

Mapping the fashion research landscape: a bibliometric analysis

Ana Büttner
Student/ESPM
Suzane Strehlau
ESPM

Acknowledgements:

The authors gratefully acknowledge the following source of financial help. This study was partially financed by the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - Brasil (CAPES) - Finance Code 001.

Cite as:

Büttner Ana, Strehlau Suzane (2022), Mapping the fashion research landscape: a bibliometric analysis. *Proceedings of the European Marketing Academy*, 51st, (107065)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Mapping the fashion research landscape: a bibliometric analysis

Abstract: Fashion is a consequence of the *l'esprit du temps*, and its trends reveal the nature of one era. This paper aims to provide a bibliometric review of consumer behavior related to fashion by mapping the research landscape to identify key research clusters, publications, and journals that have relevance to this field. The sample of articles is composed of a combination of Web of Science and Scopus database. We used the Bibliometrix package on the R studio software to perform the data analysis of 686 papers. We identified four clusters **#1 fashion and consumption, #2 consumer behavior and clothes retailing, #3 fashion business and sustainability, #4 materialism and fashion consciousness** **#1 fashion and consumption, #2 consumer behavior and clothes retailing, #3 fashion business and sustainability, #4 materialism and fashion consciousness**, and sustainability stands out on two of them. Future research can be focused fashion industry, sustainability and on fashion retail accessories.

Keywords: fashion, consumer behavior, bibliometric analysis.

Track: Consumer Behavior

1. Introduction

Fashion is a consequence of the *l'esprit du temps*, and its trends reveal the nature of one era (Erner, 2015). Fashion is a form of social change associated with temporality influencing the collective life spheres (Lipovestky, 2009). Consequently, it is constantly changing outfits and aesthetic judgment, human expression (Simmel, 1957).

Although social sciences present the preponderance of fashion research, it also has an interdisciplinary approach (Chuprina et al., 2020) which suggests the relevance for marketing management (Vieira, 2009). The evolution of this field deserves more attention to identify patterns, challenges. This paper provides a bibliometric review of fashion and consumers by mapping the research landscape to identify key research clusters, publications, and relevant journals.

One prior bibliometric study from Lima Barros, Simoes Ribeiro, & Petroll, (2018) addressed fashion and consumer, but the focus was on visual merchandising and consumer experience. In addition, two other systemic reviews exist but with different objectives. The first one concerns the rental of collaborative fashion consumption (Jain et al.,2021), and the second one fashion marketing and communication evolution (Castillo-Abdul, Civila, & Cabrero, 2021).

2. Methodology

Bibliometric analysis is a quantitative approach designed to recognize, describe, and assess published research (Bretas & Alon, 2021). It suggests a systematic, transparent, and reproducible review process based on the statistical measurement of science, scientists, or scientific activity (Broadus, 1987, Diodato, 1994, Pritchard, 1969). This kind of study involves an amount of data, such as authors' scientific performance, organizations, countries, and citations (Narin & Hamilton, 1996).

We used the Bibliometrix package on the R studio software, which follows a classic logical set of tools for quantitative bibliometric research. R for bibliometric study presents strong qualities due to its effective statistical algorithms and integrated data visualization tools (Aria & Cuccurullo, 2017).

Among several bibliographic databases storing scientific works such as Clarivate Analytics Web of Science, Scopus, Google Scholar, Science Direct, we choose to collect data from the Web of Science and Scopus because they are recognized as the main bibliographic database (Aria & Cuccurullo, 2017). The Web of Science (WoS) contains the most prestigious academic journals (Norris & Oppenheim, 2007). Scopus covers over 20,000 peer-reviewed journals (Bretas & Alon, 2021) and presents an interdisciplinary citation resource for the Science, Technology and Medicine Market (Dess, 2006).

First, we developed a keyword search on Web of Science and Scopus database in November 2021. We consider a combination of the following terms (1) fashion “AND” (2) “consum*” in order to capture all variations of the term such as consumer, consumption, consumers, consumerism. We selected only articles written in English, Portuguese, Spanish, and French; and excluded papers not related to fashion knowledge from veterinary, medicine, math, physics, agriculture, and literature. We left 527 articles on Scopus and 372 articles on Web of Science.

The second stage involved a detailed examination of Scopus and Web of Science databases. After transforming bibtex data into bibliometrix format, we combined all databases and removed all duplicate documents; 686 papers remained of this extraction.

3. Bibliometric analysis

The bibliometric analysis can be succeeded through diverse techniques (Bretas & Alon, 2021), and some of them are usually used by researchers as co-word, co-author, citation analysis, co-citation analysis (Aria & Cuccurullo, 2017). Co-word analysis uses the words to understand the conceptual structure through a semantic map of a research field and identifies networks and their evolution (Callon, Courtial, Turner, & Bauin, 1983). We managed a citation analysis to reveal the relevant journals, articles and co-citation analysis. Furthermore, we verified the conceptual structure of the field using keyword co-occurrence.

Citation analysis is the most common technique in bibliometric studies (Aria & Cuccurullo, 2017); it uses the research impact to measure the influence of publications on the growth of the scientific community (Bornmann et al., 2008). Besides, supply information

about the publications' influences, showing the most cited papers, authors or journals (Bretas & Alon, 2021).

Co-author analysis explores authors and their affiliations to find international characteristics in co-authorship patterns (Glänzel, 2001). The assumption is that previous studies support further papers and are cited by others (Bretas & Alon, 2021).

The sample used in this study is composed of 686 papers written by 1560 authors and published in 239 different journals. The oldest article is from 1993 and since 2007 the words fashion and consum* are growing. The average of citation level per document is 17,59. Figure 1 illustrates the annual scientific production. The output before 2007 was an average 4,64 papers a year, from 2007 until 2014 was around 25 per year, from 2015 until now the mean of the number of publications raised from 58,14. The annual Growth Rate is 2.6%.

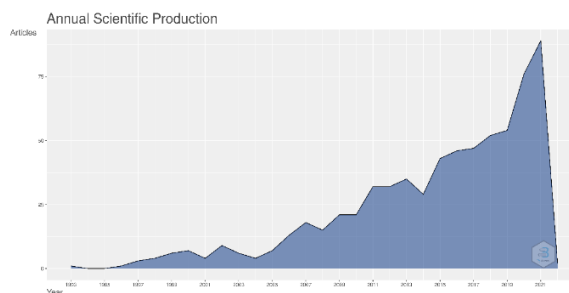


Figure 1. Annual Scientific Production (number of articles per year). Source: Bibliometrix (R)

This field has published in 239 different journals, one journal published more than one hundred articles. The *Journal of Fashion Marketing and Management* concentrates 22,3% of consumer behavior related to fashion knowledge. *Journal of Global Fashion Marketing* centralize 4,95% of studies, followed by *International Journal of Consumer Studies* 3,64% and *Journal of Retailing and Consumer Services* 3,64%. The *Journal of Fashion Marketing and Management* have the most substantial impact (h-index), followed by *International Journal of Consumer Studies*. Table 1 provides an overview of the Top-20 influential and productive journals.

Rank	Sources	Articles	h_index	Total Citations
1	Journal of Fashion Marketing and Management	153	41	4760
2	Journal of Global Fashion Marketing	34	11	359
3	International Journal of Consumer Studies	25	16	842
4	Journal of Retailing and Consumer Services	25	13	602
5	Journal of Consumer Culture	15	6	212
6	Journal of Business Research	14	9	510
7	Fashion Theory - Journal of Dress Body and Culture	14	5	357
8	International Journal of Retail and Distribution Management	13	8	409
9	Fashion Style & Popular Culture	10	2	8
10	Dobras	9	0	0
11	International Journal of Fashion Studies	9	2	16
12	Clothing Cultures	8	1	5
13	Young Consumers	8	6	83
14	International Journal of Business and Globalisation	6	3	31
15	Asia Pacific Journal of Marketing and Logistics	5	3	36
16	Journal for Eighteenth-Century Studies	5	2	7
17	Journal of Brand Management	5	3	75
18	Journal of Islamic Marketing	5	4	37
19	Journal of Marketing Management	5	3	63
20	Qualitative Marketing Research	5	4	147

Table 1. Ranking of 20 most influential and productive journals.

So, we conducted a keyword co-occurrence analysis. Figure 2 reveals the thematic structure of the field, showing 4 clusters. Cluster #1 is about **fashion and consumption** from the consumer perspective on identity, brand, sustainability, and consumer culture. Cluster #2 reveals **consumer behavior and clothes retailing** topics including online shopping, retailing, consumer satisfaction. Cluster #3 involves **fashion business and sustainability** like collaborative consumption, fashion marketing. Finally, cluster #4 exposes two main concepts **materialism and fashion consciousness**.

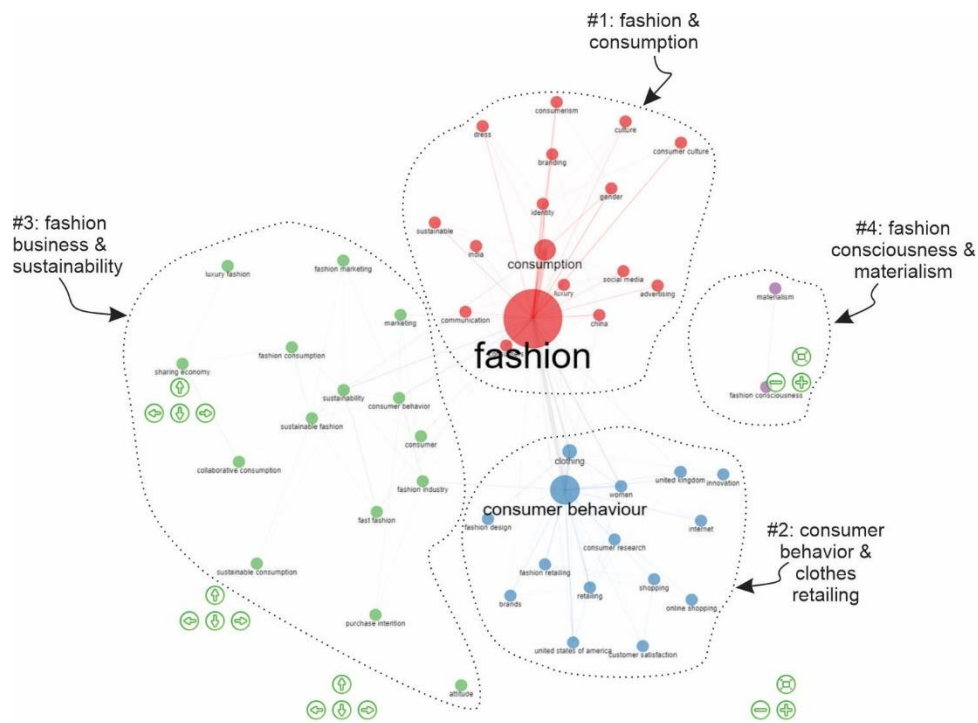


Figure 1. Keyword co-occurrence analysis

Table 2 examines the structural properties of the individual papers and provides an overview of the Top-20 publications ranked by their citation frequency. The total citation generates the structural properties. We also describe the type of analysis, method, and cluster belongingness.

Rank	Author and year	Total Citations	Type of analysis	Method	Cluster
1	Joy, A et al. (2012)	271	Qualitative	Interview	#1
2	Joergens, C (2006)	209	Qualitative	Focus group	#3
3	Bhardwaj, V (2010)	202	Qualitative	Literature review	#3
4	Morgan, Lr (2009)	178	Quali- Quanti	Focus groups; interviews; Regression	#1
5	Jackson, P (2002)	176	Conceptual	N/A	#3
6	Zhang, B (2013)	171	Quantitative	Regression	#1

7	Park, Ej (2006)	145	Quantitative	Structural equation model	#2
8	Casal, Lv (2020)	135	Quali- Quanti	Case study; Structural equation model	#1
9	Juaneda-Ayensa, E (2016)	128	Quantitative	Structural equation model	#2
10	Martin, Ca (2000)	127	Quantitative	Regression	#1
11	Kim, J (2007)	121	Quali- Quanti	Focus group; Structural equation model	#2
12	Auty, S (1998)	117	Quali- Quanti	Focus group; Descriptive statistics	#1
13	Crewe, L (1998)	114	Qualitative	Interview	#1
14	Pookulangara, S (2013)	113	Qualitative	Interview; focus group	#3
15	Mcneill, L (2015)	113	Qualitative	Open-ended survey; in-depth	#1
16	Commuri, S (2009)	112	Qualitative	In-depth interviews	#1
17	O'cass, A (2008)	104	Quantitative	Principal components; Regression	#1
18	Bakewell, C (2006)	103	Quantitative	Factor analysis	#4
19	Choo, Hj (2012)	99	Quantitative	Factor analysis; Structural equation model	#1
20	Goldsmith, Re (1999)	99	Quantitative	t-test	#1

Table 2. Ranking of 20 most cited references ranked by total citation.

The top influential paper is Joy, A et al (2012). It is about fast fashion, sustainability and the ethical appeal of luxury brands which involves the dissonance among fast fashion consumers and indulgences in consumer patterns from antithetical to ecological best practices. Authors read all abstracts from top papers to understand which cluster they belong and identify their type of analysis and methodology. The majority of top-ranked articles are quantitative and belong to cluster #1 that discusses fashion and consumption from a consumer perspective.

4. Conclusions and future research directions

Using a sample of 686 papers from the literature about consumer behavior related to fashion, we investigated the conceptual structure of the field, identifying the most influential journals and publications.

As a result of bibliometric research, we show the keyword co-occurrence in order to reveal the literature cluster. The majority of studies involves the cluster #1 **fashion and consumption** and #2 **consumer behavior and clothes retailing**, as measured by the number of occurrences, shown as the size of nodes. Words most influential in cluster #1 **fashion and consumption** is fashion, consumption, and #2 is consumer behavior and clothing.

The keyword consumer appears in three clusters - #1 **fashion and consumption**, #2 **consumer behavior and clothes retailing**, #3 **fashion business and sustainability**. Therefore, our analysis show that fashion is been more studied from a consumer's perspective. Future research can be conducted from fashion industry perspective.

Skimming and reading top-20 ranked articles, Cluster #1 stands out. The top-20 ranked articles belong to Cluster #1 **fashion and consumption**. It has the most influential publications of consumer behavior related to fashion.

Apparently, authors use fashion as a clothing synonym. Nonetheless, fashion is more than clothing; it is a consumption system that substitutes the Patina system in which objects are valued for their novelty degree rather than their history (McCracken, 1990). Also, our results highlight paper that involves fashion retail studies is just related to clothes. Future research can be focused on fashion accessories as purses, shoes, jewelry, bijoux, socks, etc.

Some authors use the local of research on author's keywords. So, our study reveal that India and China study are facing to cluster #1 **fashion and consumption** and United Kingdom and United States of America developed research about #2 **consumer behavior and clothes retailing**.

Sustainability is the most promising line of research. Sustainable topics is growing the attention in the academic and literature. Sustainable keywords appear in Clusters #1 **fashion and consumption** and #3 **fashion business and sustainability**. Our bibliometric analysis displays there is an opportunity to advance sustainability knowledge and being cited.

Cluster #4 **materialism and fashion consciousness** is the only cluster does not connect to others. Materialism and fashion consciousness even not have relation with the main keyword: fashion. Seemingly, this is not a good cluster to academic contribution.

This paper thus contributes to an understanding of the research field itself and to its key research areas. Moreover, this study develops a comprehensive framework that integrates the findings of the quantitative study and highlights dominant viewpoints. This study has some limitations. We do not skim all 686 articles. We also just identify articles only studies written in Latin language as English, Portuguese, Spanish, French. We not considered others due to the author's limitation for reading. For further research can use systematic reviews of each cluster in order to perceive a deeply knowledge of these key areas and add other relevant sources of research as books.

References

- Abit (2021). Perfil do Setor: Dados gerais do setor referentes a 2019 (atualizados em dezembro de 2020). <https://www.abit.org.br/cont/perfil-do-setor>.
- Aria, M. & Cuccurullo, C. (2017). Bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959-975.
- Bretas, V. P., & Alon, I. (2021). Franchising research on emerging markets: Bibliometric and content analyses. *Journal of Business Research*, 133, 51-65.
<https://doi.org/10.1016/j.jbusres.2021.04.067>
- Bornmann, L., Mutz, R., Neuhaus, C., & Daniel, H. D. (2008). Citation counts for research evaluation: standards of good practice for analysing bibliometric data and presenting and interpreting results. *Ethics in science and environmental politics*, 8(1), 93-102.
<https://doi.org/10.3354/ese00084>
- Callon, M., Courtial, J.-P., Turner, W. A., & Bauin, S. (1983). From translations to problematic networks: An introduction to co-word analysis. *Social Science Information*, 22(2), 191–235. <https://doi.org/10.1177/053901883022002003>

Castillo-Abdul, B., Civila, S., & Cabrero, J. D. B. (2021). Evolution of fashion marketing and communication: systematic literature review. *Academy of Strategic Management Journal*, 20(2), 1-14.

Chuprina, N. V., Krotova, T. F., Pashkevich, K. L., Kara-Vasylyeva, T. V., & Kolosnichenko, M. V. (2020). Formation of fashion system in the XX-the beginning of the XXI century. *Fibres and Textiles*, 4, 48-57.

Erner, G. (2015). *Sociologia das tendências*. Gustavo Gili.

Glänzel, W. (2001). National characteristics in international scientific co-authorship relations. *Scientometrics*, 51(1), 69-115. <https://doi.org/10.1023/a:1010512628145>

Lima Barros, L. B., Simoes Ribeiro, A. M., Petroll, M. D. L. M., & da Rocha, R. A. (2018). Visual merchandising in fashion retail and consumer experience: a bibliometric study. *NAVUS-Revista de Gestao e Tecnologia*, 8(3), 81-98.

Jain, R., Jain, K., Behl, A., Pereira, V., Del Giudice, M., & Vrontis, D. (2021). Mainstreaming fashion rental consumption: A systematic and thematic review of literature. *Journal of Business Research*, in press.

Lipovetsky, G. (2009). *O império do efêmero: a moda e seu destino nas sociedades modernas*. Editora Companhia das Letras.

McCracken, G. (1990). *Culture and Consumption*. Bloomington and Indianapolis, Indiana University Press.

Narin, F., & Hamilton, K. S. (1996). Bibliometric performance measures. *Scientometrics*. <https://doi.org/10.1007/BF02129596>

Simmel, G. (1957). Fashion. *American journal of sociology*, 62(6), 541-558. <https://doi.org/10.1086/222102>

Statista. (2021). Statistics and facts on the Apparel market worldwide. <https://www.statista.com/topics/5091/apparel-market-worldwide/>

Vieira, V. A. (2009). An extended theoretical model of fashion clothing involvement. *Journal of Fashion Marketing and Management: An International Journal*. 13(2), 179-200. <https://doi.org/10.1108/13612020910957707>.