Dissertation

Master in International Business

Is traditional retail moving to e-commerce in the field of the fashion industry in India?

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Dissertation developed under the supervision of Sandra Raquel Pinto Alves, professor at the School of Technology and Management of the Polytechnic Institute of Leiria.

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Abstract

The main aim of this dissertation is to discover whether consumers feel that e-commerce provides superior performance and technology facilities than traditional retail from the perspective of Indian consumers, and to assess the importance of Omni-channel concepts and operations in the fashion industry. The fashion industry is one of the foremost business segments in India. Currently, the fashion industry is overcoming with new technology and innovation in their business. In the 1990s e-commerce was introduced saw the potential possibilities of innovation, and the new concepts which made the consumer base attractive towards e-commerce. Online retailers are growing faster than traditional retailers due to high pressure from online retailer's offers and strategies. This research is identifies the issues in the fashion retail business in India. What are the challenges faced by traditional retail? What are the environmental causes disturbing the fashion retail industry which are argued with more detail in PEST analysis and Porter's five forces of modern retailing and communication? Traditional fashion retailers understand how to solve difficulties and challenges in the supply chain. Discussed many technologies for fashion retail markets to improve their strategy and customer satisfaction. Researching the hypotheses are collecting behaviourism, functionalism, and experimental ideas what should traditional retailers do in their retail shop and which channel should they adopt for their business? Hypotheses are used to conduct a quick market analysis to understand the Indian demographic attitudes towards technologies, client interest, and Omni-channel. We need to understand which approaches we can use to gain knowledge in theoretical perspective. Multiple techniques are involved in the analysis and validation of hypotheses. I used SPSS tool for data analysis with cross-tabulation function. In this research I found that traditional retail and e-commerce are independent of each other but gradually merging, a most important factor for future fashion industry trends. They are systematically embracing Omni-channel strategy to provide good consumer service.

Keywords: Fashion Retail, E-commerce, Omni channel, Multichannel, M-commerce, Traditional Retail

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Acronyms

4P- Product, Price, Place and Promotion

3PL- Third Party Logistics

AIDC- Automatic Identification and Data Capture

ARITI- Augmented Reality Interface for Teleoperation

DIPP- Department Industrial Policy and Promotion

ERP- Enterprise Resource Planning

FDI- Foreign Direct Investment

FMCG- Fast Moving Consumer Goods

GDP- Gross Domestic Product

GPS- Global Positioning System

ICT- Information and Communication Technologies

IIT- Image Interactivity Technology

LBS- Location-Based Services

NFC- Near-field Communication

PEST- Political, Economic, Social, and Technological

PLC- Product Life Cycle

PLM- Product Lifecycle management

QR- Quick Response two-dimensional barcodes

RFID- Radio Frequency Identification

TAM- Technology Acceptance Model

TV- Tele Vision

UGC- User-Generated Content

WOM- Word of Mouth

WI-FI- Wireless Local Area Networking Technology

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Research Objective

These fashion retail hypotheses can be used to conduct a quick market analysis. In this survey we used 11 hypotheses to understand the psychological result of perception and reasoning towards traditional retail and e-commerce offered services. Evaluate Indian customer's attractiveness with some 3-D body scanning, multifunctional mirror, virtual try-out and online try-out technologies. These hypotheses were collected to assess behaviourism, functionalism, and experimental ideas to make data-centred decisions.

1. Introduction

The retail industry plays a significant role in the Indian economy, providing a significant contribution to industrial production, employment generation, and exports revenue. In India, there is about 10% of manufacturing outturn in the industry, 2% of gross domestic product and 13% of total exports from the country. It is the largest source of employment in the country by using 45 million people directly and 60 million indirectly (Rakesh Mohan Joshi, 2018).

Today's retail environment is more competitive than ever. From the retail point of view, a multichannel concept essential for retailers due to Internet domination has changed and will continue to change the retail industry in the coming years. Currently, more retailers have been entering this highly profitable channel, outcomes in e-commerce having significantly grown over the past few years. With at the rate traditional retail channel are also a very confident with future expectation (Citrin, 2003)

The fashion industry is slower than other industries to adopt e-commerce applications, the main reason being that it is difficult to transform the within a store experience into an online environment (Keng, 2003). Cloth needs a lot of high participation product segment, individual ego and products realized, touched, and are harder to estimate (Citrin, 2003).

Specifically, producers who decide to follow this rapid business model are usually reluctant to go online when it comes to traditionally depending on new consumers making a regular visit to a retailer store to evaluate the products (Blázquez, 2012), To connect the gap between the channels, various technologies, for instance, augmented reality and 3D virtual

implementation to improve the e-commerce shopping performance, have changed the role of the Internet in fashion retail (Drapers, 2012)

India's growing international competitiveness within the fashion industry sector is due to its full supply chain - high-quality finished products, low labour costs, experience, entrepreneurial and design skills. The Indian economy is open to the outside world: foreign investments and opportunities have increased because of changing government policies. India has opened joint ventures and collaboration with the outside world with economic liberalization that will give new opportunities for forming joint ventures to give international markets (Rudrajeet Pal, 2008).

Traditional retailers required huge storage facilities. However, the rise of e-commerce shopping has influenced the significance of store numbers, and this does not mean that it is already a different and distinct channel creating purchase to current retail channels, but it also includes stores (Multichannel retailing) a complete change across retail stores. There is one more new strategy called Omni channel retailing, which intends to merge the various ways of communicating with the retailer, which allows a customer to keep a high-level of customer satisfaction across channels and enable a consumer to shift from one channel to another. However, the quality and size of the retail store is still very important to consumers who value personal service and human interaction by patronizing retail shops in the commercial street. (Drapers, 2012).

Porter's five forces and PEST were analysed to provide a clear picture of the operation of the retail trade. In this statement, we analyse the factor that motivated revolutionary changes in the fashion retail industry. The use of this model for the fashion retail industry examines the competitive environment, what makes it competitive and difficult to achieve profitability. Despite, even in hard-working industries, generate above average profit for companies that make it possible to use techniques that differ from their competitors (Porter, 1985)

The traditional retailing industry has been driven to seek innovation by the latest update technology solutions due to consumers adopting the new technologies and becoming Omni channel consumers (Verhoef, Neslin, & Vroomen, 2007) .This puts high pressure on retailers to create traditional stores as a model that could be accessed 24 hours a day (Shankar, Inman,

Mantrala, Kelley, & Rizley, 2011). The technologies are used by retailers to improve the shopping experience for consumers and develop performance and sales of merchants. It is important to understand how fashion retailers use technology, understand the history of online retailing and how it has changed the fashion retail market (Lazarevic, 2012).

Omni-channel consumers are increasingly purchasing goods using multiple retail channels, increasing the number of average customer sales and the Omni-channel customer value the number of channels accepted. Communicating with the retailer across multiple channels creates strong relationships, increased trust and lower risk for the consumer. (Kumar & Rajkumar, 2005).

(Barry & Joel, 2012) State: "It is useful for technological relationships if you support a better communication flow between retailers and their customers, and between the retailers and their suppliers. More fashion retailers are embracing technology-based insights in business and customers are using online communications during their shopping trip.

1.1. Fashion industry in India

Indian retail is one of the world's fastest growing markets due to India´s recent economic growth. India is the world´s fifth largest destination for retail businesses. India occupies a significant position in the global Retail rankings; the country has a high market opportunity, low economic risk, and moderate political risk (IBEF, 2018).

An analysis of the Boston Consulting Group suggests that India is expecting to be the third largest consumer economy in the world, reaching US$ 400 billion in 2025. India ranks first in the 2017 Global Retail Development Index, which is supported by the steadily expanding middle class and by rapidly growing consumer spending. India's retail market saw an investment of US$ 800 million by private equity (PE) firms and wealthy funds in 2017.

Department Industrial Policy and Promotion (DIPP) recognized three foreign direct investments (FDI), Mountain Trail food, Kohler India Corporation, and Merlin Entertainment India in the single brand retail sector (IBEF, 2018).

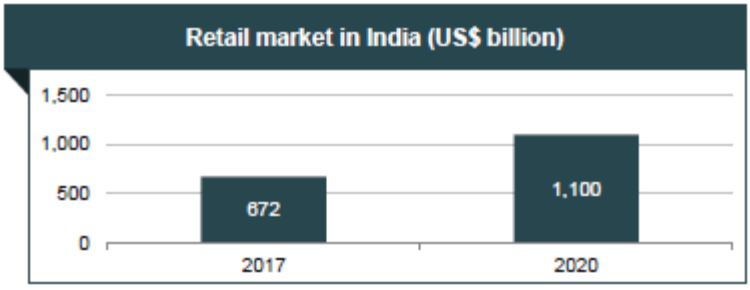

Figure 1: Indian Retail Market

Source: Ernst and Young, Price Waterhouse Cooper, Economic Times

Note: CAGR - Compound Annual Growth Rate

The retail market in India expected to rise from US$ 672 billion in 2017 to $ 1.1 trillion in 2020.

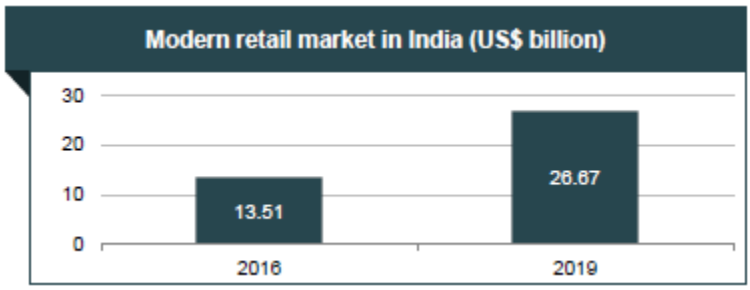

Figure 2: Indian Modern Retail Market

Source: Ernst and Young, Price Waterhouse Cooper, Economic Times

Note: CAGR - Compound Annual Growth Rate

India's new retail sales will double in the next three years. The modern retail market in India is expected to rise from US$70.45 billion in 2016 to US$ 111.25 billion in 2019. Increased cooperation from foreign and private companies is expected to boost retail infrastructure. India's online retail sales increased by 23 percent to $ 17.8 billion in 2017. Revenue earnings using online retailers are expected to rise to $ 60 billion by 2020.

Country	Total Retail Sales per Capita (USD)	Traditional Trade	Modern Trade	Domestic	International
US	$11,687	6%	94%	96%	4%
Australia	$8,560	8%	92%	89%	11%
France	$8,056	7%	93%	86%	14%
UK	$8,014	3%	97%	78%	22%
Japan	$7,398	16%	84%	96%	4%
Germany	$7,167	3%	97%	85%	15%
Russia	$3,252	52%	48%	93%	7%
Brazil	$2,388	46%	54%	87%	13%
China	$2,238	78%	22%	97%	3%
India	$793	89%	11%	98%	2%

Figure 3: Chosen 10 countries: indicators for the retail sector in 2015

Source: Knight Frank Global Research & Global Retail and Technology

In the year 2023, the Indian retail market predicts that revenue earnings from the US $ 490 billion to the US $ 865 billion in revenue growth will be 6 percent. The share of the fashion industry in India's retail markets is presently 8%, which is equivalent to $ 40 billion. Besides the fashion industry, the growing demand for fashion accessories makes the Indian fashion market interesting and lucrative (Amit Gugnani, 2014).

Despite the extent of economic growth in India, the market penetration of shopping malls and modern shops in the country is limited. Several measures indicate that retail sales (modern merchant) account for only 6% -8% of total retail sales in India. Individual income generated by modern retailers in India was only $793 in 2015. In other BRIC countries, revenue was at least a few thousand dollars (Swarooprani Muralidhar, 2017).

The use of most international brands in the US and Europe has a significant shortage of infrastructure in India. For example, the first Massimo Dutti store in India is about 5,000 square feet and the second store is 5,000-6,000 square feet. The two stores, totalling 8,000-10,000 sq. ft., are smaller than the retailer's average global shop.

Other international retailers interested in investing in India should embrace their design and layouts for small retail locations in the country (Swarooprani Muralidhar, 2017).

A brief overview of the Indian economy and traditional and online fashion market now follows an analysis of online retail and the improvement of Omni channel retail (Taylor & Strutton, 2010).

1.2. Growth of online retailing:

To understand how retailers and consumers are using the Internet as a channel of communication it is necessary to know the stages of retail sales development online. (Chadwick, Neil, & Cathy, 2002).The first stage of online retailing is that interactive features offer the applicant the opportunity to join a subscriber list or catalogue ordering request to encourage consumer buying and brand recognition. In the second stage, the transactional retail store has created an online shop in which they can sell their products and services. In the final stage, a retail portal is created to facilitate an online shopping platform (Patric, Robert, & Terrence, 2001).

A user approach to online shopping adoption can teach classic models of consumer behaviour that is the technology acceptance model (TAM). The technology acceptance model was designed by (Fred, Richard, & Paul, 1989).

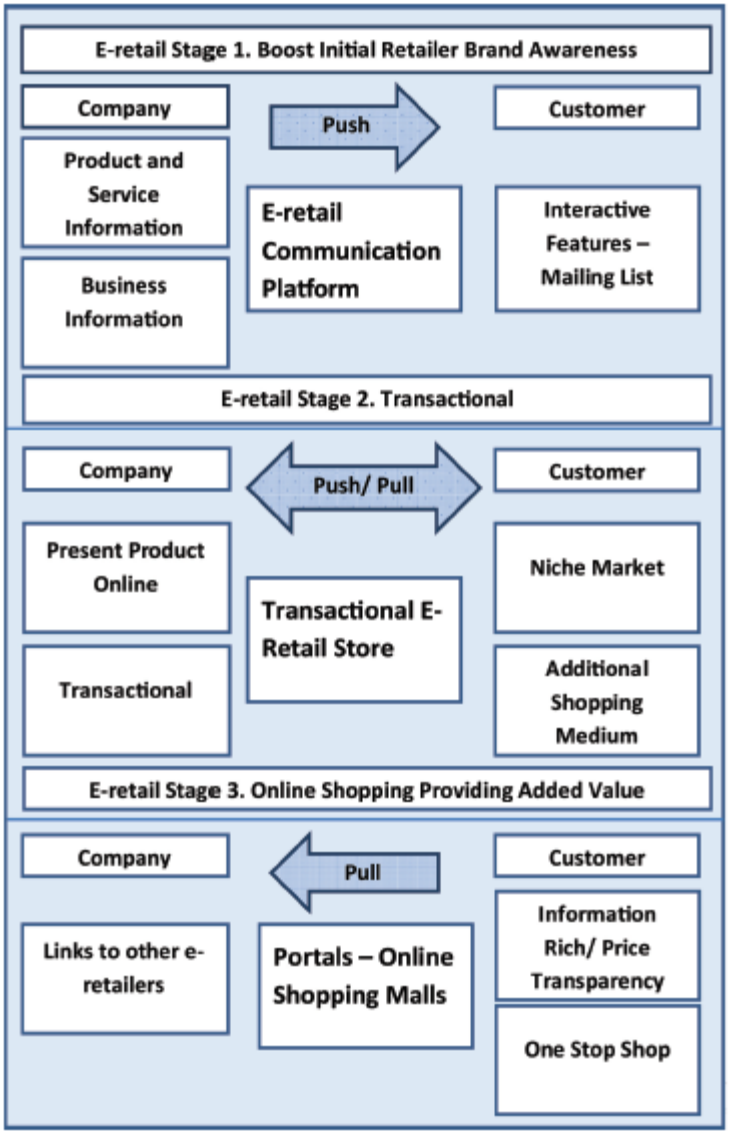

Figure 4: Stages of Online Growth

The factors responsible for accepting Internet technology and online service providers describe the intellectual ease of user technology and the flexibility of a user's intelligence which define their characteristics and their ability to adapt technology as a way of life (Huang E. , 2008). The model has been repeatedly rebuilt and new factors have been added as online consumers and online retailers have increased. Furthermore, and there are additional factors such as technological acclimatization, pleasure, inherent and external motivation, and variables of the process of human and social change (Jeroen & Martin, 2007).

Online shopping is still experiencing organic growth and the use of the Internet has not reached its point of concentration in many other countries; Therefore, there are multiple possibilities for a fashion retailer who embraces online shopping or allows multiple channels to promote their business (Taylor & Strutton, 2010).

2. Literature Review

To achieve the goal, I have referred a comprehensive literature review of various literature sources, such as academic journals, books, trade and government publications, and industry reports.

Currently, most consumers prefer to buy their household products online nowadays; when it comes to shopping this is a menace for traditional retail shops. Since 1990 in the e-commerce sector Amazon has thrived successfully with their marketing-mix strategy and has grown to be one of the largest retailers in the online world. When compared with the traditional retail store giant Walmart, Amazon has a market with a capitalization of $400 billion, almost double the assets of Wal-Mart. After the phenomenal growth of E-commerce many traditional retailers shut down their branches to cut down their costs. Therefore, the number of customers intending to buy products in traditional retail continues to decline. Alternatively, a large number of customers increase their shopping activities by assessing several online platforms. Presently, consumers buy 51% online, compared to 48% in 2015 and 47% in 2014 (Kitonyi, 2017).

According to Forrester Research, 16% of India's total population are online, unlike developed countries like the US, Western Europe, and Japan. Overall Indian fashion retailers are in the macroeconomic market growth of fashion products leading to 8-9%GDP growth. India is in need of drastic modernization; now in India the growth rate is below 5% which has dampened down consumer demand for an apparel item; Hence the Indian fashion product industry has become a careful money spender in many respects; currently the Indian middle class has started trading down through the lower price range of products which are available to purchase or to reduce the purchasing volumes within the price range (Amit Gugnani, 2014).

India has a weak economic situation which is affecting the political environment, and increased deficiency confidence in governments and companies have negatively affected the

country's total business competition. As a result, retail trade has also been affected by the lack of business growth (Amit Gugnani, 2014).

However, it is essential for retailers to check the outside environment on a regular basis; especially in the present economic situation. It is crucial to differentiate how macro and micro influences the fashion industry. Macro environment speaks about broader issues which are happening in political, legal, socio-cultural, and technological factors and micro speak about the impact of marketing strategies, such as customers and competitors (Diamond, 2006)

India's growth prospects, since the manufacturing sector is the backbone of India's economy, is India's global product treasury. The manufacturing sector produces quality products for consumers in the supply chain, thereby enhancing the growth and productivity of other sectors. According to Reserve Bank of India, the total value of this division is 16,670 billion rupees and Rs 18,219 billion in 2014-15 and 2015-16. Indian economy is anticipating becoming the world´s largest economy by 2030, thereby allowing a tremendous opportunity for the Indian manufacturing sector to grow. The manufacturing sector is expected to reach $ 1 trillion by 2025, which will contribute 25% of India's gross domestic product. Indian domestic production is expected to increase by 12-14% over the medium term (Singh, 2016).

Technology plays an important role in the emergence of the Indian economy. Internet and smartphones affect consumer behaviour. Nowadays every business is pursuing the advantage of the internet for stretching out to their potential customers (Agarwal & Dahiya, 2018).

For example, Indian banks have introduced their Internet and mobile banking system, retailers have created online platforms to customers to buy goods from e-commerce. Nowadays retailers have evolved into online trading. The government takes over the consumption of goods/services and managing the country's affairs. According to industry experts, the Indian E-commerce Industry is expected to start 300 million new online shopper’s business between 2015-2030 (Agarwal & Dahiya, 2018).

We plan to reach over 1 billion people in 2020 under the Digital India campaign. By 2020, the government is acting to change citizens-state relations at all levels. Communication and transaction will be between government, industries, and publics. It enhances access to government information to publics, allowing them to make quick decisions that affect daily life.

Industry experts predict that this issue will play a major role in bringing the social economy, education and agricultural growth to fruition. These efforts can transform the lives of citizens throughout the country's length and breadth (Natarajan, 2018).

3. Geographical Analysis

3.1. Political Factors

Political endurance is considered a key factor in the expansion of the fashion retailer. Political instability is sensed as a risk factor for fashion retailers and in some markets is detrimental to the development of growth (Werner Reinartz, 2011).

The Government of India (GoI) and various state governments are engaged in the use of online and mobile platforms to implement public transactions, implement policies, and assist with programs and initiatives between the government and the public.

India passed the Information Technology Act of 2000, which focused on building e-commerce and Internet related industries in India. The law provided Internet businesses with legal and policy structure (Agarwal, 2018).

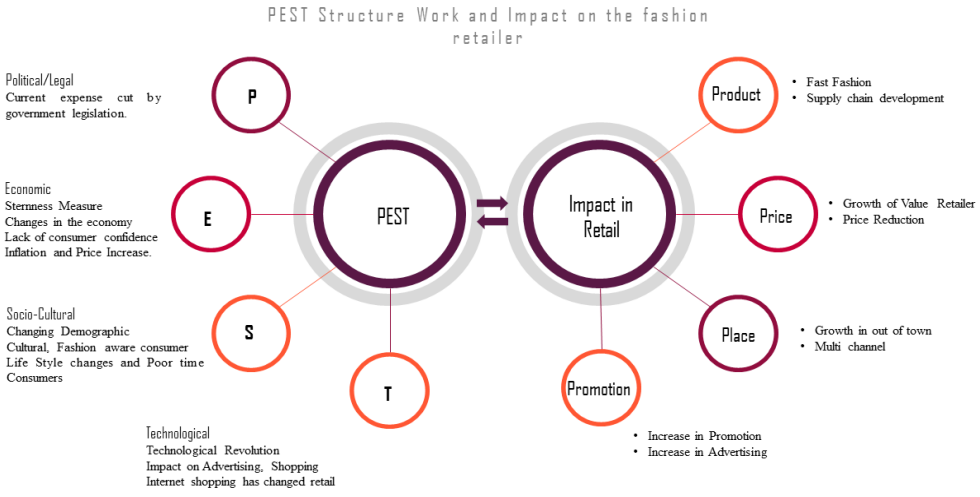

Figure 5: Structure of Work

3.2. Retail industry contribution to GDP

The retail trade business contributes approximately 11% of India GDP. Retail business is seeing a rebellion in India. The retail industry is steadily becoming the next boom sector. Retail industry growth is occurring not only in the urban boundary but is also growing in rural areas. Economists are expecting that the retail industry market will expand more than 80% in coming years. (Karamchandani, 2011).

Retail trade in India is dominated by unorganized retail, where the systemized trade is 93% of total trade. These differences exist between developing countries, where the organized retail industry is an average of over 80% of total retail trade. This underscores the intention of increasing organized retail sales in India (IBEF, 2018).

Online retailers are growing at a fast pace. Online retail sales in India are expected to exceed sales by physical stores over the next few years, with strong investment and a rapid increase in the number of Internet users. (Which grew 23% to US $ 17.8 billion in 2017) (Karamchandani, 2011).

In India, total retail sales are expected to grow 12% a year, with urbanization increasing, increasing income, more young people community and the aspirations of the middle class. Modern business expands twice as fast at 20% a year, the traditional trade is anticipated to grow at 10% (IBEF, 2018)

3.3. Analysis of Economic Environment:

The growth decided by the effective distribution of manufacturing industry with support from government and end-user expenditure (Essays, 2017).

Economic factors have been strongly influenced by the marketing mix because the retailers have been forced to improve the 4P to ensure that the retailers are competent in tough times. In a situation where the consumer has little money to spend, retailers are committed to vie with their competitors in order to survive. (Lea-Greenwood, 2013).

The Indian retail industry has tremendous potential growth in future. India has the second largest population with a flourishing middle class, fast urbanization, and stable growth of the internet (IBEF, 2018).

Economic factors decide the formation of the retail market. Importantly, the economic factor decides the ability to buy power in the market, and it guides consumers as to which type of products they are motivated to buy. According to the World Bank recent survey, 67% of people in India lived in a rural environment, although the urban population has already experienced more rapid growth in the last decade than in the earlier decades. Indian people have begun to welcome and adapt to other cultures (Weinswig, 2017).

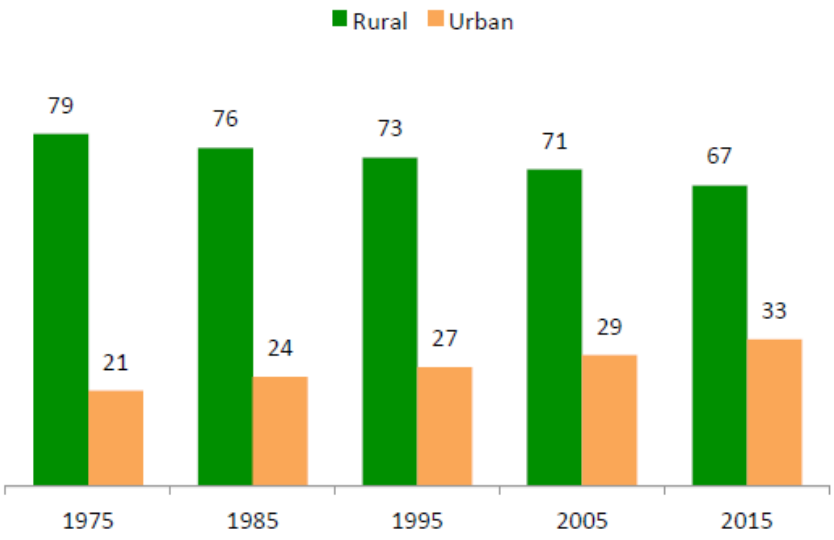

Figure 6: Percentage of Rural and Urban Populationss

Source: World Bank & Global Retail and Technology

3.3.1. Fashion market growth consciousness

Despite current fashion, the consumer is likely to spend more money on clothing and accessories of their choice, but the consciousness of value perceived for the cash paid has increased manifold. Meanwhile, despite the fact that long-term faith in the growth and consumption story of India holds solid, the short-term outlook appears bleak. Indian people panic about job loss, stagnation of personal income, and the increased cost of living. These considerations affect the purchasing behaviour of the consumers. The consumer may be

ambivalent about value and affordability, but at the same time, there is an internal need for a fashionable look. (Amit Gugnani, 2014)

Reduction in the disposable income of many families is due to restricted wage growth, unemployment environmental increases, and the rise in the price of essential products. Thus, consumers are restricted in their spending on fashion products (Twigg, 2012).

Indian buyers spent a retail total of $645 billion in 2016, according to the Indian Brand Equity Foundation (IBEF). The organization estimates that the retail sector in India will grow at a CAGR of 12% and by 2020 it will touch almost $1trillion. The average Indian buyers spend their money more on food than on discretionary things such as apparel and entertainment.

Since commercial liberalization, the increase in foreign trade and various retail forms has affected the Indian buyer's priorities, values and purchasing behaviour (Mansi & Linda, 2009). The most important opportunity in the Indian market is the rise of middle-class consumers in the Indian market. The market power of this middle class is developing, and the purchasing power of the Indian economy is growing (Sengupta, 2008). Due to increased market vulnerability, consumers are very demanding and complex. They are looking for more choice and quality, looking at brand names and an attractive physical store environment in their products and brand selections. Such a large and complex domestic demand requires a hugely lucrative market and pushes domestic and foreign retailers to resource the best products and services (Mansi & Linda, 2009).

3.3.2. Indian Demography

When greater disposable income increases in a family (even women start to earn) it creates demographically favourable trends. In the Indian demographic area the number of nuclear families will increase, India has a younger population; it is constantly growing in urban and sub-urban region. It effects consumer needs, attitudes, and behaviour (Karamchandani, 2011). Increasing the need for demand, businesses are continuously upgrading, and innovation can increase their competitive advantage (Manveer & Sang-Eun, 2011). When the various market segments demand such requirements companies are forced to provide better products and services to consumers (Karamchandani, 2011). (Bijapurkar, 2008) Classifies Indian clients into four categories: wealth, middle class, enthusiastic, and poor. The ratio of each section is

changing, the wealthy, the middle class and the rising class are growing, and the poor segment is shrinking. The demand for the transition to the middle class is closely linked to the growing presence of the Western lifestyle by media and overseas travel (Bharadwaj, Swaroop, & Vittal., 2005). Researches have shown that for the middle class buyer, both the price and the value are the main deciding factors when shopping (Srivastava, 2008). The selection of fashion retail stores of middle-class consumers is increasing due to factors such as product design and quality (Mansi & Linda, 2009), brand names and business type factors, classification collection, shop environment, and specialization (Sinha & Banerjee, 2004).

3.4. Socio Cultural Factor

The fashion retailer must have a precise understanding of the consequences of social and cultural changes on their buyers, as these are key components to success. Retailers must support and enhance their range to meet various consumers and their changing needs (Maktoba Omara, 2014), and it is essential to search for niches and meet the requirements of classified consumer groups (Mandy, 2006). Despite this, the fashion retail area is complicated and challenging to manage, and it is critical to assess buyer mentality, a continuous activity as the consumer sector is growing every day (Solomon, 2008).

In general, Indian people embrace Hinduism along with other religions such as Sikhism, Christianity, Islam, and Buddhism. In India English is an official language. These factors have helped the fashion retail industry relationship in India and on the international market. It is essential for commerce to follow the culture of the country where they want to do business. It is most important to assess the different culture, lifestyle, and buying behaviour of the potential clients.

There are many initiatives presented to International retailers through the ***"Make in India"*** concept developed by the Indian Government. In western counties, fashion retailer business demand has seen a decline in their home turf in recent years due to high competition and low-growth nature in developed markets. Therefore, many foreign retailers have been exploring south-east Asia for opportunities in emerging markets poised for growth. India is rich in socio-cultural factors, and International retailer predicts; India is becoming a high growth market destination for many foreign retailers (Weinswig, 2017).

Furthermore, International retailers should consider the ethnic and geographical diversity of India. India has more than 2000 ethnic groups with 18 official languages. The geographical distinction of the Indian population leads to diverse fashion awareness and style differences. For example, Western culture dress is highly welcomed in the large cities such as Delhi and Bangalore, but Western clothes are not welcomed in the small towns and rural area (Mansi & Linda, 2009).

3.4.1 Youth Population in India

India's largest population group is youth. According to the World Bank, 66% of Indians were aged 15-64 in 2015, most of those in the group are under 35 years of age. Over the past decade, the 15-64 year group has shown the most rapid growth. Since 1975 these young adults have evinced a growing desire for international brands and Western clothing, which is increasing with the global connection to social media sites worldwide (Swarooprani Muralidhar, 2017).

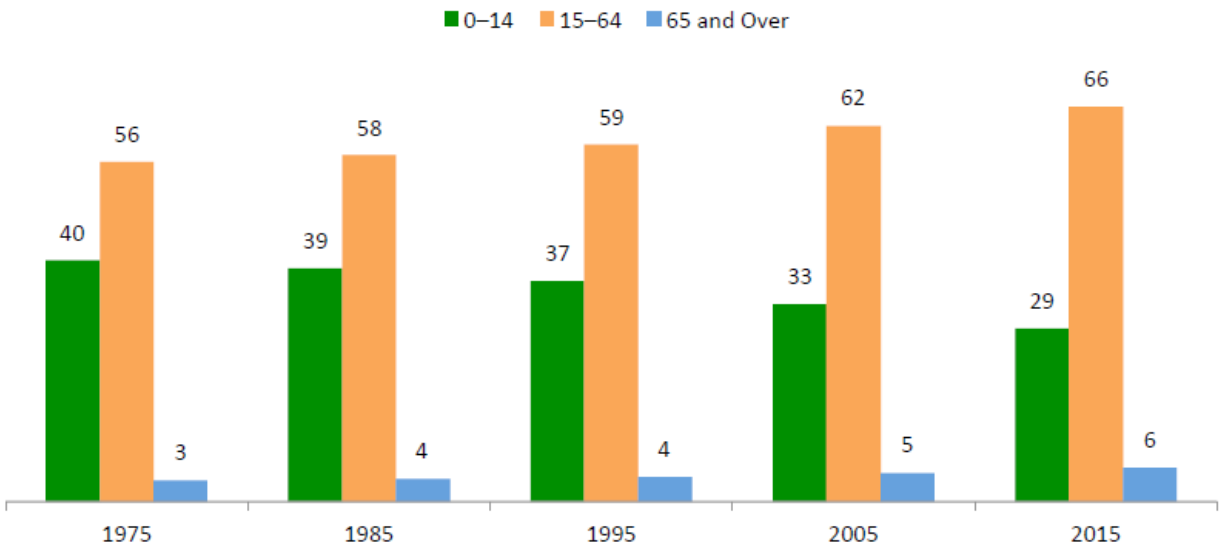

Figure 7: India-Population by age group percentage

Source: World Bank

I am examining the needs of India which has a population and geographical diversity which is benefiting from the increasing income of the emerging middle class, the growth of the younger generation and consumer demand (Manveer & Sang-Eun, 2011). Furthermore, the younger middle class consumers are providing the more favourable market situation among

fashion retailers due to their rising demand and the demand for current mainstream fashion with the expanding middle-class market (Mansi & Linda, 2009)

3.4.2 Consumer shopping habits

The number of factors which influence buyers are changing their approach and expression when they buy items in the retail shop. One of the impacts on fashion retail shifting is the trend towards supermarket fashion, whereby multiple varieties of goods are available in one place for example “Big bazaar” in India. Due to this fact, part of the success of supermarket shopping is providing convenient and inexpensive products, thus the consumer saves time. Consumers also appreciate this convenience in the recent growth of out-of-town shopping complexes. Analysts reveal that consumer movement is towards out-of-town shopping and away from the commercial high street (Neil, 2009), Out-of-town retailers promote a better atmosphere, more convenience, and free parking, therefore consumers feel that out-of-town is the best place for leisure time and recreation (Aloys Borgers, 2011).

Local and Foreign retailers can find many Indian consumers at the shopping mall. These centres in the organized sector create a positive atmosphere that provides commerce and recreation and creates high traffic from Indian middle and high-class consumers (Mansi & Linda, 2009). With the growing importance of choosing the Indian consumer business service and the store environment, foreign retailers can stand out from the competition with better service and more enjoyable shopping experiences. Although retailers can achieve realism by renting or buying property outside the commercial complexes, it can be a challenge due to the government's strict regulatory requirements due to land acquisition (Jaya & Seshadri, 2008).

3.4.3 Adopting of New Technology

Consumers are all adopting rapidly and readily new forms of technology, and many consumers use websites and mobile e-commerce as part of shopping stocks, thus encouraging retailers to provide customers with this added channel and service (Raquel, 2013). All Internet users have the smartphone use for purchasing goods online. This increases demand to retailer websites. Now consumers want to shop online, yet retailers cannot react as rapidly as a consumer require. Indeed, recent studies show that many fashion retailers are responsive to

development in technology, and retailers are not sure how to react strategically to meet consumer expectation.

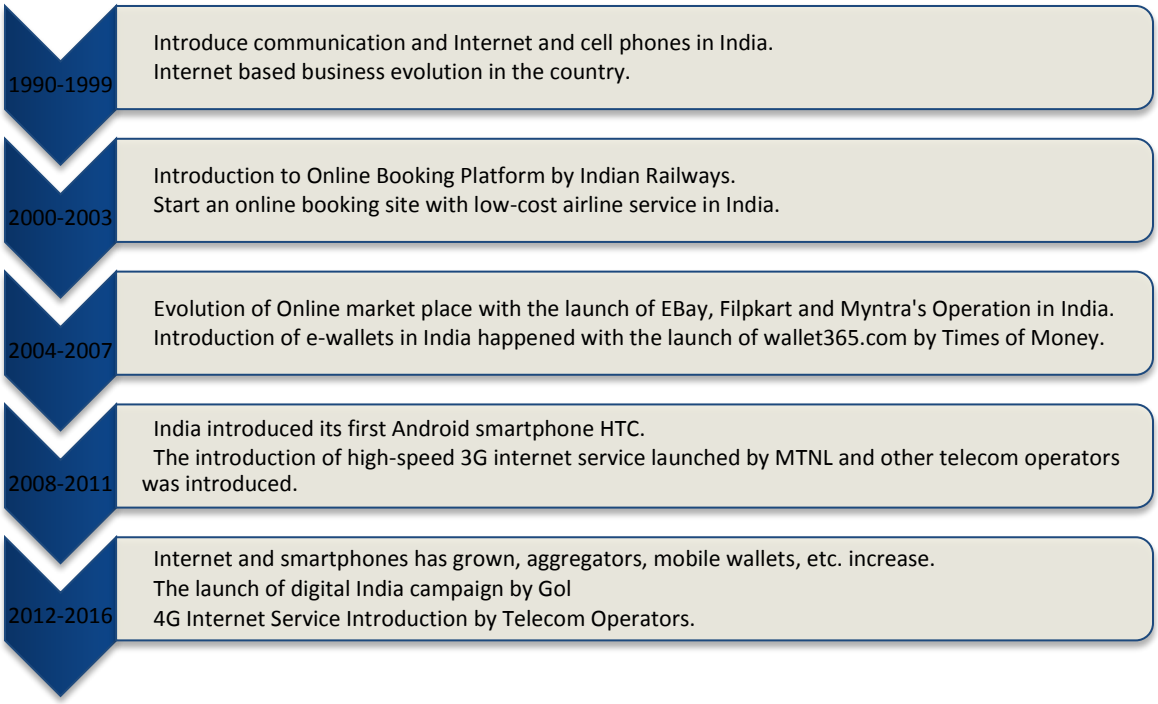

Figure 8: Evolution of Technology in India

Source: GT analysis, secondary research

The fashion retailer has been rapidly adapting to Information Technology and digital devices to thrive in the market. The transition to technology and the integration of various communications tools are a comparatively recent innovation to virtual markets and online businesses efficiency in India. Information Technology can also attract the consumer to both on-line and traditional retailers. Consumers today are well informed, referring to detailed product features, comparing fashion items on website content, design, wash procedures, buyers' reviews, opinions, and rating about products. Thus, retailers should use advanced analysis and ERP systems to scan consumer attitudes and adjust retail forms, pricing and promotion strategy (Amit Gugnani, 2014).

3.5. Product Lifecycle Management

In recent years, improvements in technology and advanced solutions from fashion retailers have been able to shorten leading periods on global sourcing networks and meet the

consumer needs at the peak. For instance, Product Life Cycle Management (PLM) is a major evolution in innovative design practice and has led to widespread and widely developed multi-IT software solutions (Frederic, 2014).

Product Lifecycle Management refers to a company's strategy and a specific information system. Here, PLM is a database-based software solution enabling retailers, and brands to manage their stocks, minimize product improvement costs, and shorten the predecessors to the design concept. Technology measures performance, innovation, and consumer focusing, thus helping retailers to play a significant role in building new and innovative products and distributing them directly and profitably on the market (Janet Suleski, 2013). PLM Technology offers clear benefits to fashion retailers and makes suppliers more accessible for easy access to the retailer consumer's data, thus helping suppliers to work more efficiently (Frederic, 2014).

The fashion industry is a dynamic, challenging sector in the world. Shorter product life cycles (PLCs) and rapidly changing consumer requirements enforce the industry to focus primarily on reducing priority methods and meeting consumers' needs at its peak. It laid the foundations for companies to follow the 'Fast Fashion' strategy; retailers such as Zara, Primark, and ASOS assessing catwalk trends at high speed, thus giving budget versions for their customers (Frederic, 2014). For these companies to be successful with their business model, they must curtail their supply chains and protected direct control over design, production, and logistics (Mandy, 2006).

3.5.1. Supply chain technology innovations

Fashion online shopping has grown significantly in recent years. However, further online shopping growth has predicted some degree of increased powerful-efficient models for home delivery. In the early years of rapid e-commerce growth, consumers were frequently disappointed with the wrong supply service, and as the consumers increasingly demanded, how to fulfil customer's orders reliability and expenditure became a major challenge. The problem is the issue of delivering goods from the delivery vehicle in the most efficient way (John Fernie, 2014).

If the consumer is not present when the delivery driver calls, the item must be taken back to the distribution hub and another delivery must be arranged, which increases the retailer's cost.

Some consumers are willing to pay the cost associated with such a high service level, providing customers with 100% reliable timing, reduce the necessity of waiting at home. The 24-hour slot for the retailer provides the most cost-effective delivery solution. However, some consumers are willing to accept the difficulty of waiting time at home (Lavin, 2002).

The IT and ICT processes have modified and improved transportation and the efficiency of the supply chain. The control of Transportation management systems, unmanned aerial vehicles, and robotics are changing the country's logistics landscape. Logistics providers are increasing their focus on RFID (Radio-frequency identification) and Automatic Identification and Data Capture (AIDC: Advanced Technologies to Improve the Execution Process.) AIDC describes a shipping location, estimated time of delivery, and late delivery. Bluetooth technology enables logistics providers to improve logistics tracking and processing. These technologies help customers in the logistics industry to deliver quality services (Anil Khanna, 2018).

Changes in technological environments interact quickly and closely with changes in consumer behaviour, consumer communication, and how to receive their orders. Consumers are adopting this modern technology to communicate with retailers. New websites, social media and the use of smartphones have facilitated the best relationship between retailers and consumers.

4. Porter’s Five Forces of Modern retailing and Communication

According to Porter, every force will have a positive or negative impact on profit. The use of this model for the fashion retail industry examines the competitive environment and the factors which make it competitive and difficult to achieve profitability. In hard-working industries, this model potentially enables an above average profit for companies that make it possible to use techniques that differ from their competitors (Porter, 1985)

We use the porter's five-force model in our theoretical framework for the planned analysis of the retailer's situation. It offers five power models to assess the strength and weakness of the retailer based on competitors, consumers, suppliers, and substitutes (Porter, 2008).

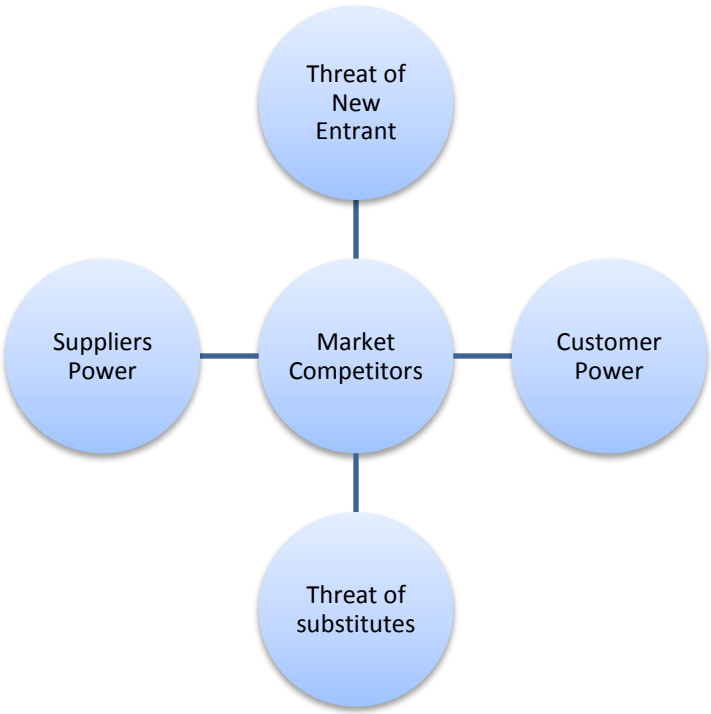

Figure 9: Porter's five forces model

Porter's five-force model displays various forces existing in a competitive wave environment 1) Consumers power, 2) Suppliers power, 3) threat of new entrants, 4) threat of substitutes, 5) market competitors (Porter, 2008). These forces determine the profitability and competence of the industry. These important factors affect every aspect relevant to the development of Indian fashion retailers.

4.1 The threat of new Entrants

The fashion industry, according to (Knutsen, 2004) is a technologically mature business with low entry and low barriers to the price sensitivity market. It also seems that sellers find it harder to make profits as it increases the threat of new entrants. The new and successful international fast fashion retail industry has grown quickly over recent years. Internet and e-commerce growth has further opened the market and increased competition. By reducing the barriers to new competitive entrants, Porter said that the e-commerce industry could weaken the profits by reducing consumer variants (Porter, 2001). E-commerce represents a low-risk alignment for entry by foreign retailers and allows for reduced spending to form a secure trading base. E-commerce also offers opportunities to small independent factions, and large retailers,

helping consumers access broader fashion retailers than ever before. Small retailers (brick-and-mortar shops) were originally the only possible market but the Internet now provides the best access for greater competition against the smaller established fashion retailer.

The long tail as "the consequence of the abundance boom created by technology" could succeed by specializing in fewer popular products than bestsellers. Successful online retailing involves selling popular product at low prices, in spite of successful traditional retailers selling the most popular products. Most importantly, the long tail has the potential to extend a greater range of products (Anderson, 2008).

Because of the cost inventory and the need for substantial local demand, online retailers can meet national or global scale requirements, For example: Amazon promote 30-40% discount online which affects the brick-and-mortar stores (Erik, 2011).

The evolution of Internet technology has not only led to increasing the competitiveness of independent and international fashion retailers, but also to the rise of new retail business models, such as aggregators, flash sales, subscription websites, and rentals. This will increase the number of retailers competing for the same consumers (Hergeth & Helmut, 2008).

90% of the Indian retail market is made up of small, unorganized and family-owned stores. Now, there are some indications that the Indian government is trying to change that. This is opening their economy to direct investments in the retail trade. Foreign investors have opened a single-brand retail market and multi-brand retail consortiums, which will result in a large increase in foreign investors in India. Therefore, the threat of new entrants is high (Singla, Manik, & Renu., 2013). The entry of a retailer is very simple. However, the demand for players is to deliver a strong distribution and achieve economy-level competitiveness (IBEF, 2017) .

4.2. The bargaining power of the consumer

The buyer's energy is high, where buyers can switch from one brand to another brand in fashion retail. Consumers will meet low search costs through the Internet search, navigation, and recommendations. As a buyer make it easier to identify low-cost suppliers through technology. This transparency increases the price of competition in the market. The customization view can be based on a set of options specified directly by the consumer, or custom product features can

be automatically duplicated through Web-based cookies. This allows the identification and technical surveillance of the consumer, in a specific online store and on several websites. Specification techniques allow the compatibility of consumer profiles and the sharing of relevant demographic information and information with consumer identities. Such techniques can be used to find or evaluate consumer-specific options. Technology determines that the product offering can be customized and suggestions depending on consumer attitudes can be based on past and demographic characteristics, or based on "cooperative filtering" systems, which provide recommendations based on customer feedback and the experiences targeted by consumers (Strenquist & Gupta, 2007).

The growing line of products on the market and information about these niche products are enabling consumers to find and buy them. The consumer can also access the 'Long Tail' experience to develop expertise in sourcing these niche products (Srivastava, 2008). The first important strength is the bargaining power of the buyer: they can assess competitive pricing, the ease of purchase of goods, or they can switch retailers. In the case of the fashion industry, buyer power is a relatively large force (Bush, 2016).

Customer empowerment regulates their regular lives using new technologies and the Internet. They want to shop online for high discounts on products and services (Sinha & Banerjee, 2004). Organized traditional retailers have lost many smart consumers who want to buy a product through online shopping, where online retailers are offering a reduced price and quick home delivery. Consumers are examining the whole option of shopping and becoming more familiar and intelligent and genuine in purchasing decisions. That is why organized traditional stores face competition from online competitors who support government policy and provide security for online retailers. As online retailers can sell their products at retail prices, no cost is incurred (Ladda, 2015).

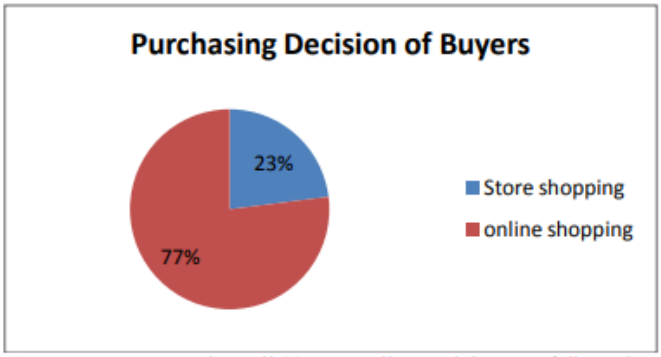

Figure 10: Retailers and the age of disruption.

Source: Total Retail 2015

The buyer is sensitive to the price and information about the product. The low cost of switching gives customers the greatest bargaining power (IBEF, 2017).

In the consumer market the profit of the retail trade depends on the consumers. If the bargaining power of suppliers is greater, manufacturers threaten to set up their own outlets instead of bargaining with other merchants. Bargaining depends on the power supply. If the product generates good sales, the product manufacturer gets the maximum benefit. If not, competitive prices will reduce his profit. Local brands in sales, apparel, and food have played an important role in providing the bargaining power of suppliers. However, Indian retailers are ranked as the highest density retailers in the world, making India a supplier market (Kumar & Sanjeev, 2015).

4.3 The bargaining power of the supplier

In the fashion industry, supplier power is limited due to the stronger energy in favour of retailers (Hines & McGowan, 2005). The low degree value for the market supplier as compared to the retailers is due to the higher level of concentration of merchants, the lower concentration of suppliers and the historical trends in entrepreneurial business relationships (Jackson & Shaw, 2000).

The size and purchasing power of these large retailers gives them a unique advantage over clothing manufacturers. Those influential retail buyers organize highly competitive and global split production networks (Gereffi, Humphrey, & Sturgeon., 2005). Its success depends on the ability to build mass consumption using its reliance on strong brand names and universal

supply techniques. The bargaining power of garments manufacturers is generally defined as an increase in overall garments production; however, large-scale manufactures, who can produce products such as Nike, can receive a higher energy supply chain rate because alternative manufactures can produce these in limited volumes (Hergeth & Helmut, 2008).

The energy enrichment of suppliers depends on the size of the sales and the intimidation of trade. Retailers are powerful when meeting the needs of buyers and in avoiding the possibilities of online threats (Ghosh, Tripathi, & Kumar, 2010). Online retailers have made some initial plans to sell their products, such as holiday sales, and have announced non-traditional day sales, weekend sales, final season sales and Republic Day sales. Sometimes consumers do not want to buy any product, they see all these concessions on non-traditional sales and an incentive for impulsive spending (Nath, 2015). Online shopping growth has increased by 350% during the festival season (Ladda, 2015).

Nowadays, the attractiveness of online shopping and the change in social and financial priorities among the population are daily increasing. Consumers ask for a quality product at a lower price. Bargaining power is increased by the consumer because they can assess the performance of the product and adjust their requirements accordingly. However, the bargaining power of sellers in India is due to the high number of merchants in the market. But even so, the unorganized retail market has a high commanding position because 92% of the total retail market is contributing to this (Kumar & Sanjeev, 2015). Retailers have a low switch cost, which reduces merchant's power. Giant retailers can easily change to different providers (IBEF, 2018).

4.4. The intensity of market competitor

Competition in the fashion industry is increasing because there are many companies that are competing for the same customers. The size of the competition is strong for the five forces, and competition will lead to the exit of this high-level market, the economic situations will be particularly difficult, and competition will intensify even more. Competitiveness of this position will lead to significant benefits for fashion industry customers because the price reduction will become commonplace. The results of the technology increase the transparency of consumer prices. For example, ***"grabble"***, is a social fashion innovation and trading platform that allows

users to create lists of custom fashion wishes from many retailers. Users receive alerts when product prices are reduced in their desired list (Kotler P. , 2011).

The subscription websites cover fashion, beauty, and accessory categories, cover men's c and women's clothing and give customers the chance to keep up with the new trends suggested by a team specific to their exact tastes. The hand-selected, personalization and popular celebrity influence of stylists can be assessed saving consumers´ time and money while maintaining a stylish look. Most subscription services want users to fill out a short and priority style questionnaire and then use algorithms to provide user recommendations. Users can purchase or skip the product every month (Kotler P. , 2011).

Indian, online market leading retailers are Flipkart, SnapDeal, Myntra, Jabong, Homeshop18, and eBay, Amazon etc. This creates great competition for organized traditional store retailers. They affect both sides of the economy, both the demand and the delivery side. If the demand increases, online retailers attract more customers by offer premiums on several varieties of product. The supply-side retail benefit comes from reselling online retailer sales to lower prices for consumers by directly buying the product from the manufacturers and selling online to customers. Therefore, there is no need to pay taxes. This business model is continuously questioned by offline competitors (Nath, 2015).

The government authorized online retail sales support and allowed the automatic 100% (FDI) route in retail and online goods and services. Indian e-commerce companies like SnapDeal, Jabong, and Myntra have not followed the market model, attracting large foreign investments. Markets act as a base that connects sellers and buyers. By providing a high discount rate on goods and services, avoiding legitimate government benefits, traditional retail stores resent e-commerce companies (Messauod & Debabi., 2016).

The entry of foreign entrepreneurs and e-retailers intensified due to market competition and increased competitiveness of low cost customer conversion. The Indian retail sector is extremely challenged, which increases competition (IBEF, 2018)

4.5. The threat of substitute product or services

The Indian fashion traditional retailer is threatened by substitute goods due to a variety of fashion products available for online shopping. Indian e-commerce industry has extended with a market size of Rs.76700 million. There is high competition for organized retailers using innovative marketing strategies. Organized retailers have reduced the threat of substitutes by choosing online model retailers, but rural retailers cannot get an online model due to higher prices. *Recent trends have changed the purchasing behaviour of Indian customers now and they are shopping online because this is a very convenient and advanced platform.* From cycle to car spare parts, a knife to a fully equipped house, from nail varnish to chemical products, all are available online (Boora, 2016).

Retailers do not necessarily deal with a large variety of products in the same product line (Singla, Manik, & Renu., 2013). People in India cannot buy expensive things. They research substitutes for the product they require which are cheaper than other products. Thus, the Indian unorganized retailer is the biggest threat to organized business because it makes the smallest profit but sells to the majority of the population. In unorganized retail the consumer is attracted to a higher quality at a cheaper price. So, the middle and lower class prefer these cheap substitutes (Kumar & Sanjeev, 2015).

5. Omni-channel retailing

The traditional retailing industry has been driven to seek innovation by the latest update technology solutions due to consumers adopting the new technologies and becoming Omni channel consumers. Powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networking have increased the ability to reach buyers with current information. Pressure has increased on all retailers to satisfy a new "retailer-savvy" customer who uses multiple devices and channels to shop. Retailers should revise their retail strategy and adopt an Omni channel approach (Saul & Lynn, 2012). However, many retailers are not yet succeeding with Omni channel (Shankar, Inman, Mantrala, Kelley, & Rizley, 2011). There is no specific industry or retailer whose benchmark is considered a market leader victorious in the multi-channel / Omni channel idea. Therefore, testing and error is the current

method of retailers attempting to move toward an Omni channel process (Drapers, 2012). It requires research on the Omni channel concept and the need for more investigation to fully understand the Omni channel buyer and journey. The technologies are used by retailers to improve the shopping experience for consumers and to develop the performance and sales of retailers. It is important to understand how fashion retailers use technology, understand the history of online retailing and how it has changed the fashion retail market (Lazarevic, 2012).

Cross-channel behaviour has a closer association with an Omni channel than the multi-channel communication but relationships between the channels and the transmission of comments provide tips for exploring the entire customer network (Niall, 2012). Although digital-focusing channels were broadcasting, traditional retail stores still did not lose their importance in the large market of Indian fashion retailers. This channel is still contributing to specific consumer segments.

5.1. Traditional Retail Store

When in competition with online retailers, the presence of the traditional retail store location is important for improving the physical nature of the experience (Julie, Parasuraman, Dhruv, & Glenn, 2002). By analysing the importance of design elements, retail store designs have been studied by scientists for decades, such as the layout, colours, and music, but recently a store with the brand strategy, especially in fashion, has become widespread (Floor, 2006). By creating experiences in the traditional retail store that affect emotions, intellect, and responses, it's clear that the business is embracing the environment and consumer behaviour (Turley & Jean-Charles, 2010). Social interactions are associated with employees and other consumers. (Haiyan & Cynthia, 2006) Believe that retailers should plan for socialization and relaxation, have free time and browsing time. Brands´ community and conversation are an important aspect of the social experience to develop a greater relationship between sellers and customers. In presenting a seasonal range of clothing, it is important to empathise with the consumer´s tastes to create a strongly interactive and hedonic atmosphere (Porat & Tractinsky, 2012).

The author considers how feelings of five emotions influence consumer perceptions, insights and instances can gain a competitive advantage, enhance brand identity, create an

unforgettable experience, increase time spent in the store, and build a strong customer relationship (Krishna, 2012).

6. Fashion Retail Endeavours

Multi-channel models changed the fashion industry landscape, connecting traditional retailer and e-commerce retailers with technology-based innovation to reach current and new customers to expand their business. It's clear that the Internet, led by e-commerce, has been the main driver of change for the past 15 years. Retailers now adopt an Omni channel strategy, which means that for every channel used separately on multi-channel retail, multiple shopping channels are being using simultaneously. In Omni channel use for technological relationships it supports a better communication flow between retailers and their customers, also between the retailers and their suppliers. More fashion retailers embraced technology-based insights in business and customers use online sources to communicate during their shopping trip. The next section discusses current technological trends (Barry & Joel, 2012).

Technology is very important in creating an Omni channel strategy to create a seamless integrated experience for customers by providing online information and offline emotional experiences; the "Best of Two Worlds" is designed to increase the buyer experience and provide the retailer with valuable information about the consumer buying process (Chris & Adam, 2014). The follow-up section looks at some channels and technological solutions that help fashion retailers to improve their retail strategy and improve customer satisfaction.

6.1. M-commerce in traditional fashion retail

Consumers who use multiple retail channels for purchases are naturally valuable and therefore guarantee retailer investments to receive their support. Hedonic products such as apparel are a major predictor for the selection of bricks and mortar because of the experience of the personal satisfaction (Sanjukta, Jana, & Xiao, 2011). The consumer shopping method started on a smartphone device with multiple channels. Therefore, it makes sense to encourage customers to use smartphones when shopping in the traditional retail store that integrates m-commerce and physical retailing (Bertschinger, 2013).

6.1.1. Location belonged service and communication

With the break of geographical boundaries, which was a critical topic for fashion retailers, consumers now have access to retailers around the world; GPS technology makes it easier than ever for retailers to set up a customizable location on mobile devices. Proximity- and location-based services (LBS) are applications that are available when a mobile is close to and utilizes tools such as the Global Positioning System (GPS), Radio Frequency Identification (RFID), Near-field Communication (NFC), short-range wireless network-linking technology (Bluetooth), wireless local area networking technology (Wi-Fi), mobile Internet applications software (Mobile Apps) and Quick Response two-dimensional barcodes (QR codes). GPS is often used to provide information about outside locations such as particular place, traffic status, and direction to destinations, while RFID is used locally for intelligent application location monitoring. (Kim, Hyun, Hyo, & Do-Hyeun, 2014). I wish to present here my assessment of the major players in this field.

6.1.2. Global Positioning System (GPS)

Most smartphones have a GPS system in the handset; therefore, location-based services have many possibilities (LBS) as retailers offer geographically relevant information and have targeted marketing campaigns by providing user-specific bandwidth content. The website of ***Foursquare*** is an LBS application with more than 50 million users and nearly 2 million commercial contacts. Foursquare allows users to access, create, and share information about geographic locations. Content and information is shared by retail merchants and customers, so push and pull based tactics help to encourage customer loyalty; customers can upload photos or learn about a new store, and sellers can disclose information about upcoming events directly and send discounts directly to the consumer phone. The value of this type of mobile application creates a conversation between consumers and traders. This type of LBS application can help fashion retailers assess the content of consumer and retail activity in a geographical vicinity, the browsing, social sharing, and shopping activities of the public in the physical store (Farrelly, 2014).

6.1.3. RFID and NFC Technology

The author discovered that customers were delighted to be recognized on approaching the store, their customer attributes recognized by the retailer. With this RFID technology, these types of loyalty programs can improve customer service by allowing retailers to target their customers to provide personalized, real-time communication. The concept of NFC is still in the development and preliminary phases for marketing purposes, but in the future, it will communicate with customers via its NFC-enabled smartphone (Boeck, Roy, Durif, & Grégoire, 2011).

Figure 11: Bluloc beacon device.

Source: Bluloc

Figure 12: Promotion message in phone.

A German company introduced "match2blue", Bluetooth low energy (BLE) beacons to help retailers bring customers into retail outlets. ***"Marseille"***, a new shopping area in ***"Les Terrasses du Port"*** offers more than 250 Bluloc Beacons which allows retailers such as H&M and Zara to

send promotional offers directly to customers´ smartphones via mobile apps. High-accuracy beacons sense the individual applications within a range of 100 meters, and the consumer can choose the retailer and the type of products they require; therefore, their requirements are rapidly facilitated (Wunderle, 2014).

6.1.4. Wi-Fi in Retail Store

By communicating with consumers via GPS and RFID, more fashion retailers are offering free Wi-Fi in the store, which can be accessed via a mobile phone. Apparently, increasing number of customers using mobile phones can find more detailed product information and compare the prices to see their ratings. Retailers can assess the trends popular among 15 to 34 year old people. Consumers can communicate with fashion retailers which provides additional information through an app or website, enabling consumers to make educated decisions when shopping. The fashion retailers can support their up-selling and cross-selling through advertisement and consumer recommendation which boost multiple purchases (Helen & Charlotte, 2012). Consumers are encouraged to look for additional product information through the app or a website (Victoria & McCormick, 2013).

When a customer logs in to receive Wi-Fi, retailers can collect customer data with the customer's consent and provide more accurate tools to target customers with promotions and discounts. Retailers have opportunities to enhance the in-store experience on mobile phones by allowing customers at the retail location to customize their customer's-based options. The challenge for retailers is to make Wi-Fi access available. Location-based promotions through mobile phones, such as special offers or discounts, encourages customers to spend more time in the store, and this is a great way to promote new collections or brands for the fashion retailer. Of course, when consumers compare prices they may choose to buy products from another less expensive retailer. This trend is referred to as ***"showrooming"*** where consumers can look for the store product, compare prices through online and buy elsewhere (Kiseol & Allison, 2009).

For example, John Lewis, who accepts multi-channel in retail and e-commerce, is expanding this strategy online, which increases the price volatility of other competitors; their sales growth has increased significantly, and in recent years John Lewis has won several retail prizes. By accessing a free Wi-Fi in store for customers, John Lewis can control customer

purchases by supporting them to access product information, evaluating reviews and ratings, comparing prices, strengthening promising price-matches, assuring that customers will not find a similar product at the same price, service, and quality with the other retailers (Burt & Sparks, 2003).

6.1.5. Mobile apps enhance shopping experience

Retail service providers are developing strategies to promote the customer shopping experience inside stores, planning to develop an integrated information system. Scan barcodes provide customer reviews and compare prices, which customers can download as apps on their mobile phones, many of which are free; many of these types of apps can have a big impact on the fashion retailers. Retailers create apps that deliver innovative and additional benefits, deliver valuable user-focused information, drive purchase goals, and increase brand awareness. For example, Amazon has an application called "Amazon Flow", an augmented-reality app that identifies millions of products because it can decode barcodes, QR codes, and web addresses to tick using text and image recognition. Once the product displays a picture, Amazon will show the price matches for the item on Amazon, as well as the cost of goods on Amazon, and provides detailed information (Parise, Guinan, & Kafka, 2016).

6.1.6. Benefits of using QR codes

Another way to integrate into online and offline communications in mobile phones is QR codes. To read a QR code, users must download the QR code on their mobile phone. The QR Code provides a personalized service which enables consumers to scan interests, cash savings, and useful information. Some fashion retailers have found the most innovative ways to integrate QR codes into marketing campaigns. For example, Shopper’s Stop placed QR codes in their newspaper advert to directly direct customers to the online store (Gautam, 2015). The QR codes are used to give more details about the products and the customer can order them immediately.

Figure 13: QR Code that Shopper's Stop used.

Source: Scanova

The review of scientific literature and retail illustrations that enable retailers to integrate the benefits of m-commerce and physical retail to promote the use of their smartphones in consumer shopping becomes apparent. The boundaries between channels have now narrowed, and consumers are looking for relevant information more frequently. Therefore retailers should consider different channels and marketing tools to create an Omni channel shopping experience. The retailer needs to encourage the cross-channel consumer to spend, convert, and promote relevant online content to promote revenue (Parise, Guinan, & Kafka, 2016).

6.2. Digital visualization in e-commerce

There are many technological advancements for using mobile and tablet devices in the physical store throughout the digital representation of fashion products, as online shopping is growing, increasing smartphone and tablet ownership. Despite most online purchases being done on a desktop or laptop computer, the use of tablets and smartphones is increasing. Touch screen devices differ in the display, processing and integration methods of desktop computers (Kourouthanassis & Giaglis, 2012), allowing different digital communication with potential products on desktop or laptop computers. With touchscreen devices, users can handle objects

directly on the screen, making browsing in-fashion better and more intuitive than on the desktop. New multi-touch user interfaces help additional communication techniques, except typing, which allows users to communicate with one or more finger gestures such as flicking, swiping, twisting and pinching (Shaun, Jeffrey, & Jacob, 2008).

Clothing is classified as a high-profile product, touched, assessed and evaluated. For retailers this is challenging because of lack of tactile online input (Workman Jane, 2010). The task is that of providing an object with individual static images online that enables the user to understand the viability of the item. Consumers receive more information about products with visual and tactile information, without which online shopping increases the possibility of disappointment on receipt of the item (Cleiren, 2005).

The development of a variant structure of image interactivity technology (IIT) indicates that online fashion shopping is very appealing to buyers (Yu, Lee, Damhorst, & L., 2012). It refers to the use of the marketing of environmental psychology and is defined as "deliberately designing a place for buyers to produce positive effects" (Kotler P. , 1972).

IIT can reduce the risk of perceived productivity and increase the hedonic importance of the online shopping process (Kim & Forsythe, 2008). Close images, zoom feature, 2D or 3D rotation and, Mix-and-match functions mimic how the products would look together, A virtual fitting feature does not use personalized or impersonalized models in virtual clothing rooms, and augmented reality applications give online customers the ability to rate the properties of a product online. It deals with relative emotional weakness compared to shopping in a store. Zooming and virtual 3D efforts create positive approaches for the retailer by reducing the perceived risk (Zui & Jennifer, 2010). The rotation (360-degree spin) positively affects recognition (observed information), emotion (mood) and cognition (approach and behavioural objectives) and consequences (Jihye, Leslie, & Sharron, 2008). Mix-and-match technology results create provide information to the website, increase time spent on the website and improve access to the site for higher purchase purposes (Fiore & Jin, 2003). Customized 3D virtual fitting positively affects the purpose of purchase. Interactivity increases the hedonic value of the consumer (Merle, Senecal, & St-Onge, 2012). The features of IIT e-tail websites, hence, the purpose of buying, intensive interest, time spent on the website and the overall view of the website leads to positive consumer responses (Weon-Sang, Yunjung, & JungKun, 2010).

Moreover, virtual product experiences, as well as virtual 2D and 3D product experiences, provide displays, tactile, functional and/or behavioural simulations during product examination that offer the consumer a less product performance risk. Some visualization techniques, such as zoom and 360-degree rotation, are relatively common and well-established, while digital bits and virtual dressing rooms are still in preliminary stage (Jihye, Leslie, & Sharron, 2008).

6.2.1. Digital Scrunching device

Animations and videos enable retailers to attract more customers by offering more product ratings than from an unmovable 2D image. However, these are not generally available, they are expensive for small retailers or individuals with specific resources to install. Moreover, it is also difficult to stop, rewind or zoom in on animation videos. Shoogleit.com is a digital tool which creates educational-controlled interactive objects, which is a digitally impressive interaction and is more interesting than standard images, but is made more easily and more cheaply than high-quality video. There is concern that Web users cannot seriously control the interactive elements (Pernice & Nielsen, 2009), and user-controlled interactivity is added to increase cognitive and affective responses. This enables an aesthetic response between the user-controlled interactive object and the medium (Robert, Audrey, & Leanne, 2008). In **Figure 14** the user shows digitally scrunching clothes on a digital device, as well as real-life gestures which can be used in a physical store to evaluate the material in a natural and real way (Pawel, Stefano, Douglas, & Mike, 2012).

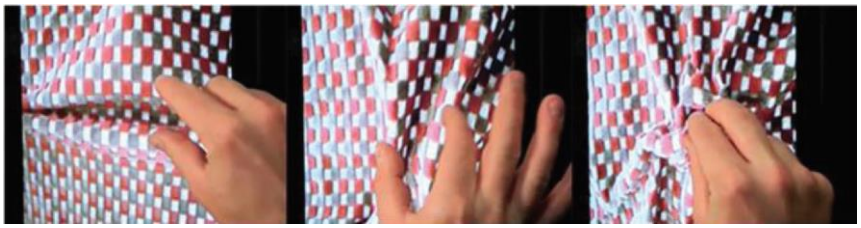

Figure 14: Shoogleit multi-gesture interface on a touchscreen device.

6.2.2. Virtual try-out rooms

Increasing mental imagination raises consumers' purchasing goals. Augmented reality shopping experience makes it easy for consumers to connect to virtual items online (Kim & Forsythe, 2008). As a result, ARITI is encouraging smart manipulation to raise purchase

intention, driving customer behaviour by arousing mental imagery. The consumer observed risks of online shopping are more than just related to other shopping modes, because of the contradiction between fashion retailers in size and compatibility; therefore, virtual try-on rooms are being created that help buyers choose the right garment (Tong, 2010).

6.2.3. Online try-out rooms

There are several types of virtual endeavours that are the first technologies to use parameter avatar. Consumers give their measurements such as height, hip, neck and chest measurements; the correct measurements of the consumer are then assessed to estimate the correct fitting. Fits.me provides a virtual try-out room for online retailers to measure the size of clothing that is closest to the consumer´s size and allows the consumer to scroll up and down until he is satisfied **Figure15**.

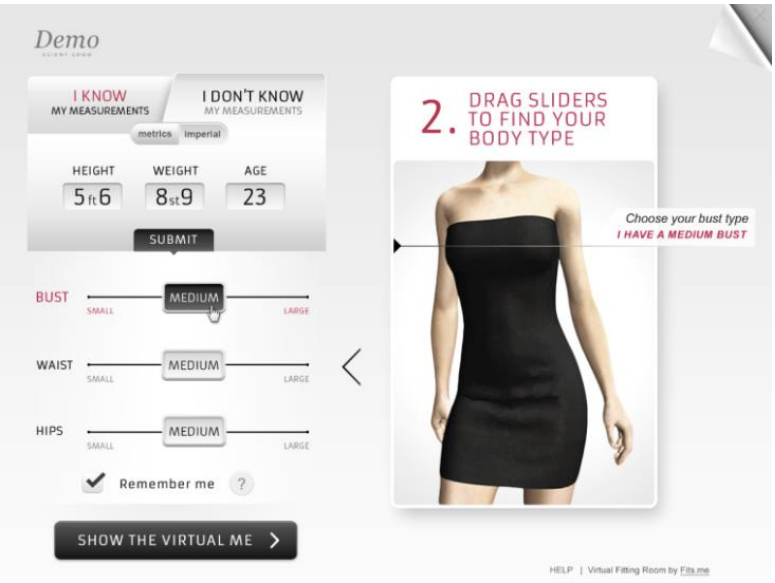

Figure 15: Fits.me online fitting room.

Source: Fits.me Virtual Fitting Room

Fits.me has created virtual try-out rooms for many fashion retailers, including Austin Reed, Baukjen, CC Fashion, Henri Lloyd, Hugo Boss and Thomas Pink. These companies have already created this kind of virtual dressing room; however, research needs to correlate the consumers´ assessment of this technology because it develops continuously (Rachel Nuwer, 2014).

6.2.4. 3D- Body scanning technology

Another technological is 3D body scanning technology (Phoebe, 2010). Researches have proven useful in assessing various body shapes and size categories; therefore, through using body shape scanning technology we can attain an accurate understanding of the body shape measurements, the body size, and the physical classification of the consumer. 3D body scanners can perform between 160 and 200 body shape measurements to replicate the correct physical dimensions of the customer (Priya & Cynthia, 2004). Companies like Body metrics have created scanners because once body measurements are calculated the customer can get information about their most relevant brands in a specific retail environment **Figure 16**

This information can be downloaded to a Body metrics application so that the customer can reuse the information repeatedly. This kind of technology breaks offline and online shopping boundaries and offers customers a customized shopping experience; so, it is part of the future research of the fashion retailer (Siegmund, Samartzidis, Damer, Nouak, & Busch, 2014).

Figure 16: Body scanning technology.

Source: Body Metrics

6.2.5. Multifunctional Mirror

The latest development of Virtual Fit is a multifunctional glass, sometimes referred to as smart or magic mirror. Retailers have invested in technologies such as Simply Be, White Stuff, and Adidas. The interactive mirror implements the Augmented Reality concept defined by (Olsson, Lagerstam, Karkkainen, & Vaananen, 2013). A technique of real and computer-generated digital information appears in a specific environment. The magicmirror.me technology seems to be a normal mirror, so customers can see their own reflection; however, many of them can be used for digital advertising, videos, catwalks, and virtual games. It can

incorporate with RFID technology that recognizes the wearing of a garment, and when a customer sees himself in the mirror, you can view product information or provide additional products for the specific clothing that the customer has requested. Burberry stores integrate RFID technology and enhance their customer experience by integrating RFID technology with selected costumes and jewellery. It plays the showcase footage or exhibits relevant multimedia content, suitable for products next to a magic mirror displaying exclusive videos. The Augmented Reality application use of clothing in body shape allows customers to try on clothes without changing them (Joan, Rafael, & Anna, 2013)**Figure 17**.

Figure 17: Magic mirror Augmented Reality.

Source: Magic Mirror

(Ingrid & Mohamed Slim, 2014) have recently conducted some research into the magic mirror technology; Augmented Reality offers powerful positive benefits to overall shopping satisfaction and the shopping aims. (Huang & Liu, 2014) have similar discoveries and demonstrate that Augmented Reality technology can enhance the purchase option by arousing the mood.

The benefit to the retailer is that customers can try more clothes in less time. Retailers can use this as an opportunity to increase sales by showing matching appropriate accessories for the clothes as shown in the **Figure 17**. Customers can take a photo in a changing room and then interact with the photos in a variety of ways, adding backgrounds, and magazine-like logos, sites where you can share pictures with friends or social networks.

Research shows that it is very popular with younger generations; however, due to the widespread adoption by many consumer sectors and retailers, further research is needed to analyse the outcome of user awareness (Meredith, Kori, & Gina, 2014).

6.3. Omni channel approaches

The increase in multichannel retail sales has led consumers to increase consumption and customer satisfaction, typically through large touchscreens, tablets, and I-kiosks, resulting in web-based technologies - integration into the marketplace (Meredith, Kori, & Gina, 2014). In addition to attempts to encourage consumers to buy online at the store, there are also "*click-and-collect"* efforts to encourage customers to enter the store offline. Omni channel initiative to be discussed is to see how all fashion retailers see how to connect all social media with the Omni-consumer (Peter & Thomas, 2008).

6.3.1. Implementing self-service technology in retail stores

Increasing and integrating information technology interfaces into standard business. Self-service checkouts, express terminal and multimedia kiosks (Weijters, Rangarajan, Falk, & Schillewaert, 2007). These self-service information technologies lets the buyer access extra information without the assistance of staff through a touch-screen kiosk and provides a customized personalized experience driven by the consumer (Eleonora & Milena, 2014). The author has examined the benefits of self-service technology to customers by identifying customer satisfaction, continuous behavioural thinking, and perceived happiness, and usefulness (Wang, 2012). Furthermore, the perceived experience improves customer satisfaction. In this author study, they have not found positive hedonic perspectives of self-service information technology related to consumer use; it was argued that it was used for research because of the nature of the product (Katrin, Philipp, & Waldemar, 2014).

Figure 18: Polytouch I-kiosk by Pyramid Computer GmbH.

They concluded that consumers needed the information related to their products to provide more categories of information; for this reason, kiosks are targeted to specific audiences, and they recommend narrow with easy-to-use filters on the search process. Kiosks enable the retailer to offer a wide range of products, reduce waiting time and help to present opportunities to their buyers. The kiosk system offers additional benefits by allowing the retailer to capture customer details and give assurance to customers who have never bought online. It displays the retailer's website and provides store-based entertainment and style advice to customers in the physical store (Katrin, Philipp, & Waldemar, 2014).

6.3.2. Adopted Click and Collect

The major obstacles to accepting online retailing are dealing with the consummation and delivery of products. In the last 5-10 years, many online and multi-channel efforts have been launched to provide consumers with better transfer and return options. One of the *clicks and collect* channels is an attempt to be accepted by many multi-channel retailers including *House of Fraser, M&S, Debenhams and John Lewis*. John Lewis began to click and collect in 2009, customers opted for the product online or by phone for 7 pm and had to pick up their order the next day at the opted John Lewis store. In 2011, 22% of all online orders were coming from click and collect and symbolizing that many customers appreciated the service. There are many

reasons for this early success: convenience, instant return, fast process and no delivery charges. Cost of delivery, inadequacy communication, and cost of return and delivery time are said to be the biggest hurdles to buy online (Ming-Hsiung, 2009).

7.3.3. Social Media Communication

The traditional fashion media has transformed itself with the advent of social media into a formidable transition that helps marketers move from one-way communication to a mutual conversation, which encourages consumers to interact. The growth of the social network reflects a paradigm revolution in marketing communications (George, Colin, & Jennifer, 2012). Online Social Networking Technology drives an exponential increase in consumer adoption, and social media platforms offer the most affordable options for fashion retailers and customers. Social media is being used more widely to spread marketing messages and build deep relationships with current or existing customers. The traditional One-way mass interaction model in **Figure 19** shows the brand's message sent to mass market viewers, which does not embrace the option of communication.

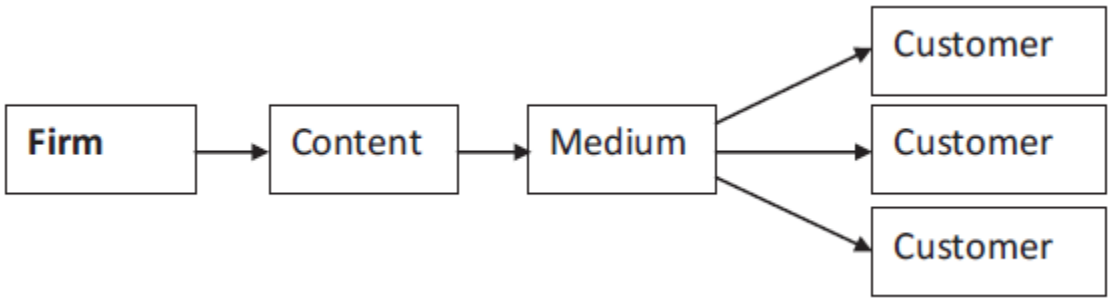

Figure 19: Traditional marketing communications model based on Hoffman and Novak.

Figure 20 shows the current communication pattern of the Web 2.0 epoch that allows feedback and conversations between consumers and brands engagement, and consumers through virtual communities or fashion blogs.

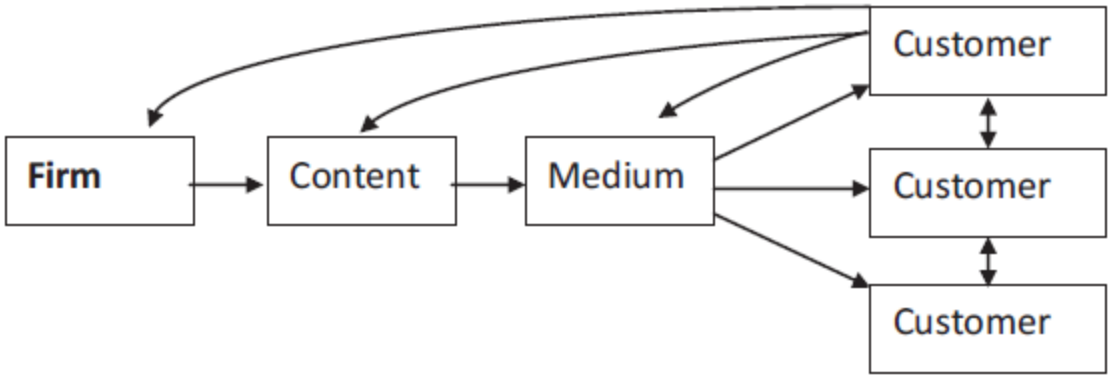

Figure 20: Web 2.0 marketing communication pattern based on Hoffmann and Novak.

Social media refers to online content developed by people with more available and advanced publishing technologies. It leads to a variety of new online sources of information created, initiated, distributed, and used by the consumer to compare products, brands, and services, individual experiences and problems. 24/7 Social media provides a wealth of information, comments, and influence from people who are familiar with the product that is available and broadly obtainable online. A basic element of Web 2.0 is ***user-generated content*** (UGC), so users can add value by reviewing, editing and distributing the applications and processes. Although the consumer has initially used personal connections, apart from using social media for business, recent news sources and social media point to an increasing tendency for brand engagement, and on average the consumer is now associated with 29 brands on Facebook's leading social network site (Efthymios, Carlota, & Miguel, 2008).

Social media channels request prompt interactive and cost-effective communication and provide real-time conversation with viral marketing, multi-discussion, and consumers. The content created by the firm on social media aims to create a brand for positive word of mouth (WOM) and strengthen customer relationships (Chu & Kim, 2011). The main feature benefits of social media are to "enable businesses with traditional communication devices to have relatively low costs and direct consumer engagement in time." Social media, therefore, supports the democratization and fashion marketing communications from fashion retailers, as their low-priced nature is used by smaller independent fashion retailers and by larger international fashion brands alike9 (Andreas & Michael, 2010).

Brands can add value through real-time views of existing products or directly from social media or a new product launch (Efthymios, Carlota, & Miguel, 2008). Furthermore, MoD Cloth's online retailer "Be the Buyer" campaign allows users to select products from developing designers. In this way, consumer products can be effectively designated, and request customer feedback on product samples, which may reduce the risk in predicting consumer priorities before the retailer's product line production (Fiore A. M., 2008). It explains how brands engage community members in the lifecycle of the brand (Muniz & O'Guinn, 2001).

Nevertheless, the features of social media provide potential risks to the fashion retailer. Transfer of power to the consumers from the company, leading to a place where the locus of the value of the transition from web 2.0 to the consumer has changed (Pierre, Leyland, Kirk, & Daniel, 2012). The literature says that today's consumer controls how brands are created, rejected, and destroyed rather than the firm (Christodoulides, Jevons, & Bonhomme, 2012).

Luxury fashion brands have traditionally maintained their uniqueness by resisting social media participation as the features of Web 2.0 technology do not meet the companies' desire for strong brand control. Recently, however, many luxury fashion brands have invested in social media marketing to build and strengthen relationships with their customers and build long-term buying intentions, for example, live broadcasts of catwalk shows by Louis Vuitton in Facebook. Ralph Lauren, Donna Karen and Gucci have developed mobile applications. For luxury retailers, social media fans are not always the representatives of the brand's real customer base, but social media can use the brand to build relationships with the customers they want to have in the future (Angella & Eunju, 2012).

Besides marketing communication and customer relationship management, the use of long-standing social media is the possibility that the customer voice can be heard. Social media channels provide cheaper and easier access to the wealth of quantitative and qualitative consumer data that retailers use to make decisions. In social media, the UGC is the source of brand discussions and consumer foresight. Data mining that rewards consumer behaviour, consumers 'opinions of retailers and their marketing activities will help to inform the retailer's future marketing strategy. The technology will be further developed with UGC monitoring technologies in various social media platforms to gather useful information for future brand strategies to distribute to retailers (Christodoulides, Jevons, & Bonhomme, 2012).

An important topic for subscribers is the amount of revenue from investments in the social media market. Traditional successful activities such as direct sales, conversion, cost reduction or market share are difficult to apply in social media marketing, and it is generally recommended to prioritize long-term returns in short-term payoffs (Hoffman & Fodor, 2010).

8. Research Methodology

This methodology chapter aims to establish a research strategy and action plan to address relevant hypotheses. This assumes that logical steps of reasoning are taken from the research question to the conclusion. This aids understanding of what approaches we can use to gain knowledge in theoretical perspective. Multiple techniques are involved in the analysis and validation of a hypotheses. The format will be explained in more detail, and the data collection, classification, and use will be described in the following sections: see also Table, which shows an overview of the research design.

This section describes the methodology used and the reason for this approach. It illustrates the strategy or plan used to solve the hypotheses, the research methodology used will be discussed here. I investigated methods or tools and techniques used to collect data based on research methodology. Data is often collected quantitatively.

Research Design	Methodology	Survey data research
	Methods and Techniques	Survey, Cross-Tabulation, and SPSS
Data collection and analysis	Literature	Assessed scientific articles, thesis's, conference proceedings, website on project, memorandum, contracts, government reports and legislation.
	Survey	Created in Google forms and collected through via link which I shared with my friends and friends surrounding.

Figure 21: Comprehensive of the research design

8.1. Data collection Analysis

The literature was first analysed by most citations, and those considered relevant were carefully examined. Analysis of these results was later used to follow not only the main contributors but also the other authors with significant issues that were considered important. The key is to go back and find the original source, confirm that readers are right and study the insightful literature.

The survey was created in google form. The hypotheses were precisely dependent on role and position in the thesis. The survey question was designed as selection choices and Likert-scale. Respondents used to give their comments within this range, such as disagree or agree. The questions were designed to avoid possible misinterpretation, or issues that could be taken out of context.

There were 93 respondents to the survey mentioned in below percentage wise **figure 22**. It was determined that the most appropriate method was the Likert-scale measure used in SPSS tools. To analyse the result we used cross-tabulation to identify the differentiation within the variable to prove that statistical difference.

Variable	***Characteristics***
Respondents Gender	*Male-73.1% and Female-26.9%*
Respondents Age	*20-30 years-82.8%, 30-40 years-12.9%, and 40-50 years-4.3%*
Respondents Work	*Employed-69.9%, Self-Employed-11.8%, and Unemployed-18.3%*
Respondents Working Time	*Day-72.1%, Night-25.6%, and Weekend-2.3%*
Respondents Location	*Urban-83.9%, and Non-Urban-16.1%*
Respondents Education	*Doctorate-21.5%, School-6.5%, and University-72.0%*
Respondents Marital	*Married-18.3%, and Single-81.7%*

Figure 22: Sample Characteristics

8.2. Research Hypotheses

The contribution of the e-commerce market will reach $300 billion by the end of 2030, and $20 billion in 2015. Following business responses, such as online portals and initiatives, this change would have consumer behaviour set to play a game-changing role in the country's future economic perspective (Agarwal & Dahiya, 2018).

H: Do you adopt new technology?

The emerging e-commerce market in India offers new opportunities for third-party logistics. Logistics services will increase domestic and international trade. Other factors that contribute to the development of the logistics industry are e-commerce players that penetrate the highest forms of local distribution, and the need for logistics services expressed in the country will increase (Anil Khanna, 2018).

The 'pure-fashion' players (the only online companies) competed with the look of Jabong and Myntra. These industries have grown successfully and have rejected the idea that more engaged products, such as clothing, are not suitable for sale online. Moreover, developments in Web technologies allow consumers to inspire recent trends to encourage shoppers to buy the full view without getting lost in the streets or holes through the inspiration of fashion magazines. Consumers are happy to purchase a more attractive online shopping experience by being offered the ability to evaluate products online by supporting some of the technologies developed to make consumers more interactive.

H: Buying online is a convenient way to shop.

H: Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce environment?

H: Do you feel comfortable with 3-D body scanning and multi-functional mirror technology being offered in a retail fashion stores?

Pure Players represent a growing threat to store retailers not only from their online activities but also by their ability to anticipate growing trends. Online retailers such as HomeShop18 have introduced a cutting-edge virtual shopping wall in Delhi International Airport

(P) Limited. Moreover, many retailers sell their products online through their own website or via virtual shopping malls in emerging markets. Consumers can now buy from many online retailers, which may replace a mature retail market, because retail outlets require a much larger exhibition area. (Mintel, 2013).

The e-commerce portfolio can serve the entire country. Due to this factor, traditional retailers respond to the threat of e-commerce players by creating a more pleasant, attractive, and enticing environment for customers via personalized service. (Phambuka, 2015).

H: E-commerce offers more choice than local retail fashion stores.

Quality of service is always an important factor. E-commerce suggests that the service provider's performance is a long-term assessment of service quality cognition. To assess the quality of service aspect at the time of purchase, we use the integrated hierarchical model of the entire service, based on the evaluation of the three dimensions of the service transaction: the quality of the communication, the quality of the physical environment, and the quality of the outcome (Wu, Hwang, Sharkhuu, & Tsogt-Ochir, 2018).

In the traditional retail store, the contact standard is the level of performance of customer-employee communication. Interactions in each of the high communication services, such as personal service at the time of purchase, for example, has a significant impact on the quality of service aspect. The traditional store environment service (e.g., ambient conditions, space, and technical function) plays a significant role moulding customer’s service experience (Simpeh, Nasiru, & Tawiah, 2011).

H: Technology, good lighting and innovative facilities in retail fashion stores are helpful.

H: Store design helps you to find what you need.

H: The quality of service influences brand image.

Trust can be as a belief, confidence, sentiment, or expectation about emotional and social exchange with others. It is indirectly related to the buyer having an interest to buy from a retailer. The choice of e-commerce consumer services is likely to depend on the recommendations of others when they choose a new service, because this service is more modern and less familiar,

therefore it is difficult to estimate the potential service. Online consumers are more likely to receive recommendations from experienced consumers before they use the service.

H: Using a website to view the product information, reviews, and suggestions helpful.

Organized physical merchants sell their products through a channel, an electronic physical store or a digital store. Online retailers promote re3duced price products at holiday times and festivals, but sales are reduced for in-store retailers to 4.7-10% sales according to current data. People prefer the e-shopping experience of buying in their own home rather than high street shopping. The traditional retailers are far from dead, but online sales accumulated a large share of total sales (Ladda, 2015).

However, the researchers believe that it is important to specify certain attributes of difference (Social Networking Site) SNSs. This environment is characterized by Omni channel operation. Retailers want to relay information and advertising on these channels. Retailer strategy is intended to build customer relationships across many social media sites, it is interested in understanding what the consumer values, and how buying behaviour is influenced by the connection to these websites (George, Stefan, Robert, & Shankar, 2015).

As a result, this study analyses their links to a range of sources of integrated perspective for the use of social networking sites and social networking information. The Technological Acceptance Model (TAM) provides an opportunity to analyse the impact of people's attitudes to technologies such as SNS (Davis, 1989). These frameworks have been extensively researched, communicating people’s willingness to use technology and their intention to buy from the Internet (Venkatesh & Davis, 2000).

H: Social media is essential for the retail fashion industry.

Omni channel can be considered as an evolution of the multi-channel concept of integrated retail sales. Currently, an Omni channel approach is one of the key growth drivers for retail business, because consumer selective channel mixes need an integrated experience incorporating user knowledge of separate channels. An interest in Omni channel stimulated by the marketer and retailer can encourage customers to explore new retail channels. The company's ability to combine their information technologies, systems and resources will improve customer

relationships. In addition, this presents a huge risk for retailers because such an approach has not been initiated by them to date (Lih-Bin, Hock-Hai, & Vallabh, 2012).

There is still a need for physical retail space. However, most retailers operating in an online business need a transactional retail website that is competitive. It is important for consumers to choose strong links between offline and online offers. Online retail does not just reflect the physical shopping experience; Retailers need to design an online shopping experience to create consistent design features that create solidarity with the physical shopping environment (Mary & David, 2011).

A well-integrated Omni channel platform is important for retailers, resulting in a large customer base, higher market share, and additional revenue. Nevertheless, the efficient coordination and management of both channels pose a challenge to retailers. Earlier, retailers appointed shareholders and managed channels alone. Retailers need to combine their channels and convert them into customers, and online retailers offer incentives to retain the same retailer when switching channels. Omni channel retail is a commercial approach, a strategic process that keeps a strong channel brand in an extremely competitive business (Harmen, Dewi, & Panos, 2013).

H: Research via Omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product.

8.3. Research Design

In this section it is shown the results obtained from the hypotheses tested. Full results are included in the appendices, where Appendix A serves for Hypothesis 1, and so forth. Below there is a reminder of the research hypotheses.

1. Buying online is a convenient way to shop.
2. E-commerce offers more choice than local retail fashion stores.
3. Using a website to view the product information, reviews, and suggestions is helpful.
4. Research via Omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product.

5. Technology, good lighting and innovative facilities in retail fashion stores are helpful.
6. Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce environment?
7. Do you feel comfortable with 3-D body scanning and multi-functional mirror technology being offered in a retail fashion stores?
8. Store design helps you to find what you need.
9. The quality of service influences brand image.
10. Social media is essential for the retail fashion industry
11. Do you adopt new technology?

8.4. Discussion of results

The cross-tabulation analysis is created by using Chi-squared to test the null hypotheses of independence between rows and columns (e.g. Mansfield, 1986; G. M. Phillips, 1995). If the test does not show significant differences, usually measured by a p-value greater than the 5% critical value, then the null hypotheses of non-difference is not rejected.

H1.Buying online is a convenient way to shop regardless gender, age, work, location, education, or marital.

H1a: The corresponding respondent gender p-value is p-0.180.

H1b: The corresponding respondent age p-value is p-0.159.

H1d: The corresponding respondent location p-value is p-0.429.

Comprehensive of H1a, H1b, and H1d variable analysis result occurs if the p-value is higher than the chosen significance level $\alpha > 0.05$. *See on appendix A-Table A*. I could not reject the null hypotheses of non-difference cause of dependence on each variable. Thus, I concluded that I couldn't prove any statistical difference in those variables whether gender, age and location were feeling a bit inconvenient in shopping online.

H1c: The corresponding respondent work p-value is p-0.063. Since the p-value is higher than the chosen significance level of 90%. *See on appendix A-Table A*. I cannot reject the

null hypotheses of the non-differentiation cause of dependent on each other variable. Rather, I conclude that I could not find any statistical difference, but its relevance between respondents work variable looks like buying online is a convenient way to shop.

H1e: The corresponding respondent education p-value is p-0.006. The corresponding p-value of the test statistic is p-0.006. *See on appendix A-Table A*. Since the p-value is lower than the chosen significant level of 95%. I can reject the null hypotheses of the non-differentiation cause of the independent variable. Thus, I concluded that I could find statistically different respondents´ education determined the way to shop (online vs traditional) which made them feel shopping online was a convenient way to purchase.

H1f: The corresponding respondent marital p-value is p-0.001. Since the p-value is smaller than the significant level of $\alpha < 0.05$. *See on appendix A-Table A*. I can reject the null hypotheses of the non-differentiation cause of the independent variable. Therefore, I conclude that there is a different approach from single and married respondents, which proved statistically that shopping online was a convenient way to purchase.

Conclusion of hypotheses 1

Overall concluded, H1a, H1b, H1c, H1d could not reject the null hypotheses that there is no significant difference of perspective among respondents according to their different gender, age, work, and location, and H1e and H1f can reject the null hypotheses that proved there is a statistical difference that buying online was a convenient way to shop. According to education and marital status factors I determined that shopping online was convincing when compared to traditional retail.

H2. E-commerce offers more choice than local retail fashion stores regardless gender, age, work, location, education, or marital.

H2a: The corresponding respondent's gender p-value is p-0.422.

H2b: The corresponding respondent's age p-value is p-0.634.

H2c: The corresponding respondent's work p-value is p-0.918.

H2d: The corresponding respondent's location p-value is p-0.994.

H2e: The corresponding respondent's education p-value is p-0.741.

H2f: The corresponding respondent's marital p-value is p-0.214.

Comprehensively, all variable analysis results occur since chi-square is higher than the chosen significance level of 95%. *See on appendix B-Table B*. I could not reject the null hypotheses of the non-differentiation cause of dependence on each other. Therefore, I conclude that I cannot find any statistical difference in the respondent's gender, age, work, location, education, and marital status, or desire toward e-commerce or retail fashion store promotions.

Conclusion of hypotheses 2

The general conclusion is H2a, H2b, H2c, H2d, H2d, H2e, and H2f could not reject the null hypotheses and there is no statistical difference. Nevertheless, to identify whether e-commerce offers more choice than retail fashion stores in all respects it seems that the population has an interest to shop simultaneously both models.

H3.Using a website to view the product information, reviews, and suggestions are helpful regardless gender, age, work, location, education, or marital.

H3a: The corresponding respondent gender p-value is p-0.772.

H3b: The corresponding respondent age p-value is p-0.869.

H3c: The corresponding respondent work p-value is p-0.533.

H3d: The corresponding respondent location p-value is p-0.250.

H3e: The corresponding respondent education p-value is p-0.500.

H3f: The corresponding respondent marital p-value is p-0.245.

The overview for all hypotheses is that the p-value is higher than the chosen significant level $\alpha > 0.05$. *See on appendix C-Table C*. I cannot reject the null hypotheses of the non-differentiation cause of the dependent variable. Therefore, I conclude that I could not find any

difference in all variables whether gender, age, work, location, education, and marital status were not helpful in using a website.

Conclusion of hypotheses 3

The general conclusion is H3a, H3b, H3c, H3d, H3d, H3e, and H3f could not reject the null hypotheses of non-differentiation. Using a website was not helpful after examining the results and stats from all variables. It shows that there was no credence or manipulation on information, review, and suggestion online. E.g.: Nowadays website are used for promotion by information, review, and suggestions from their website or outsources.

H4. Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce regardless gender, age, work, location, education, or marital.

H4a: The corresponding respondent gender p-value is p-0.610.

H4b: The corresponding respondent age p-value is p-0.852.

H4c: The corresponding respondent work p-value is p-0.627.

H4d: The corresponding respondent location p-value is p-0.251.

H4e: The corresponding respondent education p-value is p-0.423.

H4f: The corresponding respondent marital p-value is p-0.695.

The general overview for all hypotheses is that the p-value is higher than the chosen significance level $\alpha > 0.05$. *See on appendix D-Table D*. I cannot reject the null hypotheses of non-differentiation cause of dependent variables. Therefore, I conclude that I could not find any significant differences in e-commerce technology facilities with all variables.

Conclusion of hypotheses 4

The overall conclusion is H4a, H4b, H4c, H4d, H4e, and H4f could not reject the null hypotheses of non-differentiation. After analysing the stats and results they show that overall

population factors caused a chaotic state. E-commerce technology facilities made the population feel apprehensive.

H5. Research via Omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product regardless gender, age, work, location, education, or marital.

H5a: The corresponding respondent gender p-value is p-0.050. Since the p-value is lower than the chosen significance level $\alpha < 0.05$. *See on appendix E-Table E*. I can reject the null hypotheses of the non-differentiation cause of the independent variable. Therefore, I conclude that I could find a statistical difference in gender and research via Omni-channel which was helpful when shopping in e-commerce or retail fashion store.

H5b: The corresponding respondent age p-value is p-0.454.

H5c: The corresponding respondent work p-value is p-0.638.

H5d: The corresponding respondent location p-value is p-0.639.

H5e: The corresponding respondent education p-value is p-0.172.

H5f: The corresponding respondent marital p-value is p-0.157.

The general overview from H5b to H5f is that since p-value is higher than the chosen significant level of 95%. *See on appendix E-Table E*. I cannot accept the null hypotheses of the non-differentiation cause of the dependent variable. Thus, I conclude that I could not find any significant difference with all variables: using research via Omni-channel was not helpful.

Conclusion of hypotheses 5

The overall conclusion is that I could prove that H5a is statistically significant when consumers shop in e-commerce or retail fashion stores, fact-finding through Omni-channel was helpful it seems. Residual part of H5b, H5c, H5d, H5e, and H5f I could not find any statistical difference between remaining respondents' variables which show that even searching through Omni-channel model was not helpful.

H6. Technology, good lighting and innovative facilities in retail fashion stores are helpful regardless gender, age, work, location, education, or marital.

H6a: The corresponding respondent age p-value is p-0.375.

H6b: The corresponding respondent age p-value is p-0.643.

H6c: The corresponding respondent work p-value is p-0.808.

H6d: The corresponding respondent location p-value is p-0.130.

H6e: The corresponding respondent education p-value is p-0.213.

H6f: The corresponding respondent marital p-value is p-0.468.

The general overview from H6a to H6f is since p-value is higher than the chosen significant level of 95%. *See on appendix F-Table F*. I cannot accept the null hypotheses of non-differentiation cause of dependent variables. Thereby, I conclude that I could not find a statistical difference when retail fashion stores offer facilities to customers which were not helpful in all variables.

Conclusion of hypotheses 6

The overall conclusion of H6a, H6b, H6c, H6d, H6e, and H6f respondent's variable was that they had no difference with hypotheses because they expect more from retail fashion store technological and ambient facilities. After looking at the stats and results it shows that certain respondents agree that retail fashion store facilities were adequate, but statistically I could not find a difference in all variables.

H7. Store design helps you to find what you need regardless gender, age, work, location, education, or marital.

H7a: The corresponding respondent age p-value is p-0.991.

H7b: The corresponding respondent age p-value is p-0.746.

H7c: The corresponding respondent work p-value is p-0.418.

H7d: The corresponding respondent location p-value is p-0.976.

H7e: The corresponding respondent education p-value is p-0.511.

H7f: The corresponding respondent marital p-value is p-0.412.

The general overview of all respondents´ variable p-value is higher than the chosen significant level of 95%. *See on appendix G-Table G*. I cannot accept the null hypotheses of the non-differentiation cause of dependent variables. Therefore, I conclude that I could not find any statistically significant difference between respondents´ variables and store design.

Conclusion of hypotheses 7

The overall conclusion is that H7a, H7b, H7c, H7d, H7e, and H7f could not find any statistical differences. When I analysed the stats and results, they confirm that all respondents´ variables agree with the hypotheses. It helps them to find what they need conveniently inside the store.

H8. Do you feel comfortable with 3-D body scanning and multi-functional mirror technology being offered in a retail fashion stores regardless gender, age, work, location, education, or marital.

H8a: The corresponding respondent gender p-value is p-0.142.

H8b: The corresponding respondent age p-value is p-0.885.

H8d: The corresponding respondent location p-value is p-0.551.

H8e: The corresponding respondent education p-value is p-0.950.

H8f: The corresponding respondent marital p-value is p-0.304.

The common notion of H8a, H8b, H8d, H8e, and H8f is that p-value is higher than the chosen significance level of 95%. *See on appendix H-Table H*. I cannot reject the null hypotheses of non-differentiation cause of dependent variables. Thereby, I conclude that I could not find any statistical differences between variables and retail fashion stores technology facilities.

H8c: The corresponding respondent work p-value is p-0.030. Since p-value is less than the chosen significant level of 95%. *See on appendix H-Table H*. I can reject the null hypotheses of non-differentiation cause of independence variables. Furthermore, I conclude that I could find the statistical difference between respondents´ work and technology facilities offered by retail fashion stores.

Conclusion of hypotheses 8

The overall conclusion for respondents´ work is statistically significant; there was a difference when retail fashion stores offered technology facilities. All remaining variables could not find statistically significant differences in terms of gender, age, location, education and marital status. Most of the respondents´ variable responses reflect that they were ambivalent about accepting these technological facilities.

H9. The quality of service influences brand image regardless gender, age, work, location, education, or marital.

H9a: The corresponding respondent gender p-value is p-0.733.

H9b: The corresponding respondent age p-value is p-0.685.

H9c: The corresponding respondent work p-value is p-0.372.

H9d: The corresponding respondent location p-value is p-0.652.

H9e: The corresponding respondent education p-value is p-0.564.

H9f: The corresponding respondent marital p-value is p-0.255.

The common notion is that p-value is higher than the chosen significant level of 95%. *See on appendix I-Table I*. I cannot accept the null hypotheses of the non-differentiation cause of dependence variables. Therefore, I conclude that I could not find any statistical difference between respondent's variables and the quality of service.

Conclusion of hypotheses 9

The overall conclusion H9a, H9b, H9c, H9d, H9e, and H9f is that all variables could not find any statistical difference in quality of service which influenced brand image. Fact-finding shows that respondent´ variables accept that quality of service determines the brand image, but other factors must be considered.

H10. Social media is essential for the fashion industry regardless gender, age, work, location, education, or marital.

H10a: The corresponding respondent gender p-value is p-0.374.

H10b: The corresponding respondent age p-value is p-0.159.

H10c: The corresponding respondent work p-value is p-0.112.

H10e: The corresponding respondent education p-value is p-0.666.

H10f: The corresponding respondent marital p-value is p-0.238.

The general overview from H10a, H10b, H10c, H10e and H10f is that p-value is higher than the chosen significant level of 95%. *See on appendix J-Table J*. I cannot reject the null hypotheses of the non-differentiation cause of dependence variables. Therefore, I conclude that I could not find statistical differences in respondents´ variables and social media.

H10d: The corresponding respondent location p-value is p-0.058. Since the p-value is higher than the significant level of 90%. *See on appendix J-Table J*. I cannot reject the null hypotheses of the non-differentiation cause of the dependence variable. Rather, I conclude that I could not find any statistical difference, but there is relevant location for social media.

Conclusion of hypotheses 10

The overall conclusion is that H10d rejects the null hypotheses while the remaining other variables do not do so. This means that location matters in term of social media which is essential for the fashion industry. Other variables could not be proved statistically.

H11. Do you adopt new technology regardless gender, age, work, location, education, or marital.

H11a: The corresponding respondent gender p-value is p-0.202.

H11b: The corresponding respondent age p-value is p-0.628.

H11c: The corresponding respondent work p-value is p-0.975.

H11d: The corresponding respondent location p-value is p-0.725.

H11e: The corresponding respondent education p-value is p-0.604.

H11f: The corresponding respondent marital p-value is p-0.473.

The general conclusion from H11a to H11f is that since p-value is higher than the chosen significance level of 95%. *See on appendix K-Table K*. I cannot reject the null hypotheses of the non-differentiation cause of dependence. Furthermore, I conclude that I could not find any statistical significant difference in variables.

Conclusion of hypotheses 11

The overall conclusion is that H11a to H11f could not reject the null hypotheses, even though we have more "yes" answers for hypotheses from across variables. However, statistically this was not proven.

9. Conclusions

India's distinct cultural background and market structure require deep understanding and appropriate market analysis. In this research I found that traditional retail and e-commerce are independent of each other but gradually merging, a most important factor for future fashion industry trends. They are systematically embracing Omni-channel strategy to provide good consumer service. Fashion retail technologies from e-commerce and traditional retail store was not wholly accepted in the Indian landscape due to culture barrier and tradition, and fear about

technologies concerning personal information. However, Indian people are ready to adopt modern technology.

New technologies are used to enhance the fashion retail process from product development to the customer chain. The future of the retailer is that channels are not individual pits, but how they work together; For example, the store will implement new technology to consumers provide virtual shopping benefits in a physical environment in the business and encourage consumers to shop from online websites or in the mobile app. So, integrating channels is not just a mix of technologies, but uses of new and unique possibilities that seem to be the result of this connection. How to connect new technologies and how to interact with the media is now a major challenge. With the arrival of the Omni channel retailing and the attractiveness of this strategy to both retailer and consumers, there are several research opportunities.

Channel Coalition focuses on Omni channel retail business. The theme includes an enhanced seamless customer experience in the channels. Omni channel will open new technologies as they develop to enhance customer experience

Currently, Indian retailer are slowly adopting new technology to support their customers. Many retail outlets in the United States and the UK have technical components to help customers make their shopping purchase journey easily. However, in India traditional retail and ecommerce has the use of limited technology to provide product information to customers. I have not discovered any advanced technology in traditional stores.

This problem of fashion industry advancement has been examined through dissertation and survey, and books and industry reports discussed in this paper. It also gives an overview of the increase and development of changes in the fashion retail industry, and the main incentive for online retailing is the current driving force for reform. ICT technology has played a major role in the development of the contemporary fashion industry, for example, to allow the world to communicate immediately enables buyers to keep a constant connection with their foreign supplier. Retailers need to improve their internal store experience to manage inventory and assess consumer satisfaction, and to provide consumers with information technology. Considering the Omni-channel and future perspectives there are factors that affect growing educational literature and purchasing decisions concerning adoption and use, such as consumer

access to in-store retail, e-commerce, mobile phones, and recent broadcasts, such as social media business. However, the ultimate point to be considered on Omni channel retailing, when it is unrestricted and integrated is that it can instantly access all the universal experiences anywhere using any kind of device which access those channels.

From the survey major findings I understood that education and marital status variables are important factors determining buying products through online services. These variables are more convenient than gender, age, work and location. The Indian population has interest in shopping simultaneously from both e-commerce and traditional retail. The Indian landscape has little confidence in online information, reviews and suggestions. The general population still has little access to e-commerce technological facilities, and traditional retailer technology is still in its infancy regarding facilitation. In research via Omni channel, gender factors affected the purchasing of products. Traditional retail store design, technology, good lightning and innovative facilities must be implemented to optimize brand image.

The findings are valuable to both literature and PEST analyses. E-commerce plays a significant role in Indian market, and it changed the market structure since last 8years. It grows the opportunities to small supplier from non-urban Indian landscape. I found that the gender, age, work, location, education and marital status variables almost they accepted wish to shop online due to the drastic modernization. Political environment is uncertainty in India it affect the growth of fashion retail industries also middle-class range reduced their purchasing volume. From findings averagely 75% of Indian consumers' rapidly adopted the internet and smartphones from last 10 years after saw this tremendous growth the fashion retail industries pursuing the advantage of internet to efficiently reach to their potential consumers. In 2016 Indian government announced new taxation system and demonetisation which almost changed trading pattern. Indian banks announced new technologies to pay their bills from phone with integrated bank accounts such as Paytm, Google Pay, PhonePe, and PayPal etc., which is very useful for Indian consumers.

The foreign retailers rally to Indian landscape to start their e-commerce or Traditional retailer business due to this new Indian business taxation law. It affects directly Indian organized or unorganized traditional retailers. Indian traditional retailers forced to adopt the Omni-channel approach in order to give healthy competition. Evolution of internet technology has not only led

to increasing the competitiveness of independent and international fashion retailers, but also to the rise of new retail business models, such as aggregators, flash sales, subscription websites, and rentals. This will increase the number of retailers competing for the same consumers.

From research I found that the buyer is sensitive to the price and information about the product. The low cost of switching gives customers the greatest bargaining power which is affect the retailers and manufactures to demand their price in Indian market due to the threat of substitutions. They were researching substitutes for the product they require which are cheaper than other products. Thus, the Indian unorganized retailer is the biggest threat to organized business because it makes the smallest profit but sells to the majority of the population. In Indian market the competition in the fashion industry is increasing because there are many companies that are competing for the same customers.

9.1. Research Limitation

This segment highlights the limitations that were faced while researching this thesis. When examining the literature, there were several restrictions of access. Due to the time constraints of the thesis, the amount of available literature was limited, and in addition, new books and articles often offer restricted access. The peer-reviewed literature was cited only from high citations and peer-reviewed journals.

The survey was sent to my friends and acquaintances, and the survey was not organized as per segments. There were fewer female gender participants in this survey.

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Appendix

APPENDIX A- TABLE A: HYPOTHESES 1

Crosstab

			Buying online is a convenient way to shop?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	1	5	19	25
		% of Total	1.1%	5.4%	20.4%	26.9%
	Male	Count	11	18	39	68
		% of Total	11.8%	19.4%	41.9%	73.1%
Total		Count	12	23	58	93
		% of Total	12.9%	24.7%	62.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.429[a]	2	.180
Likelihood Ratio	3.933	2	.140
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.23.

Crosstab

			Buying online is a convenient way to shop?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	9	23	45	77
		% of Total	9.7%	24.7%	48.4%	82.8%
	30 - 40 years	Count	2	0	10	12
		% of Total	2.2%	0.0%	10.8%	12.9%
	40 - 50 years	Count	1	0	3	4
		% of Total	1.1%	0.0%	3.2%	4.3%
Total		Count	12	23	58	93
		% of Total	12.9%	24.7%	62.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.591[a]	4	.159
Likelihood Ratio	10.306	4	.036
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .52.

Crosstab

			Buying online is a convenient way to shop?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	5	19	41	65
		% of Total	5.4%	20.4%	44.1%	69.9%
	Self-Employed	Count	4	2	5	11
		% of Total	4.3%	2.2%	5.4%	11.8%
	Unemployed	Count	3	2	12	17
		% of Total	3.2%	2.2%	12.9%	18.3%
Total		Count	12	23	58	93
		% of Total	12.9%	24.7%	62.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.929[a]	4	.063
Likelihood Ratio	7.884	4	.096
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.42.

Crosstab

			Buying online is a convenient way to shop?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	9	21	48	78
		% of Total	9.7%	22.6%	51.6%	83.9%
	Non-Urban	Count	3	2	10	15
		% of Total	3.2%	2.2%	10.8%	16.1%
Total		Count	12	23	58	93
		% of Total	12.9%	24.7%	62.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.691[a]	2	.429
Likelihood Ratio	1.765	2	.414
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.94.

Crosstab

			Buying online is a convenient way to shop?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	0	1	19	20
		% of Total	0.0%	1.1%	20.4%	21.5%
	School	Count	0	1	5	6
		% of Total	0.0%	1.1%	5.4%	6.5%
	University	Count	12	21	34	67
		% of Total	12.9%	22.6%	36.6%	72.0%
Total		Count	12	23	58	93
		% of Total	12.9%	24.7%	62.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.436[a]	4	.006
Likelihood Ratio	18.706	4	.001
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .77.

Crosstab

			Buying online is a convenient way to shop?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	1	0	16	17
		% of Total	1.1%	0.0%	17.2%	18.3%
	Single	Count	11	23	42	76
		% of Total	11.8%	24.7%	45.2%	81.7%
Total		Count	12	23	58	93
		% of Total	12.9%	24.7%	62.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.302[a]	2	.010
Likelihood Ratio	13.254	2	.001
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.19.

APPENDIX B- TABLE B: HYPOTHESES 2

Crosstab

			Ecommerce offers more choice than local retail fashion store?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	2	5	18	25
		% of Total	2.2%	5.4%	19.4%	26.9%
	Male	Count	10	19	39	68
		% of Total	10.8%	20.4%	41.9%	73.1%
Total		Count	12	24	57	93
		% of Total	12.9%	25.8%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.724[a]	2	.422
Likelihood Ratio	1.793	2	.408
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.23.

Crosstab

			Ecommerce offers more choice than local retail fashion store?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	11	18	48	77
		% of Total	11.8%	19.4%	51.6%	82.8%
	30 - 40 years	Count	1	5	6	12
		% of Total	1.1%	5.4%	6.5%	12.9%
	40 - 50 years	Count	0	1	3	4
		% of Total	0.0%	1.1%	3.2%	4.3%
Total		Count	12	24	57	93
		% of Total	12.9%	25.8%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.557[a]	4	.634
Likelihood Ratio	2.927	4	.570
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .52.

Crosstab

			Ecommerce offers more choice than local retail fashion store?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	7	17	41	65
		% of Total	7.5%	18.3%	44.1%	69.9%
	Self-Employed	Count	2	3	6	11
		% of Total	2.2%	3.2%	6.5%	11.8%
	Unemployed	Count	3	4	10	17
		% of Total	3.2%	4.3%	10.8%	18.3%
Total		Count	12	24	57	93
		% of Total	12.9%	25.8%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.942[a]	4	.918
Likelihood Ratio	.902	4	.924
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.42.

Crosstab

			Ecommerce offers more choice than local retail fashion store?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	10	20	48	78
		% of Total	10.8%	21.5%	51.6%	83.9%
	Non-Urban	Count	2	4	9	15
		% of Total	2.2%	4.3%	9.7%	16.1%
Total		Count	12	24	57	93
		% of Total	12.9%	25.8%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.013[a]	2	.994
Likelihood Ratio	.013	2	.994
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.94.

Crosstab

			Ecommerce offers more choice than local retail fashion store?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	2	5	13	20
		% of Total	2.2%	5.4%	14.0%	21.5%
	School	Count	0	1	5	6
		% of Total	0.0%	1.1%	5.4%	6.5%
	University	Count	10	18	39	67
		% of Total	10.8%	19.4%	41.9%	72.0%
Total		Count	12	24	57	93
		% of Total	12.9%	25.8%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.970[a]	4	.741
Likelihood Ratio	2.725	4	.605
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .77.

Crosstab

			Ecommerce offers more choice than local retail fashion store?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	0	5	12	17
		% of Total	0.0%	5.4%	12.9%	18.3%
	Single	Count	12	19	45	76
		% of Total	12.9%	20.4%	48.4%	81.7%
Total		Count	12	24	57	93
		% of Total	12.9%	25.8%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.082[a]	2	.214
Likelihood Ratio	5.229	2	.073
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.19.

APPENDIX C- TABLE C: HYPOTHESES 3

Crosstab

			Using a website to view the product information, reviews, and suggestions are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	1	4	20	25
		% of Total	1.1%	4.3%	21.5%	26.9%
	Male	Count	5	13	50	68
		% of Total	5.4%	14.0%	53.8%	73.1%
Total		Count	6	17	70	93
		% of Total	6.5%	18.3%	75.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.517[a]	2	.772
Likelihood Ratio	.552	2	.759
N of Valid Cases	93		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.61.

Crosstab

			Using a website to view the product information, reviews, and suggestions are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	5	15	57	77
		% of Total	5.4%	16.1%	61.3%	82.8%
	30 - 40 years	Count	1	1	10	12
		% of Total	1.1%	1.1%	10.8%	12.9%
	40 - 50 years	Count	0	1	3	4
		% of Total	0.0%	1.1%	3.2%	4.3%
Total		Count	6	17	70	93
		% of Total	6.5%	18.3%	75.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.253[a]	4	.869
Likelihood Ratio	1.657	4	.799
N of Valid Cases	93		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .26.

Crosstab

			Using a website to view the product information, reviews, and suggestions are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	3	14	48	65
		% of Total	3.2%	15.1%	51.6%	69.9%
	Self-Employed	Count	1	2	8	11
		% of Total	1.1%	2.2%	8.6%	11.8%
	Unemployed	Count	2	1	14	17
		% of Total	2.2%	1.1%	15.1%	18.3%
Total		Count	6	17	70	93
		% of Total	6.5%	18.3%	75.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.150[a]	4	.533
Likelihood Ratio	3.521	4	.475
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .71.

Crosstab

			Using a website to view the product information, reviews, and suggestions are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	5	12	61	78
		% of Total	5.4%	12.9%	65.6%	83.9%
	Non-Urban	Count	1	5	9	15
		% of Total	1.1%	5.4%	9.7%	16.1%
Total		Count	6	17	70	93
		% of Total	6.5%	18.3%	75.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.772[a]	2	.250
Likelihood Ratio	2.459	2	.292
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .97.

Crosstab

			Using a website to view the product information, reviews, and suggestions are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	0	4	16	20
		% of Total	0.0%	4.3%	17.2%	21.5%
	School	Count	0	2	4	6
		% of Total	0.0%	2.2%	4.3%	6.5%
	University	Count	6	11	50	67
		% of Total	6.5%	11.8%	53.8%	72.0%
Total		Count	6	17	70	93
		% of Total	6.5%	18.3%	75.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.354[a]	4	.500
Likelihood Ratio	4.818	4	.307
N of Valid Cases	93		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .39.

Crosstab

			Using a website to view the product information, reviews, and suggestions are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	0	5	12	17
		% of Total	0.0%	5.4%	12.9%	18.3%
	Single	Count	6	12	58	76
		% of Total	6.5%	12.9%	62.4%	81.7%
Total		Count	6	17	70	93
		% of Total	6.5%	18.3%	75.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.813[a]	2	.245
Likelihood Ratio	3.725	2	.155
N of Valid Cases	93		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.10.

APPENDIX D- TABLE D: HYPOTHESES 4

Crosstab

			Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	5	11	9	25
		% of Total	5.4%	11.8%	9.7%	26.9%
	Male	Count	19	23	26	68
		% of Total	20.4%	24.7%	28.0%	73.1%
Total		Count	24	34	35	93
		% of Total	25.8%	36.6%	37.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.989[a]	2	.610
Likelihood Ratio	.994	2	.608
N of Valid Cases	93		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.45.

Crosstab

			Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	20	29	28	77
		% of Total	21.5%	31.2%	30.1%	82.8%
	30 - 40 years	Count	3	3	6	12
		% of Total	3.2%	3.2%	6.5%	12.9%
	40 - 50 years	Count	1	2	1	4
		% of Total	1.1%	2.2%	1.1%	4.3%
Total		Count	24	34	35	93
		% of Total	25.8%	36.6%	37.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.357[a]	4	.852
Likelihood Ratio	1.369	4	.850
N of Valid Cases	93		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is 1.03.

Crosstab

			Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	17	25	23	65
		% of Total	18.3%	26.9%	24.7%	69.9%
	Self-Employed	Count	3	5	3	11
		% of Total	3.2%	5.4%	3.2%	11.8%
	Unemployed	Count	4	4	9	17
		% of Total	4.3%	4.3%	9.7%	18.3%
Total		Count	24	34	35	93
		% of Total	25.8%	36.6%	37.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.598[a]	4	.627
Likelihood Ratio	2.611	4	.625
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 2.84.

Crosstab

			Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	18	31	29	78
		% of Total	19.4%	33.3%	31.2%	83.9%
	Non-Urban	Count	6	3	6	15
		% of Total	6.5%	3.2%	6.5%	16.1%
Total		Count	24	34	35	93
		% of Total	25.8%	36.6%	37.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.764[a]	2	.251
Likelihood Ratio	2.820	2	.244
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.87.

Crosstab

			Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	5	9	6	20
		% of Total	5.4%	9.7%	6.5%	21.5%
	School	Count	0	2	4	6
		% of Total	0.0%	2.2%	4.3%	6.5%
	University	Count	19	23	25	67
		% of Total	20.4%	24.7%	26.9%	72.0%
Total		Count	24	34	35	93
		% of Total	25.8%	36.6%	37.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.876[a]	4	.423
Likelihood Ratio	5.165	4	.271
N of Valid Cases	93		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.55.

Crosstab

			Do you feel comfortable with virtual try-out and online try-out technology facilities offered in an e-commerce?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	3	7	7	17
		% of Total	3.2%	7.5%	7.5%	18.3%
	Single	Count	21	27	28	76
		% of Total	22.6%	29.0%	30.1%	81.7%
Total		Count	24	34	35	93
		% of Total	25.8%	36.6%	37.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.727[a]	2	.695
Likelihood Ratio	.775	2	.679
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.39.

APPENDIX E- TABLE E: HYPOTHESES 5

Crosstab

			Research via omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	0	3	22	25
		% of Total	0.0%	3.2%	23.7%	26.9%
	Male	Count	8	17	43	68
		% of Total	8.6%	18.3%	46.2%	73.1%
Total		Count	8	20	65	93
		% of Total	8.6%	21.5%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.982[a]	2	.050
Likelihood Ratio	8.157	2	.017
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.15.

Crosstab

			Research via omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	8	15	54	77
		% of Total	8.6%	16.1%	58.1%	82.8%
	30 - 40 years	Count	0	3	9	12
		% of Total	0.0%	3.2%	9.7%	12.9%
	40 - 50 years	Count	0	2	2	4
		% of Total	0.0%	2.2%	2.2%	4.3%
Total		Count	8	20	65	93
		% of Total	8.6%	21.5%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.659[a]	4	.454
Likelihood Ratio	4.628	4	.328
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .34.

Crosstab

			Research via omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	4	14	47	65
		% of Total	4.3%	15.1%	50.5%	69.9%
	Self-Employed	Count	2	3	6	11
		% of Total	2.2%	3.2%	6.5%	11.8%
	Unemployed	Count	2	3	12	17
		% of Total	2.2%	3.2%	12.9%	18.3%
Total		Count	8	20	65	93
		% of Total	8.6%	21.5%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.538[a]	4	.638
Likelihood Ratio	2.305	4	.680
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .95.

Crosstab

			Research via omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	7	18	53	78
		% of Total	7.5%	19.4%	57.0%	83.9%
	Non-Urban	Count	1	2	12	15
		% of Total	1.1%	2.2%	12.9%	16.1%
Total		Count	8	20	65	93
		% of Total	8.6%	21.5%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.895[a]	2	.639
Likelihood Ratio	.962	2	.618
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.29.

Crosstab

			Research via omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	1	1	18	20
		% of Total	1.1%	1.1%	19.4%	21.5%
	School	Count	0	1	5	6
		% of Total	0.0%	1.1%	5.4%	6.5%
	University	Count	7	18	42	67
		% of Total	7.5%	19.4%	45.2%	72.0%
Total		Count	8	20	65	93
		% of Total	8.6%	21.5%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.387[a]	4	.172
Likelihood Ratio	7.942	4	.094
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .52.

Crosstab

			Research via omni-channel (social media, e-commerce, online marketplace, word of mouth, brick and mortar shop) is helpful when selecting a product			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	0	6	11	17
		% of Total	0.0%	6.5%	11.8%	18.3%
	Single	Count	8	14	54	76
		% of Total	8.6%	15.1%	58.1%	81.7%
Total		Count	8	20	65	93
		% of Total	8.6%	21.5%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.709[a]	2	.157
Likelihood Ratio	4.922	2	.085
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.46.

APPENDIX F- TABLE F: HYPOTHESES 6

Crosstab

			Technology, good lighting and innovative facilities in retail fashion stores are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	0	5	20	25
		% of Total	0.0%	5.4%	21.5%	26.9%
	Male	Count	4	17	47	68
		% of Total	4.3%	18.3%	50.5%	73.1%
Total		Count	4	22	67	93
		% of Total	4.3%	23.7%	72.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.964[a]	2	.375
Likelihood Ratio	2.999	2	.223
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.08.

Crosstab

			Technology, good lighting and innovative facilities in retail fashion stores are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	3	20	54	77
		% of Total	3.2%	21.5%	58.1%	82.8%
	30 - 40 years	Count	1	2	9	12
		% of Total	1.1%	2.2%	9.7%	12.9%
	40 - 50 years	Count	0	0	4	4
		% of Total	0.0%	0.0%	4.3%	4.3%
Total		Count	4	22	67	93
		% of Total	4.3%	23.7%	72.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.512[a]	4	.643
Likelihood Ratio	3.509	4	.477
N of Valid Cases	93		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .17.

Crosstab

			Technology, good lighting and innovative facilities in retail fashion stores are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	3	14	48	65
		% of Total	3.2%	15.1%	51.6%	69.9%
	Self-Employed	Count	0	4	7	11
		% of Total	0.0%	4.3%	7.5%	11.8%
	Unemployed	Count	1	4	12	17
		% of Total	1.1%	4.3%	12.9%	18.3%
Total		Count	4	22	67	93
		% of Total	4.3%	23.7%	72.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.603[a]	4	.808
Likelihood Ratio	1.967	4	.742
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .47.

Crosstab

			Technology, good lighting and innovative facilities in retail fashion stores are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	4	21	53	78
		% of Total	4.3%	22.6%	57.0%	83.9%
	Non-Urban	Count	0	1	14	15
		% of Total	0.0%	1.1%	15.1%	16.1%
Total		Count	4	22	67	93
		% of Total	4.3%	23.7%	72.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.077[a]	2	.130
Likelihood Ratio	5.355	2	.069
N of Valid Cases	93		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .65.

Crosstab

			Technology, good lighting and innovative facilities in retail fashion stores are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	1	1	18	20
		% of Total	1.1%	1.1%	19.4%	21.5%
	School	Count	0	1	5	6
		% of Total	0.0%	1.1%	5.4%	6.5%
	University	Count	3	20	44	67
		% of Total	3.2%	21.5%	47.3%	72.0%
Total		Count	4	22	67	93
		% of Total	4.3%	23.7%	72.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.818[a]	4	.213
Likelihood Ratio	7.357	4	.118
N of Valid Cases	93		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .26.

Crosstab

			Technology, good lighting and innovative facilities in retail fashion stores are helpful.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	0	3	14	17
		% of Total	0.0%	3.2%	15.1%	18.3%
	Single	Count	4	19	53	76
		% of Total	4.3%	20.4%	57.0%	81.7%
Total		Count	4	22	67	93
		% of Total	4.3%	23.7%	72.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.519[a]	2	.468
Likelihood Ratio	2.253	2	.324
N of Valid Cases	93		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .73.

APPENDIX G- TABLE G: HYPOTHESES 7

Crosstab

			Store design helps you to find what you need.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	2	6	17	25
		% of Total	2.2%	6.5%	18.3%	26.9%
	Male	Count	5	17	46	68
		% of Total	5.4%	18.3%	49.5%	73.1%
Total		Count	7	23	63	93
		% of Total	7.5%	24.7%	67.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.018[a]	2	.991
Likelihood Ratio	.018	2	.991
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.88.

Crosstab

			Store design helps you to find what you need.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	6	19	52	77
		% of Total	6.5%	20.4%	55.9%	82.8%
	30 - 40 years	Count	1	2	9	12
		% of Total	1.1%	2.2%	9.7%	12.9%
	40 - 50 years	Count	0	2	2	4
		% of Total	0.0%	2.2%	2.2%	4.3%
Total		Count	7	23	63	93
		% of Total	7.5%	24.7%	67.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.947[a]	4	.746
Likelihood Ratio	2.066	4	.724
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .30.

Crosstab

			Store design helps you to find what you need.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	3	18	44	65
		% of Total	3.2%	19.4%	47.3%	69.9%
	Self-Employed	Count	1	2	8	11
		% of Total	1.1%	2.2%	8.6%	11.8%
	Unemployed	Count	3	3	11	17
		% of Total	3.2%	3.2%	11.8%	18.3%
Total		Count	7	23	63	93
		% of Total	7.5%	24.7%	67.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.911[a]	4	.418
Likelihood Ratio	3.434	4	.488
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .83.

Crosstab

			Store design helps you to find what you need.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	6	19	53	78
		% of Total	6.5%	20.4%	57.0%	83.9%
	Non-Urban	Count	1	4	10	15
		% of Total	1.1%	4.3%	10.8%	16.1%
Total		Count	7	23	63	93
		% of Total	7.5%	24.7%	67.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.048[a]	2	.976
Likelihood Ratio	.048	2	.976
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.13.

Crosstab

			Store design helps you to find what you need.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	0	6	14	20
		% of Total	0.0%	6.5%	15.1%	21.5%
	School	Count	0	2	4	6
		% of Total	0.0%	2.2%	4.3%	6.5%
	University	Count	7	15	45	67
		% of Total	7.5%	16.1%	48.4%	72.0%
Total		Count	7	23	63	93
		% of Total	7.5%	24.7%	67.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.289[a]	4	.511
Likelihood Ratio	5.135	4	.274
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .45.

Crosstab

			Store design helps you to find what you need.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	0	5	12	17
		% of Total	0.0%	5.4%	12.9%	18.3%
	Single	Count	7	18	51	76
		% of Total	7.5%	19.4%	54.8%	81.7%
Total		Count	7	23	63	93
		% of Total	7.5%	24.7%	67.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.775[a]	2	.412
Likelihood Ratio	3.027	2	.220
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.28.

APPENDIX H- TABLE H: HYPOTHESES 8

Crosstab

			Do you feel comfortable with 3-D body scanning and multi functional mirror technology being offered in a retail fashion stores?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	9	5	11	25
		% of Total	9.7%	5.4%	11.8%	26.9%
	Male	Count	14	27	27	68
		% of Total	15.1%	29.0%	29.0%	73.1%
Total		Count	23	32	38	93
		% of Total	24.7%	34.4%	40.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.901[a]	2	.142
Likelihood Ratio	4.012	2	.134
N of Valid Cases	93		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.18.

Crosstab

			Do you feel comfortable with 3-D body scanning and multi functional mirror technology being offered in a retail fashion stores?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	20	26	31	77
		% of Total	21.5%	28.0%	33.3%	82.8%
	30 - 40 years	Count	2	4	6	12
		% of Total	2.2%	4.3%	6.5%	12.9%
	40 - 50 years	Count	1	2	1	4
		% of Total	1.1%	2.2%	1.1%	4.3%
Total		Count	23	32	38	93
		% of Total	24.7%	34.4%	40.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.158[a]	4	.885
Likelihood Ratio	1.187	4	.880
N of Valid Cases	93		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .99.

Crosstab

			Do you feel comfortable with 3-D body scanning and multi functional mirror technology being offered in a retail fashion stores?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	13	23	29	65
		% of Total	14.0%	24.7%	31.2%	69.9%
	Self-Employed	Count	1	6	4	11
		% of Total	1.1%	6.5%	4.3%	11.8%
	Unemployed	Count	9	3	5	17
		% of Total	9.7%	3.2%	5.4%	18.3%
Total		Count	23	32	38	93
		% of Total	24.7%	34.4%	40.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.673[a]	4	.030
Likelihood Ratio	9.866	4	.043
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 2.72.

Crosstab

			Do you feel comfortable with 3-D body scanning and multi functional mirror technology being offered in a retail fashion stores?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	20	25	33	78
		% of Total	21.5%	26.9%	35.5%	83.9%
	Non-Urban	Count	3	7	5	15
		% of Total	3.2%	7.5%	5.4%	16.1%
Total		Count	23	32	38	93
		% of Total	24.7%	34.4%	40.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.191[a]	2	.551
Likelihood Ratio	1.150	2	.563
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.71.

Crosstab

			Do you feel comfortable with 3-D body scanning and multi functional mirror technology being offered in a retail fashion stores?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	6	7	7	20
		% of Total	6.5%	7.5%	7.5%	21.5%
	School	Count	1	2	3	6
		% of Total	1.1%	2.2%	3.2%	6.5%
	University	Count	16	23	28	67
		% of Total	17.2%	24.7%	30.1%	72.0%
Total		Count	23	32	38	93
		% of Total	24.7%	34.4%	40.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.711[a]	4	.950
Likelihood Ratio	.718	4	.949
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.48.

Crosstab

			Do you feel comfortable with 3-D body scanning and multi functional mirror technology being offered in a retail fashion stores?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	2	8	7	17
		% of Total	2.2%	8.6%	7.5%	18.3%
	Single	Count	21	24	31	76
		% of Total	22.6%	25.8%	33.3%	81.7%
Total		Count	23	32	38	93
		% of Total	24.7%	34.4%	40.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.382[a]	2	.304
Likelihood Ratio	2.577	2	.276
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.20.

APPENDIX I- TABLE I: HYPOTHESES 9

Crosstab

			The quality of service influences brand image.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	2	4	19	25
		% of Total	2.2%	4.3%	20.4%	26.9%
	Male	Count	8	14	46	68
		% of Total	8.6%	15.1%	49.5%	73.1%
Total		Count	10	18	65	93
		% of Total	10.8%	19.4%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.622[a]	2	.733
Likelihood Ratio	.643	2	.725
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.69.

Crosstab

			The quality of service influences brand image.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	8	16	53	77
		% of Total	8.6%	17.2%	57.0%	82.8%
	30 - 40 years	Count	2	2	8	12
		% of Total	2.2%	2.2%	8.6%	12.9%
	40 - 50 years	Count	0	0	4	4
		% of Total	0.0%	0.0%	4.3%	4.3%
Total		Count	10	18	65	93
		% of Total	10.8%	19.4%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.279[a]	4	.685
Likelihood Ratio	3.365	4	.499
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .43.

Crosstab

			The quality of service influences brand image.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	6	14	45	65
		% of Total	6.5%	15.1%	48.4%	69.9%
	Self-Employed	Count	3	1	7	11
		% of Total	3.2%	1.1%	7.5%	11.8%
	Unemployed	Count	1	3	13	17
		% of Total	1.1%	3.2%	14.0%	18.3%
Total		Count	10	18	65	93
		% of Total	10.8%	19.4%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.262[a]	4	.372
Likelihood Ratio	3.644	4	.456
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.18.

Crosstab

			The quality of service influences brand image.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	8	14	56	78
		% of Total	8.6%	15.1%	60.2%	83.9%
	Non-Urban	Count	2	4	9	15
		% of Total	2.2%	4.3%	9.7%	16.1%
Total		Count	10	18	65	93
		% of Total	10.8%	19.4%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.855[a]	2	.652
Likelihood Ratio	.817	2	.665
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.61.

Crosstab

			The quality of service influences brand image.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	4	3	13	20
		% of Total	4.3%	3.2%	14.0%	21.5%
	School	Count	0	1	5	6
		% of Total	0.0%	1.1%	5.4%	6.5%
	University	Count	6	14	47	67
		% of Total	6.5%	15.1%	50.5%	72.0%
Total		Count	10	18	65	93
		% of Total	10.8%	19.4%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.962[a]	4	.564
Likelihood Ratio	3.303	4	.509
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .65.

Crosstab

			The quality of service influences brand image.			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	0	3	14	17
		% of Total	0.0%	3.2%	15.1%	18.3%
	Single	Count	10	15	51	76
		% of Total	10.8%	16.1%	54.8%	81.7%
Total		Count	10	18	65	93
		% of Total	10.8%	19.4%	69.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.730[a]	2	.255
Likelihood Ratio	4.512	2	.105
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.83.

APPENDIX J- TABLE J: HYPOTHESES 10

Crosstab

			Social media is essential for the fashion industry?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Gender	Female	Count	2	4	19	25
		% of Total	2.2%	4.3%	20.4%	26.9%
	Male	Count	9	18	41	68
		% of Total	9.7%	19.4%	44.1%	73.1%
Total		Count	11	22	60	93
		% of Total	11.8%	23.7%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.970[a]	2	.374
Likelihood Ratio	2.054	2	.358
N of Valid Cases	93		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.96.

Crosstab

			Social media is essential for the fashion industry?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents age	20 - 30 years	Count	9	16	52	77
		% of Total	9.7%	17.2%	55.9%	82.8%
	30 - 40 years	Count	2	3	7	12
		% of Total	2.2%	3.2%	7.5%	12.9%
	40 - 50 years	Count	0	3	1	4
		% of Total	0.0%	3.2%	1.1%	4.3%
Total		Count	11	22	60	93
		% of Total	11.8%	23.7%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.596[a]	4	.159
Likelihood Ratio	5.709	4	.222
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .47.

Crosstab

			Social media is essential for the fashion industry?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Work	Employed	Count	6	16	43	65
		% of Total	6.5%	17.2%	46.2%	69.9%
	Self-Employed	Count	2	5	4	11
		% of Total	2.2%	5.4%	4.3%	11.8%
	Unemployed	Count	3	1	13	17
		% of Total	3.2%	1.1%	14.0%	18.3%
Total		Count	11	22	60	93
		% of Total	11.8%	23.7%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.493[a]	4	.112
Likelihood Ratio	8.154	4	.086
N of Valid Cases	93		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.30.

Crosstab

			Social media is essential for the fashion industry?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Location	Urban	Count	9	15	54	78
		% of Total	9.7%	16.1%	58.1%	83.9%
	Non-Urban	Count	2	7	6	15
		% of Total	2.2%	7.5%	6.5%	16.1%
Total		Count	11	22	60	93
		% of Total	11.8%	23.7%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.704[a]	2	.058
Likelihood Ratio	5.213	2	.074
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.77.

Crosstab

			Social media is essential for the fashion industry?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Education	Doctorate	Count	4	4	12	20
		% of Total	4.3%	4.3%	12.9%	21.5%
	School	Count	0	2	4	6
		% of Total	0.0%	2.2%	4.3%	6.5%
	University	Count	7	16	44	67
		% of Total	7.5%	17.2%	47.3%	72.0%
Total		Count	11	22	60	93
		% of Total	11.8%	23.7%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.380[a]	4	.666
Likelihood Ratio	2.879	4	.578
N of Valid Cases	93		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .71.

Crosstab

			Social media is essential for the fashion industry?			
			Disagree	Neither agree nor disagree	Agree	Total
Respondents Marital	Married	Count	0	5	12	17
		% of Total	0.0%	5.4%	12.9%	18.3%
	Single	Count	11	17	48	76
		% of Total	11.8%	18.3%	51.6%	81.7%
Total		Count	11	22	60	93
		% of Total	11.8%	23.7%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.871[a]	2	.238
Likelihood Ratio	4.832	2	.089
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.01.

APPENDIX K- TABLE K: HYPOTHESES 11

Crosstab

			Do you adopt new technology?		
			No	Yes	Total
Respondents Gender	Female	Count	1	24	25
		% of Total	1.1%	25.8%	26.9%
	Male	Count	9	59	68
		% of Total	9.7%	63.4%	73.1%
Total		Count	10	83	93
		% of Total	10.8%	89.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.625[a]	1	.202		
Continuity Correction[b]	.805	1	.370		
Likelihood Ratio	1.933	1	.164		
Fisher's Exact Test				.278	.188
N of Valid Cases	93				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.69.

b. Computed only for a 2x2 table

Crosstab

			Do you adopt new technology?		
			No	Yes	Total
Respondents age	20 - 30 years	Count	8	69	77
		% of Total	8.6%	74.2%	82.8%
	30 - 40 years	Count	1	11	12
		% of Total	1.1%	11.8%	12.9%
	40 - 50 years	Count	1	3	4
		% of Total	1.1%	3.2%	4.3%
Total		Count	10	83	93
		% of Total	10.8%	89.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.930[a]	2	.628
Likelihood Ratio	.733	2	.693
N of Valid Cases	93		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .43.

Crosstab

			Do you adopt new technology?		
			No	Yes	Total
Respondents Work	Employed	Count	7	58	65
		% of Total	7.5%	62.4%	69.9%
	Self-Employed	Count	1	10	11
		% of Total	1.1%	10.8%	11.8%
	Unemployed	Count	2	15	17
		% of Total	2.2%	16.1%	18.3%
Total		Count	10	83	93
		% of Total	10.8%	89.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.050[a]	2	.975
Likelihood Ratio	.051	2	.975
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.18.

Crosstab

			Do you adopt new technology?		
			No	Yes	Total
Respondents Location	Urban	Count	8	70	78
		% of Total	8.6%	75.3%	83.9%
	Non-Urban	Count	2	13	15
		% of Total	2.2%	14.0%	16.1%
Total		Count	10	83	93
		% of Total	10.8%	89.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.124[a]	1	.725		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.118	1	.731		
Fisher's Exact Test				.661	.506
N of Valid Cases	93				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.61.

b. Computed only for a 2x2 table

Crosstab

			Do you adopt new technology?		
			No	Yes	Total
Respondents Education	Doctorate	Count	1	19	20
		% of Total	1.1%	20.4%	21.5%
	School	Count	1	5	6
		% of Total	1.1%	5.4%	6.5%
	University	Count	8	59	67
		% of Total	8.6%	63.4%	72.0%
Total		Count	10	83	93
		% of Total	10.8%	89.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.007[a]	2	.604
Likelihood Ratio	1.129	2	.569
N of Valid Cases	93		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .65.

Crosstab

			Do you adopt new technology?		
			No	Yes	Total
Respondents Marital	Married	Count	1	16	17
		% of Total	1.1%	17.2%	18.3%
	Single	Count	9	67	76
		% of Total	9.7%	72.0%	81.7%
Total		Count	10	83	93
		% of Total	10.8%	89.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.514[a]	1	.473		
Continuity Correction[b]	.081	1	.776		
Likelihood Ratio	.585	1	.444		
Fisher's Exact Test				.683	.418
N of Valid Cases	93				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.83.

b. Computed only for a 2x2 table