

FUTURISTIC MARKETING TRENDS IN TEXTILE INDUSTRY IN INDIA

Abstract

The textile Industry is very sound in generating employments. Skilled, semi-skilled and unskilled labor is getting employment in the textile industry. The objective of the study is to find out what kind of fabric and under what budget would be preferred in the next few years. “Vocal for Local” suggests that Indians must prefer buying fabrics made in India. The textile exports account for nearly 8-9% of the total exports from the country. The trends include creating recyclable clothing that can create sustainability for the generations to come.

Keywords: Textile, handloom, sustainability, innovation, fabric, green washing.

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I. INTRODUCTION

The major concern of textiles is that what kind of fabric would be used so that the final product would be satisfactory. The textile industry provides daily wages and compensation to more than 350 lakh people. The country has emerged as one of the largest exporters of textiles. The textile exports account for nearly 8-9% of the total exports from the country. Rural women play a crucial role in the textile value-chain. Garment factories in India offer employment on “piece-wage” contractual basis. There are various textile-design programs offered by world-class creative and design institutes as well as fashion houses. These incorporate different emerging trends and techniques for designing and creating fabrics.

II. REVIEW OF LITERATURE

(Jung and Jin, 2014) Attitude towards moving fashion without much speed defines the perspective towards slow consumption and production of clothing.

(Dissanayaka Sinha, 2015) The fashion that involves the use of natural products defines the fabric produced using the manufacturing procedure that is in favor with the environment with very little environmental cruelty upon the disposal.

(Guiot and Roux, 2010 and Amstronm et al, 2016) When two or more parties come to form a fashion consumption and they have the capability of designing outfits that are fresh and latest from pieces that are limited in quantity, to find to break a pattern through consumption and even open to learn about new fashion styles are consumed by bold and skilled customers.

(Price and Ridgway, 1983) Innovativeness of the consumer is a trait based on personality defines the honesty and acceptability to change a product or to again signify its use.

III. OBJECTS OF THE STUDY

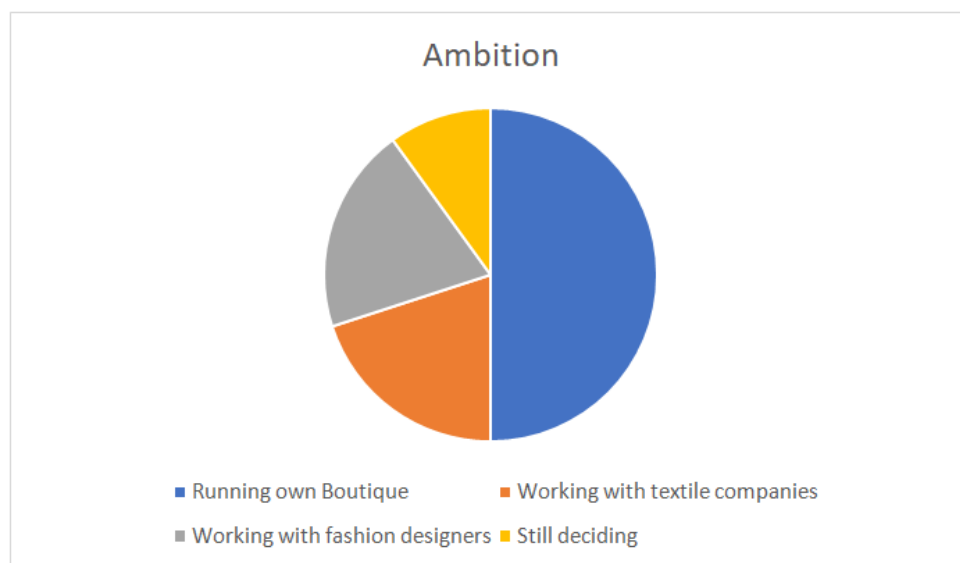
1. To understand Reduce, Reduce and Re-cycle in Textiles.
2. To know what kind of fashion would be in the ‘trendy’ zone.
3. Understanding need of creating environmentally friendly fabric.

IV. RESEARCH METHODOLOGY

The paper is descriptive and has both secondary sources as well as primary sources of data. It includes the reports published in e-journals and print media (newspapers). A questionnaire was distributed among 10 aspiring fashion designers. It even includes an interview by an Indian fashion designer.

1. Primary Research

- According to an interview of an Indian fashion designer, the purchase of handloom fabrics by customers would provide employment opportunities and would create more demand in the market for handloom as it has vibrant colors and it also has a good texture.
- According to the questionnaire responses that were distributed among 10 aspiring fashion designers, 50% of the candidates wished to have their own boutique. 20% wanted to be a part of renowned textile companies. 20% wanted to work for Indian as well as even internationally based fashion designers and the remaining 10% are still deciding.



2. Secondary Research

- The manufacture in handloom industry has risen up to 4100 million rupees since the year 2000.
- There are major schemes like MBJY (Mukhyamantri Baran Jyoti Yojana), Shilpi Unnati Yojana etc.

V. TEXTILE INDUSTRIES

1. The Services Provided by Textile Industries

- **General Services:** Needle punching, pressing and felting, printing, sewing, weaving and spinning, stitching and quilting.
- **Additional Services:** Altering, pico stitch, adding a design to clothes, fitting changes, final touch-up.

2. Trends in Textile Industry

- **Reduce, Reuse, And Re-cycle:** The trends include creating recyclable clothing that can create sustainability for the generations to come. Example – Giving the old clothes to the needy and repetition of outfits by in the daily use.
- **Cost- effectiveness in Digital Textile Printing:** Few materials are required by digital printers and small businesses usually produce small and customized orders in budget friendly costs. For Example – Women believe that printed styles in clothes make them look more youthful and fashionable.
- **Non-Woven Fabric:** It refers to the fabric that is used in the transportation sector such as buses, planes, cars and trains. There is fabric named “wolverine cloth” which once torn, has the capacity to stitch itself, making the cloth as it was before. Example – In the mars mission, one of the materials was wolverine cloth that was used in the making of the space craft.
- **Natural Fabrics:** The trend would be followed in the near future of those fabrics that are durable in nature. The types of natural fabrics include cotton, linen, wool, silk and cashmere.



3. Online Shopping Sites for Textiles

- **TradeUno:** It is a retail-based online shopping place based in India.
- **Fabriclore** – They deliver design and customization to independent fashion businesses globally.
- **Akrithi:** They have the best collection of fabrics in India like satin, crepe, raw silk etc.
- **Fabcurate:** It is amongst the most trusted fabric store with 10,000 plus designs and collections.
- **SourceItRight:** It provides COD (Cash on Delivery), fast and free shipping and hassle-free returns.
- **Textilemall:** It is basically known for their collection in ethnic, western, bridal, party and traditional wear.
- **Flipkart Fashion:** It provides authentic quality and latest designs of clothes.

- **Amazon.in:** This site is an e-commerce website that provides one-two day delivery with prime membership.

4. Factors that Impact the Textile Industry

- **Contamination of Water:** Chemical dyes that undergo the leaching process into groundwater, can contaminate drinking water for 2 years.
- **Excessive Water Consumption:** 1 kg of cotton takes up to 22,500 liters of water.
- **Impact of Covid-19** – Pandemic like Covid-19 can disrupt sales of clothing half-way across the world.
- **Green washing:** The practices of green washing harm the environment and also damage the credibility of the textile producers.
- **Lack of Talented Workers:** The textile industry is also faced by talent deficit.
- **Fall in Demand:** In the year 2023, there has been a fall of 18% as compared to 2022.
- **Globalization:** The increasing globalization impacts the textile industry by making value-chains more complex.

5. Trends of Textile Industry by 2030

- **Artificial Intelligence (AI):** In textile industry, AI will be able to help in optimization of production processes and also reduce costs. For example- the increased use of robotics and less manpower may lessen the burden on humans related to tasks of calculations, graphics, animation etc.
- **Industry 4.0:** It will help to the textile industry to grow by USD 3 billion by 2026 according to market forecasts.
- **Big Data** It will help to reduce the storage and transportation costs in textile industry.
- **Innovation:** Innovations like 3D technology, blockchain, customization etc. may be the trends in the near future.
- **Sustainability:** There is a need for sustainable clothing as due to global warming and drastic changes in the environment, sustainable fashion would be the first choice of customers in the near future.

VI. FINDINGS

1. **Women Empowerment:** The handloom industry employs workers who are women with a share of 72.29%.
2. **Fashion Trends:** The sales of women's fashion amounted to over 1 billion Indian Rupees in the domestic market of India.
3. **Online Shopping Men v/s Women:** According to marketing research firm, Indian men shop clothing more than women online i.e., men contribute to 58% sales and women contribute to 36% of online sales of clothing.
4. **Employment Generation:** The textile industry employs over 45 million people and makes up to 14% of industrial output in India.



VII. SUGGESTIONS

1. **Innovation Focused:** The Indian textile industry must focus on innovation so that it may become the largest producer of textiles in the world.
2. **Vocal for Local:** It suggests that Indians must prefer buying fabrics made in India.
3. **3 R's:** People, who do not repeat their outfits, can lead to various environmental problems in the near future, and they must be educated about the 3 R's (Reduce, Reuse and Recycle).

VIII. CONCLUSION

The Indian textile industry is the hub for both skilled and unskilled labor to earn their living. The women in particular are generally more interested about how they look as compared to men. Women know how to enhance their beauty through fabrics that are in trend. To generate employment, many fashion designers usually employ tailors who may have learnt skills in stitching. The future only depends upon how we upgrade our skills and innovate using various AI-enabled machinery. The online purchase of various apparel brands makes the selling and purchasing process more convenient. The trends that may be a part of the textile industry would be AI, big data, Industry 4.0 etc. The aim should be focused on Reduce, Reuse and Recycle. In the Covid-19 pandemic, when the earning members in the family were losing their jobs, then there were housewives who took the initiative to earn for their family. They were also employed by the textile industry which plays a very prominent part in India. We also need to work together in the production process of textiles. According to many reports, there may a lot more improvement in the coming years in the textile industry.

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