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 2019O), 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 1: Distribution of document types from 2007 to 2019

Document Types	TP	%
ARTICLE	1576	63.703
PROCEEDINGS PAPER	868	35.085
REVIEW	45	1.819
EDITORIAL MATERIAL	17	0.687
BOOK REVIEW	12	0.485
MEETING ABSTRACT	3	0.121
BOOK CHAPTER	1	0.04

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 1, 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 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.
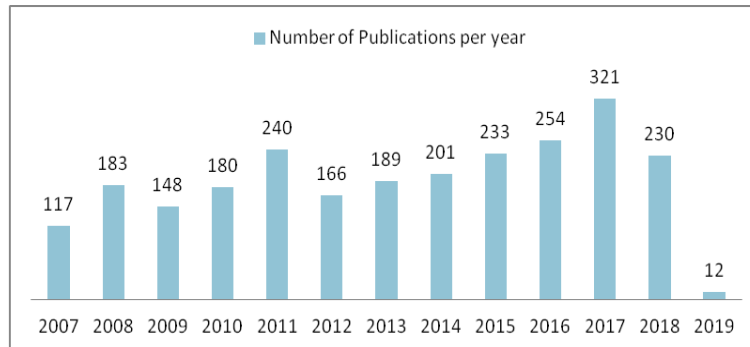

Figure 1: Number of publications per year.

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

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

TP total paper, *TC* total citation, *ACCP* average citation per paper, *SP* share of publication

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.

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

TP total paper, *TC* total citation, *ACCP* average citation per paper

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

No	Title	Authors	TC	PG	Journal	PY
1	Wearable Electronics and Smart Textiles: A Critical Review [3]	Stoppa, M; Chiolerio, A	463	36	SENSORS	2014
2	International trade drives biodiversity threats in developing nations [4]	Lenzen, M; Moran, D; Kanemoto, K; Foran, B; Lobefaro, L; Geschke, A	337	4	NATURE	2012
3	Consumer e-shopping acceptance: Antecedents in a technology acceptance model [5]	Ha, S; Stoel, L	330	7	JOURNAL OF BUSINESS RESEARCH	2009
4	Social Media Brand Community and Consumer Behavior: Quantifying the Relative Impact of User- and Marketer-Generated Content [6]	Goh, KY; Heng, CS; Lin, ZJ	213	20	INFORMATION SYSTEMS RESEARCH	2013
5	How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? [7]	Smith, AN; Fischer, E; Chen, YJ	202	12	JOURNAL OF INTERACTIVE MARKETING	2012
6	Towards a sustainable fashion retail supply chain in Europe: Organisation and performance [8]	de Brito, MP; Carbone, V; Blanquart, CM	179	20	INTERNATIONAL JOURNAL OF PRODUCTION ECONOMICS	2008
7	Economic and social upgrading in global production networks: A new paradigm for a changing world [9]	Barrientos, S; Gereffi, G; Rossi, A	160	22	INTERNATIONAL LABOUR REVIEW	2011
8	Virtue out of Necessity? Compliance, Commitment, and the Improvement of Labor Conditions in Global Supply Chains [10]	Locke, R; Amengual, M; Mangla, A	155	33	POLITICS & SOCIETY	2009
9	Multichannel shopping: Causes and consequences [11]	Venkatesan, R; Kumar, V; Ravishanker, N	147	19	JOURNAL OF MARKETING	2007
10	Aspects of sustainable supply chain management (SSCM): conceptual framework and empirical example [12]	Svensson, G	139	5	SUPPLY CHAIN MANAGEMENT-AN INTERNATIONAL JOURNAL	2007

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 5: Most frequently used keyword

Rank	Keyword	Frequency	Rank	Keyword	Frequency
1	trade	134	16	apparel industry	67
2	performance	128	17	sustainability	64
3	model	121	18	globalization	64
4	management	109	19	supply chain	62
5	apparel	109	20	international-trade	60
6	china	101	21	brand	59
7	industry	98	22	design	58
8	fashion	95	23	e-commerce	57
9	textiles	86	24	perspective	56
10	impact	85	25	clothing	55
11	fashion industry	83	26	innovation	54
12	supply chain management	76	27	textile industry	52
13	behavior	76	28	satisfaction	49
14	consumption	75	29	quality	48
15	clothing industry	74	30	textile	47

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 term 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.

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