A Centralized Platform Bliss Basket

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Abstract—E-commerce websites are now an important platform for e-commerce companies to connect with their target audience and conduct online transactions. As e-commerce grows increasingly popular, the quality of a company's website has emerged as a key sign of success. This study focuses on a specific research question: How does website design affect customer trust? With that, an SLR is performed by collecting and reviewing papers on website design, consumer trust, and e-commerce from Google Scholar and using Kitchenham's methodology to investigate the relationship between website design and customer trust in e-commerce platforms. Upon completing the SLR, the study emphasizes the importance of website design in terms of user behavior, experience, and trust. It underlines the significance of e-commerce design in simplicity, ease of use, and accurate information. It encourages future web development to promote modern, user- friendly, and visually appealing designs.

Index Terms—Genetic algorithm, timetable, constraints, chromosomes, Scheduling, optimal solution.

I INTRODUCTION

The Almost all organizations used traditional marketing strategies in previous decades, which means marketing that was not done online [1]. It includes Journals, direct mail, telecommunication and outdoor advertising (posters, banners, borders, etc.) will the business reach the ultimate consumers [2]. Because of globalization the traditional business system sluggishly shifted to online merchandising because of the preface of commerce and its benefits to its companies and to its consumers. In online merchandising, consumers can fluently and snappily reach a product without any problem and they can also partake an opinion by comparing with the affiliated products. The most common problem is the time people will spend shopping but online merchandising will wipe out this problem [3]. So, currently, online selling operation is essential to all types of business including the fashion industry as it can be used to negotiate numerous purposes extending from factual communication with consumers to increase in deals, brand recognition, and brand operation [4]. Digitalization is more in the fashion industry because it's a wide and varied area that extends different kinds of products consumed by each and every person in the world at any point in time, wherever and whenever by using digital media [5]. Different types of digital media similar as Computers, Smartphones, Tablets, and other devices will help the companies to give demonstrations, to assay the consumer perception of the product, services handed by the companies, etc [6]. These kinds of information can be put in different ways similar to images, textbooks, robustness, art, and games [7]. By using colourful digital channels like emails, displays, social media, search machines, and mobile marketing are connected with the consumers by listening, responding to, and giving suggestions to their queries on a timely basis [8]. Numerous kinds of fashion products are introduced in the worldwide request and the companies are always facing a problem on selling it [9] and so as to ameliorate their marketing and competitiveness utmost of the companies are using celebrities as their brand ambassadors

Fig 1: Simplified IPO - Model of the program
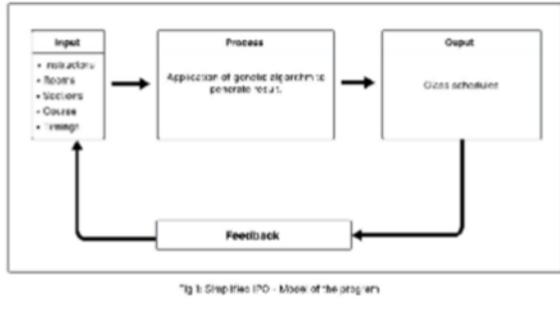
II LITERATURE REVIEW

Our goal is for many businesses; digital shopping is becoming increasingly important. Several businesses, however, use e-commerce as extensively as the fashion industry. Online stores are being used by more customers than ever before to make fashion purchases. The profits generated by these individuals or companies have aided in the expansion of businesses and are now essential for their success. A SWOC analysis allows a fashion company or brand to understand how it compares against the competition. The analytical tool will also assist theshop in determining the position of its fashion products in the huge fashion market.

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shop in determining the position of its fashion products in the huge fashion market.

S.no	Area	Contribution	Authors
1	Fashion	Fashion can be described as the styles in vogue with respect to apparel and accessories and the trends which the public wishes to follow either influenced by their role models or by themselves for their convenience or for better outlook and appreciation at any point of time. The fashion industry is growing more and more with the trends changing fast and meeting the needs of the public in every sphere of life.	McKelvey and Munslow, (2011) [11]
2	Fast Fashion	The fashion system includes the components that play a part in the fashion transition process. Some components of fashion are	

		inherent, such as the desire for variety and novelty. There are also external factors like Individual trendsetters, as well as changes in lifestyles, all have an impact. The fashion industry's distinct features can be defined by words like volatility, mobility, diversity, and energy. The goal of this study is to learn about the fundamentals of the fashion business and design a supply chain model that is both time and cost-effective.	
3	Life Style	The goal of this research was to identify prospective lifestyle brands in India. People in India enjoy varied lifestyle patterns because the country is a mix of cultures, religions, castes, demographic areas, and so on. For this reason, it wants to create a single lifestyle brand for everyone, which includes a diverse range of product categories such as clothes, accessories, and footwear. Also, how these Indian lifestyle brands are establishing a brand image among stakeholders.	Ganesh and Aithal (2020) [13]
4	Digital Marketing	Digital marketing is nothing but, the element o f marketing uses digital technology such as computers,	Chaffey, (2013) [14]

		mobile phones, and other digital media (any media encoded in machine-readable formats) to promote products and services and increase customer knowledge by meeting their demands.	
5	Digital Marketing Channels	Digital marketing is a system based on the Internet that can develop, accelerate, and transmit product value from a producer to a consumer terminal, using digital networks.	Key, (2017) [15]
6	Fashion Retailing	The state of interactive digital technology is continuously changing, and it has had a significant impact on the way customers shop. This trend emphasizes the importance of conducting research into the most up-to-date interactive digital technology tools used in the fashion retailing industry. The goal of this research was to look athow fashion retailers are incorporating new interactive digital technologies into both online and offline retailing formats, as well as new hybrid contexts, and how this is resulting in new experiential quality that helps customers engage.	Colombi et al., (2018) [16]

7	Online retailing of fast fashion	The focuses of this article are on how soon fast fashion can produce a product in a cost-effective manner so that they may implement the essential online retailing strategy to boost sales and develop a competitive advantage through effective supply chain management.	Zhenxian g, W., & Lijie, Z., (2011) [17]
8	Technologic al advancement in fashion online retailing	This study focuses on market penetration and how technologies such as a) web 2.0 fashion product viewing technology (video files, 2D image views, close-up, angled views of the product, and so on) and b) web 2.0 fashion product service technology (recommendation s, ratings, Wishlist's, hashtags, etc.) c) Web 3.0 technology (metaverse technology, augmented reality (AR), digital fitting rooms, virtual catwalks, and so on) assists in the enhancement of fashion products in online retailing platforms, as well as the use of digital human measurements to create customized styles and patterns for the consumers.	Idrees, S., et al., (2020) [18]

Fig.2: Data Flow Diagram
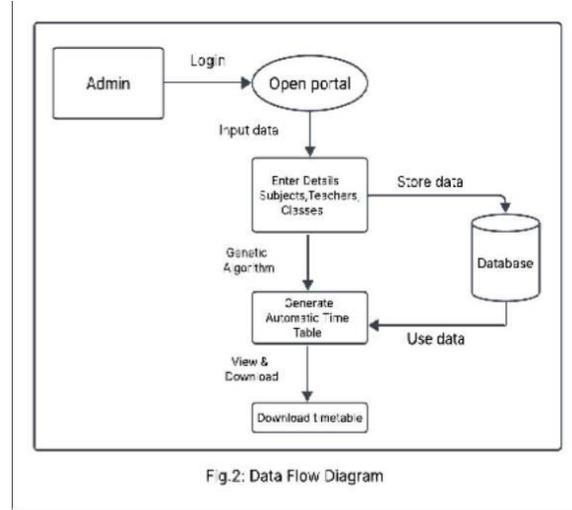
III. METHODOLOGY

Methodology: This qualitative research is based on secondary data. Secondary data is gathered from the research papers published in reputable journals, newspapers, articles. Financial information was collected from the annual reports of Amazon and Flipkart and also census reports. Findings: The major findings of the study are: Male customer expressed a greater desire to purchase fashionable products, there is a healthy competition between both Amazon and Flipkart, Celebrities are being used by Amazon and Flipkart to promote their fashionable products.

Flipkart's Recommendation module and Amazon's Stylist assist users to discover more and more fashion and other products similar to the ones they've looked at. It has one of the greatest conversions and contributes significantly to the company's revenue and units.

Practical Implication: This study will be helpful to know the different fashionable products offering by the Amazon and Flipkart companies and marketing channels using by these two companies to market their fashion products. Paper Type: Company Case Study Keywords: Fashionable Product, Fashion, Online Retailing, Online Retailing Channels, Amazon, Flipkart.

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IV RESULTS AND DISCUSSIONS

As per Statista report published in the year 2020-21 regarding the online fashion industry, it was observed that the market value of the online fashion industry's worldwide share accounted for $759.5 Billion with a growth rate of 7.2% p.a and it is also expected to be increased to $1.0 Trillion in the year 2020-25. (It is also evident that marketing of fashion products through online

channels was increased 22% in the year 2020-2021 compared to 14% in the year 2017 penetrate fashion market in the order Apparel (32.9%), Footwear (22.6%), and Bags & Accessories (15.7%) out of the global market share of fashion products. India is accounted for 4.2% (as per fiber2fashion) According to a Fashion e-commerce report by Unicommerce, in the financial year 2021, India's overall online fashion sector has grown up by 51%. As compared to the previous financial year of 2020, brand websites saw a 66% increase in order volume and a 77% increase in GMV in FY-2021. Strong order volume growth, along with stronger GMV growth, resulted in a 6% increase in average order value. In the case of websites comparison, marketplaces increased order volume by 45 % and gross merchandise volume by 33% in the financial year 2021, while average order value fell by 8% . As India's largest e-commerce platform, Walmart- possessed Flipkart has gone toe-to-toe with Amazon. According to Forrester Research 2020, Flipkart will be India's biggest retailer, with a market share of 31.9 percent. Amazon India, on the other hand, is in second place with a market share of 31.2 percent

In market segmentation of fashion products in India (both Amazon and Flipkart) the major share is grabbed by Apparel (52%) followed by Footwear (35%), Hand Bag (4%), and jewellery and Health & Beauty shared 3%. (Source: fashion-angel-news) . In India, fashion e- commerce brands use social media to reach their customer by introducing The Great Indian Sale (Amazon) and Big Billion Days (Flipkart) through various offers and discounts. According to consultancy firm Redner's e- commerce festive season research, India experienced its largest-ever festive sales in 2021, with brands posting a gross merchandise value (GMV) of $9 billion against $7.4 billion in 2020 that means 23% hike in the sales

through online platforms. In the year of 2021 Flipkart acquired top market share with 64% and Amazon able to reach only 24%.

Table: Its shows what are marketing channels are effective in online retailing and the difficulties of execution of these marketing channels.

Marketing Channel	Effectiveness of channel	Execution difficulty level
Website Marketing	63%	40%
Email Marketing	52%	36%
Social Media Marketing	49%	40%
Organic Search Marketing	31%	39%
Paid Source Marketing	29%	30%
Mobile Marketing	28%	34%
Display Adds Marketing	24%	29%

As shown in the above digital marketing plans survey conducted by Ascend 2 and Research Partners in December 2016, website marketing was the most effective channel in online retail with 63 percent, but it was also the most difficult to implement in online retail market. It was followed by email and social media in second and third

place, respectively, but other channels such as organic search, paid source promotions, mobiles, and display ads had no effect on consumers and the market.

STRENGTH
1. Fashionable products serve to boost annual revenue of the company.
•2. The latest fashion trends and offers attract a larger number of customers to the company.
•3. Company can sell variety of fashion brands under one roof
•4. Fashionable products are easily accessible via online platforms.

WEAKNESS
1. Some of the fashionable products may not be profitable.
•2. The company spends a huge amount on advertisement of fashionable products.
•3. Company extremely dependent on distributors.
•4. Tax is very high on fashion products.

SWOC Analysis of Amazon and Flipkart

OPPORTUNITIES
1. Switching mind set of consumers on fashion products and brands according to the trend.
•2. Market Penetration
•3. The company can use social media as their promotional tool for fashion products, brands, offers, discounts, and so on.

CHALLENGES
1. Increasing competition among similar businesses.
•2. Bad ratings, reviews and comments are the key challenges of the company.
•3. The constant change in taste and preferences of fashionable products among customers.
•4. Inappropriate communication in the company's supply chain.

V.CONCLUSION

This study is mainly concerned with fashion products offered by Flipkart and Amazon and the marketing channels used by them in India through online retailing platform. In the present scenario, the companies have found out different ways to reach many numbers of people. Despite being an international firm, it has developed a profound understanding of Indians and deepened its Indian traditions. Despite the fact that it is a new company, Amazon is giving Flipkart acute competition. Although it will take some time, they will undoubtedly be successful in the Indian e-commerce market.

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