A Literature Review in the Textile and Fashion Marketing Research

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Abstract

Textile and fashion marketing research has attracted great interest in the last few years. In this consequence, a bibliometric analysis is performed in the field of textile and fashion marketing research from the year of 2007 to 2019 based on Web of Science core collection database. Total 2474 publications have been found for analyzing the publication trend, contribution of leading countries and institutions, and the top most cited papers. Result shows that P. R. China has the maximum number of publications and Hong Kong Polytechnic University is the most productive institution. Along with these results top 30 most frequently used keywords have also been presented in this research.

Keywords: Marketing; Textile and Fashion; Citations; h-index; Bibliometric.

1. Introduction

Marketing is immensely important for textile and garment products, as all textiles and garment product needs representation and promotion to be acknowledged by the customer. The concept of Textile and fashion marketing is the more focused area of ‘generic’ marketing which has been explored extensively over the last few years [1]. Fashion marketing is the creative way of advertising textile products in a way that inspire customer enough to buy the product. Fashion marketing is becoming more challenging due to fast changing nature of fashion products. Over the last few years fashion industries are moving in a very short cycle [2]. As a result fashion marketing also needs to be coped up with the latest market trends to satisfy their customer demands. However, the main concern of fashion marketers is therefore not only the design and sale of garments but also using new technology and innovation to introduce the products effectively to the majority of the consumers in order to fulfill their ultimate goal of selling.

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These are the reason why researchers are focusing more and more in this research field to innovate new strategies which in turns makes it more important to draw an outline of this research area. As a result, in this paper, publication trend, contribution of leading countries and organizations, keywords analysis and list of top cited paper in the textile and fashion marketing research field have been presented in a bibliometric way to represent more clear view of this area. We hope that these analyses will be beneficial for both research scholar and practitioner.

2. Methodology

The data used in this research are acquired from the Web of Science (WoS) core collection database. Published papers are retrieved through the Science Cited Index-Expanded (SCI-E), Social Sciences Citation Index (SSCI), Conference Proceedings Citation Index- Science (CPCI-S) and Conference Proceedings Citation Index- Social Science & Humanities (CPCI-SSH) from 2007 until now (23 January 2019), with the search formula of TS=("marketing*" OR "Brand*" OR "sale*" OR "selling*" OR "Advertisement*" OR "consumer behavior*" OR "retail*" OR "e-commerce*" OR "e-business*" OR "online shop*" OR "merchandise*" OR "Trade*") AND TS=("textile*" OR "apparel*" OR "garment*" OR "clothing industry*" OR "fashion industry*"). Only English language is selected from the language bar. Total 2474 publications are found for analyzing the data. The “topic” searching option includes title, abstract and keywords of the Web of Science database; so, some related publications might be out of gather data if do not match with our search formula.

3. Result and discussion

3.1. Types of documents

Total 2474 documents are found, among them 1576 are articles containing a share of 63.703% and the other types of documents are proceedings paper (868), reviews (45), editorial material (17), book review (2), meeting abstract (3), and book chapter (1) (see Table 1).

<table>
<thead>
<tr>
<th>Document Types</th>
<th>TP</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTICLE</td>
<td>1576</td>
<td>63.703</td>
</tr>
<tr>
<td>PROCEEDINGS PAPER</td>
<td>868</td>
<td>35.085</td>
</tr>
<tr>
<td>REVIEW</td>
<td>45</td>
<td>1.819</td>
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<tr>
<td>EDITORIAL MATERIAL</td>
<td>17</td>
<td>0.687</td>
</tr>
<tr>
<td>BOOK REVIEW</td>
<td>12</td>
<td>0.485</td>
</tr>
<tr>
<td>MEETING ABSTRACT</td>
<td>3</td>
<td>0.121</td>
</tr>
<tr>
<td>BOOK CHAPTER</td>
<td>1</td>
<td>0.04</td>
</tr>
</tbody>
</table>

3.2. Number of publications and citation in textile and fashion marketing research
In the textile and fashion marketing research field, 2474 studies were published during 2007 to 23rd January 2019. The annual distribution of these 2474 publications is illustrated in Figure 1. According to the data presented in the figure, data can be distributed into two sections. First section is from 2007 to 2011 and second one is from 2012 to 2019. Although, from 2007 to 2011, the number of publications was fluctuating but a significant number of papers was published in 2008 and 2011. In the second section from 2012 to 2017 a gradual increased was observed in paper publications. This growth provides evidence that textile and fashion marketing was drawing more and more attentions of the research scholars. But, in 2018 an unexpected drop was figured out in the textile and fashion marketing research publications.

Figure 1: Number of publications per year.

From 2007 to 23rd January 2019, 84 countries have contributed to the textile and fashion marketing research field, in which 21 countries have more than 1% share of publication of 2474 papers. Top 10 most productive countries are presented in the Table 2. In terms of number of publications and share of publications P. R. China is in the top position followed by USA and England. Beside this, considering total citation (7,130), and h-index (41), USA is in the leading position.

Table 2: Most productive countries in textile and fashion marketing research

<table>
<thead>
<tr>
<th>Rank</th>
<th>Countries/Regions</th>
<th>TP</th>
<th>TC</th>
<th>ACCP</th>
<th>h-index</th>
<th>SP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PEOPLE'S R CHINA</td>
<td>679</td>
<td>2,470</td>
<td>3.64</td>
<td>24</td>
<td>27.445</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>534</td>
<td>7,130</td>
<td>13.35</td>
<td>41</td>
<td>21.584</td>
</tr>
<tr>
<td>3</td>
<td>ENGLAND</td>
<td>204</td>
<td>2,267</td>
<td>11.11</td>
<td>27</td>
<td>8.246</td>
</tr>
<tr>
<td>4</td>
<td>ITALY</td>
<td>108</td>
<td>1,986</td>
<td>18.39</td>
<td>20</td>
<td>4.365</td>
</tr>
<tr>
<td>5</td>
<td>TURKEY</td>
<td>102</td>
<td>521</td>
<td>5.11</td>
<td>11</td>
<td>4.123</td>
</tr>
<tr>
<td>6</td>
<td>AUSTRALIA</td>
<td>87</td>
<td>1,108</td>
<td>12.74</td>
<td>14</td>
<td>3.517</td>
</tr>
<tr>
<td>7</td>
<td>SOUTH KOREA</td>
<td>82</td>
<td>702</td>
<td>8.56</td>
<td>14</td>
<td>3.314</td>
</tr>
<tr>
<td>8</td>
<td>GERMANY</td>
<td>77</td>
<td>706</td>
<td>9.17</td>
<td>12</td>
<td>3.112</td>
</tr>
<tr>
<td>9</td>
<td>INDIA</td>
<td>77</td>
<td>635</td>
<td>8.25</td>
<td>12</td>
<td>3.112</td>
</tr>
<tr>
<td>10</td>
<td>FRANCE</td>
<td>60</td>
<td>683</td>
<td>11.38</td>
<td>13</td>
<td>2.425</td>
</tr>
</tbody>
</table>
3.3. Top most productive institutions

Table 3 shows the top 10 most productive institutions in textile and fashion marketing research field in terms of number of publications, citations obtained and h-index. Hong Kong Polytechnic University and Donghua University contributed the most with 165 publications, followed by University of North Carolina, Beijing Inst. of Fashion Technology, and Xi'an Polytechnic University.

Table 3: Top 10 most productive institutions of textile and fashion marketing research.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Institution</th>
<th>TP</th>
<th>TC</th>
<th>ACCP</th>
<th>h-index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hong Kong Polytechnic University</td>
<td>96</td>
<td>971</td>
<td>10.03</td>
<td>19</td>
</tr>
<tr>
<td>2</td>
<td>Donghua University</td>
<td>69</td>
<td>207</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>University of North Carolina</td>
<td>41</td>
<td>620</td>
<td>15.12</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Beijing Inst. of Fashion Technology</td>
<td>37</td>
<td>24</td>
<td>0.65</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Xi'an Polytechnic University</td>
<td>34</td>
<td>3</td>
<td>0.09</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Istanbul Technical University</td>
<td>24</td>
<td>61</td>
<td>2.54</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>University of Manchester</td>
<td>24</td>
<td>407</td>
<td>17.04</td>
<td>10</td>
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<tr>
<td>8</td>
<td>Iowa State University</td>
<td>23</td>
<td>281</td>
<td>12.26</td>
<td>9</td>
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<tr>
<td>9</td>
<td>Polytechnic University of Milan</td>
<td>23</td>
<td>380</td>
<td>16.52</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>Yonsei University</td>
<td>20</td>
<td>158</td>
<td>7.9</td>
<td>9</td>
</tr>
</tbody>
</table>

3.4. Top cited papers

The top 10 highly cited papers in the textile and fashion marketing research are presented in the table 4. In this research area several articles have more than 100 citations. “Wearable Electronics and Smart Textiles: A Critical Review” authored by Stoppa, M., & Chiolerio, A. published in journal of “SENSORS” in 2014, ranks first with 463 citations.

The purpose of their study was to highlight a possible trade-off between ergonomics, flexibility, integration and low power consumption. L enzen, Manfred and his colleagues (2012) has studied about biodiversity threats in developing nations due to global business trend and the consumption of imported textiles, food items, and other manufactured which was cited 337 times and was published in journal of “NATURE” in 2012.

An ultimate finding of their paper was to facilitate better sustainable supply-chain certification, regulation, and consumer product labeling which promote sustainable business trend. Third position was taken by “Consumer e-shopping acceptance: Antecedents in a technology acceptance model” by Ha, S., & Stoel, L. published in “JOURNAL OF BUSINESS RESEARCH” in (2009).
**Table 4:** Top 10 cited papers in textile and fashion marketing research

<table>
<thead>
<tr>
<th>No</th>
<th>Title</th>
<th>Authors</th>
<th>TC</th>
<th>PG</th>
<th>Journal</th>
<th>PY</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Lenzen, M; Moran, D; Kanemoto, K; Foran, B; Lobefaro, L; Geschke, A</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consumer e-shopping acceptance:</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Social Media Brand Community and Consumer Behavior: Quantifying the</td>
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<tr>
<td></td>
<td>Relative Impact of User- and Marketer-Generated Content [6]</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? [7]</td>
<td>Smith, AN; Fischer, E; Chen, YJ</td>
<td>202</td>
<td>12</td>
<td>INFORMATION SYSTEMS</td>
<td>2013</td>
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<tr>
<td></td>
<td>Towards a sustainable fashion retail supply chain in Europe: Organisation and performance [8]</td>
<td></td>
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</tr>
<tr>
<td>5</td>
<td>Economic and social upgrading in global production networks: A new paradigm for a changing world [9]</td>
<td>de Brito, MP; Carbone, V; Blanquart, CM</td>
<td>179</td>
<td>20</td>
<td>JOURNAL OF INTERACTIVE MARKETING</td>
<td>2012</td>
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<tr>
<td></td>
<td>Aspects of sustainable supply chain management (SSCM): conceptual frame</td>
<td>Venkatesan, R; Kumar, M; Mangla, A</td>
<td>155</td>
<td>33</td>
<td>POLITICS &amp; SOCIETY</td>
<td>2009</td>
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<td></td>
<td></td>
<td>SUPPLY CHAIN MANAGEMENT-</td>
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<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>AN</td>
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</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>INTERNATIONAL JOURNAL</td>
<td></td>
</tr>
</tbody>
</table>

*TP* total paper, *PG* pages, *PY* publication year.
3.5. Keywords analysis

Keywords provide the information to track words and phrases which are frequently mentioned in keyword list of the publications. Keyword analysis provides a general overview of research trends, focus of the authors and their studies [13]. Form the total 2474 papers 9064 keywords are found, the top 30 most popular textile and fashion marketing keywords are presented in the Table 5. The frequency of trade, performance, model, management, apparel, and china have mentioned more than 100 times.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Keyword</th>
<th>Frequency</th>
<th>Rank</th>
<th>Keyword</th>
<th>Frequency</th>
</tr>
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<td>apparel industry</td>
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<td>performance</td>
<td>128</td>
<td>17</td>
<td>sustainability</td>
<td>64</td>
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<td>3</td>
<td>model</td>
<td>121</td>
<td>18</td>
<td>globalization</td>
<td>64</td>
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<tr>
<td>4</td>
<td>management</td>
<td>109</td>
<td>19</td>
<td>supply chain</td>
<td>62</td>
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<tr>
<td>5</td>
<td>apparel</td>
<td>109</td>
<td>20</td>
<td>international-trade</td>
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</tr>
<tr>
<td>6</td>
<td>china</td>
<td>101</td>
<td>21</td>
<td>brand</td>
<td>59</td>
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<tr>
<td>7</td>
<td>industry</td>
<td>98</td>
<td>22</td>
<td>design</td>
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<td>e-commerce</td>
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<td>clothing</td>
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<td>consumption</td>
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<td>29</td>
<td>quality</td>
<td>48</td>
</tr>
<tr>
<td>15</td>
<td>clothing industry</td>
<td>74</td>
<td>30</td>
<td>textile</td>
<td>47</td>
</tr>
</tbody>
</table>

4. Conclusion

This study is presenting the bibliometric review on textile and fashion marketing research field during 2007 to 23rd January 2019 based on the available publications through the Web of Science core collection database. The finding shows that the yearly publication was increasing in a fluctuating manner from 2007 to 2017 but a unexpected drop of publication was noticed in 2018. The country with the maximum number of publications is the P. R. China. In addition to that USA and England are holding the second and third position respectively in terms of total number of publications. But, considering total citation and h-index USA is in the top position.

Furthermore, top most productive institutions, top cited papers, and author’s keywords are also analyzed in this
paper. Hong Kong Polytechnic University is the most productive institutions in terms of total number of papers (96), total citation (971) and h-index (19). Reference [3] is the highly cited paper with total 463 citations, published in 2014. Total 9064 authors keywords are discovered from 2474 publications. The keywords which have more than 100 frequencies are trade, performance, model, management, apparel, and china. In conclusion, we believe that this study provides a comprehensive overview of the textile and fashion marketing research. Further, we shall focus on the specific research directions related to the fashion marketing.

Reference