

## **E-tailing (internet) Services for the Fashion Industry**

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The 21st century heralds the creation of new information service-based businesses, which are a growing part of the digital economy. The E-tailing of services will assume a position of central importance in the future. Many attributes of the E-tailing of physical goods are directly transferable to selling services on the Internet. The widespread adoption of the Internet by both vendors and consumers alike has created a thriving electronic marketplace on the Web for many consumer goods. The experience of buying fashion products by touching them physically cannot be substituted by the Internet shopping and also preferences is given to multi-brand outlets. The demographic results of the 'E-Retailing survey' conducted in India by IIITM, Gwalior show that a majority of the consumers prefer conventional way of shopping.

The paper also uses the literature review for models and classification schemes for services. For instance Lovelock (1996) has classified services into six broad categories using two dimensions;

- People Contact, Tangibility, and Credence
- Nature of demand for the service.

The fashion industry and fashion devotees have created sites that provide access to runway shows, designers, models, trade information, and current events. Costume historians have designed sites that can be used to research costumes, locate visuals, and document the creation of accurate historical garments (Monica Fusich)

The fashion industry and professional organizations then saw the value of the Internet as an advertising and informational medium and began to develop commercial sites. Currently, serious researchers and those interested in cutting-edge fashion trends will be able to locate information on the Internet. Internet Exchanges and E-market places have been consolidating their businesses and have provided tremendous growth to organizations already doing business in the physical form. For instance Office Depot has set up similar kiosks in its stores and, like Staples, invites corporate customers to connect their internal procurement systems to its E-commerce setup for the complete automation of ordering, approval, and billing work flows. (Cayce Roy,2005)

The paper contains organizational case studies like Li and Fung, JC penny, indiatimes.com and E-chaupal ITC etc for substantiating that the scope and opportunities in E-tailing services is very high compared to the e-tailing of fashion products.