

**Project Dissertation Report on**

**FACTORS AFFECTING INDIAN APPAREL  
INDUSTRY**

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**UNDER THE GUIDANCE OF:**  
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## **CERTIFICATE**

This is to certify that the project titled 'Factors Affecting Apparel Sector of India' as part of the final year Major Research Project submitted by Sarthak Arora, Roll number 2K20/DMBA/113 in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2022 is his original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

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Dr. Deep Shree  
Faculty Advisor

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Prof. Archana Singh  
Head of Department (DSM, DTU)

### **DECLARATION**

I hereby declare that the work titled 'Factors affecting Apparel Sector of India' as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2022 under the esteemed guidance of Assistant Professor Dr Deep Shree, is my original work and has not been submitted anywhere else.

The report has been drafted by me in my own words and is not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

Sarthak Arora  
(Roll No 2K20/DMBA/113)

## **ACKNOWLEDGMENT**

I would like to thank my faculty advisor Assistant Prof. Dr Deep Shree, who helped me to take up the topic 'Factors affecting apparel sector in India' and guided me to complete this project properly.

It is my radiant sentiment to place on record my best regards and deepest sense of gratitude to Prof. Archana Singh, Head of Department (DSM, DTU)

I am highly indebted to Delhi School of Management, Delhi Technological University for providing me an opportunity to work on this project. Finally, I would like to express my gratefulness to all the honourable faculty members and the PhD Scholars of DSM, DTU for sharing their experience and expertise on this project.

Lastly, I thank almighty and my fellow classmates for their constant encouragement without which this project would not be possible.

Sarthak Arora

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## **Executive Summary**

The apparel industry is one of India's most important economic sectors and the country's utmost basis of foreign exchange. The textile sector employs more than forty million citizens of India, making it the country's largest employer. Indian people living in diverse areas with their own traditions and customs, as a result of which diverse and unique attire with a lengthy history can be seen. Textiles and clothing from India have a long tradition of excellent craftsmanship and worldwide appeal. India's cotton, silk, and denim are very popular internationally, and with the rise of Indian design skill, Indian clothing has also found success in the world's fashion capitals.

With an extensive raw material and manufacturing base, India's textile and garment sector is one of the world's largest. Unstitched clothes account for US\$ 8.307 billion of the country's current textile sector, which is valued at US\$ 33.23 billion. In terms of domestic share and exports, the industry makes a considerable contribution to the economy. In 2013-14, it accounted for 14% of total industrial output and 4.78 percent of total exports.

The Textile Ministry has made positive initiatives to aid apparel exporters in overcoming the effects of the global crisis, as well as rising yarn and fabric prices. The fibre strategy encourages apparel exporters to conduct business with worldwide markets by offering a diverse range of things made from innovative fibres and textiles.

Globalization, or the increased engagement of local economies with those of other nations, is represented in the rising percentage of international commerce. Clothing exports are growing faster than any other type of commerce goods. Increased attention and suitable incentives might help India's garment business outperform its global counterparts.

There are several classes in our society, each with their own manner of wearing and living. When discussing society, we must take into account all socioeconomic groups. The clothes we wear reflect our personalities. India has

seen a shift in recent years, not just in terms of economic standards but also in terms of sociocultural issues. Traditional values, conventions, and behaviors are being replaced with ideals that are more Westernized and global. Our young generation's and designers' fresh inventions and ability are deserving of praise. They have given Indian trends a new name on a global scale.

The fashion trends are influenced by various factors such as Peer groups, Education level, Mass media Climate, Social media, Customs and Traditions, Mass media, Exposure, Religion, Hobbies, Financial conditions, Changing trends and Values, Family members' influence, Age, etc which I have discussed further in the project.

Furthermore, I have discussed "Sustainable Fashion". It is basically apparel that is designed, manufactured and consumed in ecologically beneficial manner is referred to as sustainable fashion. This research sheds light on a brand named "SUTA" which houses handwoven sarees which promote sustainable and environment friendly apparel.

A survey has also been conducted with 100 university students to gauge their opinion on fashion trends, sustainable fashion, supporting local artisans and apparel on E commerce platforms.

In this project I will shed light on the following

- researching developing trends in India's garment industry.
- concept of Sustainable fashion and brands that are promoting it
- encouraging local artisans and craftspeople and using local products
- transition from shopping apparel physically in stores to E commerce platforms
- examining the societal difficulties posed by fashion trends and their influence in India.

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## INTRODUCTION

India is a multi-faceted country with a population of 1.27 billion people living in diverse areas with their own traditions and customs as a result of which diverse and unique outfits and attire with a drawn-out history can be observed.

According to Mr. Rakesh Vaid, President of garments exporters association, the apparel industry is exhibiting indications of improvement in India from 2010-11. Apparel exporters are looking for preferential treatment because their industry offers a lot of value to export income generating. They anticipate that the government would promote large-scale investment and take steps to reduce manufacturing and transaction costs. They also want the government to focus on price stability in the home market.

Apparel exports were significantly below potential throughout the post-quota period. Increasing input prices, high interest rates, liquidity limitations, high electricity and transportation expenses, and poor infrastructure are just some of the challenges that garment exporters confront.

Then came the gloomy time of recession, which increased worldwide rivalry and decreased garment demand. The diseased economies of the United States, the European Union, and Japan, which accounted for about 80% of world exports, had an impact on the global market, causing key nations' garment exports to suffer. The recent rise in cotton yarn and fabric costs has had a significant impact on garment exports.

As per the report by garments exporters association, Exports of apparel totaled \$9.7 billion in 2009-10. This is down 11.4 percent from the previous year's data of \$10.95 billion. However, exporters are optimistic that the garment industry would grow by 10% by 2010-11. They expect the government to take actions to reduce raw material exports, such as cotton and yarn, in order to boost domestic manufacturing.

Then came the gloomy time of recession, which increased worldwide rivalry and decreased garment demand. The diseased economies of the United States, the European Union, and Japan, which accounted for about 80% of

world exports, had an impact on the global market, causing key nations' garment exports to suffer. The recent rise in cotton yarn and fabric costs has had a significant impact on garment exports.

The Indian textile industry requires special attention since it uses 95% of indigenous resources and contributes substantial value to exports. He suggests that the government create labour standards specifically for garment makers and exporters, allowing them to compete more effectively.

India has undergone a shift in recent years, not just in terms of economic standards but also in terms of sociocultural issues. Traditional values, conventions, and behaviours are being replaced with values that are more Westernized and global.

The data reveal that while Indian youth appears to support Western values, family, group, and national traditions all play a role in determining brand meanings.

### **Factors that Affect Trends and Fashion**

Change is the only constant Fashion is dynamic in nature hence, continuously changing. People associate fashion with the garment they adorn however, In current times, fashion comprises everything from fabric, garments, and accessories, and has become a much broader notion. According to Parul Bhatnagar, in her book "Traditional Indian Costumes and textiles" the Trends are influenced by the following factors:

- 1) Peer groups
- 2) Education
- 3) Mass media
- 4) Climate
- 5) Society
- 6) Social media
- 7) Customs & Traditions
- 8) Mass media
- 10) Exposure
- 11) Religion
- 12) Hobbies
- 13) Financial conditions
- 14) Changing trends and Values
- 15) Family members' influence
- 16) Age
- 17) Awareness

The above-mentioned characteristics are actually factors that effect a person's personal choices and also impacting overall fashion trends. It is the apparel that defines a person's individual identity in society and also connects up with social hierarchy.

Indian clothing is the result of nearly three thousand years of history marked by social, economical, political and cultural influences. Apparel is an important aspect of any ethos and has also witnessed significant changes in India.

Clothes help us feel confident, joyful, and free, or they can make us feel self-conscious, timid, sensitive, and constrained. cultures and people's interpretations of clothing throughout the world unavoidably impacts fashion trends.

### **Fashion Revolution in India**

In her book "traditional Indian costumes and outfits" author Parul Bhatnagar writes, that the Indian hamlet now shows little similarity to its ancestor from around 6,000 years ago. Indian textiles and costumes have been renowned for their remarkable beauty and cultural values for millennia.

Costumes aid in the formation of a person's group or nation of origin's cultural identity at any given historical epoch. They serve as a vital nonverbal communication route as well as a means of covering and beautifying the body. They assist in the knowledge of popular fashion trends at the time. Fashion trends have been seen to wander in a new direction every 10 to 20 years.

The attire indicate the influence of social life, seasons, and man's field of work. Fashion's historical consistency may be utilized to predict future trends. The three basic sources utilized to reconstruct the history of Indian clothing are archaeological facts, literary references, and actual garments.

The British and the colonial era had a major impact. Following the observation of British people's clothing, Indians began to think down on themselves, believing that their habits and costumes demonstrated illiteracy, and hence refused to wear their original garb and with this the revolution began where Indians started emulating to modify their indigenous apparel and chase westernization in terms of clothing

### **Current Trends**

Everyone nowadays has their own distinct and individual style of dressing; some choose a more cheerful and fashionable look, while others like the casual look while some individuals love dressing up in Indian garb. Fashion trends in all sorts of apparel develop along with people's likes.

In the fashion sector, Indian fashion designers have already established themselves. Designers' exotic designs have influenced the worldwide Indian clothes trend significantly.

The acceptance of Indian apparel in the worldwide textile market has risen as a result of these designs. Today, Indo-western fusion clothes with a modern style are in high demand all over the world. As time passes, the Indian dress style continues to evolve.



### **Sustainable Fashion**

The apparel business has a devastating environmental effect. In reality, it is the world's second-largest polluter, after only the oil sector.

Cotton required for a pair of jeans takes around fifteen liters of water to develop. High water use, pollution from chemical treatments used in dyeing and preparation, and the cremation or landfilling of vast numbers of unsold garments are all harmful to the environment. There is an increasing water scarcity, and the present fashion material consumption level of 80 billion cubic metres per year is quite alarming, as textile manufacturing is largely done in locations where fresh water is scarce. Only around twenty percent of garments gets recycled or repurposed, and vast quantities of fashion products end up in landfills or are burnt.

Objective:

sustainable fashion believes that the fashion industry has a clear potential to prioritize environmental impact in the clothing industry. Sustainable fashion has as its purpose the creation of healthy ecosystems and communities.

The following methods can be used to meet the aims of sustainable fashion:

- boosting the value of local goods and services
- extending the material's lifetime
- enhancing the value of timeless clothing
- lowering the quantity of waste produced
- decreasing the waste produced by manufacturing and consumption on the environment
- People should be informed on how to consume in an ecologically responsible manner, allowing the concept of sustainable fashion to obtain more support

In this Project a survey has been conducted wherein respondents are asked questions regarding sustainable fashion to gauge their awareness of the concept and whether they are consuming it

### **SUTA- A Sustainable fashion Brand**

Suta is a sustainable fashion brand started by two sisters, Ms. Sujata Biswas an alumni of IIFT Delhi and her sister Taniya, an engineer and alumni of IIM Lucknow who has also worked for organizations like IBM and the TATA group.

This brand has a store in Mumbai and a very strong presence on E commerce platforms as well. Several A list celebrities including Vidya Balan and Alia Bhatt have worn their sarees.

#### **Vision of Suta:**

- Make the switch to items and collections made entirely of natural fibres.
- Expand the use of handloom and handcrafted items, bringing in a large number of new weavers and craftsmen to the brand.
- Legally validate ethical standards of operations in accordance with various certification authorities, and expand sustainable practices tracking from farm to wardrobe.
- Through agreements with supporting organizations and programs like Suta Earth and track the carbon impact and keep it as low as possible.

#### **Suta Earth Initiative:**

Suta Earth is a programme that allows you to save up to 50% on Suta purchases while also helping to make the world a greener place. The brand is collecting old sarees that customers aren't wearing anymore, any saree, not just the brand's, and putting a mechanism in place to upcycle them into packing bags as part of this campaign. Suta, the brand, will provide the buyer a discount code that he or she may use on their next purchase based on the sort of cloth that is submitted.

By doing so, the firm is diverting vast amounts of fabric waste from landfills and conserving new resources that would have been needed to make packing bags out of fresh fabric.



### **Impact of fashion trends on Society**

According to the survey conducted for this research, more than half of India's urban young that is a staggering eighty two percent of respondents maintain a careful eye on current living style, dress, and other trends.

Fashion trends have both constructive and corrupt effects on society.

### **Negative Impacts**

- Generations are being influenced by western society.
- Ignoring Indian culture and ethnic groups.
- Taking a greater interest in Hollywood fashion and trends than in their own nation.
- Young girls seek for such zero-figure ideals, which can lead to hazardous eating disorders, mental health problems, Anorexia, bodily mutilation, and even suicide.
- Teens are engulfed by attractive advertisements for apparel and new trends that tell them what's hot and what's not.
- Another factor that has influenced Indian fashion is the current global economic situation.

In 2015, the percent share of consumer apparels will be 100% = US \$ 40 billion. This clearly demonstrates the relevance, demand, and usage of apparels, and so we must take substantial and regular actions to secure the future. Although all designers are working hard to make new innovations in traditional costumes, our current culture prefers a more modern and western appearance.

**Looking at future**

India's home market is enormous, with a population of one billion people. India's middle class, which presently numbers over 200 million people, is expected to grow to nearly half of the country's entire population. Although the majority of Indians have little disposable income, as the economy expands, more consumers will have more discretionary spending after covering their fundamental necessities for clothes and other expenditures.

Indian dress has developed through time to include both traditional and cosmopolitan aspects. A stylistic difference has evolved as a result of the significant effect of Western culture on Indian culture. Fashion in the future will be very different from what it was in the past. Globalization along with the internet will almost surely result in a convergence of fashion trends in architecture, music, online presence and clothes.

### **Made in India Initiative and encouraging local artisans**

Thanks to Hon. PM Narendra Modi for the "MADE IN INDIA" idea, for which we have contributed to raising awareness and boosting employment by designing clothes, since Indian embroidered works have earned worldwide reputation, and we may thus favour hand embroidery.

Many prominent firms, such as Fabindia and Good Earth, have teamed with artisans to create items manufactured using ancient processes in order to save their profession and deliver real handcrafted creations to the consumers. There are also native small and medium-scale enterprises that collaborate with these talented artists to promote traditional art.

### **The Legacy of Khadi**

Khadi, also known as khaddar, is an important part of the Indian textile industry. Khadi is a natural fibre textile that is handwoven. Hand-spun and hand-woven cotton, silk, and wool yarns are used to make the khadi cloth. Because khadi cloth is created and self-textured by craftsmen, each weave is unique. The Khadi and Village Industries Commission, which is part of the Ministry of Micro, Small and Medium Enterprises in India, promotes khadi

Indian khadi items, particularly in rural regions, play a key role in providing job possibilities for local craftspeople. Furthermore, the sector's growth adds to national efforts such as 'Make in India,' 'Vocal for Local,' and 'Aatmanirbhar Bharat,' which means self-sufficient India. Fabric, clothes, accessories, and home furnishings such as curtains, bedsheets, and napkins are all produced in India using khadi. Global markets have increased demand for Indian khadi items due of its distinctiveness and transparent quality.

We may include a variety of stunning styles into our Indian attire, and such appearances can even be appreciated by teenagers who are just interested in change.

At the very least, wear traditional garments to festivals and ceremonies so that they can be passed down and remembered by future generations.

India is the world's sixth largest textile and apparel exporter.

India is the world's second-largest producer of personal protective equipment kits.

With a 6% global share, India is the world's sixth largest manufacturer of technical textiles. It is also the world's largest producer of cotton and jute.

India is the world's second-largest producer of silk, as well as the second-largest consumer and producer of cotton, with 6 million tonnes of cotton produced annually, accounting for around 23% of global cotton output. India is the world's largest producer of jute, accounting for over 70% of worldwide output.

### **Domestic as well as Global Diversity**

Today's marketer faces not just the issue of segmentation, but also the influence of globalisation, which has abolished all barriers. India is a country with a wide range of cultural influences. In the case of India, the old technique of treating the entire country as a cultural unit does not work. India's cultures and customs are diverse. In India, North India and South India are two of the most common segments. The main problem for marketers is to either meet the needs of different areas with the same tactics or to establish tailored plans for each region.

Cross-cultural research has become increasingly important, and no business can afford to overlook it when expanding into new markets. There have been few research in India that have looked at the impact of cultural variations on garment purchasing behaviour. The findings will be extremely useful in supporting MNC executives who want to develop into Indian markets, as well as Indian local companies who want to expand on a national scale.

Marketers now face multicultural marketplaces, where individuals from several cultures may be located in one location. Gone are the days when marketers used to divide clients into distinct groups, such as geographical divisions, where the majority of individuals had similar demands and expectations.

India is home to hundreds of languages, cultures, and traditions, making it one of the world's most culturally diverse countries. North Indians and South Indians are two separate cultural groupings in India. It seems sense to research the cultural differences between North and South India.

Despite the fact that Hindi is India's national language, the majority of Hindi-speaking Indians live in the north. Almost every state has its own language, and the differences may be discernible in accent if not in the language's core. For North Indians, there is little distinction between national and regional languages, but for South Indians, there is a definite separation. The divide between North and South India may be seen vividly through the lens of linguistic variety.

### **Undesirable impacts of westernization on the Indian apparel**

Indian culture's traditional dress is being ruined by Westernization. In India, for example, traditional attire includes the sari, dhoti, and kurta; however, many people now wear western clothes such as jeans and tee-shirts

In many respects, western culture has an effect on Indian festivities. Every year, all Indians rejoice in their festivals and take tremendous pleasure in them. Today, many Indians do not celebrate their own holidays such as Holi or Diwali, preferring instead to celebrate western cultures such as Christmas or Halloween and celebrating Valentine's Day.

Many western dishes (such as pizza, burgers, steak tacos, and so on) have found their way onto the Indian plate, while Indian foods like as Golgapa and curry are becoming increasingly popular in Europe. Western foods are high in fat, which contributes to India's rising obesity epidemic. Hence this has given rise to plus size brands like plusS, sztori, fubu, big banana etc.

### Objectives of the study

- to learn about customer buying habits
- to gauge awareness related to sustainable fashion
- to learn about the made in India Initiative and how it's encouraging local artisans and craftspeople
- to learn about the transition from physical shopping to E commerce platforms

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## Literature Review

The apparel industry is one of India's most important economic sectors and the country's largest source of foreign exchange profits. The textile sector employs around forty million individuals in India, making it the country's largest employer. With a population of more than a billion people living in diverse areas with their own traditions and customs, as a result of which diverse and unique attire with a lengthy history can be seen. Textiles and clothing from India have a long tradition of excellent craftsmanship and worldwide appeal.

As per "shopping orientations and consumer uses of information" (Moschis, GP 1976), Loyalty is impacted by situational elements as well. Task description, amount of participation, shopping orientation, and information consumption are some of these aspects. These show the urgency of the demand and the shopper's confidence in making a buying decision. The shop preference was discovered to be dependent on purchase conditions that differed depending on the extent of engagement.

As a result, we may argue that the customer's existence is inextricably linked to the retailer's Understanding customers is essential for establishing a successful retail strategy. Identifying the target group for a product or service, as well as the demographics, requirements, and buying behaviour of this segment, is an important part of understanding consumers.

The first step in the process of a customer purchasing a product or service is to recognize the need for it. It's possible that the requirement is psychological or functional (DOYLE, 1998).

Shoppers seeking higher hedonic fulfilment from their purchases are more likely to favour 'new' format retailers that focus on experimental marketing and provide better atmosphere and service. Personal values and intended consumer advantages are inextricably linked. One of the key determinants of loyalty is previous experience with the source. It has an impact on the formation of expectations about the intended advantages of shopping at a store.

Brand is a guarantee of trustworthiness



When a customer walks into a shopping centre these days, he or she has a lot of options. It is determined that consumers' emotions are one of the primary elements which impact their buying behaviors (Aaker, 1990).

Consumers have preferences when it comes to choosing things to buy, and these choices are formed based on their impressions of the brand. Successful branding may raise customer awareness of the brand and hence enhance the likelihood of purchasing the company's goods and services.

Brand equity is a wide term that may be broken down into four areas: brand loyalty, name recognition, perceived quality, and brand connections. The next sections will go through these four major topics.

One of the most important indicators of brand equity is brand awareness. It relates to a potential consumer's capacity to recall and recognise a brand.

Advertisement attitudes are influenced by brand attitudes, which influences customer buy intent.

According to the 2010 Population Survey, India has 315 million young people aged 10 to 24, accounting for 30% of the country's population. This generation is healthier, more urbanised, and more educated than previous ones. In the last several decades, India's demographic landscape has changed dramatically.

The Indian economy has been revolutionised by rising income levels, a focus on education, and fast industrialisation, all of which have been accompanied by the Indian government's unrelenting pursuit of liberalisation policies. The onslaught on Indian values and national culture by Western values has not been spared. According to research, Indian consumers' consumption patterns have shifted in recent years, potentially affecting their values. Globalization proponents have spoken about national borders blending and lifestyle inequalities dissipating. National cultural distinctions are being phased out in favour of increasingly homogenised global lifestyles. However, the importance of culture and values in segmenting and marketing decisions has long been recognised.

Individualistic and collectivist countries were discussed by Hofstede, and there was a significant variation in individual views and behaviours in these countries. After 25 years, Hofstede's results are still true, since nations demonstrate the same characteristics in their consumption decisions and

buying behaviour. Consumers' perceptions of brands and how they give meaning to them are influenced by cultural norms based on conditioning.

This might be ascribed to multinational corporations' efforts to understand consumers in diverse nations through global branding and marketing initiatives. The purpose of this study is to learn more about the nature of collectivist and individualist beliefs and lifestyles in Indian culture, as well as how they influence brand meanings among Indian university students.

Many subcultures, faiths, and regional dialects make up Indian culture. Indian cultural values are dominated by the basics of group values, family focus, feminine qualities, and self-identity. Shared beliefs, understandings, and ambitions are learnt and conveyed from one generation to the next, and then passed on to subsequent generations.

### **Challenges faced by Indian apparel sector**

A narrow fabric base, reliance on cotton, limited product mix, low productivity, complex and discriminatory tax schemes, and expensive infrastructure expenses are among the other structural issues. Import restrictions and market access constraints have bred inefficiency and stunted expansion in the business.

The Indian textile and apparel industry is diverse and capable of producing a wide range of textiles to fulfil a variety of market demands. It has access to a vast pool of skilled workers as well as technical and management employees that are trained and skilled. Despite this, India's textile and garment sector is plagued by structural issues.

The sluggish rate of modernisation, notably in the weaving, dyeing, and finishing industries, as well as the garment industry.

According to Indian sources, small units have much lower manufacturing costs than composite mills, employ low levels of technology, and create largely low-value-added, poor-quality items that are less competitive worldwide as a result of GOI regulations.

The textile industry in India is primarily reliant on cotton grown in the country. Rain feeds over two-thirds of indigenous cotton output, resulting in large weather-related swings in cotton production.

The government of India's policies promoting small businesses have led in the formation of a huge number of tiny independent businesses. According to Indian sources, GOI regulations have given tiny independent businesses a competitive edge over bigger composite mills, discouraged investments in new manufacturing technology, and hampered large-scale production and the benefits of economies of scale.

Furthermore, Indian cotton has one of the highest contamination levels in the world. Cotton yarn quality is low in India, according to reports, contributing to substandard textile goods.

### **Impact of Bollywood on apparel sector**

The two worlds of fashion and cinema are tightly intertwined. Similarly to how movies allow us to adopt a different identity, the world of fashion allows us to develop our own distinctive style and reinvent ourselves.

Bollywood's influence on Indian culture across the world is well-known. Take, for example, Indian designer Sabyasachi, who defined Indian culture and fashion via Bollywood actors and films, resulting in worldwide fashion trends. Saris, salwar kameez, and dupatta, which are mostly worn by Indians, are well-known and recognised over the world.

The concept of 'Indianness,' as it is now known across the world, connects with Bollywood. The films celebrate Indian culture in all of its forms and do a fantastic job of presenting it. International fashion designers are inspired by the divineness of these civilizations.

## RESEARCH METHODOLOGY

The Data used is from Primary data sources. Research instrument used is questionnaire. Sample size is 100 that is a hundred respondents participated in the survey. Sample procedure used for conducting this research is simple random sampling

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I used a descriptive research design to perform my study. Statistical research is another name for descriptive research. The primary purpose of this sort of study is to describe the facts and features of the subject under investigation. Frequencies, averages, and other statistical computations are the focus of this sort of research. Although this study is quite precise, it does not uncover the root reasons of a problem. Descriptive research is often carried out when a researcher wishes to obtain a deeper knowledge of a subject, and it focuses on the past rather than the future.

Descriptive study entails the investigation of existent occurrences. The specifics of the facts will remain unknown. The facts of the present phenomenon are unknown to the people.

Sampling Design:

- a sampling unit comprising of customers of apparel brands
- a sample size of 100 university students

### **Data Collection**

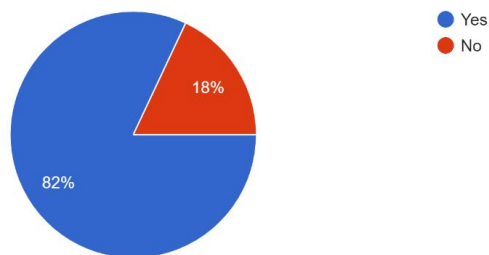
**Primary data** is information that is obtained fresh and for the first time, and so has a unique nature. Primary data may be collected in a variety of ways, including surveys.

For my study, I utilized the Questionnaire approach to acquire the data that I needed.

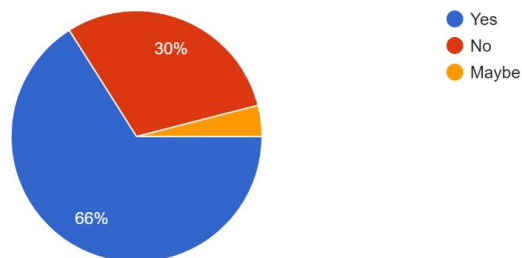
**Secondary data** is information that has already been acquired and processed through the statistical process. Secondary data can be either published or unpublished information.

## Survey and it's Interpretation

do you know about apparel brands  
100 responses



are you brand conscious while purchasing apparel  
100 responses



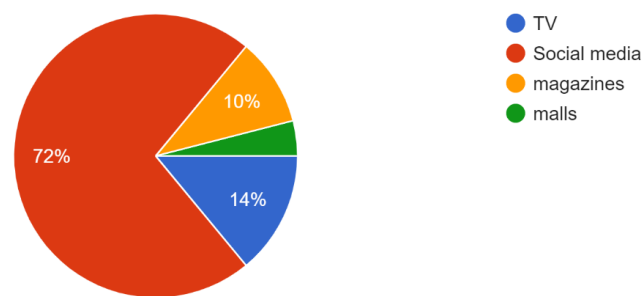
As per my survey 82 percent of the university students are aware of the apparel brands.

A majority of 66 percent candidates identify themselves as brand conscious which means they are aware and have preferences for particular ones over the others

## Affect of social media on fashion trends

from where do you mostly get updates regarding fashion/ latest trends

100 responses



Candidates were asked regarding the sources from where they get information regarding latest trends and updates from the fashion world and a vast majority of 72% get this information through social networking sites.

Platforms like Instagram are instrumental in bringing fashion to the layman. We can even see fashion influencers both male and female on these platforms who have a tremendous impact on the millennials

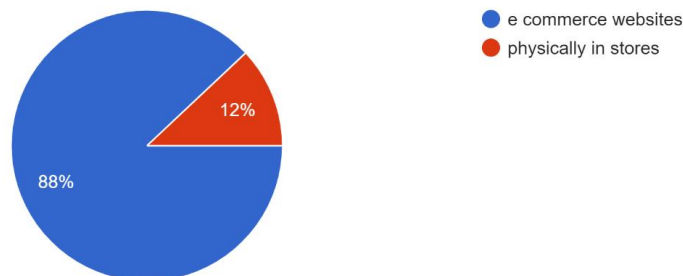
There was a time when films and television were the medium to influence fashion choices but they are clearly replaced by social media.

A trivial section of the candidate pool which is 14% and 10% style choices are influenced by television and magazines respectively.

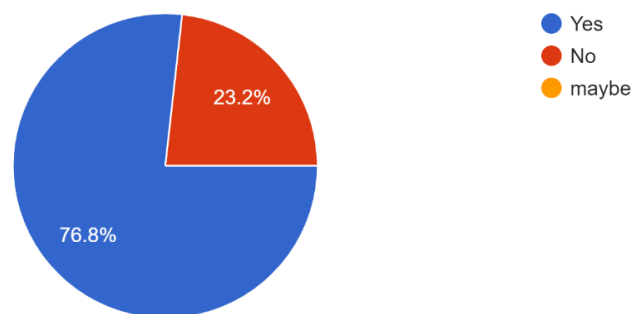
## E commerce platforms giving a boost to apparel industry

From the pie chart generated below from the survey, a majority of 88 percent of respondents are inclining towards using e commerce platforms for purchasing apparel over physically shopping in stores.

do you prefer shopping for apparel on e commerce platforms or physically in stores  
100 responses



does reviews on e-commerce websites matter in purchasing apparel  
99 responses

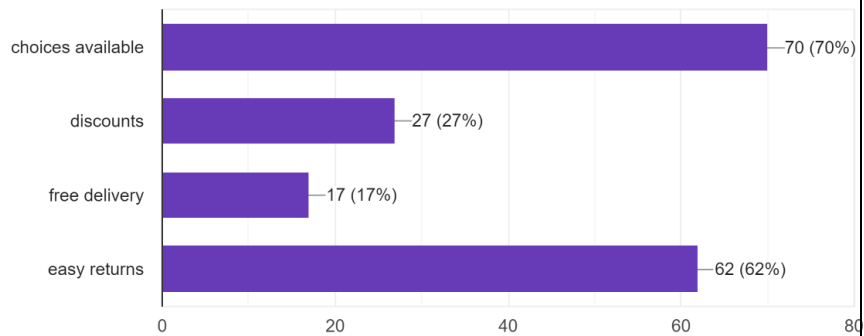


One of the major drawback of purchasing apparel on e-commerce websites is that one can't physically touch and feel the quality of the product due to which online reviews have become important to increase trust amongst the customer.



### what do you think are the benefits of purchasing apparel online

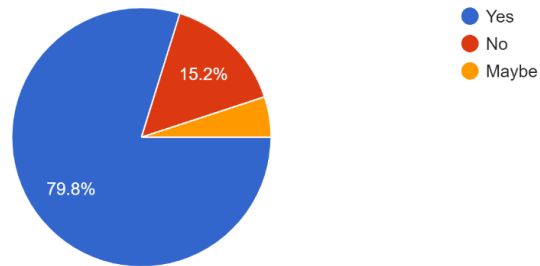
100 responses



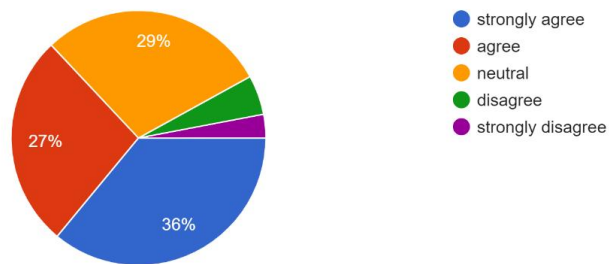
When it comes to buying techniques, we can already observe that people are gravitating toward internet shopping, and they have acknowledged that the epidemic has lured them more to online shopping. This provides e-commerce with the necessary boost in terms of having a customer base that has acclimated to a new style of purchasing and, as a result, boosts its market value.

With E-commerce being on a rise, it is important to gauge which are the previous trends that drew consumers towards it and below are the results ranking Digital payments, Fast Delivery & easy return policy as the clear drivers. However according to the candidates of the survey more available choices on E commerce platforms is what makes them chose commerce platforms over physically shopping in stores.

have you shopped for apparel more in online mode during the pandemic  
99 responses



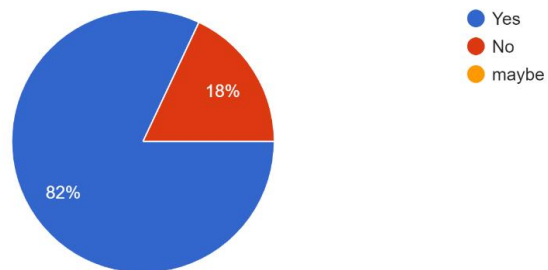
do you follow or keep in consideration latest trends and fashion during shopping for apparel  
100 responses



From the survey it can be concluded that the respondents who all belong in age group of 22 to 30 are aware of what's going on in the fashion world and have updates regarding latest trends. They do keep them in mind while purchasing apparel.

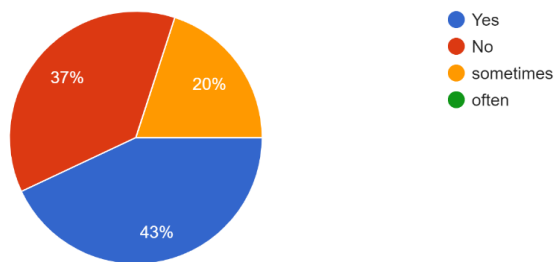
are you aware of sustainable fashion

100 responses



at the time of purchasing apparel do you seek brands that are indian or employee indian craftsmen

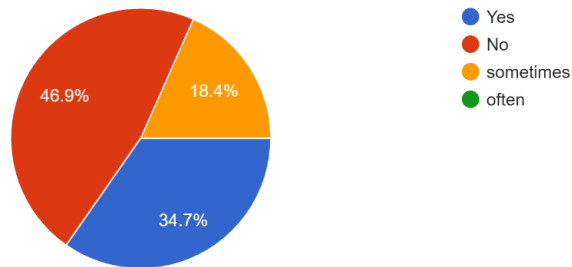
100 responses



From the above two pie charts we can conclude that although a majority of respondents are aware regarding the existence of the concept of sustainable fashion. However they are not aware of the brands that are selling environment friendly apparel.

at the time of purchasing apparel do you seek brands that provide sustainable and environment friendly apparel

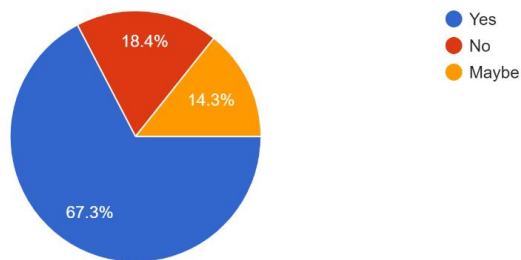
98 responses



*Own creation*

do you think sustainable fashion is expensive

98 responses



Most of the respondents are of the opinion that sustainable fashion is expensive. this is a significant reason why majority of the candidates of the survey are not actively seeking sustainable apparel brands while purchasing apparel. This is a myth as in this Research project case study of a brand called "Suta" is taken which provides sustainable fashion products in all price range. Also, since sustainable fashion is long lasting as opposed to fast fashion hence the consumer saves money in the long run.

**Commented [DS6]:** You have simply written the outcome of pie chart in word...no inferences are there

**Commented [sa7R6]:** Corrected

**Commented [sa8R6]:**

## **Conclusion**

- The apparel industry is one of India's most important economic sectors and the country's greatest source of foreign exchange profits. This industry accounts for 4% of the GDP, 20% of industrial output, and somewhat more than 30% of export revenues.
- The fashion trends are influenced by various factors such as Peer groups, Education level, Mass media Climate, Social media, Customs and Traditions, Mass media, Exposure, Religion, Hobbies, Financial conditions, Changing trends and Values, Family members' influence, Age, etc.
- From the survey it can be concluded that the respondents who all belong in age group of 22 to 30 are aware of what's going on in the fashion world and have updates regarding latest trends. They do keep them in mind while purchasing apparel.
- The apparel business has a devastating environmental effect. In reality, it is the world's second-largest polluter, after only the oil sector.
- The apparel business has a devastating environmental effect. In reality, it is the world's second-largest polluter, after only the oil sector. Sustainable fashion is a movement that aims to improve the ecological integrity of fashion goods and the fashion sector.
- Many prominent firms, such as Fabindia and Good Earth, have teamed with artisans to create items manufactured using ancient processes in order to save their profession and deliver real handcrafted creations to the consumers. Even an E commerce giant like Myntra is having an option of purchasing "made in India" products like clothing, jewelry, accessories and handicrafts
- Candidates were asked regarding the sources from where they get information regarding latest trends and updates from the fashion world and a vast majority of 72% get this information through social networking sites. Platforms like Instagram are instrumental in bringing fashion to the layman. We can even see fashion influencers both male

and female on these platforms who have a tremendous impact on the millennials

- When it comes to buying techniques, we can already observe that people are gravitating toward internet shopping, and they have acknowledged that the epidemic has lured them more to online shopping in the survey conducted. More available choices, easy returns, less physical contact and discounts are the drivers of transition from shopping in store to e commerce platforms
- From the survey conducted we can conclude that although a majority of respondents are aware regarding the existence of the concept of sustainable fashion. However, they are not aware of the brands that are selling environment friendly apparel.
- Also, a majority of respondents are of the opinion that sustainable fashion is expensive due to which the candidates are not actively seeking sustainable clothing while shopping.

## REFERENCES

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**ANNEXURE**

QUESTIONNAIRE:

factors affecting Indian apparel industry

Name

Your answer

educational qualification

HSC

SSC

GRADUATE

POST GRADUATE

PHD

Other:

MONTHLY INCOME

0-10,000

10,000-20,000

20,000-30,000

30,000-50,000



ABOVE 50,000

Employment

unemployed  
private sector  
government sector  
self employed  
student

age

15-20  
20-25  
25-30

do you know about apparel brands

Yes  
No

are you brand conscious while purchasing apparel

Yes  
No  
Maybe

from where do you mostly get updates regarding fashion/ latest trends

TV

Social media

magazines

malls

Other:

do you prefer shopping for apparel one commerce platforms or physically in stores?

e commerce websites

physically in stores

does reviews one commerce websites matter in purchasing apparel

Yes

No

maybe

as per your experience what are the perks of purchasing apparel online vs physically in stores

choices available

discounts

free delivery

easy returns

have you shopped for apparel more in online mode during the pandemic

Yes  
No  
Maybe

do you follow or keep in consideration latest trends and fashion during shopping for apparel?

strongly agree  
agree  
neutral  
disagree  
strongly disagree

are you aware of sustainable fashion?

Yes  
No  
maybe

are you aware of brands that provide sustainable fashion?

Yes  
No

at the time of purchasing apparel do you seek brands that are Indian or employee indian craftsmen

Yes  
No

sometimes  
often

at the time of purchasing apparel do you seek brands that provide sustainable and environment friendly apparel

Yes  
No  
sometimes  
often

do you think sustainable fashion is expensive?

Yes  
No  
Maybe