"Online Cloth Retailing V/S Traditional Cloth Retailing – A Study"

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ABSTRACT

Online clothing retailing is a viable alternative to visiting a market store to purchase clothing. In the current economic situation, most households are looking for options to save costs in their homes. Online shopping will help you save money while also allowing you to spend more time with your family. The article deals with the comparison of online cloth retailing and traditional cloth retailing. As many people today aware of online cloth retailing, which continuing to grow at phenomenal rate, yet the majority of people still great opportunities for cloth retailers to take advantages of both. The study reveals that the online cloth retailing has changed the way of shopping. Due to increased benefits, as lot of customers would nowadays prefer purchasing online over the usual means of going to stores. In online retailing, variety of things you can choose, affordable and excellent prices, get product directly from seller without any other second party, discounts and rebates too, convenience to shop anytime from anywhere, more so no issue of parking and crowded places.

Keywords: Online Cloth retailing, Traditional cloth retailing, Convenience, Shopping, E-Commerce, Competitiveness

1.Introduction

The cloth industry has begun to use the Internet in an effort to enhance marketing quality and efficacy, provide consumers with knowledge about goods and their availability, increase brand value, and provide buyers with a reliable means of making online purchases. Competitive cost, one-source shopping, flexibility, and time savings are commonly considered as the most cherished features of Internet shopping when opposed to regular store retailing. A retailer's goals

may include increasing profits or income through taking orders from an Internet storefront, attracting more shoppers to conventional brick-and-mortar locations, and lowering customer care costs by allowing consumers to access order-tracking details through the Internet. Cloth, on the other hand, has risen to become the third-largest online retail sales group.

We'll focus on concerns and challenges that arise from the nature of online clothing stores. However, today's group considers internet shopping to be more efficient than conventional shopping approaches and prefers to do so. Furthermore, it was discovered that this generation buys whenever the need appears, and that there is no specific trend for shopping for fashion clothes. It was also discovered that today's youth still goes to malls to spend their spare time and shop there while they go shopping. It was also discovered that online retailing has a beneficial effect on customers, causing them to buy even whilst they are online. Footfalls to retail stores are thus reduced as a result of internet sales and the favorable effects that shoppers have when shopping.

Cloth retailing is going through a change, as online cloth retailing and traditional cloth retailing has created a challenge in front of store retailing. In this moving retail environment, shopper behaviour, tendencies and issues of retailing are undergoing a sea change. This demands marketing methods to be changed accordingly. Proper marketing strategies will hold the key in this changed scenario.

Purpose of Research

The purpose of the research is to study the comparison of online cloth retailing and traditional cloth retailing. This would help in understanding that the online cloth retailing has changed the way of shopping. As many people today aware of online cloth retailing, which continuing to grow at phenomenal rate, yet the majority of people still great opportunities for cloth retailers to take advantages of both. Therefore, focus of the study is kept on online cloth retailing v/s traditional cloth retailing.

Objective of study

1.To comprehend the differences between online and traditional clothing retailing.

2.To Study the advantages of online cloth retailing.

3.To compare opportunities and Challenges of Online cloth retailing and Traditional cloth retailing.

Methodology

This paper's methodology is focused on a secondary data study of recent studies in the fashion industry on electronic commerce.

Concept of Online Cloth Retailing

Clothing is a large cloth and textile that is worn on the body. Clothing that is uncomfortable to wear is a characteristic of almost all human cultures. Physical stature, ethnicity, as well as social and geographic factors, all influence the amount of clothing worn. Clothing has been ready from a very extensive variety of materials. Cloth retailing can be defined as the buying and selling of various kinds of cloths to consumers. It can also be defined as the timely delivery of cloths demanded by consumers at prices that are competitive and affordable. Purchasing clothing items or services over the Internet has grown in popularity in recent years, mostly because consumers find it comfortable and easy to shop from the convenience of their own home or workplace, and it also relieves them of the stress of having to travel from store to store in search of the item of their choosing.

Online fabric retailing (also known as e-retail, electronic retail, or e-shopping) is a form of e-commerce that allows customers to purchase clothes and other clothing-related products and services directly from a virtual store over the internet. Amazon, Flipkart, Snapdeal, Myntra, and others are some of the most popular online stores in India right now.

Concept of Traditional Cloth Retailing

The advantages of conventional fabric retailing include the freedom to visually pick and inspect what an object or commodity looks like, will look like, and what the characteristics are. This is why some customers still choose retail shopping to online shopping because it helps them to reliably search out an object, for example. The method of supplying products and services to consumers across various channels of delivery is known as traditional fabric retailing. Cloth retail stores may be small or large, but they all follow the same "purchasing to sale" model.

Growth of Online shopping in India

Online retailing presents a significant opportunity for developed countries like India. While online retailing in India is still in its infancy, even the most gloomy forecasts point to a boom. Low-cost personal computers, a rising installed base for Internet usage, and an increasingly competitive Internet Service Provider (ISP) sector are expected to help drive online retailing growth in Asia's second most populated country.

The Indian middle class, which numbers 288 million people, is the same size as the entire American user base. As a result, India is a very appealing market for online retailing. Both the payment and distribution services must be effective in order for an online shopping purchase to be profitable. In recent years, there has been an increase in the number of businesses who have begun to engage in online retailing. Instead of relying on advertisement sales, major Indian portal sites have turned their focus to online retailing. Many websites now sell a wide variety of goods and services, including flowers, greeting cards, and movie tickets, as well as groceries, mobile devices, and laptops. With stock interactions now available online, India has finally arrived at the pinnacle of e-commerce. The apparel industry has begun to use the Internet in an effort to enhance marketing quality and profitability, provide consumers with information about brands and their availability, increase brand value, and provide customers with a convenient way to make online purchases.

ADVANTAGES OF ONLINE CLOTH RETAILING:

1.Convenience. The most important benefit is convenience. What other spot allows you to shop late at night? You won't have to sit in queues or find cashiers to assist you with your purchases, and you will finish your shopping in minutes. Online shopping allows us to buy at any time of day or night, and it also allows us to engage in a "pollution-free" shopping activity. There is no better way to purchase items that are available to you immediately after your payment is processed. Downloadable goods purchased online often remove the need for some kind of physical content, which is good for the atmosphere!

2.Better prices. Since goods are delivered directly from the retailer or distributor without the use of middlemen, you can get more discounts and costs online. It's much simpler to match costs to get a cheaper value. Numerous shopping outlets also have savings coupons and rebates. Not only are the prices lower, but you can also save money on taxes because internet stores are only allowed to pay sales tax if they have a physical presence in your state. When you factor in the avoided costs of petrol and parking, you've saved a lot of money!

3.More variety. The selections online are remarkable. You can discovery almost any brand or item you're on the lookout for. You can catch in on the latest international trends without spending money on fare. You can buy from retailers in other parts of the state, country, or even world instead of being limited to your own geography. Far better selections of colours and sizes than you will catch locally are at your disposal. Also, the goods are much more abundant, so you'll always be able to find your size and colour. Some online sites even accept orders for out-of-stock items and ship when they come in.

4.You can send gifts more easily. It is easy to send presents to relatives, family members, and companions, regardless of their location. You can have access to both facilities and transportation. They'll even wrap it for you if there's enough interest! There is currently no valid excuse to formulate a rationalisation for not giving a gift on occasions such as birthdays, weddings, commemorations, Valentine's Day, Mother's Day, or Father's Day, etc.

5.More control. When we opt for consistent shopping, we always spend much more than we intended and end up purchasing things that aren't quite what we desired (but aren't available elsewhere). You don't have to show the store's inventory order what you buy when you shop online, because you will find just what you want and need.

so environmentally conscious. There's no reason to be concerned with parking, pollution, or crowds.

6.Easy price comparisons. Comparing and looking for goods and their costs is a lot less stressful when you do so online. For example, if you're looking for clothing, you can find customer feedback and price comparisons for all of the products available, as well as links to the best deals. For full goods and stores, we will search direct feedback, ratings, and opinions.

7.No crowds. When it comes to clothing shopping, crowds can be a huge nuisance, particularly during holidays, festivals, or weekends. In addition, being squashed in the throngs of shoppers will make one feel rushed. You won't have to think about finding a parking spot. Many of these issues can be avoided by shopping online and spending more quality time with family and friends.

8.No pressure. When we go shopping, we always end up buying items we don't need because shopkeepers pressurise us or use their sales skills to push us to make these transactions.

9.Shopping experience: It is said that shopping is more than just going out and buying stuff. The shopping experience itself, where we browse items and sense the colors, shapes, and textures, can be very enjoyable. Aside from that, it gets more costly. Online shopping cannot have a comparable experience. You may be able to browse for items more conveniently online, but the experience of sharing quality time with your family cannot be duplicated, and it is al

Conclusion

The shopping landscape has shifted. The primary explanation for this is because of the advent of technologies in recent years. Shopping nowadays entails going to malls, shopping centers, shopping online, and shopping on the go. People's lifestyles are getting more hectic, and they are searching for the quickest, simplest, and cheapest way to achieve a number of repetitive activities. Orthodox fabric stores have become an unfriendly choice for a segment of the population for a number of sales as a result of this phenomenon. The biggest benefit of e-commerce is that it allows users to shop from wherever they are, without having to leave their homes, and to look for something they need with only a few keystrokes. Since the incredible growth story of online shopping in India is fueled primarily by the youth. The advent of internet shopping has undoubtedly had a major impact on conventional retail outlets. The huge discounts offered by e-retailers have placed a lot of pressure on their profit margins. Due to increased benefits, as lot of customers would nowadays prefer purchasing online clothing over the usual means of going to stores. In online cloth retailing, variety of things you can choose, affordable and excellent prices, get product directly from seller without any other second party, discounts and rebates too, convenience to shop anytime from anywhere, more so no issue of parking and crowded places.

The main emphasis should be on the low internet use and security problem. These two criteria must be paid a lot of attention. Traditional retail also gives the customer more leeway in terms of visually inspecting and even trying on the items he needs.

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