Technological Advancement in Fashion Online Retailing: A Comparative Study of Pakistan and UK Fashion E-Commerce

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Abstract : The study aims to establish the virtual size and fit technology features to enhance fashion online retailing platforms, utilising digital human measurements to provide customised style and function to consumers. A few firms in the UK have launched advanced interactive fashion shopping domains for personalised shopping globally, aided by the latest internet technology. Virtual size and fit interfaces have a great potential to provide a personalised better-fitted garment to promote mass customisation globally. Made-to-measure clothing, consuming unstitched fabric is a common practice offered by fashion brands in Pakistan. This product is regarded as economical and sustainable to be utilised by consumers in Pakistan. Although the manual sizing system is practiced to sell garments online, virtual size and fit visualisation and recommendation technologies are uncommon in Pakistani fashion interfaces. A comparative assessment of Pakistani fashion brand websites and UK technology-driven fashion interfaces was conducted to highlight the vast potential of the virtual size and fit technology. The results indicated that web 2.0 technology adopted by Pakistani apparel brands has limited features, whereas companies practicing web 3.0 technology provide interactive online real-store shopping experience leading to enhanced customer satisfaction and globalisation of brands.
Keywords : e-commerce, mass customization, virtual size and fit, web 3.0 technology
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