



## A study on Textile Industry in a changing world

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### Abstract

The textile industry is an essential sector that makes a substantial contribution to employment, economic growth, and international trade. The sector is facing significant changes as a result of globalization, technical improvements, and growing environmental concerns in a world that is changing quickly. Globalization has increased market opportunities and competitiveness, while modern technologies like automation and digitalization have enhanced production efficiency and product quality. The sector also has to deal with issues including pollution, resource usage, and shifting consumer preferences. Sustainable approaches, such as recycling techniques and eco-friendly materials, are receiving more attention as a solution to these problems. This report emphasizes the need for innovation and sustainability while highlighting the textile industry's present trends, difficulties, and prospects.

**Keywords:** Behaviour, industry, changing, consumer, buyer

### Introduction

One of the world's oldest and most significant sectors is the textile sector. It has contributed significantly to human civilization by supplying clothing and other necessities. The industry has changed significantly over time, moving from antiquated hand weaving methods to contemporary automated production. It is a significant employer, particularly in emerging nations like India. Through production, exports, and foreign exchange profits, the textile industry makes a substantial economic contribution to the country. Millions of individuals, including farmers, laborers, designers, and traders, are supported by it. Because the sector relies on raw

Commodities like cotton, wool, and silk, it is intimately related to agriculture.

The textile business is going through significant changes in the quickly evolving world of today. Due to the opening of foreign markets brought about by globalization, businesses can now reach a wider audience. Simultaneously, it has made manufacturing in several nations more competitive. Significant changes have also been brought about by technological breakthroughs. Efficiency, speed, and product quality have all increased because to modern gear, automation, and digital technologies. These developments assist businesses in satisfying consumers' increasing demands. But the sector also has a number of difficulties. Environmental problems like waste management, water use, and pollution have grown in importance. Resources are under pressure as a result of the growth of fast fashion, which has raised demand for quick and inexpensive production.

The sector is also impacted by shifting consumer preferences. Nowadays, consumers favor high-quality, environmentally friendly, and sustainable items. As a result, businesses must adjust to new expectations and trends. Global economic conditions, labor prices, and government legislation all have an impact on the textile industry's expansion. The COVID-19 pandemic also demonstrated the industry's susceptibility to upheavals. The textile industry is

still expanding and changing in spite of these obstacles. It has the potential to succeed in the long run by implementing cutting-edge technologies and sustainable practices. Thus, in a world that is changing all the time, the textile industry continues to be a vital and dynamic sector.

### Scope of The Study

Understanding the textile business in the perspective of a world that is changing quickly is the main goal of this study. It discusses the general composition, expansion, and significance of the textile industry in both domestic and foreign markets. Key elements including globalization and technological developments are examined in the study along with how they affect output, quality, and competitiveness. Examining the industry's main obstacles, such as shifting consumer preferences, volatile raw material prices, and environmental concerns, is also included in the scope. It emphasizes how crucial eco-friendly production techniques and sustainable practices are to the contemporary textile industry.

The study also takes into account how market trends, governmental regulations, and innovation may influence the textile industry's future. Nevertheless, the study does not concentrate on any particular business or area and is restricted to broad findings. It seeks to give a comprehensive grasp of the opportunities and difficulties facing the textile business in a world that is changing.

### Statement of The Problem

Despite being one of the most significant sectors of the world economy, the textile industry is currently dealing with a number of difficulties in a world that is changing quickly. Manufacturers are under pressure to lower costs without sacrificing quality as a result of increased international competitiveness brought on by globalization. Rapid technical developments, however, necessitate ongoing investment, which is challenging for small and medium-sized businesses.

Environmental concerns have also grown significantly because the production of textiles uses a lot of water, chemicals, and waste, all of which contribute to pollution. Additionally, industries have had to quickly adjust due to shifting customer tastes toward eco-friendly and sustainable products.

Supply chain interruptions, labor disputes, and volatile raw material pricing are among challenges facing the sector. These issues have an impact on long-term growth, profitability, and productivity. Thus, the challenge is how the textile industry can maintain its competitiveness in a changing global context while striking a balance between cost, quality, sustainability, and innovation.

**Objectives of The Study**

1. To assess the textile industry's present state and significance in the national and international economies.
2. To assess the environmental problems related to the production of textiles.

**Hypothesis of Study**

**H0 1:** The textile sector significantly boosts both domestic and global economies with age.

**Review of Literature**

Ruby Grace.S.et.,al (2024) conducted a comprehensive review on omnichannel retailing and highlighted that integration of online and offline channels enhances customer experience, improves accessibility, and increases customer engagement. The study emphasizes that digital transformation is a key driver in the evolution of modern retail sectors, including textiles.

Further, Ruby Grace S and Rukmani K et.,al (2023) examined customers' attitudes towards omnichannel marketing and found that perceived usefulness, ease of use, and convenience significantly influence customer adoption. This study is highly relevant to the textile industry, where retailers are increasingly adopting omnichannel strategies to remain competitive

The textile industry has undergone significant transformation due to globalization, technological advancements, and changing consumer behaviour. Several studies have examined various aspects such as consumer preferences, branding, traditional textiles, and digital transformation.

Garima Tiwari (2015) [2] found that comfort and affordability are the primary factors influencing college students' buying decisions. Design innovation also plays an important role in attracting young consumers. Overall, students prefer trendy, comfortable, and reasonably priced clothing.

Deepali Saluja (2016) [1] conducted a detailed study on consumer buying behaviour towards fashion apparel, focusing on customers in Delhi. The study revealed that price, quality, and brand image are the most important factors influencing purchase decisions. Consumers tend to compare prices before buying and prefer products that offer good value for money. Quality was identified as a key determinant, as customers are more likely to purchase durable and comfortable clothing. In addition, brand image plays a crucial role in building trust and attracting consumers, especially among younger buyers. The research also highlights that promotional offer and changing fashion trends further impact consumer choices, making the apparel

market highly dynamic and competitive. Innovation are key factors influencing the buying decisions of college students. Vishwas Maheshwari, George Lodorfos, and Siril Jacobsen (2014) [3] emphasized that customer experience and satisfaction are key factors in developing strong brand loyalty. Their study shows that positive interactions with a brand increase customer trust and long-term commitment. They also highlighted that emotional connection and consistent service quality encourage repeat purchases. Overall, satisfied customers are more likely to remain loyal and recommend the brand to others.

Nectu Singh (2014) [4] found that quality, comfort, and brand perception play a significant role in influencing consumer preferences in specialized textile segments such as lingerie. The study highlights that consumers prioritize products that offer durability and a high level of comfort for daily use. Brand perception also affects trust and purchase intention, especially in sensitive product categories. Additionally, factors like proper fit, fabric choice, and product variety further shape consumer decisions. Overall, the research shows that a combination of functional and psychological factors drives buying behaviour in niche textile markets.

Agarwal S and Luniya V (2013) [5] identified that cultural values and traditional craftsmanship strongly influence the purchase of handwoven textiles. Consumers are attracted to products that reflect heritage and authenticity. The uniqueness and artistic work involved in these textiles increase their appeal. Overall, buyers prefer traditional textiles for their cultural significance and aesthetic value.

Christopher M. Moore (2018) highlighted that fast fashion and global retail expansion have significantly increased textile demand. The study shows that rapid production cycles and changing trends encourage frequent purchases. Overall, globalization has made fashion more accessible, leading to higher consumption.

**Research Methodology**

This Using both primary and secondary data, the study employs a descriptive research design.

Simple random sampling was used to gather primary data from 100 respondents via a questionnaire. Secondary data was gathered from reputable sources, books, and periodicals pertaining to the textile sector. The gathered data was given in tables for interpretation after being examined using percentage techniques.

**Statistical Tools**

**Table 1:** Age of Respondents

Age	No. of Respondent	Percentage
Below 20	15	15%
21-30	35	35%
31-40	25	25%
41-50	15	15%
Above 50	10	10%
Total	100	100%

Source: Primary Data

Table 1: According to the data, the bulk of responders (35%) are between the ages of 21 and 30. This suggests that the study's primary participants are young adults. The age group over 50 comprises the fewest replies (10%). Overall, the data indicates that younger respondents predominate in the survey.

**Table 2:** Gender of Respondents

Family Types (sex)	No. of. Respondents	Percentage
Male	45	45%
Female	56	55%
Total	100	100%

Source: Primary Data

Table 2 According to the table, the percentage of female respondents (55%) is marginally higher than that of male respondents (45%). This suggests that women are more likely to participate in the study. There is not much of a difference between male and female responses. Overall, the poll has a good representation of both genders.

**Table 3:** Respondents Opinions on the Textile Industry

S.No	Objective	Highly agree (%)	Agree	Neutral (%)	Disagree (%)	Highly Disagree (%)	Total
1	Textile industry contributes to national& international economy	45	35	10	5	5	100
		45%	35%	10%	5%	5%	100
2	Globalization has improved textile industry growth	40	30	15	10	5	100
		40%	30%	15%	10%	5%	100
3	Textile industry faces major challenges in changing world	35	40	10	10	5	100
		35%	40%	10%	10%	5%	100
4	Textile production causes environmental problems	50	30	10	5	5	100
		50%	30%	10%	5%	5%	100
5	Eco-friendly practices are important in textile industry	50	25	10	5	5	100
		50%	25%	10%	5%	5%	100

Source: Primary Data

Respondents' thoughts on several facets of the textile sector in a changing world are clearly reflected in the percentage table. Eighty percent of respondents strongly agree or agree that the textile business supports both domestic and global economies. This suggests that the sector is widely acknowledged as a major force behind commerce, employment, and economic progress.

About 70% of respondents concur that globalization has aided in the textile industry's expansion. While a small portion of respondents stay neutral or disagree, suggesting some concerns about competition and market issues, this indicates that globalization has created new markets and improved export prospects.

Additionally, according to the research, 75% of respondents think that the textile business faces significant challenges as the world changes. This draws attention to difficulties that impact the industry's success, such as growing expenses, international competitiveness, labor challenges, and supply chain disruptions.

**Introduction:** This section examines the variation in respondents' attitudes on the textile sector across several age demographics. It emphasizes the extent to which age significantly affects views of economic contributions, problems, globalization, and environmental issues within the textile industry.

**Table 4:** ANOVA for Respondents Opinions on the Textile Industry and Age of the Respondents

Variables	Age	N	Mean	S.D.	F Value	Sig.
Textile industry contributes to national& international economy	Below 20	15	4.21	1.20	4.501	0.001*
	21-30	35	4.10	1.30		
	31-40	25	3.20	1.11		
	41-50	15	3.88	1.50		
	Above 50	10	3.10	1.20		
	Total	100	4.00	1.30		
Globalization has improved textile industry growth	Below 20	15	3.22	1.22	5.102	0.003*
	21-30	35	3.10	1.63		
	31-40	25	4.30	1.20		
	41-50	15	4.15	1.65		
	Above 50	10	4.00	1.66		
	Total	100	3.50	1.60		
Textile industry faces major challenges in changing world	Below 20	15	3.33	1.20	4.120	0.001*
	21-30	35	3.20	1.30		
	31-40	25	3.60	1.54		
	41-50	15	3.50	1.56		
	Above 50	10	4.15	1.23		
	Total	100	4.00	1.10		
Textile production causes environmental problems	Below 20	15	3.50	1.15	6.540	0.001*
	21-30	35	3.20	1.23		
	31-40	25	3.33	1.42		
	41-50	15	3.12	1.62		
	Above 50	10	3.52	1.20		
	Total	100	3.10	1.23		
Eco-friendly practices are important in textile industry	Below 20	15	3.30	1.26	5.624	0.005*
	21-30	35	4.10	1.50		
	31-40	25	3.52	1.15		
	41-50	15	4.00	1.20		
	Above 50	10	3.62	1.68		
	Total	100	4.10	1.10		

Based on Primary Data \* Sig.@5%

Based on the analysis of variance (ANOVA) findings, it can be seen that the F values for every factor are statistically significant. This is because the statistically significant values are less than 0.05 (p below 0.05). This suggests there is a significant variance in attitudes about the textile business across various age groups. The perspectives of respondents of varying ages on the economic contribution, the effect of globalization, the problems, the environmental concerns, and the significance of environmentally friendly behaviors are distinctively diverse. As a result, the opinions that people have toward the textile sector are significantly influenced by their age.

**Conclusion:** A substantial disparity exists across age groups regarding their perspectives on the textile sector. Consequently, the null hypothesis is rejected, affirming that age affects respondents' views.

### Findings of the Study

The survey indicates that most respondents are aged 21–30, demonstrating significant engagement from young individuals, with a little greater representation of female respondents than male. The majority of respondents agree that the textile sector is vital to both national and international economies, underscoring its significance in economic growth. A significant majority also feels that globalization has favorably impacted the expansion of the textile industry, while apprehensions persist over competitiveness and market difficulties. The results indicate that participants saw the textile sector as confronting significant problems in a dynamic global landscape, including cost pressures and supply chain difficulties. Moreover, several responders recognize that textile manufacturing contributes to environmental issues, while underscoring the need of implementing sustainable methods. The ANOVA findings demonstrate a significant disparity in attitudes across various age groups, affirming that age substantially influences respondents' impressions of the textile business.

### Conclusion

The study on the textile industry in a changing world emphasizes how important the sector is to global trade, employment creation, and economic growth. It still makes a significant contribution to the national and international economies. Technological developments and globalization have expanded market reach, increased productivity, and opened up new growth options. But the sector also has to contend with a number of difficulties, including fierce rivalry, volatile raw material prices, labor disputes, and supply chain interruptions. Environmental issues including pollution and excessive resource use have grown to be serious issues that need to be addressed right away. The results also indicate that consumers are favoring eco-friendly items and are growing more. In conclusion, the textile sector needs to strike a balance between expansion and sustainability. In a world that is changing quickly, the sector can overcome obstacles and achieve long-term success by implementing contemporary technology, enhancing working conditions, and concentrating on ecologically beneficial practices conscious of sustainability. Adopting green practices, such using organic materials, recycling, and cutting waste, has become more crucial as a result.

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