



Positive Electronic Word Of Mouth towards Local Fashion Brands

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Description

In recent years, nanotechnology has been playing an important role in designing smart fabrics. Nano materials have been employed to introduce in a sustainable manner, antimicrobial, ultraviolet resistant, electrically conductive, optical, hydrophobic and flame-retardant properties into textiles and garments. Nanomaterial based smart devices are now also being integrated with the textiles so as to perform various functions such as energy harvesting and storage, sensing, drug release and optics. These advancements have found wide applications in the fashion industry and are being developed for wider use in defence, healthcare and on-body energy harnessing applications. The objective of this work is to provide an insight into the current trends of using nanotechnology in the modern textile industries and to inspire and anticipate further research in this field. This review provides an overview of the most current advances concerning on-body electronics research and the wonders which could be realized by nano materials in modern textiles in terms of total energy reliance on our clothes.

The work underlines the various methods and techniques for the functionalization of nano materials and their integration into textiles with an emphasis on cost-effectiveness, comfort, wear ability, energy conversion efficiency and eco-sustainability. The most recent trends of developing various nano generators, super capacitors and photo electronic devices on the fabric are highlighted, with special emphasis on the efficiency and wear ability of the textile. The potential nano toxicity associated with the processed textiles due to the tendency of these nano materials to leach into the environment along with possible remediation measures is also discussed. Finally, the future outlook regarding progress in the integration of smart nano-devices on textile fabrics is provided. Smart textiles with advanced functionalities are the new research area that attracts researchers to contribute to the wellness of human beings and provide comfort in a daily lifestyle. Smart textiles have the potential to perform multiple tasks and have significant applications in healthcare sectors including real-time monitoring of the physiological needs and health status of the wearer through sensors and integration of nanotechnology for better performance.

Fiduciary Responsibilities

The integration of sensors and nano materials in the fabrics has led the textile industries to deal with technological and physiological challenges such as the basic requirement of a textile to maintain the actual comfort, wash ability, perspiration, reusability and longevity. The objective of this review is to provide descriptive information to an expanding and challenging domain of smart textiles with a focus on their applications to human health and welfare. The study also highlights the role of nano materials in the development of antimicrobial smart textiles and discusses the challenges faced by smart textiles for their acceptance in society. Prior literature has provided little insight into how counterfeit dominance—consumers' perception that counterfeit brands possess over 50% of market share for authentic and counterfeit brands combined—influences luxury fashion brand owners' perceptions of their brands across cultures. Our research shows that counterfeit dominance negatively affects the perceived quality and purchase intention of luxury fashion brands across product categories for Anglo-American, but not for Asian, consumers. A social-adjustive attitude underlies this difference. Therefore, counterfeit dominance has stronger negative impacts on luxury fashion brand owners' perceptions of their brands for those with a weak (Anglo-Americans), but not with a strong (Asians), social-adjustive attitude. Perceived quality mediates the effect of counterfeit dominance on luxury fashion brand owners' purchase intention in different cultures. This investigation contributes to both theory and practice through examining an understudied phenomenon and also offering strategies to offset the inimical effects of counterfeit dominance. This study explores if there is a convergence between the concepts of fashion and eco-friendliness in consumer perception of a fashion brand. We assume that increased eco-friendly perception will influence the brand image positively, with this impact being much higher for luxury than for high and fast fashion brands. The hypotheses are tested using data collected from Twitter. We analyzed the fashion clothing brands with the highest number of followers on the Social bakers list and applied a novel social network mining methodology that allows measuring the relationship between each brand and two perceptual attributes. Sustainability in the fashion industry is dependent on a collective effort to improve the commitment of all the actors involved in the business. Individual action alone is not enough to lead to transformation, which, instead, depends on the establishment of a strong ecosystem rooted in the joint efforts of regulators, consumers, nongovernmental organizations, and other stake holders. The main empirical evidence can be summarized as follows: being eco-friendly is becoming a fundamental component of the value propositions of fashion brands; there is a strong correlation between the fashion and the eco-friendliness perceptual attributes of luxury brands; consumers are more sensitive to fashion brands' environmental rather than ethical business practices.

Environmental practices are those implemented by organizations in order to reduce their environmental impact; ethical business practices are those related to potentially controversial subjects including corporate governance, insider trading, bribery, discrimination, corporate social responsibility, and fiduciary responsibilities. The

recent proliferation of social media use by both marketers and consumers offers a promising. The article is structured as follows: section two briefly introduces the theoretical framework of the study, summarizing extant literature on the eco-friendliness and the fashion perceptual attributes, and lists the research hypotheses. Section three describes the methods and, in particular, the algorithm created to address the research questions. The results of the estimation of a regression model are presented in section four. The last section presents the conclusions source of data for understanding consumers' perceptions. In this work, we implemented a novel social network mining methodology proposed by Culotta and Cutler for estimating

brand perceptions using a perceptual attribute of choice from publicly available secondary social media data, specifically Twitter. From the list of fashion clothing brands curated by Social bakers, we selected those with the highest number of Twitter followers. The hypotheses were tested using data collected on Twitter. Twitter uses an algorithm that pushes content into the user timeline. The algorithm evaluates the relevance of each tweet based on how recent the tweet is or whether it contains media, past interactions involving the author of the tweet, and the tweets that the user found engaging in the past. Twitter is extensively used for brand image and brand personality development.