in the garment and apparel industry. This research is based on an opinion from every age group. This paper is an attempt to describe how important is the impact on getting nature of people who are acquiring the apparel and garment industry and the role of e-commerce. For the primary data, we have randomly selected 100 respondents for filling up the questionnaire from the Kota region to know their opinion about online shopping of apparel and garment. This research paper based on the importance of E-commerce and import-export of apparel and garments.

**Keywords:** E-commerce, Garments industry, SWOT, Online shopping

## INTRODUCTION

The Garment and Apparel Industry is the most important role in economics. The garment industry started in Cleveland in the US leading industry since 1860. In 1860 to 1880 is bloomed this ready to wear industry. At the time of 19 century was starting handmade garments. It was started by a woman in their houses and not the only woman this has been further taken by the tailor and other capable people was making these Handmade Garments. E-commerce is a full form of electronic commerce. Internet was introduced in India in 1995 and the first link of e-commerce started soon thereafter. E-commerce is an ordinary theory of any form of a business transaction or information exchange accomplished using information and communication technologies (ICT'S). Indian garment and apparels industry have an olden day of fine skilled worker and universal appeal. Cotton, silk, and denim from India are immensely popular abroad, and with the buildup in Indian design, Indian apparel further has high achievement in the fashion centers of the world.

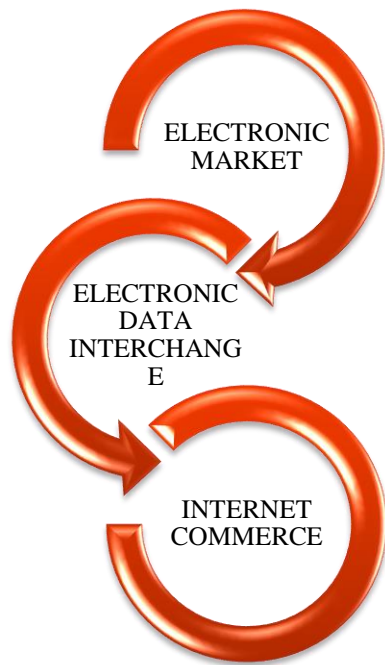
India is the world's second-greatest transporter of garment and apparels industry, with a big raw material and creation base. The garment and apparels industry is an important part of the economy, both its domestic part of contribution and consign. It contributes about 7 percent to industrial output, 2 per cent to the GDP and 15 per cent to the country's total exports gain. The sector is one of the biggest sources of a job preparing in the country, employing about 45 million people directly.

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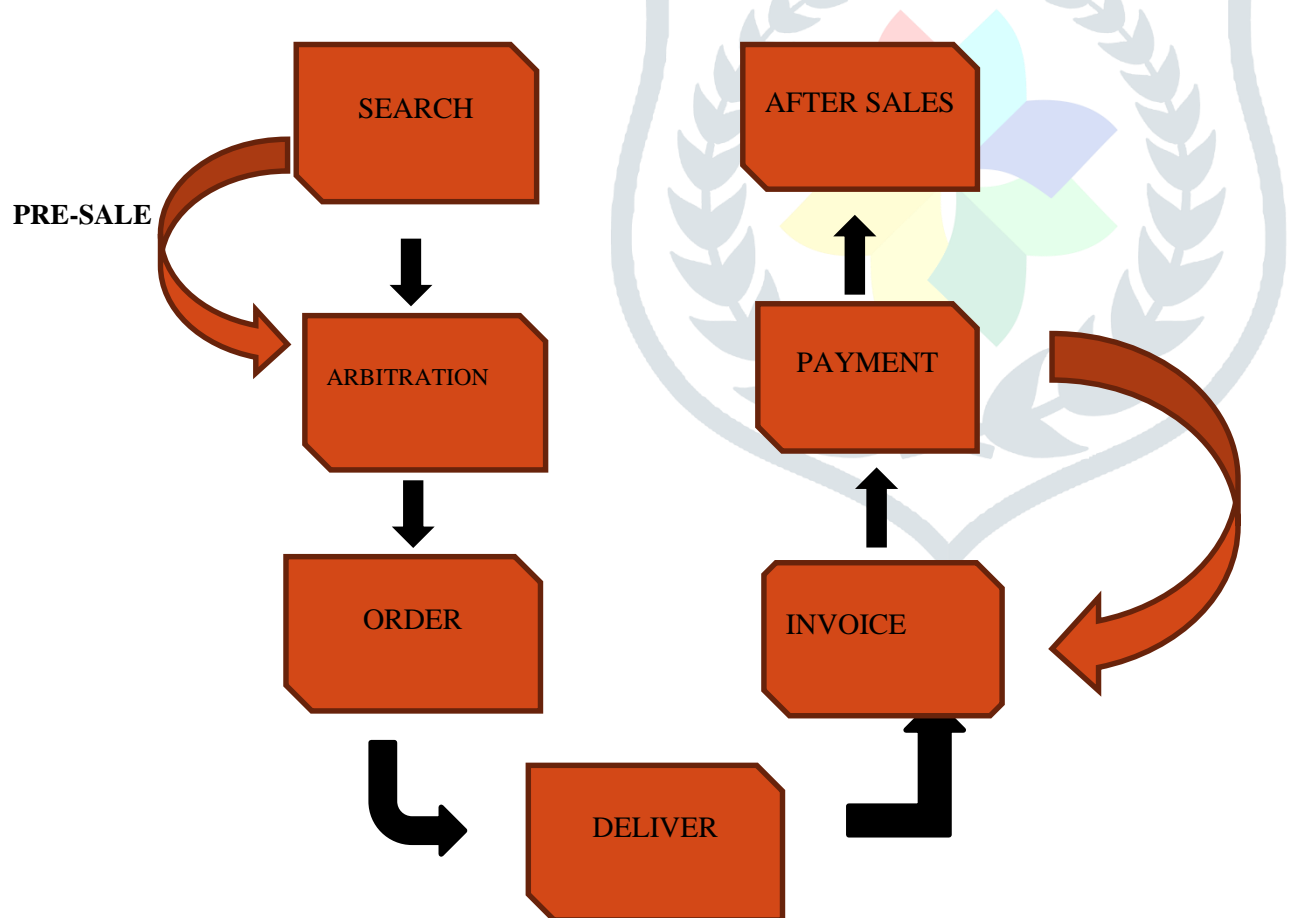
## E-COMMERCE

E-Commerce is the part of buying or selling of the product online services over the internet. As many ways to business to business, customer to business for online shopping. E-commerce is important role in apparels and garment industry. Apparel and garment industry is now a very much competition in other business industry in the retail business. It is very easy to enter new customers to the apparel and garment industry. The advantage of e-commerce is a quick and easy transaction, coupons, deals and gifts, timesaving, all time available, easy to compare, expand business profit. There are three categories of e-commerce is Electronic markets, Electronic data interchange, Internet commerce. The market strategy also depend on 4's: product, price, promotion and also place include in the online market. The role of e-commerce has a different type. The primary purpose of most common e-commerce term to generate finances-to be most accomplished at selling through customer behavior to large modification rates and maximize value over the lifetime of the consumer. E-commerce is very entice and informing the purchaser about through online marketing. It is the rapid growth of internet marketing which techniques' and experiences and continues to grow the product. Some institutions both online and offline as completely isolated.



1. **SOURCE:** Compiled by researcher (book:-David whitely –Manchester metropolitan university-commerce strategy, technologies, and application Tata M.C. grow hill edition 2001)

**Electronic Commerce and Trade :**



2. **SOURCE:** Compiled by researcher (book:-David whitely –Manchester metropolitan university-commerce strategy, technologies, and application Tata M.C. grow hill edition 2001)

## REVIEW OF LITERATURE

According to this research different articles and research websites the following data collected India is the second largest number of the apparels and garment industry exporter in the world the garment industry was on in its peak since 1920The early entrepreneurs of the appeals and garment industry in Cleveland were often JEWS of German or Austro-Hungarian extraction. Their earlier experience in retailing arranges them for the conversion to manufacturing and wholesaling ready-to-wear garment. One example was Kaufman Koch, apparel and garment whose merchandiser hard eventually appear into the JOSEPH & FEISS CO.Garment manufacturing started in flats, but in 20 century now called Warehouse. During this period of the civil war the clothes specially made for man and woman with their appropriate sizes. In the Second World War, the Cleveland leading industry is destroyed. After 20 century Cleveland is also rapid growth in this garment industry. Some entrepreneur, the garment industry in previous experience in retail, prepared manufacturing and wholesaling clothing. In the historical word, sweatshop created the middleman earned profit the margin in between the made for contract and amount paid workers. In 2017 only 5 % part of India.After April to October 2018 total export of the apparels and garment industry1.52 trillion(US\$21.95 billion). Readymade garment exports RS.61135.34 crore(US\$8.86billion) during the same period. Working action in a low-cost nation have collected demanding media coverage, especially In this 2016, the largest apparel and garment exporters countries were China (\$161 billion )and Bangladesh (\$28 aftermath of large scale disasters like the 2013Savar building Vietnam (\$25 billion), India (\$18 billion), Hong Kong (\$16 billion), Turkey (\$15 billion) and Indonesia (\$7 billion).[1] By 2025, it is projected that the United States market will be worth \$385 billion.[2] It is an It is also calculated rates by 2022.The first internet shopping network in since1994.Instantly after, Amazon and e-bay was also online site created in 1995. There are many advantages of online shopping that's why online stores are a vast business nowadays like different varieties, Save time and money, save fuel and energy, contrast prices and there are still few disadvantages of the online market does not check the product, and it doesn't feel and test the product.

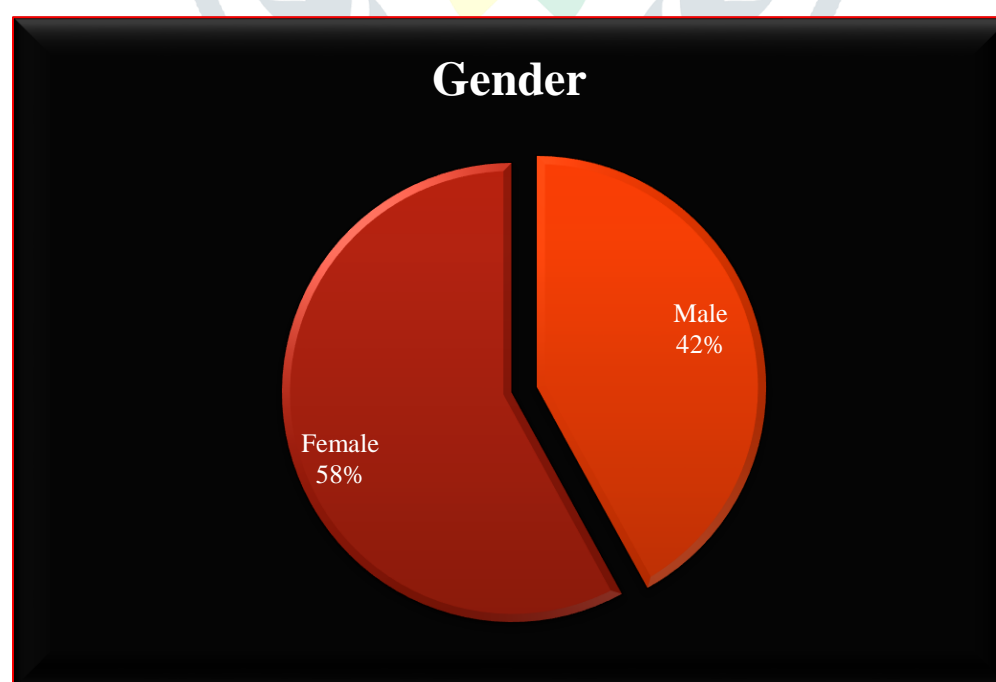
## RESEARCH METHODOLOGY

In this research paper a successful and original, a questionnaire was structured. Through the need, all primary data has been collected on a survey.One hundred respondents in Kota Rajasthan and secondary research is also collected data different books websites and articles.

### Classification and Tabulation of the data

Table-1: Classification based on the Gender

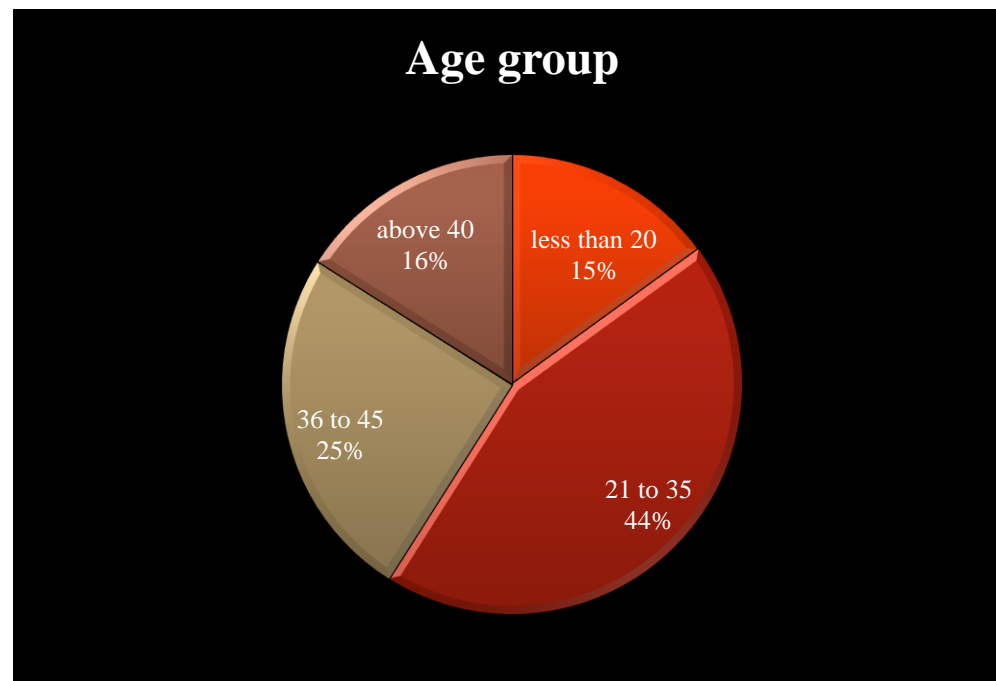
MALE	42%
FEMALE	58%
TOTAL	100



The above table mentioned female’s respondents are higher than male respondents.

Table-2: Classification based on the age group

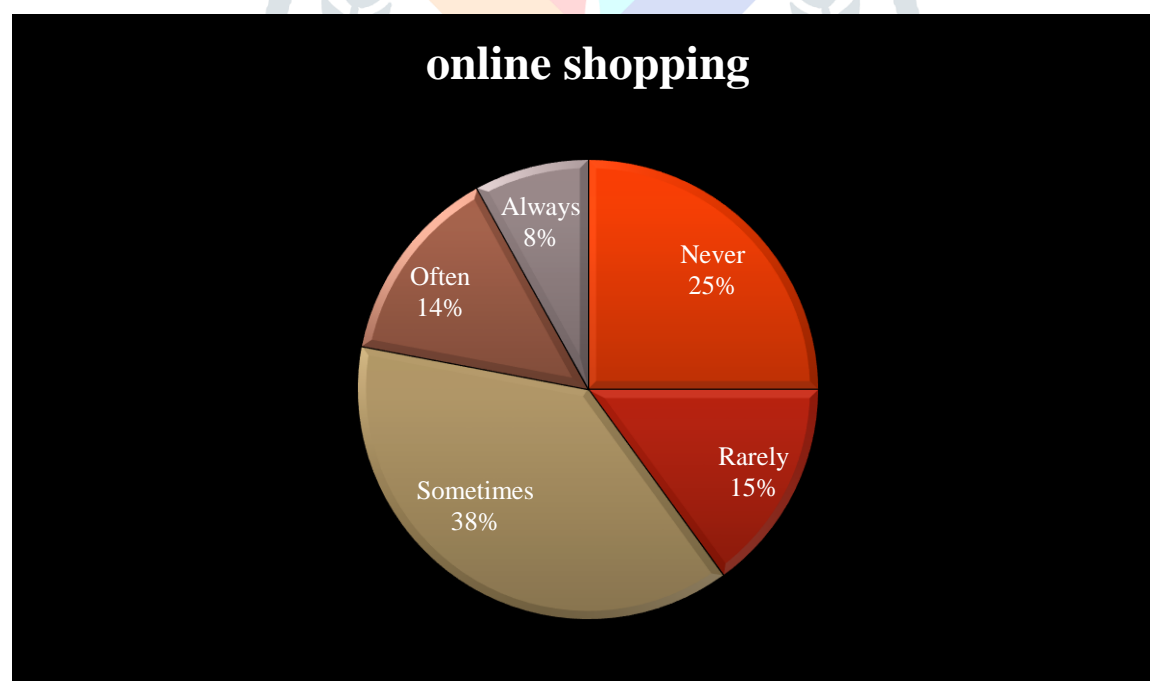
Less than 20	15%
21 to 35	44%
36 to 45	25%
above 40	16%
total	100



The figures display the different age group of respondents in this study .The conclusion of this figure is that the group of 21 to 35 is mostly using internet marketing for apparels and garment industry.

Table-3: Classification of online shopping for apparel and garments.

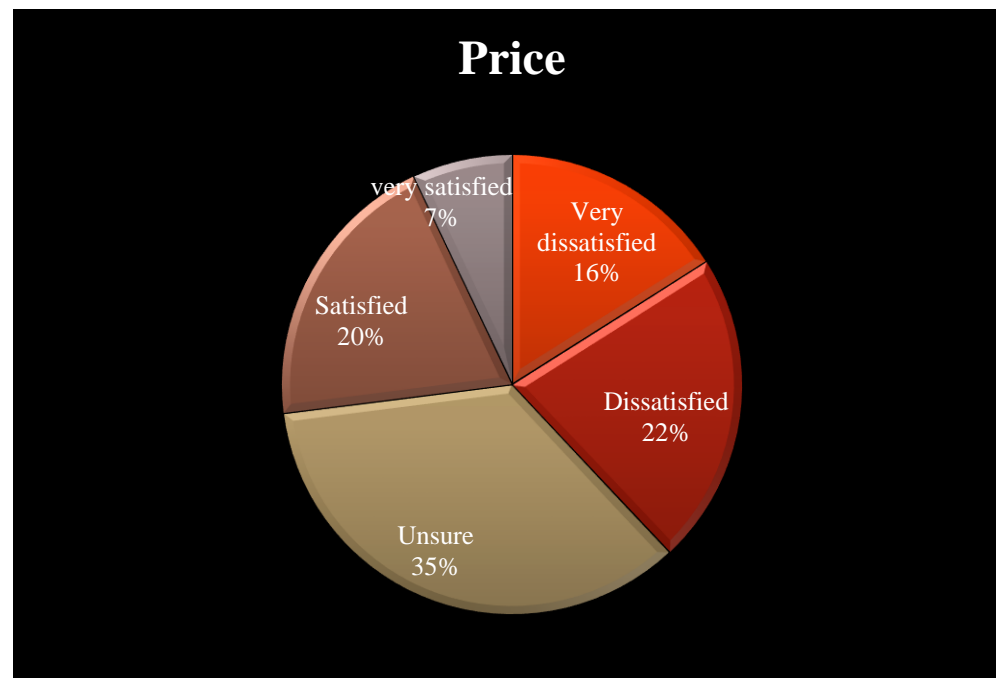
Never	25%
Rarely	15%
Sometimes	38%
Often	14%
Always	8%
Total	100



This table analysis that many people are not buying about online shopping. 8% of customers rarely used often purchasing online shopping.

Table-4: Satisfaction level of the customers about the price of apparel and garment

Very dissatisfied	12%
Dissatisfied	21%
Unsure	32%
Satisfied	25%
Very satisfied	10%
Total	100



This table mentioned that in the collected primary data of 100 respondents that there are 35% of customers are unsure about a price on online shopping.

Table-5: Classification of the quality of apparel and garment

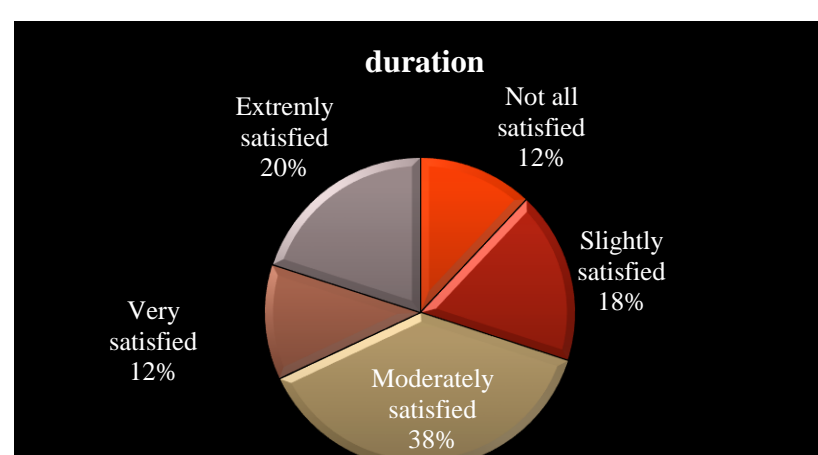
Poor	18%
Fair	25%
Good	37%
Very good	10%
Excellent	10%
Total	100



The above table and data collected on 100 respondents the quality of apparel and garment industry online shopping websites. 37% people according to this data quality are good.

Table-6: Classification of the duration of delivery of apparel and garment

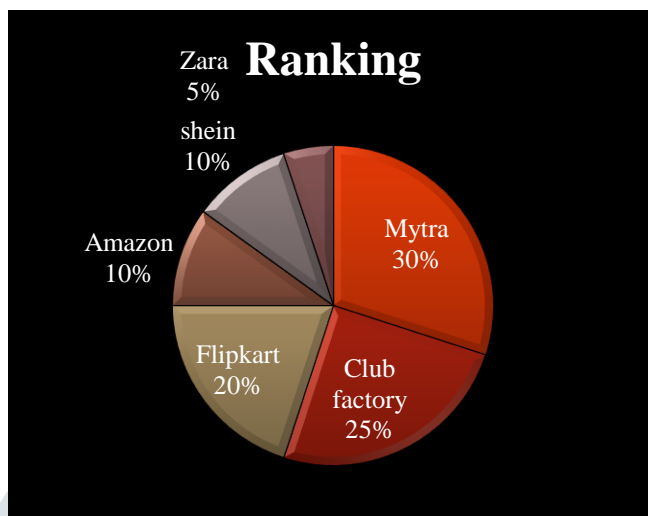
Not all satisfied	12%
Slightly satisfied	18%
Moderately satisfied	38%
Very satisfied	12%
Extremely satisfied	20%
Total	100



The figure analyzed is the duration of delivery of apparel and garment 38% of customers are moderately satisfied.

Table-7: Ranking the most preferred website for apparel and garment

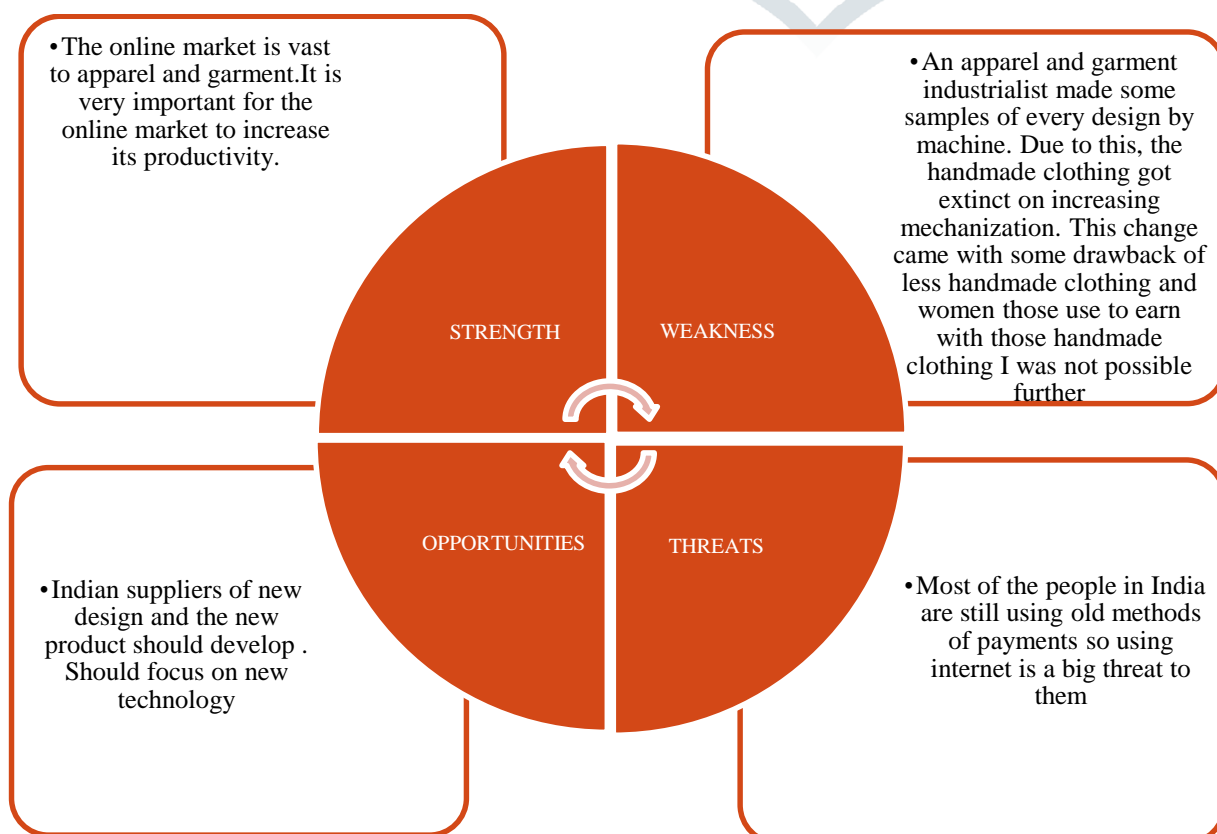
Website	Ranking
Myntra	30%
Club factory	25%
Flipkart	20%
Amazon	10%
Shein	10%
Zara	5%



According to this research, many people are not aware of online websites. But some customers are aware of online shopping websites like Myntra, Amazon that people are most used and the second number Flipkart and club factory about these websites.

**SWOT (STRENGTH, WEAKNESS, OPPORTUNITY, THREAT):**

The SWOT analysis is very simple, to develop and create a new idea of better technologies to improve your business strength and weakness; both are internal factors and, Opportunities and Threats are external factors.



## FINDINGS

1. The main concern of a customer is the better quality of the product in online shopping, which is sometimes hard to find in online shopping portals.
2. Different varieties are available for apparels and garment so that people are interested in online market peoples.
3. People don't know much aware about the online market.
4. Digital payments are also a big threat because most of the people still using the old method of payment.

## CONCLUSION

Overall on or upon the whole studying the Internet marketing and E-COMMERCE is very important role play in the apparel and garment industry. It is mostly used in new technology and new designs in International marketing. The ratio of the apparel and garment industry is the highest ranking among all developed countries in Northern America and Asian countries. India is exploring the online market to improve the quality of the product. According to E-commerce, India has a boom in apparel and garment to traditional dresses, ethnic wear and handicraft to precedence to digital India. The justifiable industry will only continue to increase customers.

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## QUESTIONNAIRE

1. NAME :
2. AGE :
3. GENDER :
4. INCOME :
5. PROFESSION :

### 6. Do you aware of internet marketing?

- (a) Not at all aware
- (b) Slightly aware
- (c) Somewhat aware
- (d) Moderately aware
- (e) Extremely aware

### 7. Do you use online shopping for purchasing or buy apparel and garments

- (a) Never
- (b) Rarely
- (c) Sometimes
- (d) Often
- (e) Always

**8. Do you feel satisfied with the quality apparel and garments of which purchasing Online?**

- (a) Poor
- (b) Fair
- (c) Good
- (d) Very good
- (e) Excellent

**9. Are you satisfied with the price of apparels and garments while purchasing online?**

- (a) Very dissatisfied
- (b) Dissatisfied
- (c) Unsure
- (d) Satisfied
- (e) Very satisfied

**10. Are you satisfied with the duration of the delivery of apparel and garments while purchasing online?**

- (a) Not at all satisfied
- (b) Slightly satisfied
- (c) Moderately satisfied
- (d) Very satisfied
- (e) Extremely satisfied



**11. How often you buy online shopping?**

- (a) Weekly
- (b) Monthly
- (c) Occasionally
- (d) Always
- (e) Yearly

**12. Ranking (1-6) most preferred the best website for the purchasing apparel and garments online?**

S.No	Website	1	2	3	4	5	6
1	Mytra						
2	Amazon						
3	Flipkart						
4	Shein						
5	Lifestyle						
6	Club factory						