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Role of e-marketing in expanding the textile business in India: A qualitative study

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Abstract

This study will focus on the important role played by psychosocial factors influencing why some girls participate and while others do not participate in sports. In this study an attempt has been made to discuss some of the problems against women's involvement in sports.

Methodology: A self made questionnaire was prepared and 200 subjects were selected for the purpose of study from both rural and urban areas of Kashmir. The responses were collected and evaluated to access the parental attitude towards female participation in sports.

Procedure: Parental attitude to be evaluated towards female participation in sports.

Statistical tool: Percentile and Frequency methods were used to access the parental attitude towards female participation in sports.

Conclusion: The findings of the study reveal that majority of the parents possess positive attitude towards female participation in sports. Besides this some psychological constraints stops some parents in showing the positive attitude.

Keywords: E-marketing, branding, textile, e-commerce, loyalty, customers

Introduction

Gangeshwer, D.K. (2013) ^[7] asserted that technology has created a deep impact in improving the standard of services facilitated by the entrepreneurial organizations. The most efficient technology that helps in spreading information among people is the "Internet Technology" and hence is considered as the "third wave" of revolution after its emergence. Thus, the most progressive platform for a trade or commerce is e-commerce which is facilitated by e-marketing. The impacts of it are quite visible in every phase of business from service to consumers to product designing. It eases the business procedures by providing several information, in order to reach out the mass by advertisement and marketing, order placement, delivery and service which are all done on online basis. This platform lessens the price to manage the orders and communicate an extensive number of traders and vendors, locations that usually keeps adding on to the extra charges of goods and services. People are growing the usage of Internet for entrepreneurial purposes. The omnipresent characteristic of Internet and its reach on a global basis has made itself a tremendously and productive platform for interaction between consumers and enterprises. Scholars said that the expansion of "Internet technology" has several abilities as it lessens the prices of goods and services and also brings the spreaded sellers and buyers settled far away to bring into contact.

Giving a brand name to an ordinary good creates a effective impact on the successfulness of an organization. An organization must create an effective brand and concentrate on its advertisement. This could be done with the help of e-marketing and virtual mode of marketing. Moreover, the new brand must have a website of its own providing the citizens a chance to purchase online. This process would surely help in branding but creating an app for the brand to make the customers install would add more brand value. Such apps would be utilized for the advertisement of fresh goods. This way the loyalty of the customers could also be observed. Also, this app could be utilized to enhance the brand loyalty via the provision of conversation from the both sides. Consumers could even place their point of views and recommendations via the application. The organization can thus facilitate with more thematic goods for the most rated products. E-commerce has been able to reveal an unusual method or platform to trade good and services. One such app for e-commerce is I-market.

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The I-market app comprises of “online catalogue management”, “order management”, “trading communities”, “marketing” and “advertising”. The “online catalogue” provides the customers with chances to inspect the recent goods of it. The “order management” implementation permits customers to place order through the website. The trading groups would permit the customers to interact with the managing director team and assist to generate a robust connection while doing business. The website must feature “I-market” which would benefit the organization in order to get more virtual orders, hence growing the sales and profits. Also, the customers connection is braced and their faith would increase towards the managing director teams and hence their orders would consequently increase (Srivastava, M., 2016)^[6].

Textile business has usually not received much progress to adhere to current business propagandas which could be the cause for low progress for using e-commerce. Moreover, on the basis of the UK and USA market OF 2008, attires was the most sold product through e-commerce. It is evidential from the statistical data that textile is the most sold product through e-marketing in the west of Europe. The statistical data are made on the basis of questionnaire responses of 4313 online buyers of 2003 and 4910 online buyers of 2008. Out of all of them 21% of the respondents purchased attires online in their last three months of 2008 and 18% of the users were from 2003. Also, remarkably textile business is the most purchased product through online within most of the nations consisting of France, US and China. However with respect to statistical data, in 2009, Europe was the second largest online textile retail seller with a profit of 28.3%. The sum income of Europe from online textile selling was 13.3 billion dollars. At this point of time, UK had the most flourishing online textile market which increased to £3.95 billion and developed to £4.27 billion by 2010. There was a rise by eight percent in comparison to 2009. According to reports, the textile e-commerce of UK was supposed to progress more which was evident from the compound yearly development rate of e-commerce textile business that rose from 9.9% between 2010 and 2015 (Zhang, Y., 2013)^[8].

Nauwelaerts, Y. and Chakri, S. (2016)^[9] noted that the e-marketing usually reduces the cost of production and thus causes an increase in the manufacturing procedure where trending goods are made enabling an increase in the economy. It is said that when trailblazer designers open an online website for their products they could lessen the price of the product. Nevertheless, on scrutinization, it was found that online markets for textile businesses do not facilitate with any sale periods or any price reduction during their initial years of opening. The businesses which have a physical shop controlled by third parties, taken as a franchise, they are provided with offers in order to earn income. The research disclosed that if online stores are well connected with all business procedures then the process of online stores must be lesser in comparison to the offline, traditional shops. Nevertheless, the supervision and upholding prices are not essentially lesser than that of the traditional stores as the enterprises require excessive expert employees to organize and control the online store every day. In case the cost of delivery is free, it as well creates an extra pressure on the textile enterprise. The revenue of the textile industries recommends that majority of the people are buying dresses from web stores. The capability of an online

store is to reach out to those people as well who do not prefer purchasing or do not have much time to purchase from the traditional shops at their fixed opening times which creates an optimistic impact on the revenue for a short term and long term as well.

Literature review

The rise in use of e-marketing does not affect unfavorably the offline process of trading in textile business, but the problems in the textile business of India have very low connections with the usual offline shops and have more connections with incompetent and wrecked supply chain. The incessant desire to become the show stopper of shopping for any branded product within India is to create its own position through proper supply chain to provide its products among the respective retailers. This process unwillingly generates overhead charges and also restricts the brand's entrée to the finest retail shops. It as well bifurcates, the flow of capital from merchandise advancement to supply. E-marketing creates an essential impact in strengthening the wholesale supply and in advancing the Indian business propagandas. Organizations have a belief that the ready-to-wear apparels would be sold instantly through online stores which would help in the selling of other attires as well. Kulin Lalbhai, executive director at Arvind Ltd, thinks that organizations perceive e-marketing as the essential source for the growth of the business and hence aspire for more than Rs 1000 crore turnover within three years (Panigrahi, A.K. and Joshi, V., 2016)^[1, 2].

Panigrahi, A., Upadhyaya, R. and Raichurkar, P. (2016)^[1, 2] informed about the increasing consciousness among the entrepreneurial group of India concerning the chances provided by e-commerce. Textile sector is the second biggest sector in the nation providing 14% to gross domestic product. E-commerce has the ability to reach out to the rural areas of India for their business in order to raise village economy. India has been presenting extensive progress in the e-commerce. The nation has over 100 million users of internet. The access of e-commerce is very less in comparison to the markets of US and the UK. However there is a quite swift progress in the number of fresh users. India still needs to observe the advancement of e-commerce especially in through online store. E-commerce generates fresh chances for entrepreneurship and as well generates fresh chances for educational purposes. India requires advertising e-commerce business to raise the rural areas of India by increasing productive connection to plan the worth of the products generated and provide products and services at minor prices to the clients. Textile business has immense assistance via e-commerce platforms but customer's trust and belief must be enhanced through edifying strategies within rural India. The textile sector is the second biggest sector in India after agriculture that adds 14% to the exportation and 4% to gross domestic product. In order to assist in planting “agrotech” textiles sector assists in the improvisation of its result and efficiency in agriculture.

Abrar, M., Deng, X., Safeer, A.A., Ghafoor, A. and Baig, S.A. (2016)^[10, 3, 4] found that in Pakistan, the Textile industry creates a deep impact on the economic growth of the business. It adds to the structure of international payments receipts for textile goods to sell abroad for overseas market. Currently, based on the universalized surrounding, the Pakistan market is not able to completely utilize the trending marketing platforms for textile business

to augment its exports and it enhances its supply chain among the abroad markets. However, there are several enterprises that function through e-commerce platforms. The e-marketing progress plan describes the entire procedure of e-marketing usage such as “environmental scanning”, “review marketing goals” along with the inclusion of the 4Ps to come up to a productive conclusion related to textile businesses. Such plan at length directs the organizations to make productive judgment with respect to the usage of e-marketing platform for the textile industry of Pakistan. Pakistan TEX is the most flourishing e-marketing group that facilitates with exceptional e-marketing services to micro finance textile store, “clothing linens”, “fabric”, “yarn” and the rest of the textile goods businesses of Pakistan. They also provide with free subscription to their company. Pakistan TEX is very supportive for every textile businesses to advertise and expand their goods and increase revenue.

Abrar, M., Safeer, A.A., Ghafoor, A. and Baig, S.A. (2016)^[10, 3, 4] E-marketing is progressing remarkably throughout the globe and has a deep impact on the manners of the customer and the trading market. As a result, various enterprises have made an announcement on diverse e-marketing software and plans via “internet websites” and rest of the online modes in order to make them perform in freedom along with national and foreign clients. E-marketing is viewed as a trending trading mode for natural textile goods which is worried for “sales promotion” of natural textile goods via the usage of websites and online stores. Presently, e-marketing is becoming a fundamental necessity for the commercial purposes which is being clearly observed by companies to expand their trade. It could assist the enterprises to make and grow steady long-term connection with its customers and look after customers to be faithful towards their natural made textile goods. The point of view of natural made textile goods costs has robust impact to motivate the customer’s contentment for a longer time. Enterprises could attain the confidence and trust of the clients and enhance their faithfulness via supplying them eco-friendly goods and also employing “user-friendly” online modes (Abrar, M., Safeer, A.A., Ghafoor, A. and Baig, S.A., 2016)^[10, 3, 4].

Kisato, J. (2014)^[5] proposed that e-marketing mediums are extremely valuable for any MSE within the textile sector which desires to face the cut-throat competition of the 21st century market. Researches on this topic disclosed that several textile businesses have undergone risk related issues because of their reach out to the mass and the weight of the competition of the market. Moreover, the consumers with contemporary mindset have extraordinary choices and are more equipped with technology. Hence, it can be discerned that the mediums of e-marketing are extremely needful for trading. Thus, textile businesses should figure out the apt e-marketing platform that satisfies their requirements, raise turnover and increase its market supply chain. The researched disclosed the several possibilities that motivated the usage of e-marketing platforms within the 156 textile MSEs. These possibilities were segregated “internal forces”, “external forces” and organizational opening of textile businesses. “Internal forces” which were remarkably important for the usage of e-marketing platforms within the textile sector consisted of e-marketing platforms that were easily functionable by owners and employers of textile businesses, employees had an optimistic approach towards

this platform and the organization’s focus on the usage of the current medium. The “external force” which appeared to have a remarkable significance was the cut-throat pressure which motivated the application of e-marketing within the textile sector. It was discerned that clients have got extraordinary demands and the online stores must have innovative marketing styles to lure and motivate the clients to buy.

Abrar, M., Tian, Z., Usman, M. and Ali, A. declared the selling strategies implemented with the help of internet and virtual platforms are known as e-marketing. The internet has regarded as the most necessary marketing platform within the present universal community. The textile industry of Pakistan includes all sizes of enterprises. However it is extremely disorganized and not intermingled. Almost all sub-sector needs e-marketing as there are certain sections that provide completely stitched dresses and are well organized. Meaning to say that very limited numbers of Pakistan’s textile businesses are there that developed and bought raw materials from the national market and sold their stitched goods to the foreign markets. Pakistan’s spinning sector within the “textile value chain” utilizes the e-marketing platform the most which is a part of the large sector. Majority of the marketing and e-marketing activities are taken care by the finished goods sector where majorly printing and dyeing are done to add worth to it as post this procedure, majority of the fabrics are out for export straightway or price is added to bed ware which is the most exportable goods from the textile industry. Just few enterprises are there that sell their goods online and the rest use internet for the everyday socialization. The textile industry of Pakistan comprises of all sizes of organizations, hence e-marketing is a necessary tool to expand their business to be able to sell goods within the foreign market. It assists with a chance to advertize and do promotion of their business and goods on virtual platform, disregard of the size of the enterprise. However, the achievement of e-marketing is based on the standard of professional ability present in organizing and application for the wished outcome. The victory of e-marketing is as well strongly based on its incessant assessment.

Conclusion

According to the present scenario, e-marketing platforms are the most utilized tools to augment the traditional marketing processes. E-marketing provides enough assistance to raise the enterprise’s framework optimistically and to expand robust connections with customers and other traders and vendors. E-marketing is expanding remarkably throughout the universe and has a deep impact on the customer’s manner and business markets. As a result, several enterprises have made an announcement of varied e-marketing apps and policies via virtual platforms in order to treat equally with freedom with national and international clients. E-marketing is viewed as a very flourishing practice for the textile sector who is worried very much for its sales promotion. Currently e-marketing is becoming the first requirement for the trading community; hence enterprises are strongly viewing these alterations to expand their business. It could be very obliging for enterprises to enhance their relationships with their customers and molding their customer’s faithfulness towards their textile businesses. However, the achievement of e-marketing is based on the standard of professional ability present in organizing and

application for the wished outcome. Thus, textile businesses should figure out the apt e-marketing platform that satisfies their requirements, raise turnover and increase its market supply chain.

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