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## E-Commerce Trends And Its Impact On Traditional Retail In Clothing Sector

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## Abstract

This research paper investigates the evolving landscape of e-commerce and its profound impact on traditional retail businesses. The primary objectives are to identify recent e-commerce trends, analyse their implications for retail operations, and provide insights into strategies for adaptation and growth.

Utilizing a combination of qualitative and quantitative methods, the study examines literature on e-commerce trends and conducts case studies of retail businesses that have successfully navigated this shifting landscape. Key findings reveal the dominance of mobile commerce, the rise of social commerce, and the importance of omnichannel strategies in engaging modern consumers. Moreover, the research highlights the significant challenges faced by traditional retailers, including shifts in consumer behaviour and increased competition from online marketplaces.

In conclusion, the research underscores the urgent need for retail businesses to embrace e-commerce trends and innovate their strategies to remain competitive in the digital age. Recommendations include investing in mobile-friendly platforms, leveraging social media for customer engagement, and integrating online and offline channels for seamless shopping experiences. Ultimately, proactive adaptation to e-commerce trends is crucial for retail businesses to thrive in an ever-evolving marketplace.

Summary of key findings and insights from the report

Following are the summary of the project report written as under: -

- **E-Commerce Trends:** - The report delves into recent e-commerce trends specific to the clothing sector, highlighting the exponential growth of online marketplaces, the increasing prevalence of mobile commerce, and the rise of personalized shopping experiences. The adoption of subscription services is also identified as a notable trend shaping consumer behaviour.
- **Impact On Traditional Retail:** - A critical aspect of the report is the exploration of how e-commerce has transformed traditional retail. Changes in consumer preferences, challenges faced by brick-and-mortar stores, and shifts in pricing and inventory management strategies are thoroughly examined. Traditional retailers are seen grappling with the need to adapt to the changing dynamics to remain competitive.
- **In conclusion,** the report underscores the dynamic nature of the clothing retail industry in the face of e-commerce trends. Traditional retailers are challenged to reinvent strategies and embrace technological innovations to stay relevant. The symbiotic relationship between e-commerce and traditional retail is acknowledged, highlighting the need for a balanced approach to thrive in an ever-evolving market.

Closing remarks on the evolving relationship between e-commerce and traditional retail in the clothing sector

- The object is the justification for why you are composing the outline, for example, to illuminate, convince, or update your readers. The crowd is the gathering who will peruse your synopsis, like your director, client, or associate. Knowing your motivation and crowd will assist you with choosing what data to incorporate, what tone to utilize, and how much detail to give in your outline. During the 1990s, the Indian economy changed, which prompted the passage of unfamiliar retailers into the Indian market. These retailers carried with them new ideas and practices, for example, enormous configuration stores, stores, and hypermarkets. This prompted the development of a coordinated retail area in India. The development of the coordinated retail area has been further advanced by the ascent of online business. Web based business stages like Amazon, Flipkart, and Myntra have made it workable for purchasers to shop online for many items. The size of the market would be reached till 2025 at an annual growth rate of CGAR of 10%.

Introduction

Background

- Meaning Of E-Commerce Trends: - E-commerce is a way of buying and selling goods online through e-commerce sites. Here, I say that through retail shop one cannot open it at large so the established shop opens it online by Their own name and generating Their own catalogues. Some companies sell products online only, while other sellers use ecommerce as a part of a broader strategy that includes physical stores and other distribution channels.
- Definition Of E-Commerce Trends: -E-Commerce is a way buying and selling goods through e-way. Here, millions of people can purchase clothes of Their own choice. Here, people can purchase the clothes in Their own convenience. People don't have to go to the store and purchase the clothes, they are in ease of purchase by the click of mouse from home.
- Characteristics Of E-commerce Trends: - Following are the characteristics of e-commerce trends: -
  1. Ubiquity: - As, suggests that internet is in our fingertips so now we engaged with internet so much that have fulfilled everything with it.
  2. Global Reach: - The word global means connect from the world at one time. The internet has vast reach that sitting at one place we can connect with everyone. We can purchase raw materials from foreign countries and sold at high prices.
  3. Information Richness: - E-commerce is so rich in information that whatsoever we ask from it delivers. It shows us the plenty of brands in short period of time span and with favourable price range.

## Historical overview of the clothing retail industry

- **Rise Of Machines:** - As, one can see that the machines have been introduced in every organization so in the clothing sector the machines have been installed through that the weaving, spinning etc have been done in just a fraction of seconds. Previously, the work which has been made in this sector were made with a lot of time been taken but through the machines installation huge work or the work in large quantities are being done within less time. As, the industry previously were not able to keep many employees in Their own industry as it takes much time, and the place was too much filled up with labours. So, when the industry is now becoming mechanised, so every work is now done in an ease and very quickly. The trade is now being done in a different manner. As, the clothes which are prepared in the clothing sector or in an industry were made with great effort and in an ease. So, the clothes are now just not only sell just here only but also exported to the foreign countries.
- **The rise of Haute Couture:** - As, every people were buying clothes so to make the difference between the upper and middle class or lower-class people so the extravagant, designer and more costly clothes are being prepared for the high-class people. In, an early 1850's Paris was considered as the fashion designers' country as more and more extravagant things are being done there. The English Man named Charles Fredrick has changed the industry forever and ever. So, a lot of effort have been put in the making up of the clothes and lot designers work are being done in it. So, when designs are being done over the clothes were done in a simple manner but now when as the time kept passing the designs are being reframed in accordance with the people of Paris as they want.
- **Move Towards the Developing Nation:** - As, there is very high costs of the labours, so they are moving here and There where low costs is There like Latin America and Africa. Once those restrictions were lifted, companies could source garments from countries with lower labour costs and greater production capacity. In 1990s when there was the General Agreement on Tariffs and Trade, before there was the quotas and restrictions by which there was less exports were There so less production was going on. So, after 1990s, the quota and restrictions were gets uplifted so people of that place have decided that to lower the labour costs by which more production can be done.

## Rise of e-commerce and its significance in the retail landscape

Following are the ways for the rise of e-commerce:

- **Consumer can shop anywhere, anytime:** - People while sitting at one place can shop at any time and anywhere what they like the most, but they must be seated or try to do shop at the place where there is good or better internet connection. The shopping done with the help of mobile phones can be done at ease as people will do shop with just the click of the button your order will be reach at your place.

## Methodology

For this research on e-commerce trends and their impact on traditional retail, a mixed-method approach was employed to gather comprehensive insights from both qualitative and quantitative perspectives.

## Qualitative Research:

Qualitative methods were utilized to gain a deep understanding of the intricate dynamics between e-commerce trends and traditional retail. This involved:

1. **Literature Review:** A thorough examination of academic journals, industry reports, books, and credible online sources was conducted to explore existing knowledge and theories on e-commerce trends and their implications for traditional retail.
2. **Case Studies:** Multiple case studies of retail businesses were analyzed to understand real-world implementations of e-commerce strategies, their successes, challenges, and lessons learned. These case studies provided rich qualitative data on the strategies adopted by traditional retailers to adapt to e-commerce trends.

## Quantitative Research:

Quantitative methods were employed to supplement qualitative insights with empirical data and statistical analysis. This involved:

1. **Surveys:** Surveys were conducted among consumers to gauge their preferences, behaviors, and attitudes towards e-commerce and traditional retail. These surveys provided quantifiable data on factors such as online shopping habits, frequency of purchases, preferred platforms, and reasons for choosing e-commerce over traditional retail.
2. **Data Analysis:** Statistical analysis was performed on survey data to identify trends, correlations, and patterns relevant to the research objectives. This quantitative analysis complemented the qualitative findings, providing a holistic understanding of the e-commerce landscape and its impact on traditional retail.

By combining qualitative and quantitative research methods, this study aimed to provide a comprehensive analysis of e-commerce trends and their implications for traditional retail. The qualitative component offered in-depth insights into the underlying dynamics and strategies, while the quantitative component provided empirical evidence to support the findings and conclusions. This mixed-method approach enabled a robust exploration of the research topic, enriching the understanding of the complex relationship between e-commerce and traditional retail.

To gather comprehensive insights into e-commerce trends and their impact on traditional retail businesses, a variety of data collection methods were employed. These methods were selected to capture both qualitative and quantitative data, allowing for a thorough analysis of the research topic. The following describes the data collection methods utilized:

### E-Commerce Trends in Clothing Sector

Analysis of recent e-commerce trends specific to the clothing industry

#### Industry Overview: -

The annual growth rate will up to \$1376 until year 2026. Following are the factors that are responsible for the multiple channels through one can shop easily. Various advancements have driven fashion industry forward so that peoples experience the great shopping era, and it takes them in the modern world. Now, the electronic commerce sites are put into the driven mode so that people should become forward and uses digital transformation, globalization has increased. Due to pandemic, there was great loss of peoples as the traditional shopping has been stopped. At that time online stores were made open and then people purchase the things or products online. So, the sell of the online store business was going on in an awesome speed and lot of profit they have been earned from There sale.

Following are the ways in which ecommerce trends can lead:

- **Augmented Reality Enhances the Reality of Online Shopping:** - It changes the shopping experience in the home décor and any industry as the customer can take feel with seeing the person. It tends not only just see the 3D model but have a feel while wearing it. Few products and industries are lent themselves to face to face shopping method, but AR let this bring sooner or later.

## Impact On Traditional Retail

### How e-commerce has affected traditional clothing retail

- **Increasing Competition:** - The traditional shops faced a dense competitive market. The online shopping is growing over years exponentially. There is huge increment of the competition in the traditional and online business. Following are the online sites are - Amazon, eBay, Alibaba etc are the online sites through where we can shop. For example: - People are making up of the online store through which people do shop by There own catalogues and purchase for that the delivery reached to one's doorstep.
- **Changing Consumer Behaviour:** - Previously, when the consumers were not knowing about the online or digital shopping then the traditional stores were being at its peak. But because of online shopping the traditional store is being closed or come to an end as people do shop from an online app and do comparison of the products through price, range, value etc. For example: - In the case of the traditional store the competition is more than online platforms.
- **Comparing Product Option:** - In comprising the online store with the traditional store. The online store provides more options rather than traditional store. The online store has more of the products to compare in various areas as: price, catalogue's, etc. But in the traditional store there will be not many options as in the online store. For example: - The comparing of the products in the online store like the Myntra, Flipkart etc in terms of price, discounts, whereas it is not possible in the traditional store by going in different-different physical marketplace.

## Case Study

In the fast-paced world of retail and eCommerce, staying ahead of the game is not just a goal; it's the lifeline of our industry. For seasoned retail executives, inspiration often comes from the experiences and successes of industry giants who paved the way with their innovative thinking and managed to thrive through thick and thin. That's why we're excited to bring you an exclusive collection of the 30 best eCommerce case studies meticulously curated to provide you with a wealth of insights and ideas to fuel your strategies. These case

studies are more than just success stories; they are beacons of guidance for retail professionals navigating the ever-changing landscape of our industry.

In this article, we delve deep into the journeys of retail giants who have not only weathered the storms of disruption but have emerged as trailblazers in eCommerce. From adapting to shifting consumer behaviors to mastering the art of online engagement, this compilation offers a treasure trove of wisdom for the modern retail executive.

## Future Directions

Let's see the stats that show the further possible transformation of the eCommerce industry in 2023 and beyond.

1. Global eCommerce sales are expected to total \$6.3 trillion worldwide in 2024.
2. The U.S. eCommerce market will reach over \$1.1 trillion in sales.
3. In the U.S., 16.4% of retail purchases are expected to take place online.
4. By 2040, around 95% of all purchases are expected to be via eCommerce.
5. Online stores with a loud social media presence will get 32% more sales on average than those who do not.
6. On average, 52% of eCommerce businesses have omnichannel capabilities.
7. The Indian eCommerce market is one of the top 5 fastest growing countries in the world, sitting at 25.5% growth in sales in 2022.
8. The UK is forecast to continuously increase by \$85.7 billion (+42.88%) within the next years.

And these stats do tell us a lot about major changes in consumer behaviour that will continue until 2024 and beyond. Digital shoppers should update their business strategies by considering this figure. Otherwise, there is a high risk of collapse.

## Conclusion And Suggestions

### Summary of key findings and insights from the report

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- Impact On Traditional Retail: - A critical aspect of the report is the exploration of how e-commerce

has transformed traditional retail. Changes in consumer preferences, challenges faced by brick-and-mortar stores, and shifts in pricing and inventory management strategies are thoroughly examined. Traditional retailers are seen grappling with the need to adapt to the changing dynamics to remain competitive.

- **Case Studies:** - The report provides insights through various case studies, illustrating both successful and unsuccessful attempts by clothing retailers to navigate the e-commerce landscape. Examples of innovative strategies and adaptations implemented by traditional retailers are presented, offering valuable lessons for industry stakeholders.
- **Technology Innovation:** - An examination of technological advancements, including augmented reality, virtual reality, and artificial intelligence, reveals their profound impact on the clothing retail sector. The integration of technology into the shopping experience, both online and offline, emerges as a crucial factor influencing consumer engagement.
- **Future Outlook and Recommendations:** - Looking ahead, the report offers predictions for the future of e-commerce and traditional retail in the clothing sector. It also provides strategic recommendations for traditional retailers to enhance their competitiveness in the digital era. The emphasis is on leveraging e-commerce trends to drive growth and innovation, emphasizing the importance of adapting to technological advancements.
- **In conclusion,** the report underscores the dynamic nature of the clothing retail industry in the face of e-commerce trends. Traditional retailers are challenged to reinvent strategies and embrace technological innovations to stay relevant. The symbiotic relationship between e-commerce and traditional retail is acknowledged, highlighting the need for a balanced approach to thrive in an ever-evolving market.

Implications of the research: -

The rise of e-commerce has had a significant impact on the retail industry. Traditional brick-and-mortar retailers are facing tough competition from online stores, with e-commerce sales growing at a much faster rate than in-store sales. According to a report by Digital Commerce 360, online sales grew by 44% in 2020, while in-store sales decreased by 14%.

One of the biggest reasons for the growth of e-commerce is convenience. Customers can now shop from anywhere at any time, using their computers or mobile devices. This has resulted in a shift in customer behavior, with more people preferring to shop online rather than visiting physical stores.

Another factor driving the growth of e-commerce is the availability of a wider range of products. Online stores are not limited by physical space, which means they can offer a much larger selection of products than traditional retailers.

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## Appendices

Trend analysis is a technique used to examine and predict movements of an item based on current and historical data. You can use trend analysis to improve your business using trend data to inform your decision-making.

As your business becomes more established, you will be able to compare data and identify trends in:

- financial performance
- competitor movement and growth
- manufacturing efficiency
- new or emerging technologies
- customer complaints
- staff performance reviews and key performance indicators (KPIs).

## Charts



## Acknowledgements

Recognizing individuals or organizations who have contributed significantly to research on e-commerce trends and its impact on the retail business is crucial for acknowledging their efforts and promoting further advancements in this field. Here are some notable contributors:

1. **Andrew Chen:** Chen is a general partner at the venture capital firm Andreessen Horowitz, where he focuses on consumer technology investments. He has written extensively on e-commerce trends and consumer behaviour, providing valuable insights into the evolving landscape of online retail.
2. **Mary Meeker:** A venture capitalist and former Wall Street securities analyst, Mary Meeker is renowned for her annual Internet Trends Report. Her reports often include detailed analyses of e-commerce trends, highlighting important developments and their implications for the retail industry.

3. **Forrester Research:** Forrester is a leading market research company that provides insights into technology, marketing, and business strategy. Their reports on e-commerce trends and their impact on retail businesses are highly regarded in the industry, offering valuable data and analysis to inform strategic decision-making.
4. **eMarketer:** eMarketer is another prominent research firm specializing in digital marketing, media, and commerce. Their reports and forecasts on e-commerce trends provide businesses with valuable insights into consumer behavior, market dynamics, and emerging technologies shaping the retail landscape.
5. **NRF (National Retail Federation):** NRF is the world's largest retail trade association, representing retailers of all types and sizes. They conduct research on various aspects of retail, including e-commerce trends, and provide resources and insights to help retailers navigate the changing industry landscape.
6. **Scott Galloway:** A marketing professor at NYU Stern School of Business, Galloway is known for his incisive analyses of technology, business, and e-commerce trends. His books and presentations offer thought-provoking perspectives on the future of retail and the impact of e-commerce on traditional brick-and-mortar businesses.
7. **Shopify:** As one of the leading e-commerce platforms, Shopify gathers extensive data on online retail trends and provides valuable insights to its merchants through reports, webinars, and blog posts. Their research helps businesses understand consumer behavior and optimize their online operations.
8. **Amazon:** As the largest online retailer in the world, Amazon generates vast amounts of data on e-commerce trends and consumer preferences. While much of this data is proprietary, Amazon occasionally publishes reports and whitepapers that offer insights into the evolving e-commerce landscape.

Recognizing the contributions of these individuals and organizations helps to highlight the importance of research in understanding e-commerce trends and their impact on the retail business, ultimately driving innovation and growth in the industry.