

An Analytical Study of the Methods of Visually (Fitting) On The Websites of Fashion Brands Electronically

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Abstract:

The clothing industry in Egypt has many advantages that enable it to access the global markets, but there are economic and technical factors that have led to damage this industry, the most important factor is the lack of interest in marketing research, which helps in weakening the competitiveness in the markets locally and globally. In addition to the dependence of the fashion industry depends on the constant changing of consumer needs and preferences. Therefore, it is a vital activity to study the consumer now, because of the intensity of competition and the widening of the available alternatives to the consumer on one hand, and the change and diversity of his needs and desires on the other hand. Which has led the productive policies of enterprises to be shifted from the production concept to the marketing concept, which mean to produce what can be sold, not to sell what can be produced. Accordingly, an exploratory study was carried out on the websites in the field of apparel to learn about Interactive content on those sites. And one of its results was the interest of international brands in interacting with their consumers, addressing them personally, emphasizing the importance of interaction, and creating a virtual community through electronic presence, whether it is a website or a Facebook page or any other interactive methods. Then after this exploratory study, the following practical steps were implemented: - Designing an interactive technology in the field of apparel. - An electronic field study on a website of one of the brands in the field of apparel.

Keywords:

Fitting – The Websites of fashion – Brands Electronically.

Research introduction:

1. In light of the Corona pandemic, it is difficult for consumers to go to shops to choose their clothes, and it is difficult for consumers to measure more than one piece inside the shop, in order to avoid crowds, to go out and enter the fitting room more than once. There are many fashion websites in which the consumer can choose the appropriate outfit through augmented reality technology, use fitting methods, interact with them easily, and enjoy choosing and coordinating a larger number of outfits without resorting to the fitting room.

2. In the Corona pandemic, most fashion brands resort to websites as a method of modern promotion, displaying and describing everything that is inside their brand, and with the technological development, augmented reality technology appeared and its application in many areas in general and in the fields of fashion and fashion in particular and benefited from this technology and marketing methods And the promotion of fashion, and it became a great opportunity for consumers to enable them and coexist in fun virtual environments, so the user travels through the past and the future to see everything new in the world of fashion and fashion with multiple fashion brands, or for the user to live the atmosphere of the promotional and marketing process in an interactive and fun way and to see the outfit on it and see The final shape before purchasing it, and all of this is employed in the virtual world in moments, and it is easy for him to choose without the need for the fitting room in reality, which leads to saving time, effort and money wasted from this process.

research aims :

1. Collecting information about the websites of electronic fashion brands that use the fitting technique as an alternative to the fitting room as an application of augmented reality technology.
2. Increasing consumer interaction with fashion websites.
3. The use of electronic fashion websites that use augmented reality technology as an interactive medium in marketing promotional communications, making it a two-way process instead of relying on one-way communication by fashion brands towards the consumer, as information was exchanged via the Internet in a communication system that is predominantly interactive. The simple static communication system is no longer limited to transmitting information, but interacting with it and enjoying it.

Research Methodology:

1. The research follows the descriptive, experimental and analytical approach, which is a method for studying the websites of electronic fashion brands that follow the technique of adjusting the measurement (fitting) by default by describing it scientifically and then contributes significantly to identifying the study phenomenon and interpreting the variables surrounding it to reach the results of the research and clarify proposals for the research problem .

Research Results

After downloading the programs from the Play store from the Internet, personal data is registered, log in, and then click Next

After analyzing the three applications and other electronic applications, whether for displaying fashion and its supplements only, such as ADIDAS_BERSHKA_H&M_MANGO and other international brands, whether the exhibits are located inside or outside the Egyptian branches, the purchase can be requested easily, there are electronic applications that display the fashion and also adjust the fit. Fitting with modern and developed technology, the user can choose clothes and interact Including such as STYLEPEDIA, these electronic applications have achieved great demand by the public in the recent period as an alternative to traditional shopping, and as an alternative to the fitting room, it is possible to adjust the size and choose the outfit, colors and various accessories with the click of a button, so it must be activated in

the Egyptian society more in the Egyptian brands with Egyptian hands To increase the promotion and marketing of the Egyptian product

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التطبيق الاول :

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التطبيق الثاني :

2) https://play.google.com/store/apps/details?id=by.vipit.shopping.fashion.goodstyle_pro

التطبيق الثالث :

3) <https://play.google.com/store/apps/details?id=com.stylepedia>