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Click for Fashion at the Consumers Door Step

Dakshita Negi

Research Student
Footwear Design and
Development Institute,
Rohtak (Haryana)

Bhavesh Sharma

Research Student
Delhi Technological University
(Delhi)

Jasleen Kaur

Research Student
I.T. College, Lucknow
(Uttar Pradesh)

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Abstract:

The voyage of fashion business started centuries ago and has undergone many adventurous, exceptional bold paths breaking away from the rituals of routine often violating the traditionalist. In the days of yore, merchants used to wander around from manufacturer to retailers to small shopkeepers selling various wares. Later specific stores ventured into the world of fashion wear making accessibility of products easy from needle to yarn, unstitched cloth to stitched, cloth for all class of the public. This saved time of going to the outfitter again and again as the purchaser could now choose his ware in a maiden visit. The specific shops turned into multiple feature shops from retailer to departmental stores. The growth of the fashion world had an impact on the cultural choices. It also changed the psychological runway and societal thoughts. The fashion voyage also helped in the runways which become a crucial part to show the designs and to show the inner talents of the designer. It also helped in coming up with the new ideas in design and various types of merchandise, from manmade to synthetic yarn, to use of leather and even the use of metal such as silver and gold.

Like many other industries around the world, fashion has a dark side. Exploitation of textiles, lack of diversity, and environmental degradation remain problems that the industry must do more to address. However, this huge creative industry has the potential to initiate a major change. While technological advances are undoubtedly exciting, there is also the human side of clothing that is becoming more and more appropriate in old age.

Clothes contain memories and reflect our personality. There is a well-known proverb that it is clothes that make a man i.e. a well-dressed man always creates good impression on his peers. Fashion has the ability to change and shape lives through its personal connection with all of us.

Keywords: Online Retailing, Fashion Industry, Technology, Artificial Intelligence, Diversity, Runaways, Traditionalist, Virtual age

Introduction:

Fashion industry is changing dimensions day by day. Earlier visiting the boutique was not only the trend but was also the fashion. It was in vogue to visit a store to buy ones clothes from the retailer or manufacturers, but nowadays technology has made shopping convenient for the buyer as well as the seller. Use of technology has helped the fashion industry in many ways; has saved time for all, saves purchaser from going out in a crowded place, increases sale without real contact etc.

Earlier retailers being the end of the supply chain were suffering a huge loss due to low foot fall but as of now the use of technology has helped the retailers/small business to grow more effectively and efficiently.

With coming of Online retailing into existence, people can now choose their outfit in their own comfort zone. Earlier shopping was done by being physically present at the store but online platform and new technology has saved the buyer from being physically present while shopping because now there are so many options available in the online shopping where one can get the size, color, shade or the goods of choice with the click of their laptop.

This research shows how one can save time of buyer as well of the seller in all possible ways. If one wants any product on the same day, he/she can get it through the use of our developed technology, saving days, time and physical presence at site. It is possible to get everything of one's choice with just a click on the phone or computer. Fashion industry has changed itself in many ways. Fashion is embracing everything which can help in its development. Technology has increased the area of supply chain more effectively.

Fashion World has not only taken inspiration from technology but also from other sources related to fashion. Even the small businessmen have mustered the courage to venture into this field. The application of technology has helped the fashion industry to extend in numerous ways. The use of Artificial intelligence and several other fashion modes has made the industry more efficient. E-commerce has helped fashion to grow in ways nothing ever could do. Nowadays internet accessibility is available all over the world with which one can buy or look into any product whenever he/she desires. Technology has even helped to bring out much more in fashion as we can use it to make new designs, different styles, change color scheme. Earlier everyone was stuck with the same patterns or designs. Digital printing also helped the fashion to spread its wings. The emergence of technology has helped and will always be a part of the fashion world more specifically by merging up the retail work.

Use of Technology in Fashion Retailing:

With the help of technological advances, purchasing knowledge has greatly influenced the way of life and the ongoing retailer has embraced many of these advances to further the consumer knowledge. The fashion retailer is now known for offering men's, women's and children's clothing, shoes, bags, fashion accessories, beauty products and much more all under the same roof. Many features such as 'Self-Checkout Kiosk', 'Mobile POS', Fitting Room Assistance ', Smart Mirrors, 'Virtual Reality Box' etc.

Naming today is a magical mantra that allows brands to secure a seamless journey from acquisition to customer shopping. The new features we have written by the authors of this paper include our Fitting Room Assistance Program which is based on our understanding of customer's

purchasing behavior that allows for the restoration of size with the help of technology.

In our e-commerce business we have introduced visual search and enabled voice-based search in our apps which has helped to create a customized and easy shopping experience. Once garments are made, Artificial Intelligence technology can also play a role in the production of fabrics. Fashion manufacturers use AI to help improve the efficiency of production processes and increase textile staff. AI systems are used to detect fabric defects and to ensure that the finished fabric colors are the same as the original built-in colors. AI technology such as computer viewing technology allows for quality assurance processes.

Customers now know how to use AI-enabled features when searching for or purchasing clothing or fashion accessories online. Customers can take a photo and match accessories and clothing on top of the products to get the same texture on the line. Apart from this it also minimizes errors and makes the product delivery process faster / more accurate with automatic inventory management.

USE OF TECHNOLOGY IN THE FASHION INDUSTRY:

Google has already tested the waters of user-driven AI fashion design with Project Muze, which trained a neural network to understand colors, textures, style preferences, and other “aesthetic parameters and create designs based on users’ interests and aligned with the style preferences recognized by the network,” derived from Google’s Fashion Trends Report as well as design and trend data sourced by Zalando.

Amazon is innovating in this area as well. One Amazon project, led by UK-based researchers, would use machine learning to assess whether an item is “stylish” or not and it also use image to learn about a particular fashion.

The **Tokyo**-based design consultancy firm **Synflux** has also been using Artificial Intelligence to come up with innovative designs in a project called Algorithmic Couture. The team, consisting of designers and software engineers, built a tool that creates customized clothing in a series of steps. Synflux’s approach is envisioned as delivering personalized designs that go beyond the typical division of small, medium, and large sizes - with minimized fabric waste, as the software optimizes the design for each customer.

Van Heusen Style Studio has also been using Fashion Stylist AI design to avoid the hicks of typical offline shopping. The store offers personalized experience in terms of product size, fit and style that suits the best. **Commenting on the launch, Vinay Bhopatkar, COO, Van Heusen, said, "The store focusses on elevating the shopping experiences for our consumers and at the same time simplifies the shopping process through the use of various digital experiences."**

Robert Burke Associates has created Net Promoter Score which generally tracks the customer satisfaction by the virtue of offering, staff interactions, store ambience and consistently

deliver an overall delightful shopping experience thereby winning customer trust and loyalty.

Stitch Fix is already at the forefront of AI-driven fashion with its “Hybrid Design” garments. These are created by algorithms that identify trends and styles missing from the Stitch Fix inventory and suggest new designs - based on combinations of consumers favorite colors, patterns, and textiles - for human designers’ approval.

Drawbacks of Online Shopping:

Online shopping is the order of the day. Now people prefer online shopping over offline shopping because of the ease and convenience it offers to the shopper, availability of a wide variety of products on a single platform and also due to numerous offers and discounts available. While online shopping has many advantages, it also has got its own drawbacks. Not every online shopper is happy with the online shopping experiences. You can say that more than half of the online shoppers might face some problem or the other while shopping online.

Some of the disadvantages of online shopping are given below:

- **Frauds in online shopping:** Fake online shopping portals display some great products on the website and attract customers to buy the product. Usually websites which sell fake products instead of the genuine article do not accept cash on delivery and request customers to make an advance online payment.
- **Delay in the delivery:** Even though it hardly takes 10-15 minutes to buy the product online by the time it reaches the buyer’s hands it could be more than 4-5 days.
- **Lack of interaction:** Indians are good at bargaining so in case of offline shopping sales assistants shower personal attention on customers and give complete details of the product and satisfy any queries right there.
- **Genuine Products:** When the buyer receives the product on line it may look different from what was shown on the virtual platform. This is the biggest drawback of online shopping, what we see, sometimes we get the opposite thing.

Positive Part of the Research:

Dealing with the unforeseen challenges caused by the COVID-19 pandemic has taken a significant toll on people all across the world .It has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems and the way people work. Nowadays people have to stay inside the house most of the time which has increased the trend of online shopping but has decreased the sales of offline shopping.

COVID-19 has brought in unprecedented challenges to India’s metropolitan cities, yet again highlighting their limited capabilities to self-govern. India’s top metropolitan cities — Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad — now account for nearly half of the country’s cases of COVID-19, due to which people are gaining more interest towards online

shopping rather than offline shopping.

To promote off line sales and to help small retailers we came up with some new ideas which are listed below:

Promotion of offline shopping:

- We came across with an idea/technology of saving shoppers time in off line shopping as most people prefer online shopping to save their time. The technology helps the shopper save time in identifying the place from where to make his/her purchase.
- The technology helps you in locating the place where clothes of your choice are available at a glance. This mobile based- B2C application helps the buyer to know the shop's location within 100 or 200 meters by using Google API and self-evolving machine learning algorithms name Support-Vector Machines. It can be used for both classification or regression challenges which will automatically run behind the application so that it can give correct longitudinal and latitudinal locations so that the product are easily accessible to the buyer and he/she can choose them at their own choice. Another perk of this application is that one can choose where and when to pick up your product at your own convenience. For any buyer living in a metropolitan city it is not easy to go from one corner of the city to another in order to pick up the product but by using this application one can choose the pickup point of his/her choice with the click of the phone/computer.
- When one enters the mall/shopping complex to buy a particular product, he/she has to go from one end of the store to another in search for the desired product. But with the application of this technology a hoarding/signage made up of an electronic chip glass programmed by microprocessors can be scanned with the help of unique QR code directly linked to the ID's saved in the application for the particular product viewed by the user. In this way the buyer will get to know where the product of his/her choice is located in the shopping mall. So in this way it can save the consumer's valuable time earlier spent in search of the product.
- The big metropolitan cities have all the benefits of online business but small cities face a lot of problem regarding online shopping. It affects the small retailers positively. This application helps the small retailers grow by taking only a small percentage from their earnings but increasing their sales manifolds.

Case Studies:

Fashion has seen many seasons from Gucci and Armani to Gap and H&M. It's no longer the elite only who are fashionable. With the emergence of fashion retailing, fashion is mass-marketed through various designers. Retailers are all out into low-cost fashion now. The fashion industry has visibly grown over the years. Value chain dynamics have morphed over the years to suit changing

customer needs. Hence, retailers focus on the supply chain management tends to eat into each other's market share.

To promote our idea/technology as well as help the retailers we visited a number of stores to present them our idea for mutual benefit of both the parties. The stores visited were spread out in New Delhi and NCR region to check the response of the retailers. Some of the stores receptive to our idea are listed below:

Case 1:

The authors visited Goel Garments Pvt. Ltd, a clothing store in Rohini, New Delhi- (110085)

Problem: The owner shared his problem with us that often that they do not know the likes/dislikes of their customer who do not disclose their choice to the staff. So it becomes difficult for them to please or satisfy their customers. The owner and his helper cannot devote their quality time to every customer without knowing their preferences. As a result most of their time is spent on displaying wares of different rates and quality and then folding and unfolding the products. Often it results in having the customers leave their store empty-handed affecting the sales of the store.

Solution: After hearing the problems of the owner we got to the conclusion of the problem and offered him a way to deal with the situation telling him about our application and how it could be useful in solving his problem. In return for a small percentage from the earnings agreed upon by both the parties we installed our application at his store and trained the staff in its use. The owner can now sell his wares through this application and then provide home delivery of his products if required by the buyer. This has solved the problem of folding and unfolding of the apparels all the time and now the staff is able to devote more quality time to the customers eventually resulting in increase of sale to a great extent.

Case 2:

Our other visit was to another store - Varshi, a designer clothing store in Hauz Khas, New Delhi (110016).

Problem: The owners told us that sometimes they come across customers who are not aware of the prices of their products displayed at the store. So they try various dresses or other products as well but when informed of the price tags, they generally tend to leave the store empty-handed as that garment seems to be either too costly or sometimes not worthy enough according to their status.. Therefore, the customer's, as well as the staff member's time gets wasted. Also, the employees need to again pack and assemble all the garments to their respective places.

Solution: After reviewing the condition of the owner, we gave him the idea of the use of our application. All the problems of the customer will be solved whether it's about the price tag, kind of the product he/she wants and the nearby places where he can get same product at what price rate. For use of our technology we settled for a percentage from the earnings and in return we installed and

trained the staff in the use of application.

CONCLUSION:

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. Off line sellers can compete with on line sellers by beating them at their own game. With the rapid growth of products and brands people have speculated that online shopping will overtake in-store shopping. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and feeling the product being bought or gives them a try. Also shopping is a way to spend your day with friends or family especially when on holiday. That's why we have created a business-to-consumer application where consumer can scan the items through electronic hoardings and can purchase it at ease whenever they desire.

The idea behind this research is to ensure that the consumer gets the item in a very short span of time without any wastage of time or effort and they can also choose delivery point according to his/her desire.

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