



Hybridization of the Indian Clothing on the Global Platform-Couture Craze (Come and Groove with Us)

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Abstract

*Fashion is all about dressing oneself and becoming unique, which has become the talk among the masses. It is a popular aesthetic and is an industry-supported expression. But due to our busy schedules, we aren't able to choose a proper style of dress and also we find it kinda difficult to choose an outfit for each occasion, be it a vacation, party or a celebration and so on. **Couture Craze** will solve this issue by creating a website, what you need to do is to choose the event for which you are looking for an outfit and choose from the list of unique and aesthetic options for you.*

Keywords: Couture Craze -CC,vacation-vac,celebration-celeb

1. Introduction

Couture Craze where we will solve this issue by creating a website or an app designed to help you spend less time choosing your entire getup at the most reasonable prices, Wondering How? All you need to do is choose the event you are looking for and choose from the list of unique and aesthetic options for you. And the most important is that we will have all the styles you are looking for.

We do know that,

“Great things in business are never done by one person; they’re done by a team of individuals.”

So here we focus on first circulating a survey where we would love to get in touch with the general public and find out how difficult they feel to choose an outfit with add-ons. Interact with local vendors then we are planning to collaborate with small-scale stores to include them.

2. Related works

In online shopping, the speed of dissemination and endorsement of online purchasing amongst users remains comparably low in India. In view of the problem, an empirical study of online buying behavior was undertaken. Based on the research critique, four predominant psychographic constraints namely, attitude, motivation, personality, and trust were considered for online buying. The online buying decision process models based on all four parameters were designed after statistical analysis. These models were integrated with business intelligence,

knowledge management, and data processing to style a Behavioural Business Intelligence framework with a cohesive view of online buyer behavior. To better understand the factors of internet and consumer shopping behavior towards internet shopping, this chapter would provide academic research reviews and relative ideas expressed in the literature associated with this subject. Furthermore, several hypotheses will be tested to answer the research questions mentioned already in the introduction. Recent research shows that internet shopping has become a full and effective business model, therefore several studies have already investigated more or less related to internet shopping and consumer behavior. In the following chapter, some points of view will be taken from the literature and need careful review to achieve them as the basis of the subsequent research investigation.

In recent years, the web shopping industry has exploded, to the purpose that there are now many of us who will only buy new products online. It's not that hard to understand the possible benefits of web shopping, but at the same time some people are hanging on to ordinary shopping, and that they have their reasons also. Straightaway, it certainly seems as if things gravitate towards online shopping becoming more and more prominent, but, strangely, ordinary stores are going anywhere.

Online information capture is more detailed and frequent. Clickstream data provides features on the way to consumer shops, while virtual shopping carts play the role of faith cards that capture customer purchase habits. As a result, e-tailers can increase sales by targeting repeat buys supported personalized content for every shopper. More importantly, e-tailers can mine customer behavior data to show switching decisions or abandoned shopping baskets into operational indicators of the way to stock merchandise and serve consumers.

**A STUDY OF RELATIONSHIP BETWEEN CONSUMER ONLINE BUYING AND SELECTED SERVICE
MARKETING MIX COMPONENTS**

Questionnaire

Age (years)	18-25 <input type="checkbox"/>	26-35 <input type="checkbox"/>	36-50 <input type="checkbox"/>	Above 50 <input type="checkbox"/>	
Education	10th <input type="checkbox"/>	12th <input type="checkbox"/>	Graduate <input type="checkbox"/>	PG <input type="checkbox"/>	Other <input type="checkbox"/>
Income per annum (Family income)	Below 2,50,000 <input type="checkbox"/>	2,50,000- 5,00,000 <input type="checkbox"/>	5,00,000- 10,00,000 <input type="checkbox"/>	Above 10,00,000 <input type="checkbox"/>	
Gender	Male <input type="checkbox"/>	Female <input type="checkbox"/>			
Occupation	Business/ Profession <input type="checkbox"/>	Service <input type="checkbox"/>	Housewife <input type="checkbox"/>	Student <input type="checkbox"/>	Other..... <input type="checkbox"/>
Marital Status	Single <input type="checkbox"/>	Married <input type="checkbox"/>			

You like to purchase product through Internet due to: ✓ the appropriate box							
	1- Definitely No	2	3	4	5	6	7- Defi nite ly Yes
Easy to search tools on Website							
Mobile App facility							
Payment through my preferred bank							
Good Product Replacement policy							
Good Money Refund policy							
Online tracking facility of ordered products during transit							
Any time and any place product purchase facility							

3. Survey Analysis:

These are the analysis of questionnaire of 100 people Survey :

Age	<i>18-25</i>	<i>26-35</i>	<i>36-50</i>	<i>Above50</i>
	<i>26</i>	<i>40</i>	<i>24</i>	<i>10</i>
Education	<i>10th</i>	<i>12th</i>	<i>Graduate</i>	<i>PG</i>
	<i>8</i>	<i>28</i>	<i>38</i>	<i>26</i>
Income Per annum	<i>Below 250000</i>	<i>250000-500000</i>	<i>500000- 1000000</i>	<i>Above 1000000</i>
	<i>8</i>	<i>18</i>	<i>38</i>	<i>36</i>
Occupation	<i>Businessman</i>	<i>Service</i>	<i>Housewife</i>	<i>Student</i>
	<i>30</i>	<i>30</i>	<i>16</i>	<i>24</i>
Gender	<i>Male</i>	<i>Female</i>		
	<i>60</i>	<i>50</i>		
Marital Status	<i>Single</i>	<i>Married</i>		
	<i>64</i>	<i>36</i>		

4. Existing System

The main difference between online shopping and traditional shopping is authenticity. To make an engaging advertisement of products, some online shopping stores tend to exaggerate the facts of the products. By contrast, most traditional stores don't have the guts to do so. It is because real stores must display the products in front of customers to let them touch and feel the products.

The next major difference is convenience. Shopping online reduces limitations. It is so convenient that you can simply shop anytime and anywhere. For example, you can easily visit the website, find the product you want to buy, and wait for the product to be delivered to you. If you need time to reconsider the products, all you've to do is put the product in the virtual shopping bag or on the virtual wish list. Usually, you've got to pay additional shipping costs while shopping online. By contrast, real store shopping isn't convenient for people that live distant from stores. Real-store shopping is too time-consuming for customers to drive to the stores.

The ultimate difference is that the security issue. Online shopping is not always safe. To make an order online, you've got to show personal data and master card information. Some bad people can access personal information easily through online transactions and steal it for unauthorized deals. That is to mention, it's quite hard for consumers that buy stuff online to avoid exposing personal data.

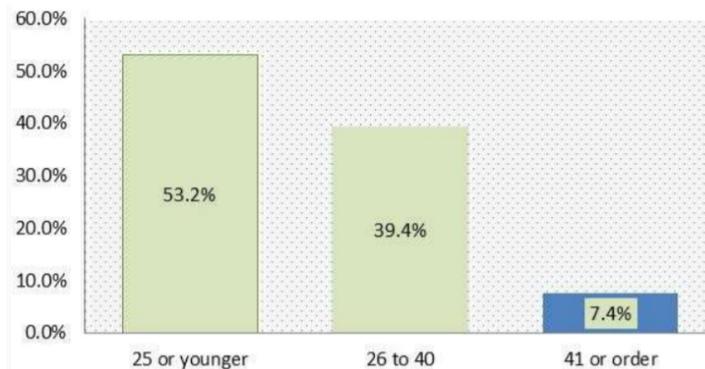


Fig:3.1 Age Group Respondents

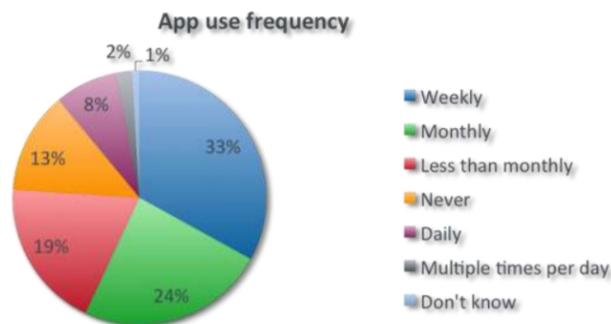


Fig:3.2 App use Frequency

Drawbacks of Existing System:

- Limited divisions(single entities)
- Limited customer service
- No priority to the customized choices

5. Proposed Working



Fig:4.1 Collating of market vs Direct

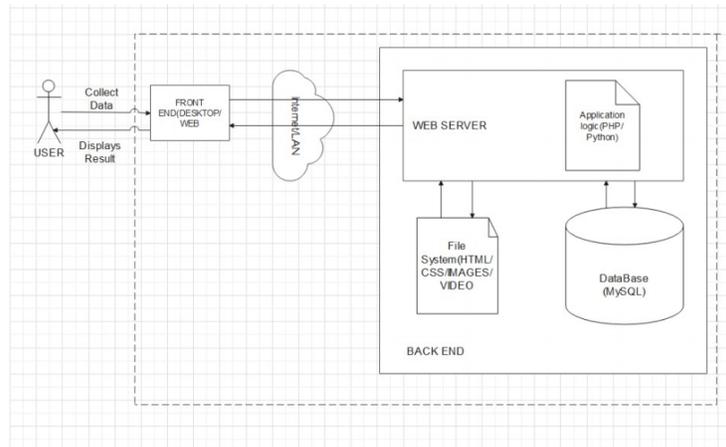
In recent years, wholesale brands have experienced a dramatic shift in the way they do business. Until recently, it has been predominantly focused on the field sales channel. To build the leading digital experience delivery platform to empower our customers to create standout experiences for the customers everywhere they engage.

Unique Marketplace Model aggregates multiple retailers into a central location where the customers can order their products along with other brands into **one unit**. It can lead to increased brand visibility, attractiveness to brands that are interested in reaching the long tail without having to deal with the ramifications of servicing lower yield customers. Providing a person's needs according to culturalism, traditionalism, and identity to our own culture through collaborating the necessary purchases in one go. Allowing the existing and upcoming designers to showcase their talent through their knowledge and creativity. Giving a hand to the underprivileged, protection to the stray animals, acid victims to develop their motivation and career.

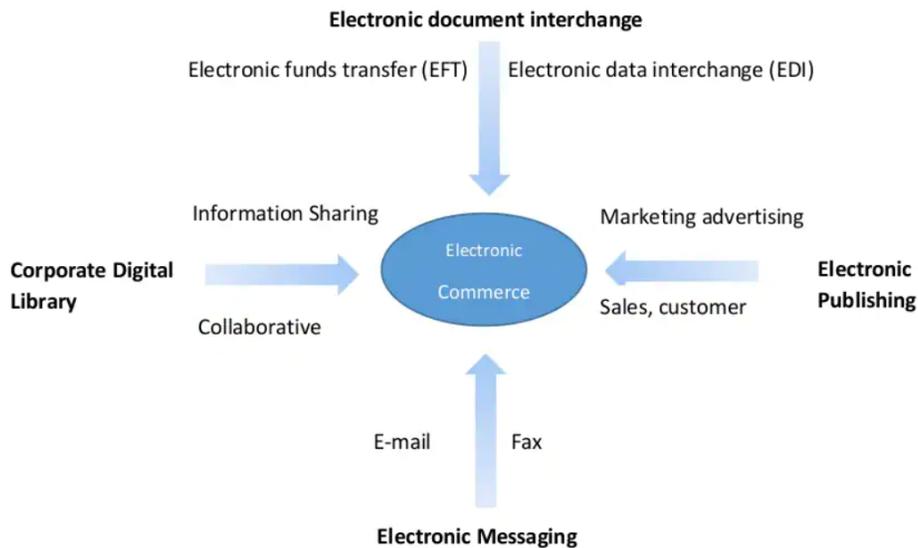
Advantages of Proposed System:

- Time and cost-effectiveness
- Collaboration of various entities into one set
- Employability especially to professional developers in the designing field

6. System Architecture:



7. Module:



We propound that the automated commerce application structure consists of six layers of functionality or services:

- (i) Application Services
- (ii) Brokerage services, data or transaction management
- (iii) Interface and support layers
- (iv) Secure messaging and electronic document interchange
- (v) Middleware and structured document interchange

(vi) Network infrastructure and basic communication services

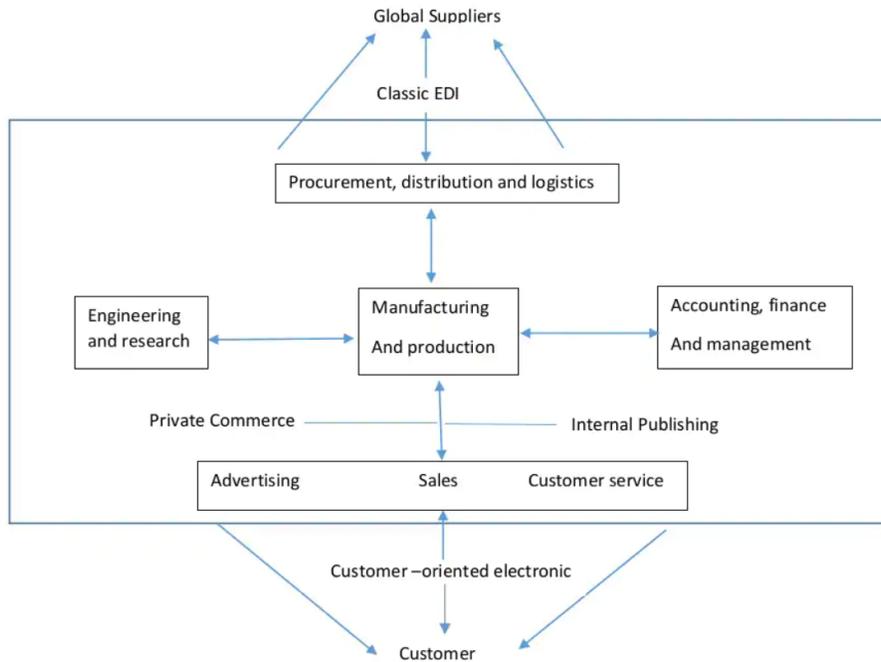
Application Services	Customer-to-business business-to-business Intra- organizational
Brokerage and data management	Order Processing-mail-order houses Payment schemes-electronic cash clearinghouse or virtual mall
Interface layer	Interactive catalogue directory support function Software agents
Secure messaging	Secure hypertext transfer protocol Encrypted E-mail, EDI Remote Programming (RPC)
Middle layer services	Structure documents (SGML,HTML) Compound documents (OLE,OpenDoc)
Network Infrastructure	Wireless-Cellular, Radio, PCS Wireline-POTS, Coaxile, Fibre optics

These layers interact to provide a seamless transformation between today's computing resources and the people of tomorrow by transparently uniting information access and exchange within the context of the chosen application. As seen in above fig. Electronic commerce applications are supported by several elegant technologies. But only they're combined do they provide uniquely powerful resolutions.

In the ensuing discussion of each of these layers, we'll not elaborate on the numerous aspects of the network infrastructure that transports information.

Module 1: Application Services

The application service layer of e-commerce will meet existing and future applications developed on an innate structure. Three distinct classes of electronic commerce application are often distinguished: customer-to-business, business-to-business, and intra organization.



Module 2: Brokerage and data management

The brokerage and data management layer provide service combination through the concept of data brokerages, the event which is necessitated by the expanding data resource fragmentation. We use the concept of data brokerage to serve an intermediary who provides a series combination between customer and knowledge provider, given some constraints like a moderate price, quick service, or profit maximization for a client.

As online databases relocate to buyer information services, buyers and information professionals will have to be up to date.

It will need to be software programs-information brokers software agents, to use the foremost popular term-act on searcher's behalf. Information brokerage does more than searching.

Module 3: Interface and support service

The third layer, interface, and support services will provide an interface for electronic commerce applications such as interactive catalogs and will support directory services-functions necessary for information search and access. These two concepts are very different. Interactive catalogs are the customized interface to consumer applications like home shopping. An interactive catalog is an extension of the paper-based catalog and includes additional features like advanced graphics and video to make the advertisement more attractive.

Directories, on the other hand, operate behind the scenes and decide to organize a large amount of knowledge and transactions generated to facilitate electronic commerce. Directory services databases make data from any server appear as an area file.

Module 4: Secure messaging and electronic document interchange

The importance of the fourth layer of secure messaging is clear. Everyone in business knows that electronic messaging may be a critical business issue.

Broadly translated messaging is the software that sits between the network foundation and the clients or electronic commerce application, hiding the peculiarities of the environment. Others define messaging as a skeleton for the entire implementation of portable applications, divorcing you from the architecture primitives of your system. In general, messaging products aren't applications that solve problems; they're more enablers of the appliance that solve problems.

Messaging services offer solutions for communicating non-formatted (unstructured) data such as purchase orders, shipping notices, and invoices. Unstructured messaging consists of facts, e-mail, and form-based systems like Lotus Notes. Structure documents messaging consists of the automated interchange of standardized and approved messages via telecommunication lines. Examples of structured document messaging include EDI. Messaging is a growing drive in electronic commerce and appears to possess many advantages. It supports both synchronous and asynchronous message delivery and processing. With asynchronous, when a message is shipped, work continues (software doesn't await a response). This permits the transferal of messages through store-and-forward methods.

Module 5: Middleware and structured document

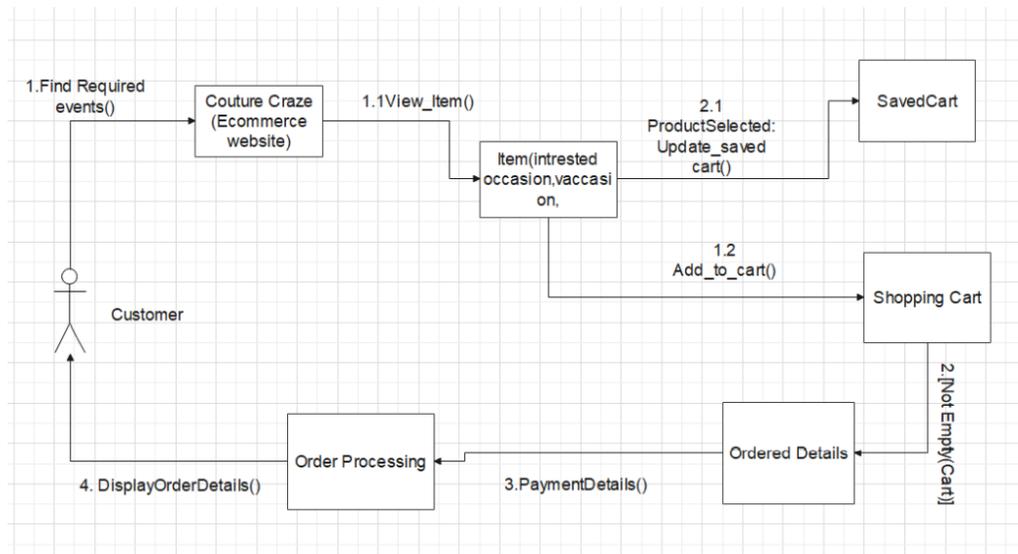
Middleware is a comparably unusual concept that began only recently. When conditions changed alongside the hardware and therefore the software the organizations couldn't cope: The tools were inadequate, the backlog went enormous, and the pressure was overwhelming. And, the users were dissatisfied. Something was needed to unravel all the interface, translation, transformation, interpretation problems that were driving applications developers crazy. In simple terms, middleware is the ultimate mediator between diverse software programs that permits them to speak to at least one another.

Module 6: Network infrastructure and basic communication services

Transparency implies that users should be unaware that they're accessing multiple systems. Transparency is important for handling higher-level issues than physical media and interconnection that underlying network infrastructure is responsible for. The ideal picture is one among a "virtual" network: A set of work-group, departmental, enterprise, and inter-enterprise LANs that appears to the top user or client application to be a seamless and easily accessed whole.

Glassiness is accomplished using middleware that promotes a distributed computing ecosystem. This gives users and applications transparent access to data, computation, and other resources across groups of multivendor, independent systems. The goal is for the applications to send an invitation to the middleware layer, which then satisfies the request any way it can using remote information.

8. Implementation:



9. Conclusion:

In this paper, we proposed a hybridized model of an eCommerce collaborating with items together for the desired event in a single paradigm. The benefits included are:

- Instant function capability
- Capable of specific customization
- Scalable features to match the customer requirements
- An extensive knowledge base and community to support
- Product, payment, and shipping functionality
- Traffic analysis, Marketing, and promotion tools
- Maximum Flexibility
- Promising features to surpass competitors

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