

Interactivity through internet as a tool in apparel consumers studying

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Summary:

Ready-made clothes industry is one of the industries that play a vital role in countries' economies, although clothing industry in Egypt has many advantages that enable it to access the global markets, there are economic and technical factors that have led to damage to this industry, the most important of which are due to marketing reasons. As a lack of interest in marketing research, which results in an increase in the total cost of the facility and weak competitiveness in the markets locally and globally. Ready-to-wear industry needs to benefit from science and technology in setting standards for the design system to reach goals of the facility, and in light of the revolution in communications and information technology, we find that electronic marketing imposes itself on facilities, because of its advantages that help spread and communication with customers and to gain their loyalty, in light of an interactive virtual environment, as it helps in the ability to communicate and communicate with its clients, and interact with each customer in person, without time or spatial restrictions. Chart No. (1) Shows the increasing number of internet users in Egypt during the past four years.

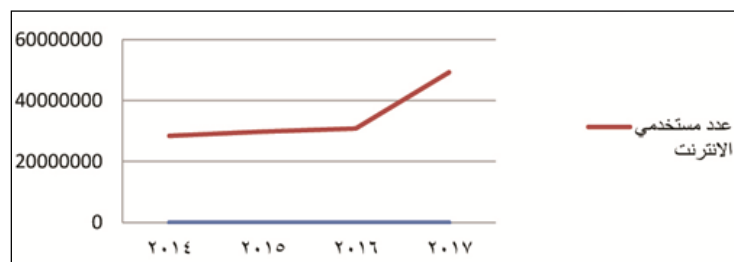


Diagram No. (1) Shows the increasing number of Internet users in Egypt during the last four years.

(2) Research problem:

Fashion designer must combine the design idea and the garment industry data, from global fashion trends, and the results of marketing research (market study, competitors, and the consumer), to produce the facility's clothing set, which gives it the competitive edge among other facilities. The research problem is summarized in the following points:

The need to use a fast, relatively inexpensive way to communicate and interact with consumers.

Websites of brands in the Egyptian market are limited to displaying their products only (an exploratory study of the study).

(3) The importance of the research:

- Studying the consumer as the beating heart of any commercial establishment, to maintain survival and continuity through the fulfillment of his/her desires.
- Electronic interaction, as a fast, easy and low-cost communication method, accomplishes the following tasks: communicating, gathering information, and studying consumer desires and needs, in a way that reflects directly and positively on the quality of the facility's performance and its competitive position.
- Communication, and the interactive relationship between the establishment and its current and prospective consumers, leads to an immediate response to consumer requests, depending on the results of studying their preferences and behavior, in order to achieve a competitive advantage in reaching the targeted marketing segments, in the fastest time and at the lowest cost.

(4) Research objectives:

- Collect information about the existing and potential consumers of the facility.
- Increase interaction with consumers, by taking their views on upcoming fashion trends and what can be focused on in the facility's designs.
- Establishing the concept of customer orientation with the consumer and the facility.

(5) Research methodology:

- The research follows the descriptive method of analysis, which is a method for studying phenomenal or practical problems, through doing it as a scientific one, and then it contributes significantly to identifying the phenomenon of study, and the interpretation of the surrounding variables, to reach the results of the research, and to make recommendations, or proposals for the research problem.

Applied framework:

To achieve the goals of the research, an electronic field study was conducted, which contained the design of an interactive electronic technology, attached to a survey on the website, aimed at identifying consumers' preferences from fashion trends, creating a database for brand consumers, and adding a value to them. Below are the procedural steps for the research:

Fashion trends of fall and winter 2019 were analyzed as follows:

The Fashion Trends Catalog consists of four directions called the Theme or Story. Each story consists of information on:

- The main idea of the Story or Concept board.
- Mood board.
- The materials used in it.
- Colors.
- Fabric designs (patterns)
- Silhouettes for season styles.

The following is a presentation of these trends:



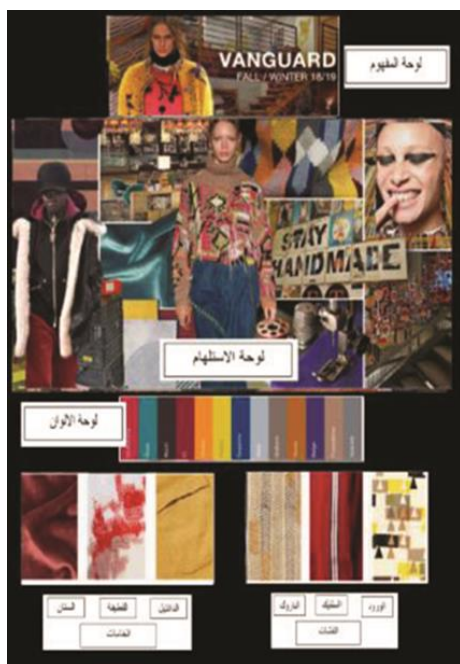
Figure No. (2) Shows the four stories of fashion trends



Second direction



First direction



Fourth direction



Third direction

The first direction:

Modern romantics is called the new romantics.

The second direction:

Terra is called Earth or Universe.

The third direction:

This direction and it is called Sensei meaning trained or dominant.

Fourth direction:

Vanguard and it is called the leader or initiator

Conducting the field study:

An interactive technology, which is an application on the website, is designed to give consumers the ability to dress up a mannequin, an integrated costume of several choices, chosen from fashion trends, and consumers were asked to cooperate with the brand design team, and design their clothing for season of winter 2019.

"Please cooperate with our design team and design it yourself for winter 2019".

Steps to create an interactive technology:

- Choose a 3D mannequin and adjust it to suit the desired style and size.
- Design a template for the application page.
- Set the size of the application page, to be displayed on computer screens, and various types of phone screens.
- Choose 4 shades of blouse and 4 pants depending on fashion trends, and the identity of the previous brand, to accompany them with interactive technology.
- Using Photoshop to cut and prepare the selected designs, to dress up on the mannequin.
- Using Dreamweaver, and JavaScript and HTML programming languages to program the mechanical dress-up in the clothing parts.
- Technology activation test on the Internet, and it turned out that it does not work on all internet browsers, and this point has been modified.
- Test it again, and then upload it to the website as shown below.



A survey form has been attached to this study to study the consumer. It consists of two axes:

-Demographic information for consumers.

-Consumer preferences from fashion trends (colors - materials - patterns - silhouettes – supplements)

The form was evaluated by eight marketing specialists, statistical analysis specialists, and placed on the website of one of the women's ready-made clothing brands. The interactive technology is under study.

In light of the research findings, it is recommended that:

-The need for brands to pay attention to arriving at the clothing trends and desires of consumers, under the principle of producing what can be sold, not selling what can be produced.

-Increasing work on proposals for interactive content on the internet, as it has a positive impact on the consumer on the one hand, by giving them a distinctive value, which is the interest of the brand in dealing with them personally, and on the other hand, on the brand itself, by accessing a database of its consumers, which provides the facility with information to develop its products, as well as the ability to encourage other consumers.

- Conducting scientific research on the study of ready-made consumers, in terms of their purchasing behavior, and the effects of making a decision to deal with a particular brand, and loyalty to it, as the study shows that the brand increases profitability from consumer loyalty, more than the of joining new consumers.

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