

Chapter 1 : Research Methods for the Fashion Industry : Irene M Foster :

Research Methods for the Fashion Industry provides readers with a comprehensive look into the skills and techniques required for conducting research. The text is designed for the most effective teaching and retention of the lessons contained in it, using the tried-and-true methods of learning.

We will start with 1 an introduction to market research, explore then 2 primary and 3 secondary market research, as well as finish with 4 the mistakes to avoid when doing market research. The main role of the concept of market research is to provide a company or a business organization with an in-depth view of the customers or consumers in order to be able to satisfy their needs better. The process of market research is integral to be able to compete with other players in the same industry and helps to analyze things like market size, competition and market needs. Market research makes use of analytical and statistical techniques and methods to gather and interpret information in an organized fashion. Factors to be investigated through market research Market research can be considered as a method of getting an idea of the needs of the customers, and some of the factors that can be investigated through this process are given as follows: Trends in the market “ Market trends or trends in the market are the movements of a market in a given period of time. Segmentation of the market “ This is the division of a market into subgroups with similar features. This is needed to create a distinction between demographics, choices, genders, and personalities, etc. Information available “ Market information is the information about prices of different products available in the market. SWOT analysis “ This analysis is an analysis of the Strengths, weaknesses, opportunities and threats to a business or company. Effectiveness of marketing “ Marketing effectiveness takes into account risk analysis, product research, customer analysis, and competitor analysis , etc. Benefits of market research Tapping opportunities “ One of the biggest benefits of conducting market research is that it enables you to find out the various market opportunities and makes it possible to tap into them effectively. Encouraging communication “ Market research helps you to find out the best way to communicate with your customers. After obtaining research results, one tends to know the audience nature, personalities, likes, dislikes, etc. Minimization of the risks “ Another major benefit of market research is that it helps businesses minimize risks by taking actions on certain subjects. For example, it may help to add certain qualities to products that may reach out to number of people, thus decreasing chances of the product going not used. Establish trends and market standing “ The market changes continuously and constantly. In such a scenario, only thorough market research can help to establish the ongoing trends and then formulate plans according to the current customer needs and requirements. Find out possible problems “ Since market research brings out the customer reactions, choices, and preferences, a business can alter the product while it is still in the manufacturing or designing process. It is easier to find problems and then work on them if one has research results in hand. Primary market research is a kind of market research which is done by the business or company itself with the objective of gathering information that can be used to improve the products, services, and functions. Primary market research is also known as field research since it is research done from scratch, without using any information that is already made available through other sources. One can gather primary data or information through qualitative research methods as well as quantitative research methods. Primary market research is the most common type of a market research method and is also the most valuable type. It is a method that only answers specific questions and not irrelevant issues. As opposed to primary market research, secondary market research is a research technique that does not aim to gather information from scratch but relies on already available information from multiple sources. This research focuses on data or information that was collected by other people and is available for either free or paid use for others. Secondary market research takes into account many different sources for collection of information including government data, office data, newspapers, magazines, the internet, etc. One of the benefits of doing secondary market research is that it is mostly free and takes a lot less time. Some common examples of qualitative research work include doing face to face interviews, being part of focus groups, etc. Quantitative market research is a kind of market research work that is based on hard facts and statistical data rather than the feelings and opinions of the customers or consumers. This type of research

can prove useful both in terms of primary market research and secondary market research. Some of the common examples of quantitative research include exit surveys, questionnaires, on-site fieldwork and the shopping bag survey. In fact, another example of quantitative research includes researching of the previously existing financial reports, research papers. This type of research comes out with a wide range of statistics and helps to find out the size of the market as well. One of the main ways used to conduct primary market research is through focus groups. This method involves getting a group of people in a room or a place and asking them insightful questions regarding the product, its development, their preferences, and feedback, etc. These types of focus groups can be run or conducted at any location feasible for the company or business. These days, with advancements in technology and the internet, it is possible to conduct them virtually as well, through the method of video conferencing. But the main thing here is that the group of people brought together have something in common, for example, either they should belong to the same age group, the same gender and so on. This division of the group or the selection process must depend on the audience targeted or the product of service of the company. Participants in such focus groups are then compensated by either free coupons, vouchers, gifts or money, etc. Focus groups fall under the qualitative research method and help businesses know a lot about customer or market trends. Another superb and highly effective way to conduct primary market research is through surveys and questionnaires. One of the most common examples of this research method is the feedback form given to customers at the time of billing at a restaurant. Surveys are also conducted in the form of web questionnaires these days that enable businesses to collect a lot of feedback and then analyze it for further administration. There are two major observation techniques or research methods used in primary market research, and they are observation through interaction and communication with the subject and observation through no interaction and communication with the subject. This form of research method comes under the quantitative primary research since through it; researchers evaluate or measure the behavior of the respondents or the users in general. This is more of a personal approach in comparison to surveys and questionnaires, etc. This method of primary research involves scientific tests where hypotheses and variables, etc. This is a quantitative type of market research which may either be controlled out in the field or within controlled environments. In order to understand this form of research, here is an example that you can refer to: A food product company created 3 different food packaging styles and then sold the products to different consumers. After a limited period of time, it analyzed the sales and came to a conclusion about the preferred packaging style or design. One may think of an in-depth interview to be a quantitative approach to primary market research, but this method, in fact, is a qualitative research that takes into consideration the kinds of choices and preferences a customer base has. Interviews, unlike focus groups, involve interaction between one moderator and one respondent and several types of modes and methods may be used to conduct them. Interviews may not always be restricted to a set pattern of questions but can also be in the form of a conversation with the target customer base or audience. This kind of a research method helps to dig further into what the customer wants, and the answers can later be analyzed to come to a conclusion for the final product delivery. The following are the two main types of Sources of Secondary market research data: Internal sources include information that has already been collected by the company and proves useful for future projects, etc. For most businesses, internal sources may prove enough to develop new products and services, and this may not require them to look outside. Balance sheets – Previous balance sheets of the business can be referred to in order to find stats and figures that may prove useful for evaluation. Profit and loss statements – Profit and loss statements can be consulted to find out what kinds of products and services resulted in profits previously. Inventory records – This is another piece of data which can be used as a source for secondary market research and puts into focus many stats and figures. Sales figures – Companies store their previous sales figures so that they can be analyzed and used for further research. External sources are those sources that present data that is collected by other businesses or people. External sources can be wide and varied and hence one must follow a controlled approach to assessing them. Government sources – Several government sources can be used to collect a lot of useful information about multiple subjects. Universities and colleges – Several college students and researchers collect and file information that can be further used by businesses. The internet – The internet is the most used secondary market research source but has the

disadvantage of several non-credible sources with incomplete information. Competitor data – Often, businesses use the information collected and filed by other business organizations including that gathered by their competitors. It is true that secondary research is important and time-saving but primary research may bring about a fresh perspective, updated and latest results and offers a better take at the market. Doing only primary market research – Another common mistake that must be avoided when doing market research is doing only primary market research. Businesses often make the mistake of spending so much time on primary research that they forget that using secondary sources for data could also prove useful and a lot more time-saving. Secondary research may offer some data and stats for free and may eliminate the need to go an extra mile for the same information. Hence, all businesses must make it a point to do a little bit of both the research works. Using only the web for research – It is true that the internet or the web is the greatest database for a wide variety of information and data but just relying on it and not using any other source could prove to be a big mistake as far as market research is concerned. One must remember that the internet may not always offer reliable sources and complete information. And, as they say, incomplete information is dangerous. Thus, one must always make it a point to try out other more credible sources as well such as government sources, previous business files, etc. Limited vision – It is common for people to see what they wish to see, but you just cannot afford to have tunnel vision if you are handling and running a business. A mistake that businesses often tend to make is to remain within a certain enclosure and not seeing what is outside it. They must rather make the effort, no matter how long it takes to peep outside and take a glimpse at the larger picture. Businesses must extend their vision, learn more and then apply their functions to attract maximum people of different demographics. Not being able to identify your target audience – One of the most common reasons or causes for the failure of products, services, and business is the inability to identify the target audience. While with some products, it is easier to tap the potential customers but with some others, finding who your real audience is can be tough. For example – food products. It is highly important for all business companies to know exactly who their target audience is and then focus their marketing and other efforts towards them in particular. Not giving consumers an incentive to communicate with you – Consumers are smart and need to be given benefits in order to get them attracted. Asking consumers to respond to a survey questionnaire without giving them any incentive can be a big mistake. But, on the other hand, offering the consumers a free coupon or a free voucher in return for their time could suddenly turn the tide in your direction.

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Initiate your strategy by establishing your brand - - the essence of your fashion business that people will come to recognize - - and incorporating it into every marketing method you employ See Reference 2. Note that your budget will determine how many creative promotional methods you can execute. Enter the Internet The Internet offers opportunities to reach a vast number of people. Develop an innovative website featuring videos of your fashion endeavor; use virtual tours of your boutique or present a fashion show featuring your clothing line. Your website is key for all other online marketing strategies. It serves as the basis for detailed product information, and provides a source to which other Internet-based venues should be linked. Email and social media are easy and inexpensive ways to achieve this. Start a fashion advice blog prominently displaying your website link as well as your business name and logo. Enroll in bulk email services through which you can send to all your contacts regular fashion newsletter updates relating to your business. Include discount coupons and other special offers. Your target recipient numbers can be increased by engaging the services of a list broker through which you may purchase a compilation specific to fashion solicitation See Reference 2. Use social media outlets to drive people to the fashion product line displayed on your website. Web Connection If your fashion-related business efforts have not progressed to a physical store, create virtual shops in one or more online marketplaces See Reference 1 , These provide you with the option to customize your shop, and afford tools with which you can increase marketing efforts. Frequency and consistency are essential when operating web-based shops; regularly update your images and promotional verbiage. Use visual media by posting an edgy fashion show film on web video services spotlighting your line, company name and brand. Go Viral Marketing your fashion business can benefit from viral-style marketing methods and result in the attraction of many potential customers. Attach a brochure or business card to each, and prominently display a sign indicating one item is free for the taking. Get Personal Market your inventory by promoting home fashion parties. Construct a catalog and a sales kit with samples and use them to conduct home demonstrations of your merchandise. Start by asking friends to host parties, and provide free take-away items for each attendee, such as one of your signature scarves. Nurture partnerships with local hotels, conference centers and spas, and cultivate the possibility of having them house your fashion boutique See Reference 2. Pay for full-page ads describing a fascinating fashion adventure to pique the interest of readers. Make radio or TV public service announcements, accompanied by a known fashion model, to advise of an event you might be hosting.

Chapter 3 : Market Research Techniques: Primary and Secondary Market Research

Note: Citations are based on reference standards. However, formatting rules can vary widely between applications and fields of interest or study. The specific requirements or preferences of your reviewing publisher, classroom teacher, institution or organization should be applied.

Models posing in corporate office wear. Consumers all have different needs and demands that have to be suited. Gender, age, income, and even profession can help a company better understand the needs of their customers. Her needs would differ greatly from a woman with children that just went off to college or a teen entering high school. Often consumers need to be told what they want. You cannot start with the technology and try to figure out where you are going to sell it". There are two research methods: Surveys are helpful tools; questions can be open-ended or closed-ended. A negative factor surveys and interviews present is that the answers can be biased, due to wording in the survey or on face-to-face interactions. Focus groups, about 8 to 12 people, can be beneficial because several points can be addressed in depth. However, there are drawbacks to this tactic, too. With such a small sample size, it is hard to know if the greater public would react the same way as the focus group. There is less of a bias because consumers are just performing their daily tasks, not necessarily realizing they are being observed. For example, observing the public by taking street style photos of people, the consumer did not get dressed in the morning knowing that would have their photo taken necessarily. They just wear what they would normally wear. Through observation patterns can be seen, helping trend forecasters know what their target market needs and wants. Media[edit] Latin dancers in their costumes. The woman is wearing backless dress with deep slits on its lower portion, while the man is wearing a shirt with top buttons open. Fashion breathes on media and medium. The media plays a significant role when it comes to fashion. For instance, an important part of fashion is fashion journalism. Editorial critique, guidelines, and commentary can be found on television and in magazines, newspapers, fashion websites, social networks, and fashion blogs. Through these media outlets readers and viewers all over the world can learn about fashion, making it very accessible. Talented illustrators drew exquisite fashion plates for the publications which covered the most recent developments in fashion and beauty. Perhaps the most famous of these magazines was La Gazette du Bon Ton , which was founded in by Lucien Vogel and regularly published until with the exception of the war years. Such fashion trends get popularised through media. Vogue , founded in the United States in , has been the longest-lasting and most successful of the hundreds of fashion magazines that have come and gone. Haute couture designers followed the trend by starting ready-to-wear and perfume lines which are heavily advertised in the magazines and now dwarf their original couture businesses. A recent development within fashion print media is the rise of text-based and critical magazines which aim to prove that fashion is not superficial, by creating a dialogue between fashion academia and the industry. Examples of this trend are: Fashion Theory and Vestoj Television coverage began in the s with small fashion features. In the s and s, fashion segments on various entertainment shows became more frequent, and by the s, dedicated fashion shows such as Fashion Television started to appear. FashionTV was the pioneer in this undertaking and has since grown to become the leader in both Fashion Television and new media channels. Vogue specified Chiara Ferragni as "blogger of the moment" due to the rises of followers through her Fashion Blog, that became popular. Specific fashion brands have been featured in film, not only as product placement opportunities, but as bespoke items that have subsequently led to trends in fashion. This is evident not only from television shows directly spotlighting the fashion industry, but also movies, events and music videos which showcase fashion statements as well as promote specific brands through product placements. Social media is changing the way practitioners deliver messages, [13] as they are concerned with the media, and also customer relationship building. Anthropological perspective[edit] Anthropology, the study of culture and human societies, studies fashion by asking why certain styles are deemed socially appropriate and others are not. A certain way is chosen and that becomes the fashion as defined by a certain people as a whole, so if a particular style has a meaning in an already occurring set of beliefs that style will become fashion. Through the capitalization and commoditisation of clothing, accessories, and shoes, etc. Anti-fashion is fixed and

changes little over time. Anti-fashion is different depending on the cultural or social group one is associated with or where one lives, but within that group or locality the style changes little. Fashion is the exact opposite of anti-fashion. Fashion changes very quickly and is not affiliated with one group or area of the world but is spread out throughout the world wherever people can communicate easily with each other. In the Dior gown the length, cut, fabric, and embroidery of the gown change from season to season. Anti-fashion is concerned with maintaining the status quo while fashion is concerned with social mobility. Time is expressed in terms of continuity in anti-fashion and as change in fashion. Fashion has changing modes of adornment while anti-fashion has fixed modes of adornment. Indigenous and peasant modes of adornment are an example of anti-fashion. Change in fashion is part of the larger system and is structured to be a deliberate change in style. People work long hours in one area of the globe to produce things that people in another part of the globe are anxious to consume. An example of this is the chain of production and consumption of Nike shoes, which are produced in Taiwan and then purchased in North America. At the production end, there is nation-building a hard working ideology that leads people to produce and entices people to consume with a vast amount of goods for the offering[clarification needed]. Commodities are no longer just utilitarian but are fashionable, be they running shoes or sweat suits. The ikat textiles of the Ngada area of eastern Indonesia are changing because of modernization and development. Traditionally, in the Ngada area there was no idea similar to that of the Western idea of fashion, but anti-fashion in the form of traditional textiles and ways to adorn oneself were widely popular. Textiles in Indonesia have played many roles for the local people. People expressed their ethnic identity and social hierarchy through textiles. Because some Indonesians bartered ikat textiles for food, the textiles constituted economic goods, and as some textile design motifs had spiritual religious meanings, textiles were also a way to communicate religious messages. In the past, women produced the textiles either for home consumption or to trade with others. Today, this has changed as most textiles are not being produced at home. Western goods are considered modern and are valued more than traditional goods, including the sarong, which retain a lingering association with colonialism. Now, sarongs are used only for rituals and ceremonial occasions, whereas western clothes are worn to church or government offices. Civil servants working in urban areas are more likely than peasants to make the distinction between western and traditional clothes. In textile-producing areas the growing of cotton and production of naturally colored thread became obsolete. Traditional motifs on textiles are no longer considered the property of a certain social class or age group. Wives of government officials are promoting the use of traditional textiles in the form of western garments such as skirts, vests and blouses. This trend is also being followed by the general populace, and whoever can afford to hire a tailor is doing so to stitch traditional ikat textiles into western clothes. Thus, traditional textiles are now fashion goods and are no longer confined to the black, white and brown colour palette but come in array of colours. Traditional textiles are also being used in interior decorations and to make handbags, wallets and other accessories, which are considered fashionable by civil servants and their families. There is also a booming tourist trade in the eastern Indonesian city of Kupang where international as well as domestic tourists are eager to purchase traditionally printed western goods. Robert Glariston, an intellectual property expert, mentioned in a fashion seminar held in LA[which? We often have to draw the line between designers being inspired by a design and those outright stealing it in different places. For the past few years, WGSN has been a dominant source of fashion news and forecasts in encouraging fashion brands worldwide to be inspired by one another. Intellectual property rules that interfere with this process of trend-making would, in this view, be counter-productive. On the other hand, it is often argued that the blatant theft of new ideas, unique designs, and design details by larger companies is what often contributes to the failure of many smaller or independent design companies. Since fakes are distinguishable by their poorer quality, there is still a demand for luxury goods, and as only a trademark or logo can be copyrighted, many fashion brands make this one of the most visible aspects of the garment or accessory. In , the World Intellectual Property Organization WIPO held a conference calling for stricter intellectual property enforcement within the fashion industry to better protect small and medium businesses and promote competitiveness within the textile and clothing industries.

Chapter 4 : Does qualitative research have a role in fashion marketing?

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This is an open access article distributed under the Creative Commons Attribution License , which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. Abstract Sales forecasting is crucial for many retail operations. This paper conducts a comprehensive literature review and selects a set of papers in the literature on fashion retail sales forecasting. The advantages and the drawbacks of different kinds of analytical methods for fashion retail sales forecasting are examined. The evolution of the respective forecasting methods over the past 15 years is revealed. Issues related to real-world applications of the fashion retail sales forecasting models and important future research directions are discussed. Introduction Inventory planning is a fundamental part of fashion retail operations. Proper retail inventory management, which helps to balance supply and demand, relies heavily on accurate forecast of future demand. In fact, sales forecasting refers to predicting future demand or sales , assuming that the factors which affected demand in the past and are affecting the present will still have an influence in the future. It is an important task but is very difficult to accomplish. Undoubtedly, a good forecasting service system can help to avoid understocking or over-stocking in retail inventory planning, which further relates to other critical operations of the whole supply chain such as due date management, production planning, pricing [1 , 2], and achieving high customer service level [3]. These, together with the fact that fashion retailers are carrying a large number of stock-keeping-units SKUs with limited historical sales data, all make sales forecasting challenging and call for more sophisticated and versatile analytical tools. On the other hand, it is known that the fashion apparel supply chain is a relatively long one which includes upstream cotton plants, fiber manufacturers, apparel factories, distributors, wholesalers, and retailers. As a consequence, the notorious bullwhip effect [7] will have a particularly strong influence on the fashion supply chain. Since forecasting is a critical factor relating to the presence and significance of the bullwhip effect, improving forecasting can help reduce the bullwhip effect which directly enhances the efficiency of the fashion supply chain. From the above discussions, it is crystal clear that fashion retail sales forecasting is a truly important topic in practice. Over the past decade, a number of research studies have been reported in the literature. However, each forecasting method has its limits and drawbacks. Artificial intelligence AI methods can perform better in terms of accuracy than the traditional statistical forecasting models but they usually require a much longer time and a larger requirement on computational power. In this paper, we select and review a set of papers from the literature. In order to have a comprehensive collection of papers, we employ the popular and powerful research portals of [http:](http://) Notice that this paper is different from the recently published literature [8] in which they have different focal points. To be specific, [8] mainly discusses different kinds of general methods in relation to the market feature in the fashion industry whereas this paper focuses specifically on exploring and comparing the technical contents of the reviewed analytical models. As a remark, this paper can be viewed as an extension to the previous review paper in [9] with a much more comprehensive review and more in-depth discussions of the topic. The organization of this paper is given as follows. We review the pure statistical fashion retail sales forecasting methods in Section 2. We discuss the pure AI based fashion retail sales forecasting methods in Section 3. We explore various different forms of hybrid fashion retail sales forecasting methods in Section 4. We investigate the applications of forecasting methods in the fashion retail industry in Section 5. We conclude the paper with a discussion of the evolution of methods as well as the future research directions in Section 6. Statistical Fashion Sales Forecasting Methods Traditionally, fashion sales forecasting is accomplished by the statistical methods. In fact, a lot of statistical methods have been used for sales forecasting, which include linear regression, moving average, weighted average, exponential smoothing used when a trend is present but not linear , exponential smoothing with trend, double exponential smoothing, Bayesian analysis, and so forth. Since these methods have a closed form expression for forecasting, it is simple and easy to implement and the results can be computed very quickly. In the literature, Green and

Harrison [11] apply a Bayesian approach to explore forecasting for a mail order company which sells ladies dresses. After that, Thomassey et al. They find that a larger number of item families and pertinent classification criteria are required in the respective forecasting procedure in order to achieve an improved forecasting precision. Recently, Mostard et al. Furthermore, they find that the expert judgment methods outperform the advance demand information method for a small group of products. Another recent work [14] examines the applicability of a Bayesian forecasting model for fashion demand forecasting. It is found that the proposed hierarchical Bayesian approach yields superior quantitative results compared to many other methods. Despite being popularly used for their simplicity and fast speed, it is well known that the statistic methods suffer a few problems. First, the selection of the right statistical methods is an uneasy task. Second, in terms of performance, they do not usually lead to very promising results. Third, fashion sales are affected by multiple factors such as the fashion trends and seasonality and exhibit a highly irregular pattern [9], which implies that the pure statistical methods may fail to achieve a desirable forecasting outcome. AI Fashion Retail Sales Forecasting Methods As discussed in Section 2 , the pure statistical models have deficiency in conducting fashion retail forecasting, in order to improve forecasting accuracy. AI methods emerge with the advance of computer technology. Popular methods such as artificial neural network ANN models [15] and fuzzy logic models are commonly employed in the literature and they are the first kind of models being employed for fashion retail sales forecasting. To be specific, ANN models have been developed and they provide satisfactory results in different domains [16 – 18]. In the literature of fashion sales forecasting, Frank et al. Comparing it with two other statistical methods in terms of forecasting result, it is found that ANN model achieves the best performance. Afterwards, the evolutionary neural network ENN model, which is a promising global searching approach for feature and model selection, has been used in fashion sales forecasting. To be specific, Au et al. They report that the performance of their proposed ENN model is better than the traditional SARIMA model for products with features of low demand uncertainty and weak seasonal trends. The theory of fuzzy sets is proposed by Zadeh [20] and it has been applied in a lot of areas e. In fashion retail sales forecasting, Sztandera et al. In their proposed model, grouped data and sales values are calculated for each size-class combination. In fact, the good performance of the fuzzy logic based models comes from their ability to identify nonlinear relationships in the input data. In addition, the multivariate fuzzy logic model performs better in comparison to the univariate counterparts. Later on, Hui et al. They propose a fuzzy logic system which integrates preliminary knowledge of colour prediction with the learning-based fuzzy colour prediction system to conduct forecasting. They report several promising results of their proposed method. Despite the fact that ANN and ENN models perform well in terms of yielding high forecasting accuracy as indicated by performance measures such as the mean-squared error , these forecasting models require a very long time to complete the forecasting task. In other words, they are very time consuming. The reason behind such a drawback comes from the fact that these models are all utilizing the gradient-based learning algorithms such as the backpropagation neural network BPNN. To overcome this problem, the extreme learning machine ELM based models have emerged. In fact, ELM is known to be a super fast method and it can successfully prevent problems associated with stopping criteria, learning rate, learning epochs, local minima, and the over-tuning from happening. In the literature, ELM has been employed in fashion sales forecasting and its performance is proven to be better than many backpropagation neural networks based methods [29 , 30]. Actually, Sun et al. They investigate the relationship between sales amount and the significant factors which affect demand e. Of course, the number of repeating times is an important parameter in EELM and it can be estimated. Table 1 summarizes the representative papers using pure AI methods for conducting fashion retail sales forecasting. The summary of AI methods-based fashion retail sales forecasting. In other words, there are cases in which they might not work well e. The same applies to other pure statistical and pure AI methods. As a consequence, pinpointing on different perspectives, various hybrid models are developed in the literature to enhance fashion retail sales forecasting. Hybrid Methods for Fashion Sales Forecasting Hybrid forecasting methods are usually developed based on the fact that they can utilize the strengths of different models together to form a new forecasting method. As such, many of them are considered to be more efficient than the pure statistical models and pure AI models. It is not surprising that in recent years, a number of research works examine hybrid

forecasting methods, for example, [53 , 55 – 59]. Hybrid methods employed in the fashion forecasting literature often combine different schemes such as fuzzy model, ANN, and ELM with other techniques such as statistical models, the grey model GM , and so forth. In the following, we review the literature on hybrid methods in multiple subsections. They show that the proposed fuzzy hybrid model outperforms the conventional Holt-Winter method. They also advocate that their proposed method can be applied for new item fashion sales forecasting. Notice that their model requires a subjective expert judgment for the learning process which poses a challenge for its real-world application in the fashion retailing industry. They argue that the result is versatile in processing the uncertain data. Recently, Yesil et al. To be specific, they combine the fuzzy logic model and the statistical model to conduct forecasting. In their hybrid method, they calculate final forecast for weekly demand based on the weighted average of forecasts that are generated by multiple methods. They argue that their proposed method achieves high accuracy. They argue that their proposed hybrid method can also conduct forecasting for short and discontinuous time series. Thomasse and Happiette [41] develop a hybrid neural clustering and classification scheme for conducting sales forecasting of new apparel items. Their model can increase the accuracy of midterm forecasting in comparison with the mean sales profile predictor. For instance, a two-stage dynamic forecasting model, which contains neural network and auto regressive technique, is applied for fashion retail forecasting in Ni and Fan [43]. In their model, Ni and Fan use neural network to establish a multivariable error forecasting model. The computational experiment shows that the multivariable error forecasting model can yield good prediction results for fashion retail sales forecasting problems. Their proposed new system combines the advantages of both systems, namely, the learning capability of the neural networks and the generalization capability of the fuzzy logic technique, and establishes the hybrid powerful system. Most recently, Choi et al. They reveal that the GM 1,1 and ANN hybrid model is the best one for forecasting fashion sales by colors in the presence of very few historical data. For example, Wong and Guo [42] propose a novel learning algorithm-based neural network to first generate initial sales forecast and then use a heuristic fine-tuning process to obtain more accurate final sales forecast. Their learning algorithm integrates an improved harmony search algorithm and an extreme learning machine to improve the network generalization performance.

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Chapter 6 : Sales Forecasting for Fashion Retailing Service Industry: A Review

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Chapter 7 : Research Methods for the Fashion Industry: Judy Zaccagnini Flynn: Fairchild Books

Moving from quantitative clues to qualitative insights in the fashion industry. An industry insider offers her viewpoint This is the third posting in our series of comments about the current status of qualitative research as a tool for marketing and advertising.

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