

THE RELATION BETWEEN SIGNS OF GARMENTS AND FASHION MARKETING STRATEGY, A LITERATURE REVIEW

Luisa-Fernanda Hernández-Gallego¹ and Manuela Escobar-Sierra²

¹Faculty of Production and Design, Pascual Bravo University Institution, Calle 73#73A-226, Building 13 Office 308

²Faculty of Economic and Administrative Sciences, University of Medellin, Carrera 87 N° 30-65 Building 12 Office 101
luisa.hgallego@gmail.com, manuelaescobar@gmail.com

Abstract: *Marketing practitioners misunderstand how consumers purchase and wear clothes. For academics, this lack of knowledge is a consequence of disregarding the symbolic aspect of garments and represents the main reason for the marketing inefficiencies. Those ideas lead us to wonder how signs of garment related to fashion marketing strategy. We follow a sequential mixed-method. First, we develop a bibliometric analysis, then we use those results to our content analysis, and the result is our discussion status. Afterward, we present our theoretical lenses, which we build following a qualitative approach. Also, we propose a conceptual model to fulfill the lack of knowledge about symbolic aspects in garment through a conceptual relation between signs of garment and fashion marketing strategy. Finally, our literature review shows that symbolic aspects help to create value for clients. For this reason, we recommend for future marketing research develop empirical verification of our structural model.*

Keywords: *Sign, garment, strategy, marketing, fashion, literature review.*

1 INTRODUCTION

Marketing discipline helps to overcome context challenges [1], generating well-being and influencing customer behaviour [2, 3]. Mainly, we center our study on the fashion industry. This industry has endured for many years [4], and we notice that marketing in the fashion industry supplies basic needs, such as communication, selling and increasing profit. Also, marketing strengthens the relationships between brands and consumers [5]. Marketing uses tools in fashion such as triune brain [6], marketing mix [7, 8] and corporal language [9]. Those devices increase marketing inefficiencies because there is a lack of knowledge in the depth of fashion consumers' symbolic needs, leading to a lack of well-being in the fashion context [10, 11].

Likewise, we review the usual devices used by marketing practitioners to reduce inefficiencies and increase well-being. One of those devices is the new P in the marketing mix [12]. For example, the practitioners include participation to incorporate the consumer in the brand decisions [13-15]. Apart from marketing mix devices, practitioners invented a rebranding divide to improve efficiency [16, 17]. However, that device results damage brand reputation. Furthermore, due to the practitioner's lack of knowledge about consumer needs [18-20] the marketing devices are useless in fashion. In this sense, one option is to use the constructs or concepts of marketing to perform an accurate segmentation, taking the fashion characterization of consumers as a referent.

Thus, practitioner's unsolved issues affect shareholders margins. For instance, in 2019, shareholders lost 42 million USD in announcements because consumers block publicity. This phenomenon is one of the visible impacts of the failed marketing strategies [21, 22]. Another example is capitalization; the shareholders manifest a loss of 74% of their investments due to the lack of knowledge in consumer needs or preferences [23]. Therefore, marketing experts say that it is necessary to invest in market research to know the consumer and reduce margin lost [24, 25].

Additionally, scholars recommend reviewing subject matters around get to know consumer's needs preferences and motivations. They mention symbols as a dimension of persons that affects the purchase behavior of consumers. Moreover, academics emphasize current topics such as symbolic communication, sign consumption, and value. For example, the researchers mention the study of garments as a representation of brand status to improve brand identity as a cause of symbolic communication [26, 28, 30]. Also, they analyze sign consumption because signs of garments satisfies consumer needs [28, 29, 32-35]. Another scholars proposal is value delivery, and they say that the image, identity, and personality of brands provide value to consumers [28, 34, 35].

We recognize the importance of signs of garments in fashion marketing and the gaps in knowledge in the marketing discipline; therefore, we present our work as follows. Initially, we introduce a general context of fashion marketing. Second, we identify

the theoretical gap related to marketing inefficiencies. At this point, we take as a reference the practitioners, shareholders and scholars. After that, we present our search question. The third part is our theoretical framework. We present a description based on the authors' proposal about sign, garment and marketing. Once we presented our theoretical gap. The fourth part is where we describe our methodological design. In our methodological design, we present two stages. In the first one, we construct state of the art through a mixed-method approach. Consequently, in the second stage, we present our theoretical lenses through a qualitative approach. Afterward, in the fifth part, we present our conceptual model that is our result of the relation between signs of garments and fashion marketing strategy. Finally, we discuss our findings with other authors, and we conclude by highlighting our limitations. Additionally, we suggest future research inquiries.

2 THEORETICAL FRAMEWORK

For our theoretical framework, we review the author's proposal about the sign, garment, and marketing. Then we try to connect the terms based on the authors approach.

2.1 Sign

Saussure (1945) [37] introduces the sign term, and he says that a sign is a concept used to communicate attributes. After Saussure came Peirce (1974) [38], and he proposes that a sign refers to an object real or imaginable. Those authors were the pioneers at sign study, later came others, such as Morris (2005) [39]; he says that the sign help to understand the world. Lamillar (2001) [40] revealed that humans use signs to understand words. Moreover, the sign has many interpretations. One of those is Eco (1994) [41] approach, and he believes that signs allow persons to interact with others. And Sandoval & Canales (2015) [42] explains that signs help us to communicate thoughts. In the following, we choose Saussure (1945) [37] and Peirce (1974) [38] definitions because they highlight the elements of the sign e.g., concept, object, interpretant and representamen. For instance, Saussure helps us to understand the sign through attributes. To complement the sign, Peirce shows us the sign structures through triadic relations. The Peirce sign structure includes (1) the object, (2) the representamen and (3) the interpretant. In particular, in Peirce structure (1), the object satisfies human or symbolic needs [43]. And (2) the representamen and (3) the interpretant are materialized in people. The persons representing the sign's elements understand the attributes, and they have a particular behavior [44]. Thus, we return to the proposed constructs of Saussure and Peirce, which are the concept, object, interpretant and representamen.

2.2 Garment

Our second concept is the garment, and we approach this concept symbolically and communicatively, not in the functional aspect. In this sense, the scholars propose to review its meanings. For example, the researchers define garment as an expression of social habits and traditions [45]. At the same time, the garment is part of people's social life and gives them the power to represent a social status in a particular context [46]. Moreover, in the economic logic, the garment reflects social values [47] because it is a product and an artifact created by persons to satisfy human and symbolic needs [32].

As an object of design, the garment constitutes by (1) garment universe, (2) consumer profile and (3) fashion context. In our case, we select the casual wear universe because it presents flexible, comfortable and versatile clothes [48]. Consequently, we focus on a neo-traditional consumer profile [44, 49] articulated in the fashion universe and represents sensitive persons. And our fashion context is the Pret a Porter [32, 50], which works as an interactive platform and basic creation system.

2.3 Marketing

Our final concept is marketing that works to establish relationships between brands and consumers [51]. The marketing goal is to influence the purchase and behavior of clients [52, 53]. For example, the marketing creates experiences for consumers generating bonds and returning value to brands [53, 54]. We find in the literature that the marketing process accomplishes its goal through marketing mix to establish relationships among brands and consumers [44, 45, 55].

Consequently, marketing support itself in areas such as (1) marketing mix, (2) consumer and (3) fashion context, to establish relationships between garment brands and consumers, generating value for the stakeholders. In our research we focus on (1) the marketing mix, which aims to integrate the product, place, promotion, and price, executing the strategies and catching the value of consumers [56]. Those actors are essential because they purchase and wear clothes, and marketing mix strategies influence their experiences [44]. Thus, we center our research on the fashion context, specifically in the Pret a Porter context. We identify that the fashion business needs an articulation with marketing to offer products, establish relationships and create value for fashion consumers [55].

In our representation, we wanted to show the concepts and their common elements. One of those elements is persons that we present as a representamen and interpretant in the sign, as users in the garment, and consumers in marketing [38, 44, 49, 51]. Also, the object is in the sign as the object itself, in the garment is the clothes, and in the marketing appears as a product [38, 43, 51].

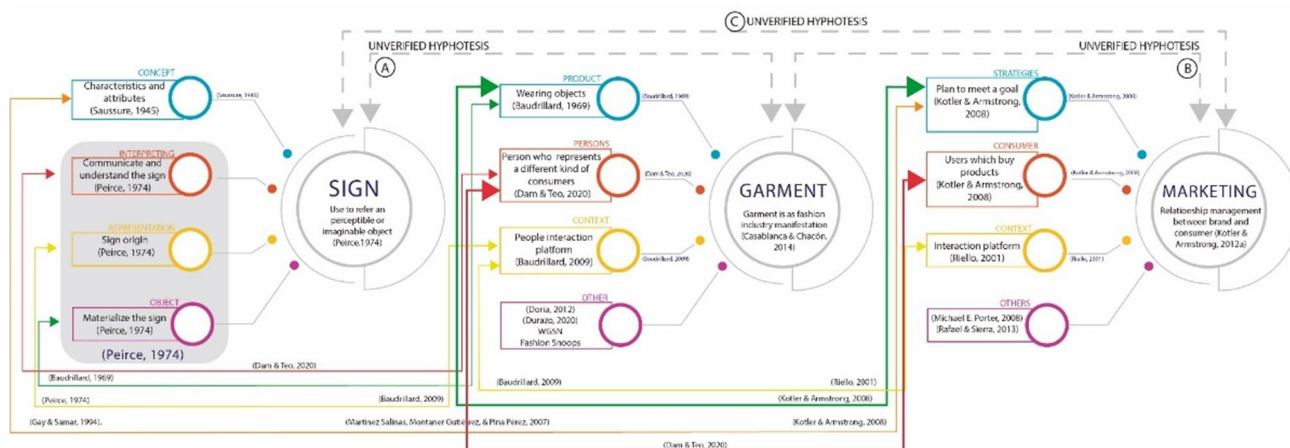


Figure 1 Primary connection between sign, garment and marketing (source: Hernández-Gallego & Escobar-Sierra)

The other element is the context, that in marketing is P of place, in the garment is the Pret a Porter, and the representamen in the sign [32, 38, 45]. Thus, besides our empirical connection of terms, we need to establish deep connections to develop our structural model.

3 METHODOLOGY

The methodology followed a sequential mixed-method approach [57] for the art status that began with a bibliometric analysis to know the number of publications about signs of garment in marketing strategy. The search criteria we use citation pearl growing and in the resulting data used VosViewer® software to map the connections between terms. This software shows us the occurrence and concurrence of terms in the selected database. Those results feed our content analysis, which is our qualitative approach. Then we follow a checklist to review the main theories of our theme. And all the results of our analysis feed in our structural model where we try to relate signs of garment and fashion marketing strategy.

3.1 State of the art methodology

For this phase, we follow a mixed-method approach [57]. Thus, we start with the bibliometric analysis where we use citation pearl growing, and we search in the Scopus database. Then we use the VosViewer® software to identify the occurrence and concurrence of terms.

Later we use the Prisma technique to filter the documents [58], and we use Atlas.Ti® software to evaluate the main texts and develop a hermeneutic coding.

Our methodology design tries to cover all the points of view in a mixed method. For our research, we use the Scopus database, VosViewer® and Atlas.Ti® software to structure our data.

3.2 Election of theoretical lenses methodology

The theoretical lens methodology constitutes the second phase of our methodology, and we apply a qualitative approach. Then, we conduct a content analysis based on a checklist of the main theories of our theme [59]. For the theoretical lenses, we choose the theories related to the sign, garment, and marketing concepts giving us the scope of our structural model.

Table 1 Methodology design for the election of theoretical lenses (source: Hernández-Gallego & Escobar-Sierra)

Criteria	Qualitative approach
Role of the theory	Inductive
Research strategy	Causal-comparative [60]
Sample	Psychological and behavioral theories Management theories Humanities theories
Unit of analysis	Theories
Variables	Scope and implications over the sign, garment and marketing relation
Data analysis	Content analysis

Table 2 Methodology design for the construction of state of the art (source: Hernández-Gallego & Escobar-Sierra)

Criteria	Quantitative approach	Qualitative approach
Role of the theory	Deductive	Inductive
Research strategy	Simulation	Discourse analysis
Unit of analysis	Word cooccurrence	Content of concepts
Sample	3.281 records of Scopus	
Variables	Occurrence, concurrence and the relation between words	Concepts and relations
Data analysis	Bibliometric analysis using VOSViewer® software (version 1.6.11)	Content analysis using Atlas.Ti® software (version 7.5.4)

Our results present the discussion of the state of the art, the content analysis, the theoretical lenses election, and our structural model.

4.1 Results of the state of the art

Our results of state of art are divide into two. First, we develop the quantitative approach to feed the qualitative approach. We use bibliometric analysis to measure the number of publications [61], and we construct a search equation [62]. Then we run our search equation in the Scopus database. We process data in the VosViewer® software to extract the occurrence level among concepts with the information that we collect from Scopus. Then we use these results to develop our content analysis, where we use the Prisma tool to gather the documents we will use in our content analysis [58]. Once we obtain the documents, we process them in Atlas.Ti® software where we apply a hermeneutic coding to identify the academic proposal about our concepts.

Finally, we present our primary structural model where we relate our concepts.

4.1.1 Bibliometric analysis results

Consequently, we construct our search equation. This equation includes terms such as a sign, market, and business, key word use by the academic community.

("sign" or "mark" or "symbo *" or "signa *")
 and ("marke *" or "merchand *" or "busine *")
 and ("cloth" or "garment" or "costume *" or "fashion
 *" or "dress *") (1)

In addition, we run the search equation and find 3281 literature records. We process those records on VosViewer® software and obtain the general knowledge map. This map shows the terms concerning signs of garment in fashion marketing strategy. Also, this map presents to us a cluster related to the medical field, so we dismissed that cluster. And we focus on the cluster that relates terms of our concern.

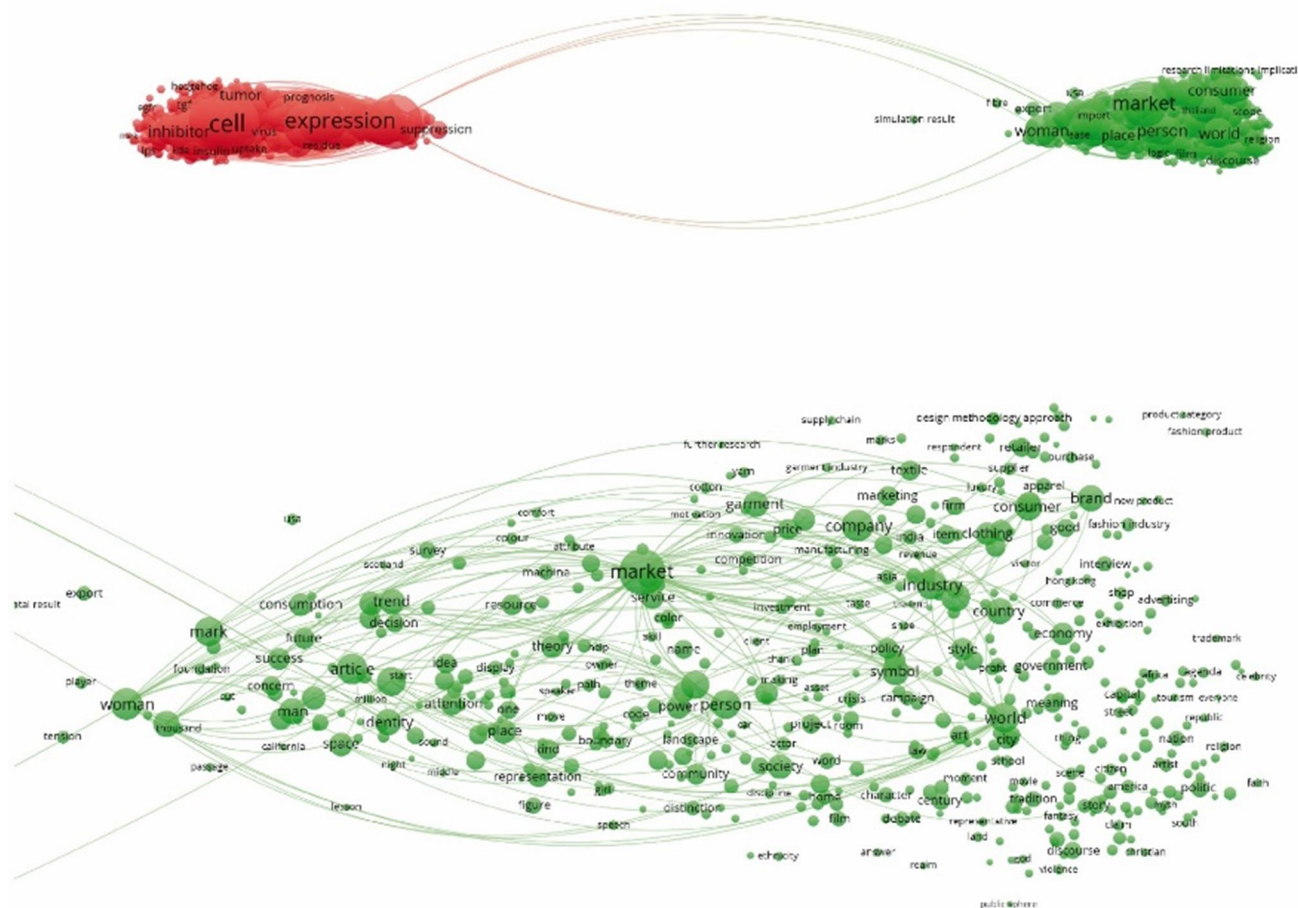


Figure 2 Knowledge map for signs, garments, and marketing (source: Hernández-Gallego & Escobar-Sierra)

As we said, our general map register two clusters, we dismissed the first one. On the contrary, the second cluster presents terms such as symbol, market, and industry. Once we review those VosViewer® results, we group the terms, and we define five sub-groups that we named sign, marketing, garment, context and persons. To illustrate we present Table .

Table 3 Group of terms identify on the second cluster (source: Hernández-Gallego & Escobar-Sierra)

Concept	Occurrence
MARKETING (name as 01 in Figure 3)	
Market	465
Industry	196
Consumer	162
Brand	151
PERSONS (name as 04 in Figure 3)	
Woman	215
Person	190
Man	152
SIGN (name as 02 in Figure 3)	
Image	183
Symbol	158
Identity	155
History	153
CONTEXT (name as 05 in Figure 3)	
World	198
Country	152
GARMENT (name as 03 in Figure 3)	
Trend	146
Garment	143

Consequently, we analyze the information about the clusters and our sub-groups. First, we have marketing, a commercial sector to satisfy consumer needs through enterprises [63, 64], and has its own terms such as Industry, consumer and brand. The second sub-group is the sign, and we understood it as a representation that uses symbols to communicate ideas with terms such as symbol, identity, and history [65-67]. The third sub-group is the garment to exchange values to satisfy the representation needs of persons, and its related terms are the trend, garment, or clothing [55, 68]. The fourth sub-group is persons, and we can associate them as users or consumers, and its terms are woman and man [44, 69]. Finally, our last sub-group is context, and we identified that it is an interactive platform delimited by human construction [45, 55, 70], with terms as world and country. To illustrate our interpretation, we present our preliminary relation between the sub-groups.

According to our bibliometric findings, our preliminary version of our conceptual model presents the context as a frame to the other terms that enable them to interact [32]. Then we find the persons who are a common term among the concepts and helps them

to function [8, 38, 44]. Consequently, we present the marketing, the sign, and the garment in the center to represent our main concern.

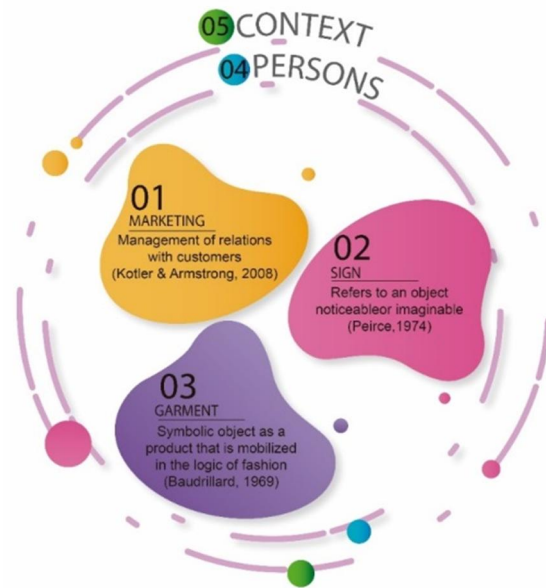


Figure 3 Preliminary version of our conceptual model according to our bibliometric findings (source: Hernández-Gallego & Escobar-Sierra)

4.1.2 Content analysis results

Our content analysis has a preparation phase, where we use the Prisma tool to filter documents [58]. This technique helps us to remove the duplicated records. Then we use the snowball technique to feed our main records acquire 87 documents. Moreover, we process the documents in Atlas. Ti® software, where we codify the text using our sub-groups as codes, such as marketing, persons, sign, garment, and context. Then we calculate the C-Coefficient to identify the strength of their correlations [71]. At this point, we clarify that the zero is associated with a null correlation, and the one represents a perfect correlation, as we show in Table .

Hence, we found that C-Coefficient has its own measure scale for correlations. For example, the correlations measure between 0.0 and +0.10 are weak correlations. The +0.10 and +0.25 are positive correlations, and the number near one represents a perfect correlation. Knowing these metrics, we can understand that (1) Consumption-Marketing, (2) Icon-Marketing, (3) Icon-Symbol, (4) Marketing-Product, (5) Fashion-Marketing, and (6) Fashion-Product, has a perfect correlation. On the other hand, we discover that Atlas.TI® software shows a yellow point in the C-Coefficient when the relationship cannot be measure and exceeds the software standard.

Table 4 C-coefficient of hermeneutic coding of central literature about signs, garments and marketing (source: Hernández-Gallego & Escobar-Sierra)

	CONSUM	ICON	IDENTI	MERCA	MOD	PRODUCT	SIGN	SIMBO	VEST
CONSUM		10 - 0,01	n/a	12 - 0,01	42 - 0,02	n/a	10 - 0,01	n/a	n/a
ICON	10 - 0,01		3 - 0,00	13 - 0,01	1 - 0,00	n/a	196 - 0,49	2 - 0,01	34 - 0,02
IDENTI	n/a	3 - 0,00		1 - 0,00	1 - 0,00	1 - 0,00	4 - 0,00	n/a	5 - 0,00
MERCA	12 - 0,01	13 - 0,01	1 - 0,00		38 - 0,02	147 - 0,10	14 - 0,01	1 - 0,00	3 - 0,00
MOD	42 - 0,02	1 - 0,00	1 - 0,00	38 - 0,02		56 - 0,03	2 - 0,00	n/a	11 - 0,00
PRODUCT	n/a	n/a	1 - 0,00	147 - 0,10	56 - 0,03		5 - 0,01	n/a	1 - 0,00
SIGN	10 - 0,01	196 - 0,49	4 - 0,00	14 - 0,01	2 - 0,00	5 - 0,01		1 - 0,00	5 - 0,00
SIMBO	n/a	2 - 0,01	n/a	1 - 0,00	n/a	n/a	1 - 0,00		n/a
VEST	n/a	34 - 0,02	5 - 0,00	3 - 0,00	11 - 0,00	1 - 0,00	5 - 0,00	n/a	

Sign

According to the authors, we know that signs have the power to design effects on people. For example, we can use signs to establish status relations between persons [72-74]. In this sense, scholars say that people establish social relations to communicate ideas or create groups [75]. Those relations lead us to understand the sign as a way to exchange ideas and consolidate social identities [76]. The authors determine that every communicative or social process where people exchange ideas needs icons [77, 78]. Indeed, we can reaffirm that process because we need icons and symbols to relate with others, and this makes us create images as a representation of ourselves [79].

Garment

The garment experts center their attention on customers because they play a role in a specific context [80]. The garment provides the customer process of adaptation because it helps to communicate ideas, signs, and intentions [81]. In other words, social interaction conditions customer's purchases, driving them to wear clothes depending on their role and context [82]. On the other hand, the customers' needs become an opportunity for the fashion industry because it transforms social interaction and consumers' role in archetypes to represent their style ideas [83, 84]. In this process, the fashion industry controls the purchase process regulating consumer practices using fast changes resulting in new symbolic content [85, 86].

Marketing

The scholars highlight the significant investments in strategies and tactics that do not produce radical impacts in the marketing field [87]. In this context, the academics say that the most implemented strategies are the P of price and product with their

respective tactics to get close to new customers [84]. In other words, scholars suggest involving customers in industry decisions. And, one of the options that we found is to improve communication tactics in the P of promotion. This helps to persuade making decisions of the client [84, 88].

Persons

Scholars define the persons who develop different roles. For example, in the fashion industry, personas are sensitive users because they exchange ideas through garments [89]. In other words, persons wear clothes to reflect a cultural archetype. Similarly, we found that the person is the center of all economic activity in the marketing discipline. At this point, marketing and fashion came together through persons. For this reason, scholars suggest understanding consumers as a content generator because they have the power to communicate memorable experiences of the fashion brands [74, 90, 91].

Context

According to scholars, there are different conceptions about context. The first perception is the context as an artificial space where we can condition the purchase of products [92-94]. In the same way, that artificial space may stimulate economic practices, and we can provide this practice as an experience. Alternatively, other scholars say that the context is a symbolic space where persons interact with each other. In this sense, the context simulates symbolic benefits such as status or material benefits as a priority. For example, the persons in the symbolic context can relate with other persons and interact with different stimuli [94]. Thus, we use the scholars' proposal to feed our first preliminary version of the conceptual model and present the secondary version that will lead us to accomplish our structural model.

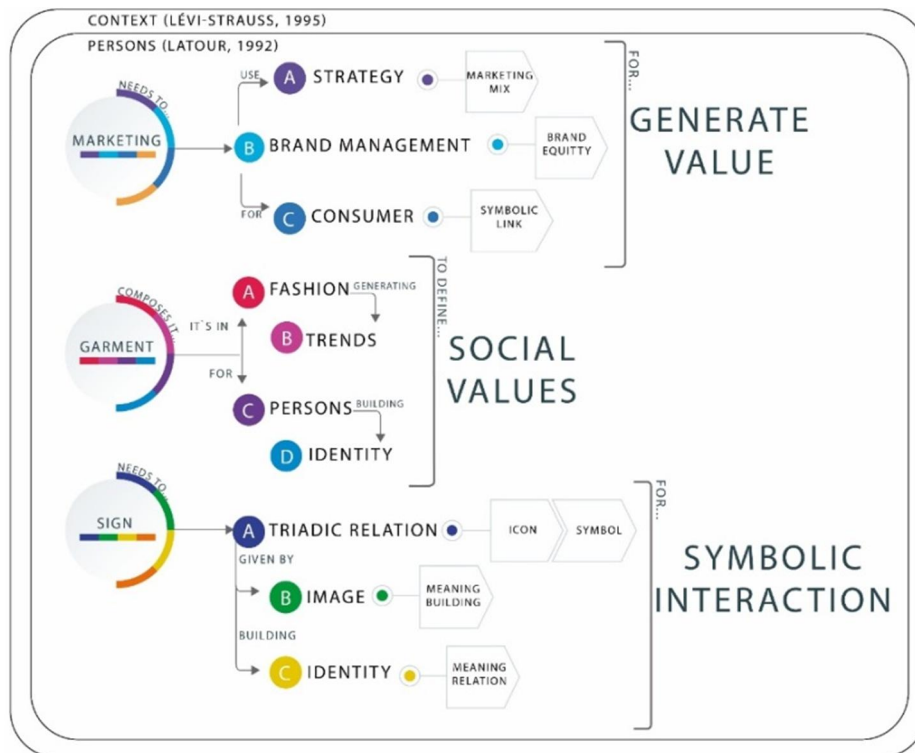


Figure 4 Secondary version of our conceptual model according to our content analysis findings (source: Hernández-Gallego & Escobar-Sierra)

The secondary version of our conceptual model is the result of our bibliometric and content analysis. We feed this model with the academics proposal, and we see that context and persons remain as frames to marketing, garment and sign.

Our first construct is marketing, make use of brand management through brand equity [1, 95, 96] and strategies to generate a symbolic link with consumers [97]. That process generates value [8].

Our second construct is the garment and is a manifestation of symbolic production that uses fashion as a dynamic device [98]. Consequently, fashion generates trends, and that product and values flow dynamize social standards [99, 100]. Moreover, the garment process is for users [44, 83] because they can build identity through the garment. That process results in social values.

Finally, the sign as an idea presented by a visible or imaginable object is composed of a triadic relation proposed by Peirce [38], the image and identity. The sign needs the triadic relation given by the image to build identity, and that process generate symbolic interaction [101]. To summarise, we will feed our secondary version of our conceptual model using the theoretical lenses results.

4.2 Theoretical lenses results

According to our methodology, we conduct a content analysis to choose our theoretical lenses. We review the scope and implication of the humanities, psychology, behavior and management theories to apply them in our research scope. First, we present our checklist, and then we choose the theories for our research.

Table 5 theoretical lenses checklist (source: Hernández-Gallego & Escobar-Sierra)

Theory	Premise
Knowledge management	The knowledge as a competitive advantage [102]
Psychosocial theory	Persons as active beings search to adapt to an environment. More than passive persons, they are slaves of impulses [103]
Psychoanalysis	Psychoanalysis tries to explain the capabilities in the function of the psyche [104]
Autoplastic adaptation	The autoplastic adaptation refers to a subject trying to change the situation, which means the external context [105]
Critical studies of social institutions	The critical studies of social institutions study the power, and the relevance to analyzed it as something that works in a chain [106]
Science and action	Science and action center their attention on how human being design their actions in tough situations [107]
Psychological climate of freedom	It studies the relation between client and therapist as a fundamental element [52]

Theory	Premise
Structuring theory	Structuring theory studies social systems creation and reproduction based on the analysis of the structure and the involved agents [108]
Experimental and cognitive psychology	It analyzes how the minds process knowledge [109]
The social construction of reality	The social construction of reality determines society as a human construction [110]
Political doctrine	Political doctrine study the concept of the state reason [111]
Sociological method	The sociological method explains that the social facts exist before the human and for that are external to him [112]
Critical theory	The critical theory center their attention on illustration dialectic, negative dialectic, and indissolubility of something [113]
Cognitive psychology	Cognitive psychology refers that the mind could be damage in the autistic kid in an independent way of the other aspects of the intelligence [114]
Network actor theory	Network actor theory defines a net as an only entity [115]
Theory of human development	The goal of human beings is to have a biological and psychological balance, freeing tensions [116]
General schema theory	The scheme term is used to call cognitive patterns of information, including different relations between knowledge elements [117]
Critical theory	A variable of critical theory is based on the public space notion [118]
Psychoanalytic theory and practice	Psychoanalytic theory study the superation of maternity fixation [119]
Theory of social action	It refers to an adequate description of the motivation and the causes of social action (attitude concept) [120]
Project zero	Project zero try to understanding and improving the cognitive process of thinking in a superior order [121]
Personal development	It studies the enhancements of the personality which refer to the superation of the early stages of childhood [122]
Theory of principles and parameters	Propose generative grammar to put the syntaxis in the middle of linguistics research [123] [124]
Critical theory	The goal of critical theory is to give a main role to the human activity [125]
Constructivist learning theory	It studies the thinking as a genetic base through sociocultural stimuli because think is configured for the information that a person receives [126]
Brain damage in cognitive skills	Brain damage in cognitive skills tries to define that psychological trauma is a protective mechanism and is not an organic defect [127]
Language and thought	It refers to the identity between the significance of language and the thoughts, understanding the thoughts [128]
Institutional economics	The institutional economics promoted the reform of labor legislation, especially about health and safety conditions in the workplace [129]
Neurosis	The identity of neurotic people is divided between the real self and the ideal self [130]
Radical empirical phenomenology	The ethnomethodology is based on the assumption that all human beings have a practical sense which practical rationality that they use in everyday life [131]
Psychosynthesis	It means the process of growth and integration of elements that previously separated in the human being. Leading to the harmonization of an integrated personality that is called conscious self [132]
Logotherapy	Logotherapy focus on the somatic or physical, the mental, and the spiritual dimensions [133]
Linking model	The linking model study the organizational environment [134]
Synapse	It refers to the synaptic hypothesis to describe the interactions between reflexes [135]
Morphology	The morphology study the dendritic spines on neurons [136]
Theory X, Theory Y	Theory X: says that the worker is pessimistic, static, rigid, and with an innate aversion to work, avoiding it if possible. Theory Y: propose that people like to take risks and the answers are not always the same in similar circumstances. [137]
Critical theory	it works on reflection, from reflexivity, and self-reflexivity [138]
Unified positivism	It describes human interaction as a contact phenomenon [139]
Dialectics	It proposes to neutralize the problems of Kantian ethics, but without abandoning the moral normativism of universalist pretension [140]
Episodic memory	The episodic memory determines that the memory is constructed [141]
Conditional response	The conditional response study the brain links and the response to an stimuli [142]
Limited rationality	People try to seek minimal satisfaction. That is, they try to achieve certain levels of success [143]
theory of recognition	It studies how articulate the descriptive dimension of a theory of recognition with the prescriptive description of a moral theory [144]
Needs (domination)	The needs theory focus on the fictitious needs, and the real ones [145]
Interpersonal relations theory	Man is a psychosomatic-social unit that rejects any psychological position that pretends to analyze him in fragments [146]
Theory of communicative action	It is based on the idea of a complete transformation of the critique of knowledge into a critique of society [147]
Criticism of Cartesian dualism	It offers the analogy of philosophy as if it were cartography [148]
General system theory	In classical economics, society was considered a sum of subjects as social atoms [149]
Dynamic capabilities	The introduction of dynamism achieve an adaptive coherence with the changing environment [150]
Myth and ceremony in the structure of organizations	In modern societies, the myths generate a formal organization given by the identity and legitimacy of work [151]
Chaos theory	Chaos is the science of the organization until an even more powerful lens appears over reality to overcome it [152].

Theory	Premise
Public administration	Practice and public administration ideas are shaped by political, economic, social, and cultural institutions and values [153]
Human behavior	Human behavior studies the effectiveness, human, and organizational development for continuity and survival [154]
Contingency theory	It is based on the belief that there is no single way to design and manage an organization [155]
Human relations	It is a realistic interpretation of democracy and management effort over the authority of the worker[156]
Theory of resources and capabilities	This theory considers the internal analysis of the organization [157]
Behavior theory	Studies the incidence of thoughts, feelings, and behaviors of people also contribute to the development of Gestalt psychology [158]
The human condition	The human condition is characterized by identifying the values of the market because man has transformed himself into a consumer good [159]
Selective attention theory	It is about the ability of an organism to focus its mind on a particular stimulus or task, despite the presence of other environmental stimuli [160]
Competitiveness	It studies the competitiveness from the point of view of the value chain, the five forces model, and competitive advantage [161][162]
Science of semiotics	It refers to a sign that materialized through an object communicates [38]
The fashion system	The fashion system refers to the structures of the garment from a symbolic aspect [163]
Representation	The representation study the mental model and the reality through the acting, iconic, and symbolic modes [164]
Symbolic interactionism	The individual understands what kind of behavior is expected, and appropriate in different social situations [165]
Symbolic interactionism	Symbolic interactionism is within the interpretative paradigm. It analyzes the meaning of social action from the perspective of the participants [166]
Institutionalist theory	This theory focuses on the structure that gives a different status to each member of the society [167]
Theory of social practice	The theory of social practice refers to the activity as a constituent aspect of the social world [101]
Network actor theory	The Latour perspective center the attention on the actor as a person or object involved in a process [168]
Structural anthropology	The structural anthropology study the rules and structure of social communication as an unconscious process and drives oppositely to the sociological explanation [169]

The checklist allows us to understand that every construct has its own theory. For example, Lewin's theory [158] understands people's cognition in the marketing frame. Bruner's proposal [164] explains the sign as a symbolic system and Bourdieu's approach [170] analyzes the garment as social life object. Consequently, we found that Institutional Theory cohesions our constructs. We analyze this theory under Veblen's view [167] because he proposes a social validation and

exchange intention by persons. The institutional theory allows us to connect the marketing, the sign, and the garment, in a specific context with specific consumers. To feed Institutional theory, we choose Peirce's semiotic science to refer to the sign structure. Also, the symbolic interactionism of Simmel & Wolff 's to us refers to the immaterial power of garments. Finally, the selective attention of Broadbent to focus on consumer stimuli. We present this connection in Figure.

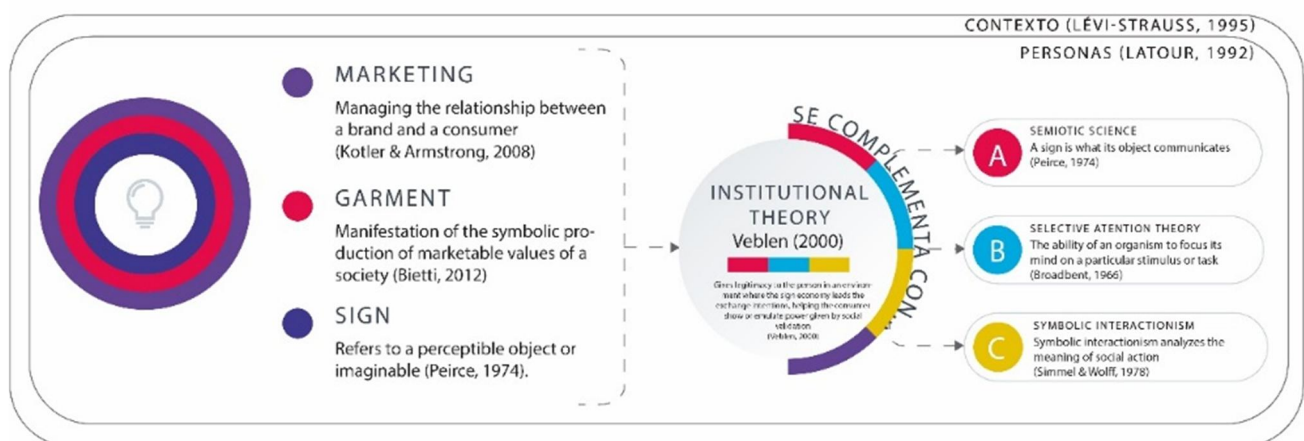


Figure 5 Theoretical lenses results (source: Hernández-Gallego & Escobar-Sierra)

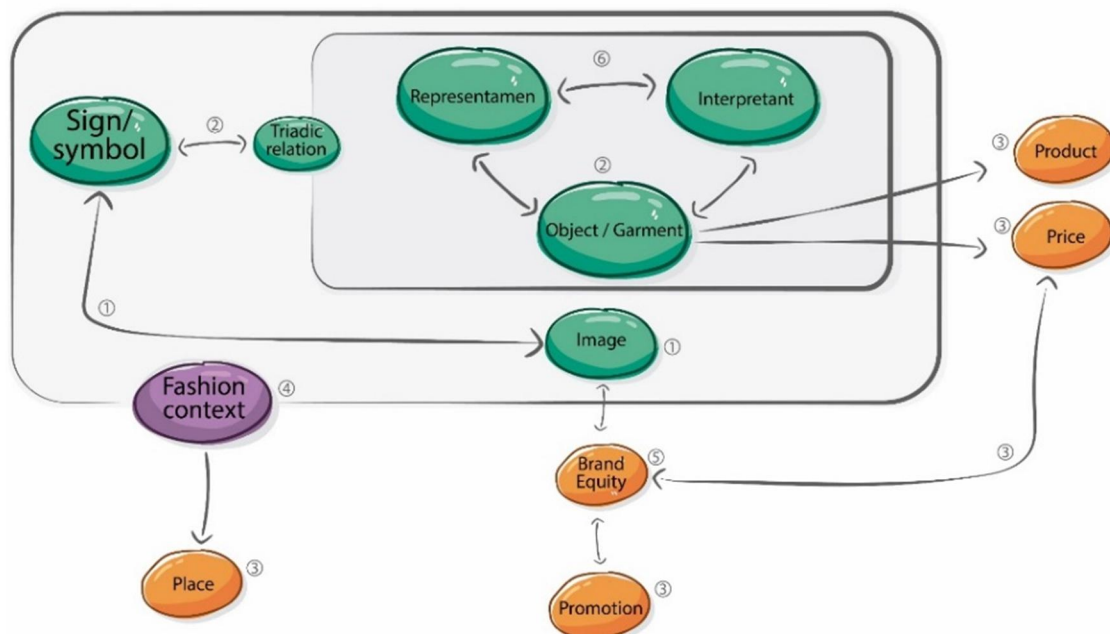


Figure 6 Conceptual model for the relation between signs of garments and fashion marketing strategy (source: Hernández-Gallego & Escobar-Sierra)

4.3 Structural model for the relation between signs of garments and fashion marketing strategy

Our main result is our structural model to establish the relationships between signs of garment and fashion marketing strategy [171]. We named the Conceptual model for the relation between signs of garments and fashion marketing strategy. In the future, we pretend to transform our structural model into a measurement model [172]. It is important to understand that the concepts presented in circles refer to latent variables. In addition, we put numbers to identify the conceptual background of our model (Figure 6).

The number one refers to our latent variable of the sign, and we supported on the Saussure's proposal [37] where the sign is a concept that communicates ideas through attributes. The number 2 refers to the triadic relation of the sign, and we sustain in Peirce's science semiotic [38]. The representamen and the interpretant refer to persons and context, and the object represents the garment. For number 3, we present the marketing concepts, which Kotler & Armstrong's validate [8]. Those latent variables connect with the garment as a product offered. And, they relate to the sign as attributes directed to consumers. The number 4 is our fashion context it means our interactive platform where the marketing provides their products and persons transform those objects in symbolic meaning [32, 100]. With number 5, we show brand equity to reveal symbols and brand archetypes that belong to marketing and provide images in the sign variable [95, 96]. Finally, in number 6, we want to highlight the power

of the representamen and the interpretant as persons in the sign structure [44]. Those constructs enable the communicational process. As a closure, we want to emphasize that our structural model is the main result of our methodological process presented before and, we discover that marketing lays the foundation to generate interaction between persons, garments, signs, and context with our research. Moreover, in our structural model, we can see that marketing, sign and garment relate in symbolic and material dimensions.

5 DISCUSSION WITH OTHER AUTHORS

In our discussion with other authors, we analyze their proposals to contrast with our results about reducing marketing inefficiencies and generating well-being among consumers. In this sense, when authors refer that garment represents status for persons is correct [26-32]. In other words, the garment solves the representation needs in persons through brand identity [33-35]. However, we do not see how brands accomplish representation needs in persons in the scholars' proposal. On the contrary, the structural model presents the links, and we can infer the ways to solve symbolic needs and reduce marketing inefficiencies. Another aspect addressed by academics is luxury, and they found that consumers validate this concept. However, academics avoid the study of signs because there may not be a relationship at first sight. In the luxury example, we think it is vital to understand the signs because they affect different dimensions of the consumer. The signs can materialize in objects, but the object itself is not a sign [33-35]. One of the consequences of the consumer's

validation is giving symbolic value to brands. Consequently, the academics explain the value, and they approach it through strategies. They mention that some strategies, such as brand equity, image, and personality, can create and return value [28]. This approach to value needs to get in deep because the brand identity and image by themselves will not generate or return value. In other words, the value is a symbolic aspect of client relationships with brands, and we believe that it is important to improve the relationship through symbolic messages. In this sense, it is necessary to identify which strategies are the most shocking and give visual and symbolic content to consumers to receive and return value [28, 34, 35].

6 CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS

We accomplish to relate signs of garments to the fashion marketing strategy when we detected the common constructs such as brand equity, marketing mix and the sign structure. Our results help us say that if we want to create value for clients, we need to include signs in our proposal to generate brand loyalty. The symbolic gap that we found may help the transdisciplinary exercise between designers and marketing practitioners to approach the context and business needs through the symbolic aspects. For example, designers could improve the project method using signs, and marketers accomplishing their goal using symbolic communication to clients. Therefore, applying the signs correctly creates bonds between consumers and brands. In this sense, we recognize that persons live in the signs dynamic. For that reason, if we apply symbolic aspects to brands, we should reduce marketing inefficiencies. Alternatively, we found the current need to improve tools, theoretical knowledge, and strategies to apply the constructs of marketing, fashion and signs.

On the other hand, we identify that practitioners and theoreticians face trouble when choosing any strategy. In this sense, they are not clear about which marketing strategy use to create value. To reduce inefficiencies and choose strategies in fashion, we present signs as a solution in the fashion industry because they help us know the client's motivation to buy and wear garments. Therefore, to know the importance of signs, we develop a structural model based on a literature review, and we accomplish to relate signs with fashion marketing strategy. Consequently, our structural model shows different dimensions to establish relationships between sensitive fashion customers with brands through signs.

In addition, we affirm that our methodological process allows us to put philosophical constructs into practice in a systematic way. In this sense, we bring conceptual bases where we accomplish to connect

opposite constructs. However, we suggest for future research evolve the structural model to a measurement model to settle the concepts. Moreover, we recommend an empirical verification of our model in the fashion context. We recognize that our work has an analytical scope and gives advance in the construction of knowledge. Finally, we think it is important an empirical verification in each research to generalize the theory.

7 REFERENCES

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