

Consumer behaviour towards readymade garments essay

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The exporters and importers of garments in India have captured the entire world in a unique way.

Due to the higher level of industrialization, the textile importers and exporters of the country have pioneered the import export industry, creating new trends in the International market. The growth of the textile industry started happening in India around the year 1992, which was the start of liberalization as well. Even the Government of the country framed encouraging rules and policies that led to the development of foreign trade relations and increasing opportunities for the textile importers and exporters. Being an indispensable part of a person's basic requirements, garments and textile industry is one such thing that cannot be ignored at any cost.

Moreover garments reflect the culture of the society one lives in. Due to the effects of mass globalization, the garment requirements of the people are not the same anymore. More and more societies have now developed an open attitude and accepted trends and fashion of the new generation.

Rather than developing the country's fashion trends, the designers are now keen on developing global fashion trends to be followed worldwide. This demands an open attitude towards the textile, garment and fashion trends across different parts of the world. Off late, the Indian garment industry has been in great demand in the international markets due to the feel-good texture of the Indian textiles like silk. The garment exporters India have witnessed a rise in the demand of their products in the foreign market.

Increasing opportunities for the exporters have opened new horizons for the garment manufacturers as well. The apparel and garment exporters India

have successfully adopted the new fashion trends and developed an eager attitude towards the western styles. Garment and textile exporters of the country have managed to fill in the gap and serve as a catalyst to level the gap. Vice-versa the increasing demands of western styles and garments in our country have led to rise in the business of apparel importers and textile importers.

Even the Indian readymade garments importers have been earning good profits from the trade as the demand for western outfits in the country keep growing day by day. The numerous readymade garments importers and exporters listed in small scale and large scale enterprises have contributed a considerable percentage of business to the entire international trade dealings of the country.