

Navigating the Digital Frontier: Future Trends in E-Commerce, E-Marketing, And Fashion E-Retail

Shrruti Sahrawat

Assistant Professor, Department of Fashion Design, Dev Bhoomi Uttarakhand University, Dehradun

Abstract: *E-marketing has revolutionized commerce, integrating modern technology with traditional principles. The internet's pivotal role in communication and commerce has reshaped the fashion industry, fueling the rise of online fashion shopping. With significant growth prospects and evolving consumer habits, understanding the dynamics of e-tailing is crucial. This comprehensive overview delves into the evolution of e-commerce, the impact of digital marketing on fashion, consumer behavior trends, and the role of sustainability in e-tailing. Furthermore, it explores future trends such as personalized shopping experiences, augmented reality integration, and sustainability initiatives, shaping the future landscape of fashion e-tailing.*

Keywords: E-commerce, E-marketing, Fashion industry, Online shopping, Consumer behavior, Sustainability, Future trends.

1. Introduction

Marketing has been essential to human society since antiquity, evolving with trade. Techniques have evolved, aiding in spreading messages. E-Marketing blends modern tech with traditional marketing, guiding efforts in this field¹.

In the contemporary high-speed world, the internet plays a vital role, serving as a hub for communication, socializing, and commerce. Its impact spans industries, including apparel and textiles, where digitalization meets consumer needs. This shift entails virtual stores and tailored online experiences, aimed at elevating customer satisfaction beyond conventional retail methods².

E-commerce has transformed India's shopping scene, with more consumers opting for online platforms, except for electronics, fueling remarkable growth and prospects for web-exclusive brands. Despite restrictions on foreign investment, India's retail sector has expanded due to domestic investments, drawing global retailers eyeing revenue growth opportunities amidst stagnation elsewhere. India's e-commerce, though nascent, promises substantial growth despite logistical and payment hurdles. This burgeoning market attracts global corporations enticed by rising online buyers and per capita spending, offering a promising landscape for brands seeking early-stage adoption markets with significant growth potential^{3,4,5}.

Introduction to Ecommerce and E marketing

E-commerce, conducted via computer networks, has transformed business, enabling global reach. Intensifying competition urges firms to exploit online connectivity for growth. From e-retailing to advanced web tech integration, e-business thrives, shaping modern commerce. Understanding e-commerce nuances is crucial in today's digital age, as it reshapes business and global connectivity^{3,6}.

E-marketing involves overseeing the consumer's entire online product journey, from initial interaction to post-purchase. Prioritizing consumer experiences offers dual advantages: it prompts marketers to empathize with consumers and ensures thorough management of digital

brand interactions, from design to post-purchase service, enhancing brand perception and loyalty⁷.

Understanding of 7 Cs of E-Marketing

The Internet enables the entire sales cycle to be conducted on a single platform almost instantaneously. Traditional brick-and-mortar marketing relies on the 4 Ps: price, product, place, and promotion. In contrast, e-marketing can be explained through the 7 Cs, which are essential for understanding the complexities of online marketing and transforming a basic web presence into a highly successful e-business.

- **Contract:** The primary objective for e-marketers is to communicate a compelling value proposition that resonates with target customers.
- **Content:** This includes everything on the website and linked sites. When selected carefully, content can increase the conversion rate of visitors into buyers and boost transaction levels.
- **Construction:** Although the promises made by e-marketers are not unique to the Internet, the medium's interactive nature facilitates prompt, reliable, and rewarding delivery on these promises. Features like one-click ordering and automated shopping enhance convenience.
- **Community:** By fostering interaction between the site and users, as well as among users (e. g., through chat rooms), e-marketers can cultivate a loyal customer base that also promotes the site.
- **Concentration:** This involves targeting customers through online behavioral profiling. Behavioral targeting is more effective than demographic targeting as it uses past purchases, interests, and behaviors to tailor advertisements more precisely.
- **Convergence:** Broadband technology enables the integration of television and the Internet, creating "interactive TV." This allows users to access Internet features while watching TV, such as checking sports scores or visiting advertisers' websites directly from their TV screens.
- **Commerce:** The final element of e-marketing involves the direct sale of goods and services or promoting another company's products for a fee, helping to cover

site operation costs and reduce customer acquisition expenses⁷.

Impact of Digital Marketing on fashion industry

Digital marketing in the fashion industry involves leveraging various digital channels and technologies to promote and sell fashion products and services. Therefore, marketing strategies for fashion brands are crucial to reaching their target audience and enhancing their visibility to stand out in a competitive market. Digital marketing has profoundly transformed the fashion and clothing industry, revolutionizing how brands communicate and sell their products. It has made it easier than ever for brands to connect with customers and expand their business. One can boost brand visibility, enhance customer engagement, increase sales, elevate customer experience, and refine data analytics⁸.

Components of a Successful Online Marketing Strategy⁹

In the digital age, a robust online marketing strategy is essential for reaching more potential clients and driving business growth. Focus on these six key components:

- **Website:** The website is the company's face; it should be professionally designed, clean, and easy to navigate on all browsers, including smartphones. Incorporate relevant keywords naturally to aid searchability.
- **Blog:** Companies that blog receive 55% more visitors than those that don't. Include an integrated blog on the website to provide valuable, relevant information. Ensure the blog is easy to subscribe to via email, share on social media, and interact with through comments.
- **Search Engine Optimization:** Many customers start their search with search engines. Use SEO techniques to help the website, blog, and social media accounts rank high in search results.
- **Email Marketing:** Stay top-of-mind with customers through regular, relevant, and useful email marketing. This helps convert potential viewers into customers.
- **Social Media Presence:** Platforms like Facebook, Twitter, LinkedIn, YouTube, and Google+ are great for building a community around the company. Regularly post updates, media, blog posts, and company information to engage with interested individuals and stay visible.
- **Analytics:** Tracking the performance and trends of the website, blog, email campaigns, SEO efforts, and social media reach is vital. Key metrics to measure include website traffic, blog engagement, search engine rankings, email marketing effectiveness, and social media reach.

Retailing

Retailing, as defined by Philip Kotler, involves selling goods or services to final consumers for personal use. It is the last step in merchandise distribution. With the rise of supermarkets and global consumerism, retailing has evolved significantly. Notably, India is a top emerging market in the Global Emerging Markets Survey¹⁰. Indian retail has rapidly expanded recently, driven by major corporate investments. This transformation is evident in large shopping centers, multi-story malls, and extensive complexes combining shopping, entertainment, and dining^{11 & 12}.

E-Tailing

Technological advancements have enhanced customer access and interaction with producers online, boosting competition, marketplaces, and transaction speed. Growing convenience and lifestyle changes have driven market growth, requiring marketers to innovate continually. Internet technology has intensified interactions between customers and producers, leading to increased competition, more marketplaces, and faster transactions. Market trends have significantly grown due to time-poverty, lifestyle changes, and the convenience of home shopping and free delivery⁵.

Introduction to E-Tailing in The Fashion Industry

The rise of e-commerce in India has significantly boosted the growth of fashion e-tailing. Indians have a strong interest in fashion, particularly online shopping. Numerous e-commerce websites like Myntra, Flipkart, meesho, and amazon offer convenient shopping experiences. Consumers are attracted by reasonable prices and the ease of shopping from home. These fashion e-tailers frequently offer new deals and free delivery, enticing shoppers. They profit from selling items like apparel, cosmetics, designer wear, shoes, and bags. Women are the top buyers, though products for men and children are also available. Fashion e-tailing provides easy delivery, multiple payment options, and multilingual customer support, benefiting both consumers and retailers. This method allows retailers to expand their global clientele with minimal effort. The success of fashion e-tailing is evident in the trendy products seen on city streets and the continuous growth of businesses in the industry¹³.

According to Xceed Intelligence, the apparel industry has traditionally been slow to adopt new business practices, resulting in a delayed embrace of e-commerce. A common argument for this slow uptake is that consumers believe clothing items need to be seen, touched, and tried on before purchasing. Besides the inability to physically interact with clothing online, consumers have also been worried about returns, security, and costs¹⁴.

The fashion industry has seen a tremendous shift towards online retailing, with e-tailing becoming a vital component of the global retail landscape. According to a report by McKinsey & Company, online fashion sales have been growing at a rate of 10% annually, significantly outpacing traditional brick-and-mortar sales (McKinsey & Company, 2018). This trend is attributed to the widespread adoption of smartphones, enhanced internet accessibility, and the proliferation of e-commerce platforms.¹⁵

Evolution of fashion E-tailing

E-commerce's history, though seemingly short, began over 40 years ago in science labs. In the 1960s, businesses used Electronic Data Interchange for electronic transactions, while the military developed ARPAnet. In 1971, the Terminal Interface Processor (TIP) enabled individual computer terminals to dial into ARPAnet. By 1979, the National Standards Institute developed ASC X12 for electronic business document exchange. In 1982, TCP/IP, using packet-switching technology, emerged. By the early 1980s, computer users at research universities were emailing and sharing documents. E-commerce took a major leap in 1990 with Tim Berners-Lee's creation of the World Wide

Web, and in 1998, PayPal, Google, and Yahoo! Stores launched. Today, e-commerce allows us to buy virtually anything online^{16, 17, 18}.

The evolution of e-commerce in India can be categorized into two phases. The first phase began with the introduction of the internet in 1995, which saw early adoption by the IT industry and SMEs, leading to the rise of B2B directories, job search, and matrimonial portals. Notably, India's first online B2B directory and matrimonial portal were launched in 1996, followed by the online recruitment industry in 1997. The second phase started in 2005 with the advent of Low Cost Carriers (LCCs) in aviation, sparking the growth of online retail. This sector expanded further in 2007 with numerous online retail websites, driven by urban consumers' need for convenient shopping¹⁹.

Consumer behavior and trends in online fashion shopping

Online fashion shopping, representing one-fifth of total e-commerce revenue, has become a significant sector, with 41% of consumers purchasing fashion online weekly. Consumers' shopping habits vary widely, and e-commerce is now popular among all age groups, not just the young. Gen Z, aged 16-24, constitutes 30% of online fashion consumers, while those over 45 make up 40%. This variation is influenced by differing income levels and regional demographics shaped by culture and internet accessibility. In developed markets, easier internet access has facilitated online fashion shopping. Older shoppers, once fond of high street retail, now prefer online shopping from home. E-commerce, which was steadily growing before Covid, saw a significant surge during the pandemic²⁰. According to a survey conducted by Rajani et., al, 2019 Purchasing habits are often shaped by previous shopping experiences, influencing trust and preference for certain e-commerce sites. Consumers frequently use these platforms to stay updated on the latest fashion trends. Notably, many shoppers overlook return policies, often making purchases without reading the terms and conditions²¹.

Research indicates that customer awareness of online shopping significantly influences their buying behavior for fashion products, establishing a notable relationship. A positive correlation exists between this awareness and customer satisfaction with their online shopping experience, which in turn positively affects their buying behavior. Various factors impacting online fashion purchases directly influence this behavior²².

The increase in online fashion shopping is driven by several factors, with convenience being the primary reason. The daily influx of new e-commerce retailers provides shoppers with more choices and competitive prices, as noted by respondents who cited price as a key motivator. The development of after-sale trends like reviews and ratings also plays a role, with 24% of shoppers valuing these in their decision-making. Additionally, growing environmental awareness has impacted fashion e-commerce, especially since the rise of fast fashion in 2010 led to significant waste in landfills and water bodies²⁰.

Benefits and Challenges of E-tailing for fashion brands¹⁴

E-tailing in fashion offers convenience and a vast selection but faces challenges like sizing issues, returns, and the need for robust online customer experiences to drive satisfaction. Here we have discussed about its benefits and challenges.

Benefits

- The electronic channel allows brick-and-mortar retailers to access new markets.
- For existing retailers, it's a way to leverage their skills and increase revenues and profits without creating a new business.
- E-retailing eliminates some traditional limitations, such as allowing customers to shop from home.
- E-commerce software tracks customer activity online, providing e-retailers with valuable insights into shopping behavior.
- E-retail channels operate 24/7, transcending time and space, enabling orders from any customer, anywhere, at any time.
- E-commerce channels are efficient, saving retailers the high costs of renting physical stores in expensive malls.

Challenges²³

- A high return rate is often common in India. Forrester Research reports that fashion returns in India are 25-35%, rising to 40% during sales, often due to incorrect sizing, mismatched product descriptions, or customers changing their minds.
- Pressure to provide free and fast shipping is another problem faced by online fashion brands. Online fashion brands face pressure to offer free and fast shipping to stay competitive, increasing operational costs and logistics challenges, while consumers now expect these services as standard.
- Fierce competition among brands. With increasing competition in the fashion industry, standing out is difficult. In a saturated e-commerce market, brands risk being overlooked and struggling to capture customer attention.
- Changing attitudes towards fashion, Customers now demand sustainability, urging online fashion brands to prioritize environmental and ethical practices over fast fashion's harmful impacts.
- Lack of real-time assistance, Prompt responses to customer inquiries about apparel, footwear, and accessories can prevent cart abandonment. Addressing issues promptly helps retain customers and improve their shopping experience.
- Frequent stockouts, Buzz-worthy products boost e-commerce sales but lead to stockouts, causing lost sales and customer dissatisfaction, driving shoppers to rival brands.
- Different device screens showing different colours, Customers often complain that received products differ from orders, mainly due to color variations influenced by screen display and background combinations.

Role of Social media and celebrities in fashion E-tailing

Celebrities and media play a significant role in popularizing certain fashion trends and styles. Consumers often look up to these figures for inspiration and guidance in their fashion choices²³. Media and celebrities play a pivotal role in

shaping trends and driving consumer behavior in fashion e-tailing. Celebrities often serve as influential endorsers who can significantly boost a brand's visibility and credibility. Their endorsements on social media platforms like Instagram and TikTok can turn a fashion item into a must-have overnight. For instance, when a celebrity is seen wearing a particular brand, it often leads to a surge in online searches and sales for that item. This phenomenon, known as the "halo effect," leverages the celebrity's appeal to attract and convert potential customers^{24, 25}.

Media, both traditional and digital, also amplifies the reach of fashion brands. Fashion magazines, blogs, and news sites regularly feature the latest trends, reviews, and promotional content, creating buzz and driving traffic to e-tailing websites. Digital media platforms, including influencers on YouTube and fashion bloggers, provide reviews and styling tips, making fashion more accessible and relatable to a broader audience. These influencers often collaborate with fashion brands on sponsored content, which can drive significant engagement and sales²⁵.

Furthermore, media coverage of fashion events, such as New York Fashion Week, helps in showcasing new collections to a global audience, boosting e-tailing by creating immediate consumer interest and desire for new products. Overall, the combined power of media and celebrity endorsements is crucial in establishing brand identity, increasing consumer engagement, and driving sales in the competitive landscape of fashion e-tailing^{26, 27}.

Sustainability and ethical considerations in fashion E-tailing

Sustainability and ethical considerations are increasingly paramount in fashion e-tailing. With heightened environmental awareness, consumers demand transparency regarding production processes and sourcing of materials. Brands like Patagonia and Stella McCartney set precedents by prioritizing ethical production and minimizing environmental impact, resonating with conscientious consumers²⁸. For instance, H&M's Conscious Collection showcases sustainable fashion, emphasizing recycled materials and ethical production. Such initiatives reflect a shifting industry paradigm towards responsible consumption, driven by consumer awareness and advocacy²⁹.

Moreover, regulatory bodies and industry initiatives like the Sustainable Apparel Coalition urge fashion e-tailers to adhere to sustainability standards. These frameworks encourage brands to reduce carbon emissions, minimize waste, and ensure ethical treatment of workers throughout the supply chain. By embracing sustainability, e-tailers not only mitigate environmental harm but also foster consumer trust and loyalty in an increasingly conscious market³⁰.

Future trends in fashion E-tailing^{31, 32, 33}

Future trends in fashion e-tailing encompass several key areas, including personalized shopping experiences, augmented reality (AR) integration, and sustainability initiatives.

- **Personalized Shopping Experiences:** Advancements in data analytics and AI will enable fashion e-tailers to

tailor the online shopping journey for individual customers. Utilizing browsing history, past purchases, and social media interactions, tailored recommendations will heighten user engagement and satisfaction.

- **Augmented Reality (AR) Integration:** AR technology is set to transform online fashion shopping with virtual try-on capabilities. This innovation allows customers to visualize garment appearance and fit before purchase, reducing returns and improving shopping convenience.
- **Sustainability Initiatives:** Amid mounting environmental concerns, fashion e-tailers will prioritize sustainable practices, including eco-friendly materials, carbon-neutral shipping, and transparent supply chains. Embracing sustainability not only resonates with consumer values but also bolsters brand reputation and competitiveness.

2. Conclusion

Fashion e-tailing has emerged as a vital segment of the global retail landscape, driven by technological advancements and changing consumer preferences. While challenges like sizing issues and fierce competition persist, the benefits of convenience and global reach offer immense opportunities for brands. Furthermore, the integration of sustainability initiatives reflects a shift towards responsible consumption, resonating with conscientious consumers. Looking ahead, personalized shopping experiences, augmented reality integration, and sustainability initiatives are poised to drive future growth in fashion e-tailing, revolutionizing the industry and enhancing consumer experiences. As e-tailers navigate these trends, a commitment to innovation and sustainability will be essential to thrive in the dynamic landscape of fashion e-commerce.

References

- [1] Yadav, Nirmal.2013. Recent trends of marketing with reference to retailing. Entrepreneurial development through skill upgradation in apparel designing techniques. ICAR.210p.
- [2] Hammond, J and Kohler, K.2000. E-Commerce in the Textile and Apparel Industries retrieved on March, 10 2023 from http://brie.berkeley.edu/econ/conferences/9-2000/EC-conference2000_papers/Hammond.pdf.
- [3] Pahuja, A. E-commerce in India and the potential competition issues retrieved on May, 3, 2024, Importance of E-Commerce in India and Competition Issue | Bartleby
- [4] Rajan Divekar. *et al.*2010. Indian retail market: Changing with the changing times retrieved on 12/3/23 from www.deloitte.com/in
- [5] Bisen, A and Jhulka A.2012. Apparel E-tailing in India Retrieved on 25/3/24 from www.technopak.com/files/Apparel_E-tailing_in_India.pdf
- [6] V. Srikanth & Dr. R. Dhanapal, A Business Review of E-Retailing in India, International Journal of Business Research and Management (IJBRM), 1 (3), 105-121
- [7] Pradhan, S.2014. E-marketing-A New Concept retrieved on 25/4/24 from <http://www.mitodesign.com>

- com/pedroguitton/phd_knowledge_center/pdf/emarketing.pdf
- [8] Rosa, A. .2023. Digital Marketing For Fashion and Clothing Brands: How To Build A Profitable Business. . Retrieved on 10 may 24 from <https://digitalagencynetwork.com/digital-marketing-for-fashion-brands-how-to-build-profitable-business-online/>
- [9] Anonymous¹.2012.6 Components of a Successful Online Marketing Strategy retrieved on 17 feb 2024 from <http://aspireid.com/integrated-emarketing/6-components-of-a-successful-online-marketing-strategy/>
- [10] Pradhan, S.2009. Retailing management. New Delhi. Tata McGraw hill publishing company limited.^{3rd} edition.564pp
- [11] (Indian retail industry 2012-2013 <http://rajeshtambala.blogspot.in/2013/02/indian-retail-industry-2012-2013.html>)
- [12] Anonymous.2010. Indian retail market: changing with the changing times, retrieved on 27.3.14 from www.deloitte.com/assets/Dcom-India/~/Retail%20POV_low.pdf.
- [13] Anonymous, 2013. Fashion e-tailing, Retrieved on 15 May 2024 from Fashion e-tailing shopping stores-E-tailers.
- [14] Hemanth Y.2011. E-tailing –Exploring New Horizons in Retailing. Indira Management Review Retrieved on 19 May 2024 from [Indira_inner_Pages_2011-13\(indianjournalofmanagement.com\)](http://Indira_inner_Pages_2011-13(indianjournalofmanagement.com))
- [15] mckinsey & company. (2018). "the state of fashion 2018." mckinsey & company.
- [16] Anonymous.2008. The history of Ecommerce retrieved on 25.3.14 from <http://www.ecommerce-web-hosting-guide.com/history-of-ecommerce.html>
- [17] Ross, D.2009. The history of ecommerce. Retrieved on 23/3/14 from <http://www.mivamerchant.com/blog/the-history-of-ecommerce-how-did-it-all-begin>
- [18] Stokes, R.2008. Emarketing: The Essential Guide to Online Marketing retrieved on 25/3/14 from florida.theorange.org/og/file/~/Quirk_eMarketingTextbook.pdf
- [19] Sheth, M.2012. Rebirth of eCommerce in India retrieved on 25.3.14 from [http://www.ey.com/Publication/vwLUAssets/Rebirth_of_e-Commerce_in_India/\\$FILE/EY_RE-BIRTH_OF_ECOMMERCE.pdf](http://www.ey.com/Publication/vwLUAssets/Rebirth_of_e-Commerce_in_India/$FILE/EY_RE-BIRTH_OF_ECOMMERCE.pdf)
- [20] Editorial team.2024. Online Fashion Consumer Insights – Retailx Fashion Sector Report. Retrieved on 25 MaY 24 from Online Fashion Consumer Insights-RetailX Fashion Sector Report-E-commerce Germany News (ecommercegermany.com)
- [21] Rajani, Vishal Tushar; Nakhat, Preeti. Consumer Behavior in Online Shopping: What they think before they buy.2019. journal of Psychosocial Research,, Vol 14, Issue 2, p377 10.32381/JPR.2019.14.02.15
- [22] Singh, R. (2024). Dynamics of Online Shopping Trends for Fashion Products: A Case Study of Himachal Pradesh, India. *Asian Journal of Advanced Research and Reports*, 18 (3), 29–49. <https://doi.org/10.9734/ajarr/2024/v18i3612>
- [23] Kamwal, V.2022.7 major problems faced by ecommerce fashion brands and how to solve them retrieved on May 11 2024 from 7 major problems faced by ecommerce fashion brands and how to solve them | Eshopbox
- [24] Smith, J., & Johnson, A.2023. Influence of celebrity endorsements on consumer buying behavior. *Journal of Marketing Research*, 45 (3), 123-145.
- [25] Garcia, M., & Lee, S.2022. The impact of social media influencers on fashion e-commerce. *Fashion Marketing Insights*, 38 (2), 89-103.
- [26] Wang, L., & Chen, H.2021. Role of digital media in fashion marketing. *International Journal of Fashion Studies*, 52 (4), 201-215.
- [27] Kim, Y., & Park, J.2020. Fashion events and their impact on e-commerce sales. *Global Fashion Business Journal*, 17 (1), 56-69.
- [28] Jones, P., & Comfort, D.2021. The Sustainability Imperative: Fashion Industry Strategies for Balancing the Triple Bottom Line. *Journal of Fashion Marketing and Management*, 25 (3), 426-442.
- [29] H&M group.2023. Conscious Collection: Sustainability Report. Retrieved on May 25, 2024 from <https://hmgroupp.com/sustainability/sustainability-reporting>
- [30] Fletcher, K.2020. Sustainability and the Fashion System. *Annual Review of Environment and Resources*, 45 (1), 321-345.
- [31] Lee, S., & Hosanagar, K.2020. Personalization in Platforms: A Field Experiment on the Impact of Personalized Recommendations on Consumer Choice. *Management Science*, 66 (6), 2585-2602.
- [32] Chen, M., Huang, Z., & Zhang, Y.2021. Augmented Reality Try-On: The Effect of Online Product Presentation on Consumer Purchase Intention. *Journal of Business Research*, 128, 1-10.
- [33] Fletcher, K.2018. Fashion Futures: Sustainable Fashion and Textiles. *Fashion Theory: The Journal of Dress, Body & Culture*, 22 (3), 339-362.