A Study on the Construction of
an Internet Fashion Cyber Mall Focused on
Web Design, Merchandising and Management

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One-to-one marketing in e-commerce can be developed by adopting a new concept of digital-based business, and the potential of e-commerce can be expanded by applying e-commerce to the fashion industry.

The purpose of this study was to pinpoint currently arising issues concerning cyber fashion mall by analysing present status and contents of its web design, management and planning within the limits of B2C (business to customer) commerce, and to suggest a direction for building an ideal fashion mall on the Internet.

As for the study method, conceptual definitions were given based on previous studies. And a positive study was implemented, in which the cases of 23 chosen cyber fashion malls among 60 or so domestic and foreign malls selling fashion products were found by Internet search engines and analysed.

Following is the present status and issues resulting from the case analysis of domestic and foreign cyber fashion malls. First, a great deal of cases are found of which the composition format or colors, character style, or graphics of the initial display are not adequate for the image of relevant fashion products. Second, as for the product range, domestic malls are found to put more emphasis on electric appliances or other daily products rather than fashion products, and at the same time, they do not have a well-assorted stock. In addition, online-cum-offline shops do not apply differentiated prices for online and offline sale. Third, both domestic and foreign sites provide search functions for various products and delivery-stage indicating service in regard to customer service. Domestic sites tend to hold promotion events or free-gift draws, while foreign ones provide various trend informations or customized services. Fourth, practical solutions are required to solve and compensate for the problem of cyber shopping mall, in which customers are not able to try on clothes themselves before actual purchase. Fifth, the system must be renovated continually to provide customers with safe shopping

environment.

Considering the issues mentioned above, I would like to suggest the following important factors that are necessary for web design, planning and management to build an ideal cyber fashion mall. Above all, let's discuss the essential elements to be considered when designing web pages.

First, adequacy and implication must be contained. It is more important to design the pages to be fitted for the purpose and characteristic of the site than to be simply conspicuous or flamboyant. Second, the site must allow speedy access. Loading speed must be considered for users in inferior environments, and contents must be promptly updated. Frequent changes in the overall design are not desirable since it may cause users' confusion, and excessive use of moving picture images must be restricted. Third factor to be considered is accuracy. Trust in brand names is the most important element for attracting customers, therefore the source of relevant information in the site should be explicitly revealed. Fourth, it is important to bear in mind that websites with lack of originality can not impress customers. Fifth, consistency must be maintained. The design image of a website must be standardized throughout the whole pages with consistent sub-pages and index pages using an unified point or color scheme.

The important factors for web page planning and managing are as follows. First, it is essential to provide a wide range of products and adequate display format and color scheme to satisfy customers' taste, and to reflect frequent changes of trend resulting from the short cycle of fashion products. Therefore, the pages must be produced and managed by an expert technician in cooperation with fashion dealers and designers. Secondly, a wide range of products must be offered without being limited to a certain class. Also, a cyber model can be adopted to show customers the appearance in the clothes they choose considering that they are not able to try on the clothes themselves before actual purchase. In addition, various sizes must be provided on each product to allow customers to choose a specific size, and techniques and programs must be developed to offer customers a simulation mode for diverse coordinations of displayed items, experts' styling advices, or cyber fashion shows. Thirdly, moving picture images and 3D description techniques must be adopted to build appealing interface environment for customers. That is, attractive user interface must be realized by using high-quality voice or moving picture images. It is essential to acquire content producing techniques such as color scheme and texture manifestation related with the product display skill. Fourth, brand equity must be enhanced in order to manage brand name recognition and preference, brand image and brand's individual character as a whole, not just to improve brand name recognition.