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Fashion marketing trends in social media and sustainability in fashion management

1. Introduction

'Social media' and 'sustainability' are the mainstream of successful fashion business and management. As media technologies advance, social media is becoming an integral part of fashion consumers as well as business organizations. Social media is evolving in new interactive platform not only to create new paradigm of shopping for fashion but also to foster fashion marketing including customer service, vicarious experience, creative advertising option and new business opportunities. Therefore, educators and practitioners desire to forecast for social media to bring more and better features in the future. 8 papers were accepted for this theme.

Another priority in global community is an issue of sustainability that is already providing to be a game changer. It is a part of much bigger theme in fashion business operation that is focused on everything from environmental and social sustainability concerns. Recently, the corporate sustainability concept shifted to create shared value, which leads to more consumer engagement in positive behavior change rather than buying. Therefore, global business leaders would know the potentials of new approach into sustainability and its impact on the success of their fashion management in the future. 8 papers were accepted for this theme.

2. Researches in fashion marketing trends in social media and sustainability in fashion management

2.1. Fashion marketing trends in social media

Casaló, Flavián, and Ibáñez-Sánchez (2020) researched antecedents and consequences of opinion by analyzing influencers on Instagram. Based on data collected from followers of a fashion focused Instagram account, this study found that originality and uniqueness are crucial factors if a user is to be perceived as an opinion leader on Instagram. Opinion leadership influenced consumer behavioral intentions toward both the influencer and the fashion industry.

Choi, Seo, Wagner, and Yoon (2020) studied how to match luxury brand appeals with attitude functions on social Three empirical studies were conducted in Korea, the U.S., and Germany. These studies found that the consumer perceptions of psychological distance associated with luxury brands influences whether benefit-based or attribute-based appeals are most effective. This effect depended on the consumers' attitude functions toward luxury consumption, and it varied across cultures.

Park, Im, and Kim (2020) researched the negative effects of social media marketing on value perceptions of luxury brands. This study found that luxury brands were inherently psychologically distant than mainstream brands. A luxury brand with a high level (vs. low level) of

brand-consumer engagement resulted in lower value perceptions (i.e., social, uniqueness, and quality value perceptions) of the brand, and such relationships were mediated by decreased psychological distance.

Wongkitrungrueng and Assarut (2020) studied the role of live streaming in building consumer trust and engagement with social commerce sellers. This study proposed a comprehensive framework with which to examine the relationships among customers' perceived value of live streaming, customer trust, and engagement. Symbolic value was found to have a direct and indirect effect via trust in sellers on customer engagement, while utilitarian and hedonic values were shown to affect customer engagement indirectly through customer trust in products and trust in sellers.

Audrezet, de Kerviler, and Moulard (2020) studied how to overcome authenticity problem which may be caused by Social Media Influencers' (SMI) commercial motivation. SMI-brand collaborations may result in tensions for SMIs' authenticity management. This research applied a qualitative approach based on SMI-brand partnership observations, SMI interviews, and a comparison of these data sources. Two authenticity management strategies were suggested: passionate and transparent authenticity.

Koivisto and Mattila (2020) tried to find how to extend the luxury experience to social media with user-generated content (UGC) co-creation in a brand event. To demonstrate how a branded exhibition can facilitate the co-creation of visual content and its dissemination on social media, this study presented an illustrative visual frame analysis of the UGC. This study presented a new perspective on the dynamics of company-consumer co-creation, and demonstrates the application of a novel methodology for visual analysis of luxury that enables an understanding of the meanings in consumer-generated images.

Kefi and Maar (2020) studied the power of lurking by assessing the online experience of luxury brand fan page followers. Based on survey data of social media followers of the Louis Vuitton brand, this study clarified how the content of a luxury brand fan page affects followers' engagement and thereby influences their brand relationship. The hedonic and informative content dimensions were crucial to stimulate followers' active and passive participation and their attitudinal loyalty toward the brand.

Chung, Ko, Joung, and Kim (2020) explored the role of chatbot e-service and consumer satisfaction in luxury brands. This study analyzed whether luxury fashion retail brands can adhere to their core essence of providing personalized care through e-service such as chatbot rather than traditional face-to-face interactions. Five-dimension model measuring Chatbot for customer perceptions of interaction, entertainment, trendiness, customization, and problem-solving was introduced in this study. The study found that Chatbot e-service provides interactive and engaging brand/customer service encounters.

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3. Sustainability in fashion management

Kim, Kang, and Lee (2020) investigated how social capital impacts the purchase intention of sustainable fashion products. This study surveyed YouTube users from South Korea to investigate the effects of social power on parasocial interaction, the effects of parasocial interaction on social capital, and the effects of social capital on purchase intention. This study found that social capital is a strong influential variable for the purchase intention of sustainable fashion products.

Talay, Oxborrow, and Brindley (2020) investigated How small suppliers deal with the buyer power in asymmetric relationships within the sustainable fashion supply chain. This study found that power is applied by enforcing collaborations and extension of responsibilities of fashion suppliers. Small fashion suppliers dealt with the application of power by providing process efficiency that supports the performance of economic, environmental and social sustainable goals of retail buyers within sustainable supply chains.

Sun, Garrett, Phau, and Zheng (2020) studied case-based models of customer-perceived sustainable marketing and its effect on perceived customer equity. This study presented case-based models that determine which sustainable marketing activities customer groups perceive to either enhance or reduce customer equity for a major sports clothing brand in China and South Korea. The study explored configurations of three dimensions of sustainable marketing that may affect customer equity.

Park and Lin (2020) explored attitude–behavior gap in sustainable consumption by comparing recycled and upcycled fashion products. This study focused on the gap between the purchase intention and purchase experience in recycled and upcycled fashion products. Factors including perceived values, risks, environmental concern, perceived consumer effectiveness, subjective norms, and demographic variables were examined to understand the discrepancy.

Goworek et al. (2020) tried to understand how to manage sustainability in the fashion business especially focused on challenges in product development for clothing longevity in the UK. This study found that challenges to enhance clothing longevity could be addressed via improved knowledge, skills, process and infrastructure, if managerial decisions were taken to reduce barriers to longevity and to enhance the agency of NPD teams.

Lee et al. (2020) tried to understand how to “Nudge” your consumers toward sustainable fashion consumption through an fMRI investigation. Based on balance theory, this study tried to explain how environmental priming can increase consumer preferences for fashion products with green logos. Using fMRI, this study identified the neural representation of the green logo effect as significant activations in the anterior cingulate cortex (ACC).

Karaosman, Perry, Brun, and Morales-Alonso (2020) investigated sustainability integration across multiple tiers in two Italian luxury supply chains producing fashion and leather footwear. This study found that product-level practices focused on raw materials more than design initiatives, with operational benefits of cost reduction and market benefits of consumer value-add. Process-level practices in water and energy reduction were motivated by cost reduction benefits. At supply chain level, traceability projects and supplier audits were limited by a lack of end-to-end supply chain visibility.

Fifita, Seo, Ko, Conroy, and Hong (2020) studied fashioning organics in terms of wellbeing, sustainability, and status consumption

practices. Through an investigation of the South Korean organic foods market, the findings uncovered three consumption practices, which include investing in long-term wellbeing, expressing sustainability values, and the signaling of social status. This study found that variables mentioned above closely resembled after the field of modern luxury fashion consumption.

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