

Study on the Scope of Textile Products Available in Online Platform

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Abstract: Bangladesh has made significant landmark in the development of digitization process. Online platform has become an essential business tool worldwide. Thousands of organizations are operating online. Even the social networks are also promoting themselves to earn and to sell goods. No exception that the small entrepreneurs are taking the opportunity and involving themselves for marketing their products. They are selling their textile and apparel products through the digital platform. Textile products like men's and ladies dress fashion apparels such as T-shirts, polo shirts, Trousers, 5 pocket Denim trouser, Woven Shirts, Shorts, Ladies tank tops, kids wear, gloves etc. Beside the apparel items home textiles are also sold on the sites. It is a great initiative by the entrepreneurs but it should be kept in mind that they also have to consider the customers satisfaction of quality products. It was evident that the companies using the online platform are selling their products successfully and having an impact on countries economy.

Keywords – Ecommerce, Fibre analysis, Warp knitted fabric, Technical textiles.

approximately \$2 billion in 2020, while it is projected to reach \$3 billion in 2023.[1]

Popular eCommerce websites in Bangladesh include:

- Clickbd
- Bikroy
- Rokomari
- Daraz
- Chaldal
- Sohoz
- Online Payment
- Pathao
- Priyo
- Uber
- Foodpanda
- Ajkerdeal
- Othoba

I. INTRODUCTION

Online platform is now a days is a useful alternate of cash purchasing different products. The booming of online marketing started from the early 2000's. Bangladesh was not also the exception. The government of Bangladesh helped the entrepreneurs significantly to start business in a digital way. Specially after 2008 the online business platforms were taking bold initiatives to provide service to the customers. The consumers of the country also applied them in the trendy flow of online platform.

The industry has experienced significant growth in recent years. The COVID-19 in 2020 almost stopped the online activities. A good number of people lost their jobs during the first 3-4 moths of the outbreak. It is to be mentioned that when everything was unreachable and was hard to get, the online platform came pout and helped the people who could not go out of the home initially. Thanks to the brave effort by the online platforms. The online platform also uses the fakebook to explore their goods and products for the consumer. The size of e-commerce market in Bangladesh would reach \$3 billion by 2023, The e-commerce business experienced a significant 166 per cent growth this year. Currently, the size of the e-commerce market in Bangladesh is about \$2.0 billion and it is increasing at a rate of 50 per cent every year.[3]

According to German research organization Statista, the industry is estimated have grown from \$1.6 billion in 2019 to

It is to be mentioned that not all the above-mentioned online companies offer textile products some of the companies provide food, grocery and ride service. The online service for providing textile products no doubt is a great service and support for the consumers. The Companies not only promote the local entrepreneurs but also bringing the reputed brands like Nike, PUMA, ADIDAS to the fingertips of the consumers. Textile products that are sold on digital platform includes Men's and Women's fashion dress wear, kids' apparels, home textiles and footwears. The online platforms are used as hubs for different suppliers. The online platforms even import for their consumers within a given timeframe. The online platforms offer different products with details but the products are limited to 100% cotton yarn. Apart from natural fibre like cotton another popular product like flax as diversified product could be a significant product for the consumers. Flax was probably the first plant fibre to be used by man for making textiles. Linen mummy-cloths have been identified as more than 4,500 years old [6]. Textile products like technical textiles availability are very limited .The products that could be included on the online platforms are agrotech: agriculture, aquaculture, horticulture and forestry • buildtech: building and construction • clothtech: technical components of footwear and clothing • geotech: geotextiles and civil engineering • hometech: technical components of furniture, household textiles and floorcoverings • indutech: filtration, conveying, cleaning and other industrial uses •

medtech: hygiene and medical • mobiltech: automobiles, shipping, railways and aerospace • oekotech: environmental protection • packtech: packaging • protech: personal and property [4]. Warp knitted products are also not in the list. There are two main warp knitting machine classifications- Tricot and Raschel [5]. It would add more value to the products if the products put some textile testing data that are more commonly used like fibre identification - Fiber Analysis: Qualitative [6].

II. MATERIALS AND METHODS:

In this study the following online platforms were selected to observe the strength and opportunities for the consumers and the entrepreneurs as well as highlighted some weakness of the textile product marketing. In this study some of the reputed online platforms were studied for better understanding.

Name of the Product	Product Details Provided	Origin of Manufacturer
Mens Woven Shirt	√	Yes
Mens T-shirt	√	
Mens Poloshirt	√	
Ladies Tank top	√	
Mens trouser	√	
Ladies trouser	√	
Home textiles(Bed sheet, bed cover, towels, pillow cover and cushion cover etc.)	√	
Hoodies and Sweat Shirts	√	
Sarees	√	
Ladies kurtis	√	
Ladies Fatua	√	
Mens and Ladies Sweaters	√	
Embroidered Kotis	√	
Punjabi	√	
Salwar Kameez	√	
Mens and Ladies Underwear	√	
Mens and Ladies Jacket	√	

- Bikroy
- Ajker deal
- Daraz
- Chaldal
- Sohoz

All the above online platforms offer different textile products from apparel to home textiles. Most of the product details are available on the website which is mentioned in the following table. A sample product display lay out is also mentioned in figure 1 from an online market place.

Table -1 Textile Products details offered on online platform



Figure -1 - Mens Long sleeve Shirt[2]

Product details of Top Up Long Sleeve Casual Shirt for Men

Product Type: Casual Shirt
 Main Material: Cotton
 Color: Red
 Comfortable to wear
 Fashionable and Smart look
 Machine and hand washable

This shirt is comfortable and can worn for regular use. It is a perfect wear for men like you. You will love to wear this luxurious shirt just for its versatile usability and diversified fashion sense. It is generally made of a light, great quality cotton fabrics, and are easy to clean. It is perfect to wear with jeans and gabardine pant. Long sleeves design with a regular fit for men. This shirt is very versatile because it is useful on formal as well as casual occasion. This shirt is designed to be comfortable and durable.

Size Guide

XS - Chest-19" Length-27.5"

Specifications of Top Up Long Sleeve Casual Shirt for Men

Brand No Brand
 SKU 122673606_BD-1042677924
 Main Material – Cotton

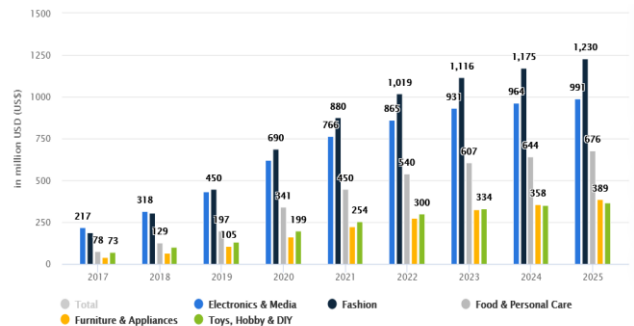


Table -2 Comparison of product on the online

Figure 3 – eCommerce market, the number of users in million [3]

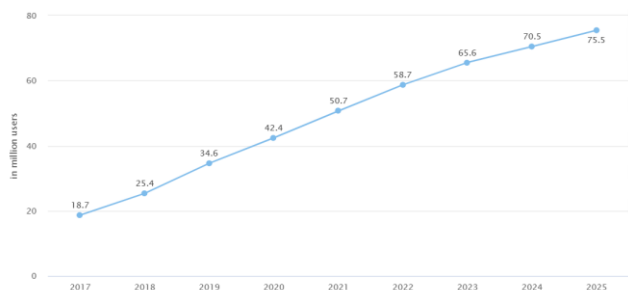
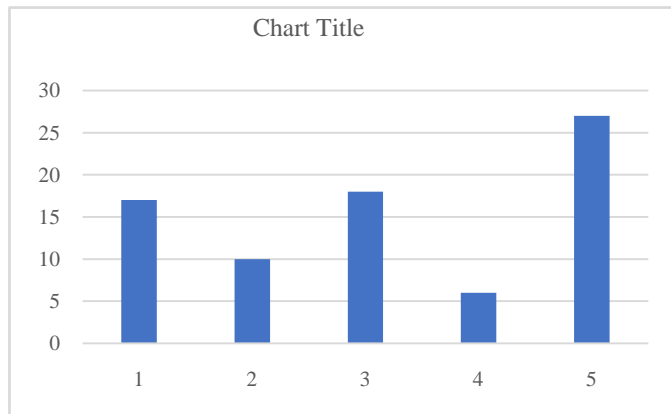


Figure -2 – Market volume of different products [3] ecommerce platforms.

Online Platform	Number of textile products available on online platform in Bangladesh
Daraz	17
Ajkerdeal	10
Bikroy.com	18
Chaldal.com	6
Othoba.com	27

- 1- Daraz, 2- Ajker Deal, 3-Bikroy.com, 4-Chaldal.com and 5- Othoba.com

Figure -4 - Number of textile products available on online platform in Bangladesh



III. RESULTS AND DISCUSSION

From Table -1 it was evident that the products of the online product mentions the origin of manufacture which is a positive aspect that the platforms or entrepreneurs are mentioning all the details which are playing a vital role for the consumer to choose and buy the products online. It is to be mentioned that the consumers or buyers of online platform always search for the authentic product details for their chosen products. Similarly, the Table -2 shows the number of textile products sold on the online platform. Figure -2, figure -3 and figure-4 shows the market volume of products, number of users on eCommerce platform and number of textile products available on online platform in Bangladesh. From the above

tables and graphical representations, it may be said that the online consumers are increasing significantly. The textile products are also increasing with respect to the consumers.

IV. CONCLUSION

The study was on the products found on the online platforms only. The online platform of textile products are based mostly on imported products. If the products were manufactured locally then the cost would be much lower. To produce the products locally the private owners and government could work together. It will be really good for the online platforms as well as for the consumers if they could introduce different diversified products like technical textiles and knitted goods. This will really encourage the consumers to buy more products. Furthermore, a research wing could be included with the online platforms. The online platforms could also include jute and diversified products to uphold the national textile economy.

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