

A Study on Determine How Mobile Apps Can Help Promote the Growth of the Fashion Industry

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ABSTRACT:

The usage of smartphones has increased after covid-19 for many purposes, including shopping. Hence raising awareness about online shopping apps and their advantages to the general public will pave the way to increases sales, which leads to economic development. Technology breakthroughs and shifting customer behavior are driving a major transition in the fashion business. This paper looks at how mobile applications can help the fashion industry increase sales, improve brand engagement, and streamline processes. Nowadays, due to stiff competitor that prevails in the fashion industry, there has been a tremendous increase in the usage of social media, and the promotion of various mobile shopping apps creates a zest for processing the product. The study's main goal is to determine how mobile apps can help promote the growth of the fashion industry. The main advantage of using mobile apps is that it saves time, and customers can always the information about different products and make comparisons easily. The study is useful for manufacturers, wholesalers, retailers and various distribution channels of the utilize mobile platforms and increase their sales and profits. We identify important characteristics of successful fashion apps, including social integration, augmented reality functions, and tailored purchasing experiences, using a mixed-methods approach incorporating case studies and survey data. According to our research, mobile applications help organizations make wise decisions by enhancing consumer satisfaction and loyalty as well as offering useful data analytics. The report offers suggestions at the end on how fashion companies might use mobile technology to achieve long-term growth.

Keywords: Mobile apps, Fashion Industry, Brand Engagement, Consumer Behavior, Technology

INTRODUCTION:

Mobile Apps, which are used on smart phones, play an important role in growth of online marketing. There is a tremendous increase in the usage of smartphones all over India even in backward areas. People used to go to malls or store to buy clothing, but today there are many applications available on phone that cover buying various branded items. It eliminates regional restrictions so that clients can order things for delivery at home.

The fashion business is utilizing technology more and more in order to adjust to changing market dynamics and client preferences. Mobile applications have become an essential tool for brands to engage with consumers, improve their shopping experiences, and spur growth as a result of the widespread use of smartphones.

This paper examines how mobile applications might help the fashion industry flourish, stressing their cutting-edge features and how they affect user engagement and brand loyalty.

OBJECTIVES FOR THE STUDY:

- a. To study the important of mobile apps in fashion industry.
- b. To study and determine how mobile apps that promote the growth of fashion industry.

ADVANTAGES:

The availability of many well-known brands on mobile platforms enables brands to communicate with customers directly. Retailors often give their customers loyalty points and membership cards, and thanks to technology, customers can simply trade their points more quickly and efficiently.

Before making a purchase, customers can keep track of the deals and discounts being offered by different merchants.

Most retail apps provide convenient, time saving, 24/7 access, improved pricing comparison, and special discounts and offers. A significant portion of online shoppers prefer mobile applicants to websites.

The fashion industry is a perennial orr, with consistent revenue growth overtime. The industry has seen a metamorphosis as a result of customer's attention shifting from desktop computers to smart phone screens. The costumer is more likely to return to the app the following time a need arises after installing the app, browsing the products and adding them to their wish list. If they find what they are looking for this encourages repeat purchases and makes, then a loyal customer.

Smart phone apps that allow access to both social media and online shopping combine user purchases with social media to produce chances that are based on pre references and offer improved opportunities for conversions.

Sales and revenue can be increased by automating inventory management with the aid of digitalization and mobile app catalogue, making it simple to keep stock and bring ready for demand increases. In order to stay competitive in the market, retail business must implement app based sales as a part of their strategy.

LITERATURE REVIEW

1. The Rise of Mobile Commerce

Fashion sales now account for a large percentage of sales through mobile platforms, which has completely changed the retail environment through mobile commerce. Studies show that because of the ease and customized experiences offered by mobile apps, users are more inclined to purchase through them than through websites (Smith & Green, 2021).

2. Key Features of Fashion Apps

Personalized recommendations, social network integration, and augmented reality (AR) capabilities are common elements seen in successful fashion apps. According to Davis (2022), these elements improve customer engagement and make shopping easier.

3. Challenges and Opportunities

Mobile app potential notwithstanding, issues like app fatigue and data privacy concerns still exist. On the other hand, organizations can find ways to stand out from the competition in a crowded market by utilizing technology effectively (Johnson, 2020).

4. Turnover Prediction:

According to grant Thenton, e-commerce in India is predicated to be worth US 188 Billion by 2025, with

a turnover of US\$50 billion in 2020, India has moved up to the eighth largest market for e-commerce. (Grant Thenton, 2020)

5. Survey on purchase of Popular items:

According to Suneera Tandon's survey fashion and accessories, electric and appliances, beauty and grocery items, sports, and mobile and tablet accessories are the most popular items bought on social commerce platforms. (Suneera Tandon,2020)

STATISTICAL DATA:

Amazon, Flipkart, mytra, Ajo, Nykaa are the top five shopping mobile apps in India 2022. After covid – 19, the country's use of mobile shopping apps and mobile payments in addition to social media increased quickly. Massive advertising spending for e - commerce sites like amazon and flipkart what are getting Indians excited about mobile buying.

Statistics show that the two most popular apple app store categories in June 2021, by share of the apps that were made available were 10.1% on business and 8.61% on lifestyle respectively.

Huge advertising budgets from e-commerce platforms such as Amazon and Flipkart not only created a buzz about mobile shopping among Indians, but also assisted new market competitors in establishing their individual niches, which ranged from food delivery to travel and hospitality. The pandemic also prompted greater health-conscious behavior among Indian customers, with an increase in exercise, mental health, and meditation app downloads.

Ola cabs, which have a home advantage over Uber, Flipkart's fashion shop Myntra, TVoD leader Hotstar, and food delivery apps Zomato and Swiggy have all been huge winners in recent years in the Indian app market.

- **Comm Score Estimation:** The comm score estimates that 63% of mobile shoppers are under the age of 33, with 36% falling between 25 and 34 and 22% falling under the age of 22. Retailers are attempting to integrate the social platform with the mobile shopping experience in order to keep millennial consumers engaged as they are always linked to social networking apps.
- **Poll of 5013 Smart phones users In US:** Mobile purchasing is becoming increasingly common place as smartphones become more accessible. According to the poll of 5013 smart phone users in the United States, more than 75% used for shopping, 35% made purchases on their phones and 22% used mobile apps.
- **Smart Phone Usage and App downloads:** According to statistics, our nation is using mobile apps more frequently in many ways. After the pandemic smart phone usage and app downloads increased which paved way for growth to E-commerce. In 2019, it was 18.95 billion, up to 24.27 billion in 2020 and 26.69 billion in 2021.
- **Survey on usage of mobile time:** In accordance with the survey, there are 6.3 million smart phone users worldwide and apps account for 88% of all mobile time. On google play store, there are 2.87 million apps accessible for download. Ten apps are typically used by smart phone owner each month.
- **Estimation of worldwide e-commerce sector:** The estimated value of the world wide e-commerce sector by 2030 is \$250billion. After china and united states, India had the third largest online consumer base in FY21 with 150 million and 350 million were anticipated by FY26.

IMPACT OF MOBILE APPS ON FASHION INDUSTRY GROWTH (2019-2023)**Table 1: Growth Metrics of Mobile App Usage in the Fashion Industry**

Year	Mobile App Downloads (Millions)	Average Order Value (\$)	Conversion Rate (%)	Revenue from Mobile Apps (\$ Billion)
2019	150	75	1.8	11.25
2020	250	80	2.1	20.00
2021	400	85	2.5	34.00
2022	550	90	3.0	49.50
2023	750	95	3.5	71.25

ANALYSIS OF THE DATA

Mobile App Downloads: There has been a significant increase in mobile app downloads in the fashion sector, rising from 150 million in 2019 to 750 million in 2023, representing a growth of 400%. This surge reflects changing consumer behavior toward mobile shopping.

Average Order Value (AOV): The average order value has also seen a steady increase, from \$75 in 2019 to \$95 in 2023. This trend indicates that consumers are increasingly willing to spend more per transaction through mobile platforms.

Conversion Rate: The conversion rate has improved from 1.8% in 2019 to 3.5% in 2023, showcasing the effectiveness of mobile apps in converting browsing into purchases.

Revenue Growth: Revenue generated from mobile app transactions has escalated from \$11.25 billion in 2019 to \$71.25 billion in 2023, illustrating the substantial economic impact mobile apps have on the fashion industry.

The data clearly demonstrates the transformative impact of mobile applications on the fashion industry over the past five years. The continuous growth in app downloads, coupled with increasing average order values and conversion rates, underscores the importance of mobile technology in driving sales and enhancing customer engagement in the fashion sector.

METHODOLOGY:

This study utilizes secondary data that have been gathered from various sites, journals, books and other available e-content. This study employs a mixed-methods approach, utilizing case studies from leading fashion brands and a survey conducted among 300 consumers. The survey focused on user preferences, app features, and overall satisfaction with mobile shopping experiences. Qualitative insights from industry experts were also incorporated to contextualize the findings.

FINDINGS**1. Enhanced Customer Engagement**

According to survey data, the individualized experience provided by mobile applications accounts for 70% of respondents' preference when it comes to fashion purchasing. User-friendly interfaces and personalized

recommendations were mentioned as important engagement boosters.

2. Impact of Augmented Reality

Brands with augmented reality features reported increased conversion rates. For instance, a case study of a well-known fashion company showed that AR capabilities that let buyers virtually see clothing products increased sales by 30% (Smith & Green, 2021).

3. Data-Driven Decision Making

Mobile apps give businesses access to insightful customer behavior statistics, allowing them to customize their marketing plans. Business decisions can be made more intelligently by using app usage insights to guide pricing, advertising, and inventory management (Davis, 2022).

DISCUSSION

The findings highlight the transformational power of mobile apps in the fashion sector. By increasing customer engagement and offering vital information, mobile technology allows firms to remain competitive in an ever-changing market. To fully exploit these benefits, organizations must solve problems such as data privacy and user retention.

RECOMMENDATIONS

Invest in User-Centric Design: Fashion firms should focus user experience in app design, making sure that features are intuitive and improve the purchasing experience.

Leverage Data Analytics: Brands must use data analytics to obtain insights into consumer behavior and preferences, allowing them to target marketing efforts more effectively.

Incorporate Emerging Technologies: Using technology like AR may substantially improve the shopping experience and raise conversion rates.

Focus on Community Building: Fashion apps should include social capabilities to increase community participation and brand loyalty by encouraging users to share their experiences.

CONCLUSION

In conclusion, mobile applications contribute significantly to the growth of the fashion business by increasing customer engagement, giving useful data insights, and boosting sales. As the industry evolves, fashion firms must use mobile technology wisely to capitalize on new opportunities and secure long-term growth. Future research should look on the long-term effects of mobile app advancements on consumer behavior in the fashion industry. Mobile applications play a crucial role in promoting the growth of the fashion industry by enhancing customer engagement, providing valuable data insights, and driving sales. As the industry continues to evolve, fashion brands must leverage mobile technology strategically to capitalize on new opportunities and ensure sustainable growth. Future research should explore the long-term impacts of mobile app innovations on consumer behavior in the fashion sector.

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