



Review Research

Globalization and Textile Merchandising: How Global Supply Chains Influence Product Positioning and Market Research

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ABSTRACT

Globalization has had a significant impact on the textile and garment industries, improving supply chains and market access. This article analyses the influence of global supply chains on product positioning and market research within the textile merchandising sector, emphasizing enhanced production efficiency, market variety, and innovation. It also tackles ethical concerns, environmental sustainability, and supply chain weaknesses. The research demonstrates the significance of contemporary technology and sustainable methodologies in influencing the future trajectory of the textile industry. Globalization has profoundly influenced the fast fashion industry, transforming supply chains, marketing strategies, and customer engagement. Nonetheless, the swift proliferation of globalization has also prompted concerns over sustainability, equity, and resource exploitation. The study underscores the necessity for a balanced strategy that prioritizes sustainability and ethical standards while capitalizing on the benefits of globalization to guarantee the equitable and environmentally responsible prosperity of the textile and garment sector.

1. Introduction

The Globalization has severely affected the textile and garment sectors, markedly affecting supply chain dynamics, product placement, and market analysis (Alam et al., 2023a). The incorporation of global production networks has enabled multinational firms to access varied markets, exploit cost efficiencies, and improve their competitiveness. This connection has also presented intricate obstacles, especially in reconciling economic expansion with ethical, social, and environmental sustainability (Sunny et al., 2021a). The issues are intensified in the textile merchandising business, which functions at the convergence of global commerce, fashion trends, and customer needs (Alam et al., 2023b).

The textile and garment industries' supply chains have developed into complex networks that

traverse several countries, engaging diverse stakeholders such as producers, suppliers, retailers, and consumers. The dependence on emerging and low-cost nations for manufacturing has yielded considerable cost reductions and scalability. However, critics hold these international supply chains accountable for sustaining injustices such as worker exploitation, inadequate salaries, and substandard working conditions (**Koberg & Longoni, 2019**). The environmental impact of these operations, encompassing carbon emissions, resource depletion, and waste production, presents considerable threats to long-term sustainability.

In this setting, supply chain management (SCM) has become a pivotal focus for firms seeking to enhance operations while meeting societal and environmental demands. Sustainable Supply Chain Management (SSCM) has become significant, providing frameworks to comprehensively address the economic, social, and environmental effects of supply networks. SSCM highlights the necessity of integrating life cycle thinking into supply chain strategies, allowing organizations to evaluate and alleviate the effects of their goods from raw material extraction to end-of-life disposal (**Rajesh, 2018**). Life-cycle thinking transcends conventional supply chain limits, offering a holistic framework for comprehending the ripple effects of production and consumption. Instruments like life-cycle assessment (LCA) and footprint techniques are crucial for measuring these consequences and pinpointing areas for enhancement (**Arcese et al., 2017; Cûcêk et al., 2012**). Notwithstanding their promise, the integration of these technologies into global supply chain procedures is inconsistent, frequently hindered by technological, financial, and organizational obstacles (**Blass & Corbett, 2018**). Augmenting the use of LCA and other approaches inside textile supply chains might markedly improve sustainability results and establish a solid basis for informed decision-making.

The globalization of textile merchandising has heightened ethical and environmental issues. Fast fashion, defined by rapid production cycles and inexpensive products, exemplifies the difficulties of globalization (**Moniruzzaman et al., 2023**). Although it allows firms to satisfy customer expectations for economical and stylish apparel, it simultaneously exacerbates environmental deterioration, resource depletion, and waste production (**Sunny et al., 2023**). Moreover, dependence on labour in underdeveloped nations frequently results in exploitative behaviours, presenting ethical challenges for firms and stakeholders. Resolving these difficulties necessitates a transition to more accountable and sustainable corporate practices (**Ifty et al., 2023a**). Circular fashion models, which prioritize reuse, recycling, and sustainable materials, are viable solutions for mitigating the environmental effects of textile production. Moreover, technology advancements like blockchain can improve supply chain transparency, allowing stakeholders to identify material origins and verify adherence to ethical and environmental norms.

Global supply networks are crucial in determining product positioning and market research methods within the textile sector. The capacity to procure resources and produce goods at scale allows organizations to address varied consumer demands across different geographies. The rising

focus on sustainability is altering customer expectations, leading to a heightened demand for ethically sourced and eco-friendly products. Organizations that include sustainability in their supply chain strategy might achieve a competitive advantage, distinguishing themselves in a saturated market. Market research has developed to mirror these changing dynamics. Insights derived from data on consumer behaviour, cultural trends, and geographical preferences are crucial for creating goods that appeal to target groups. The use of sophisticated analytics and artificial intelligence in market research enables organizations to predict trends, refine pricing tactics, and improve consumer interaction.

This study addresses the relationship of globalization and textile retailing, emphasizing the impact of global supply chains on product positioning and market research within the textile industry. The textile industry, a major and dynamic global sector, functions within a complex network of international supply chains that significantly impact its environmental, economic, and social aspects (**Bari et al., 2023**). These supply chains encompass several stages of a product's life cycle, including raw material procurement, fabric manufacture, garment manufacturing, transportation, utilization, and final reuse or disposal (**Liu et al., 2017; Parisi et al., 2015; Zamani et al., 2015**). Globalization has exacerbated the complexity of supply chains by fostering interdependencies among regions, necessitating efficient market strategies and new product positioning tactics (**Ifty et al., 2023b**). The interaction between environmental effects and customer demand for sustainable practices enhances the significance of market research, as companies endeavour to align their operations with sustainability objectives while preserving competitiveness in a global market. The environmental factor, widely examined within sustainability, is a crucial criterion for evaluating the performance and profitability of textile supply chains in the global market (**Seuring, 2013**). This study aims to showcase the application of global supply chain techniques in enhancing product positioning and meeting the growing demand for sustainable textile goods.

2. Research Methodology

2.1 Literature Review:

This study analyses the influence of global supply chains on product positioning and market research within the textile retail sector. It employs a mixed-methods approach, incorporating literature review, secondary data collection, and qualitative analysis of industry case studies. The study examines supply chain management, sustainable practices, market research methodology, product positioning strategies, and environmental and ethical challenges. The study also investigates the use of sustainable supply chain management and product positioning in global textile corporations.

2.2 Data Collection and Analysis:

We will utilize publicly available secondary data, industry journals, and sustainability reports to examine trends, consumer preferences, and competitive dynamics within the global textile sector. The data will undergo analysis using qualitative and quantitative approaches, emphasizing

thematic analysis of key factors affecting product positioning and market research strategies. We will employ statistical tools to identify patterns and trends in supply chain sustainability and their impact on market outcomes.

2.3 The Market Research Analysis Environmental Impacts Evaluation:

This market study explores the impact of worldwide supply chains on the distribution of textile products. It utilizes data on consumer behaviour, demand for sustainable products, and competitive dynamics to assess how textile companies employ market research to enhance product offers and link them with global sustainability objectives. The research investigates the environmental and ethical ramifications of global textile supply chains, emphasizing resource depletion, labor practices, carbon emissions, water use, and waste generation. The research also investigates the influence of globalization on sustainability indicators.

3. Results and Discussion:

3.1 Sustainability in Supply Chains:

Implementing environmental, social, and economic factors into supply chain management is essential for sustainable growth (**Taticchi et al., 2013; Diabat et al., 2014**). Concentrating just on individual organizations may yield only limited chances for enhancing environmental and economic sustainability (**Sarkis, 2019**). The most significant effects and possibilities arise across the enterprises. Consequently, the supply chain is essential for a comprehensive, systematic, and holistic understanding of sustainability issues arising from commerce and industry. Notwithstanding increasing organizational pledges to sustainable development, the implementation of concrete steps for successful supply chain sustainability remains constrained (**Sunny et al., 2022**). The necessity of recognizing corporate-level priorities to successfully tackle sustainability concerns (**Barbosa-Póvoa et al., 2018**). In the realm of globalization, where supply chains traverse several areas, it is imperative for enterprises to confront both global sustainability issues and specific, technically pertinent effects resulting from their activities. The effects frequently rely on localized elements such as legal requirements, cultural diversity, and resource limitations, necessitating that organizations harmonize their sustainable policies with global objectives while accommodating regional intricacies.

The literature reveals a notable gap in addressing both upstream and downstream elements of supply chain sustainability, since research frequently emphasizes manufacturing processes disproportionately (**Brandenburg et al., 2014**). Contend that a more comprehensive viewpoint is essential to encompass the whole of sustainability effects (**Tseng et al., 2019**). This is especially pertinent in sectors such as textiles, where global supply networks affect product positioning and market research through complex interdependencies (**Chakma et al., 2022**). The globalization of supply chains presents challenges with sustainability, as organizations must address diverse customer expectations, environmental legislation, and economic realities across different locations (**Sunny et al., 2017**). Despite the increasing momentum of incorporating sustainability issues into

supply chain processes (**Martins and Pato, 2019; Islam et al., 2023**) there is an urgent necessity to establish comprehensive frameworks that encompass the whole global supply chain. These frameworks must assess sustainability consequences from both global and industry-specific viewpoints, allowing corporations to synchronize their strategy with globalization needs while tackling significant environmental and social issues.

3.2 Textile Supply Chains

The textile industry is one of the most internationally integrated sectors, including complex supply chains that traverse several nations and regions (**Muñoz-Torres et al., 2018b**). The broad globalization heightens the necessity to include sustainable management methods across the supply chain to effectively address environmental and social concerns (**Desore and Narula, 2018**). Academic research consistently emphasizes the intricacy of textile supply chains (**Roos et al., 2016; Zamani et al., 2017; Testa et al., 2017**) multiple things contribute to its intricacy. The worldwide character of the business encompasses a vast range of players, including raw material suppliers, manufacturers, logistics providers, retailers, and end consumers, each functioning under distinct legal and economic contexts (**Kuddus et al., 2021**). Secondly, globalization and textile merchandising significantly impact product positioning and market research. Businesses must synchronize their strategy with global market trends while considering local customer preferences, labor circumstances, and environmental requirements (**Kuddus et al., 2020**). This dichotomy introduces considerable complication to decision making procedures. Furthermore, the many processes associated with textile production such as fibre cultivation, dyeing, fabric weaving, and garment assembly are resource-intensive and have significant environmental consequences (**Kuddus et al., 2022**). These operations result in significant carbon emissions, water pollution, and energy consumption, rendering sustainability an essential problem throughout all phases of the supply chain (**Uluskan and Godfrey, 2018; Zimon and Domingues, 2018**). Globalization exacerbates these difficulties, as corporations encounter inconsistencies in environmental regulations and labour practices across different locations. Although cost optimization frequently influences sourcing and manufacturing choices, this strategy may contradict sustainability goals. For example, reduced manufacturing costs in certain areas may result in increased environmental degradation or unethical labour practices.

3.3 Management of Environmental Impacts in the Textile Industry

The textile industry has encountered considerable criticism due to its extensive and complex environmental and social repercussions. Several factors influence the repercussions, which span multiple phases of the manufacturing and supply chain:

3.3.1. Utilization of Toxic Chemicals:

The industry extensively utilizes chemicals in operations like dyeing, printing, and fabric finishing. Numerous compounds, such as heavy metals and synthetic colours, pose risks to human health and the environment (**Sazzad et al., 2023**). Inappropriate disposal of these chemicals can pollute water

supplies, soil, and air, presenting enduring ecological threats and health dangers for adjacent populations.

3.3.2. Elevated Energy Consumption:

Textile production is energy-intensive, heavily dependent on non-renewable energy sources such as coal, natural gas, and oil. Spinning, weaving, and dyeing processes require significant power and heat, which contributes to greenhouse gas emissions and exacerbates climate change.

3.3.3 Excessive Water Consumption and Effluent Production:

The industry ranks among the foremost utilizers of freshwater, especially during the dyeing and finishing stages. For example, the production of a single kilogram of cloth may need thousands of gallons of water. This excessive water consumption frequently results in water shortages in production areas (**Sunny et al., 2021b**). Moreover, the release of untreated wastewater laden with dyes, chemicals, and microplastics into water bodies often has detrimental effects on aquatic ecosystems and jeopardizes the accessibility of clean water for local communities.

3.3.4. Production of Substantial Waste Volumes:

Waste generation is a significant concern in the textile industry, including fabric remnants, flawed items, and post-consumer refuse (**Sunny et al., 2020**). A significant portion of these wastes is non-biodegradable, complicating their management. Furthermore, fast fashion trends intensify this issue by endorsing brief product lifespans and fostering overproduction. Lack of efficient recycling infrastructure and methods leads to the disposal of a significant amount of textile waste in landfills or burning, thereby exacerbating environmental issues.

Addressing these difficulties necessitates a comprehensive strategy that incorporates sustainable techniques throughout the whole textile supply chain. Essential methods encompass the implementation of cleaner manufacturing technologies, investment in renewable energy sources, reduction of water use via closed-loop systems, and improvement of waste management through recycling and circular economy efforts. Governments, business stakeholders, and consumers must cooperate to implement and enforce more stringent environmental rules, advocate for sustainable goods, and foster responsible consumption behaviours.

3.4 The Role of Global Supply Chains and Implications for Product Positioning and Market Analysis

Global supply chains are essential to the textile industry, affecting product positioning and market analysis. These supply chains link several phases of manufacturing, from raw material procurement to the ultimate distribution of products, spanning numerous nations and regions. The role of these global networks significantly influences how companies position their products and assess markets, affecting their competitive advantage and sustainability initiatives (**Uluskan and Godfrey, 2018; Zimon and Domingues, 2018**).

3.4.1 Role of Global Supply Chains:

Global supply chains facilitate the textile industry in optimizing production, minimizing expenses, and broadening market access. By procuring raw materials from diverse international suppliers and delegating production to various countries, companies gain cost efficiencies, access to specialized labour, and technological advancements unavailable domestically. By leveraging global sourcing, textile firms can reduce production expenses, capitalizing on lower labour costs, materials, and manufacturing capabilities in various nations. By distributing the production process across locations, enterprises may enhance efficiency and reduce lead times. This is vital in the rapid textile business where fast turnaround times are required. Global supply chains enable companies to swiftly expand operations to accommodate varying demand, facilitating responsiveness to market dynamics such as fashion trends, economic conditions, and seasonal fluctuations **(Zimon and Domingues, 2018)**.

3.4.2. Implications for Product Positioning:

Product positioning is affected by various factors related to global supply chains, including cost, quality, and sustainability considerations. These factors influence the marketing strategies employed for products and their perception across various global markets. Companies may strategically position their products by using cost benefits derived from global supply networks. Regions with low production costs allow businesses to provide competitively priced products, whereas more expensive regions may facilitate the positioning of higher-quality or luxury items **(Zhu et al., 2013)**. As consumers become more environmentally conscious, companies are increasingly positioning their products based on sustainable practices. Companies that incorporate eco-friendly materials, ethical labour practices, and lower carbon footprints into their global supply chains have a significant edge in regions where customers emphasize sustainability **(Uluskan and Godfrey, 2018)**. Global supply chains also allow enterprises to tailor their products for diverse markets, matching with local tastes, preferences, and cultural values. This localization technique might be vital for appealing to varied client bases and winning market share.

3.4.3. Consequences for Market Analysis:

Global supply chains also greatly affect how organizations perform market analysis, as they need to understand regional trends, competitive dynamics, and regulatory environments to make educated judgments. The ability to source materials and produce goods globally requires firms to accurately predict demand in different regions **(Muñoz-Torres et al., 2017a)**. Market analysis gets more difficult as organizations must examine the changing customer wants, economic situations, and seasonal demands across nations. Different countries have varying regulations concerning labour laws, environmental standards, and product safety. Analysing these regulatory frameworks is vital to managing global supply chains and maintaining compliance with local regulations. Failure to do so might result in costly legal troubles or harm to a company's reputation. Understanding the competition in each market is critical for positioning products effectively.

Global supply chains require firms to consider not only local competitors but also other international players that may have more established presences or more competitive pricing strategies **(Colwell and Joshi 2013; Zhu et al., 2013)**.

The research analyses the influence of global supply chains on product positioning, market analysis, and sustainability initiatives within the textile sector. It emphasizes that effective management of global supply chains enables organizations to provide high-quality, cost-efficient products customized to market needs **(Muñoz-Torres et al., 2017b)**. Nonetheless, these supply chains also subject corporations to risks like volatile material pricing, political instability, and interruptions caused by natural catastrophes or pandemics. The COVID-19 pandemic exposed the fragility of global supply systems, underscoring the necessity for companies to develop more robust and agile supply chain strategies. Implementing product positioning with supply chain capabilities is essential for organizations to achieve a competitive advantage **(Muñoz-Torres et al., 2021c)**. Organizations that emphasize sustainability and ethical manufacturing can improve their brand reputation and attract an expanding demographic of consumers who favor environmentally responsible products. Industry research is essential for comprehending customer preferences and industry trends, significantly shaped by the configuration of global supply chains. As customer demand for sustainable and ethically manufactured products rises, firms are integrating sustainability into their product plans. Translating market research results into implementable supply chain strategy poses challenges. The disparity between customer desires and existing supply chain capabilities might result in inefficiencies and lost opportunities. Rectifying these deficiencies necessitates cooperation with suppliers and the adoption of novel procurement tactics, which may prove to be both time-intensive and expensive. **(Colwell and Joshi 2013; Zhu et al., 2013)**.

Nonetheless, global supply networks provide several problems that enterprises must confront to maintain competitiveness. The foremost problem is the potential for supply chain interruptions, which may arise from variables like geopolitical conflicts, worker strikes, and natural catastrophes. To alleviate these risks, organizations may implement initiatives that include diversifying their supplier networks, developing localized supply chains, and integrating sophisticated technology to improve supply chain visibility and efficiency. Sustainability is increasingly vital in influencing market positioning and supply chain management. **(Liao 2018; Arena et al., 2018)**. The textile business has faced longstanding criticism over its environmental effect; nonetheless, customer demand for sustainable products has compelled several companies to implement more eco-friendly alternatives. Adopting techniques like circular manufacturing processes, minimizing waste, and procuring sustainable materials helps distinguish items in the marketplace and advance the global sustainability initiative.

4. Conclusion:

The study underlines the significance of global supply chains in influencing product positioning, market analysis, and sustainability within the textile sector. Effective supply chain management enhances cost efficiency and profitability while addressing the changing requirements of ecologically and socially aware consumers. As global supply chains get increasingly intricate, companies must utilize modern technology, broaden their supplier networks, and emphasize sustainability to preserve a competitive edge. Synchronizing supply chain competencies with product strategy is essential for adapting to market shifts and fulfilling consumer demand for sustainable and ethically manufactured goods. Challenges include supply chain interruptions, ethical sourcing, and environmental effects, which provide avenues for innovation. Incorporating sustainability and ethical standards into supply chains helps distinguish products, foster brand loyalty, and attract an expanding demographic of discerning consumers. The results can direct industry stakeholders toward more strategic and responsible supply chain management, fostering a sustainable and competitive future for the textile sector.

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Author Contribution

Each author took involved in the creation of the study design, data analysis, fieldwork, and execution stages. Every writer gave their consent after seeing the final work.

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A statement of conflicting interests

The authors declare that none of the work reported in this study could have been impacted by any known competing financial interests or personal relationships.

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