

LITERATURE SURVEY ON SMART FASHION RECOMMENDER APPLICATION.



DONE BY:

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Abstract:

- Fashion recommendation systems have been the subject of extensive research throughout the years. The recommendation systems have adopted a variety of methodologies, including deep learning, machine learning, and image processing.
- Online retailers like Amazon, eBay, and others adapt their fashion suggestion algorithms to meet the needs of their clients on a regular basis. The analysis of consumers' purchasing patterns is suggested using a variety of various methods.
- This article examines a number of deep learning-based fashion recommender system publications from 2016 to 2020. In order to develop the recommendation system, researchers have either employed deep learning models alone or in combination with other machine learning models. In the paper, persuasive deep learning models that are used in recommendation systems are briefly described.

Introduction:

- Chatbots, sometimes referred to as intelligent assistants, are one of the most significant roles that artificial intelligence is now playing in the fashion business.
- Chatbots are actual computer programmes that can manage a conversation by exchanging text or voice messages, emulating intelligent human dialogues.
- Although there are several varieties of chatbots, we may typically classify them as intelligent or task-specific with a restricted set of skills. Task-specific bots are familiar to most people; often, they appear when you choose the chatbot option while contacting a support desk.
- They gradually hone their ideas and talents using a combination of visual AI and machine learning.

Literature survey:

Fast Fashion Retailing and Artificial Intelligence:

- Fast fashion selling is one industry where artificial intelligence (AI) has shown to be effective (Guo et al., 2011; Nayak & Padhye, 2018). With the emergence of COVID-19, AI has drawn attention for its capacity to tame the turbulence of the fast fashion industry and the constantly changing demands of customers.
- Past applications of AI in the fast fashion industry include distribution, fabric inspection, and clothing manufacture (Lee et al., 2012; Nasira & Banumathy, 2014). (Chen et al., 2014). Recently, artificial intelligence (AI), big data analytical tools, and other cutting-edge technologies like the internet of things (IoT) may be used to create digital platforms for rapid fashion selling (Acharya et al., 2018)
- Chatbots powered by AI are being used by fashion firms to assist customers in personalising their experiences. A chatbot is an AI-powered computer that uses a text-based input and output mask to mimic a real human interaction.
- Customers may interact with these conversational bots just like they would with a human front-line worker (Wang & Petrina, 2013). Whatever their purposes, chatbots employ machine learning to analyse consumer requests and provide the best accurate answers possible (Panesar, 2020). They are typically connected with messaging applications rather than software programmes. Additionally, some chatbots employ the deep learning method, which can handle a lot of unstructured data (Dempt, 2016).

From Mindful Consumption to the Mindful Sustainable Consumption (MSC) Approach:

- This conceptual research demonstrates how four key aspects of mindfulness—mindful attitude and mindful behavior—could encourage improvements in consumer behaviour.
- 1) Non-material values may be improved through mindfulness activities, which increases the significance of non-material actions in consumer decisions (Ericson et al., 2014). By promoting awareness, empathy, compassion, and mental openness, mindfulness is one strategy for stopping unsustainable behaviours.
- Maintaining an open mindset to every human experience, favourable or unpleasant, requires self-reflection. In turn, this can lead to the development of pro-social and

environmentally conscious behaviours in the individual (Burroughs & Rindfleisch, 2002; Kasser et al., 2014; Richins & Dawson, 1992).

Sustainability Chatbots (SC) in Fast Fashion Retailing:

- Intuitive encounters are created by chatbots using text, online views, graphic pictures, and product shots. They are a valuable tool for quickly communicating the MSC method for the reasons mentioned above.
- By recommending the best options to the customer informally and incorporating multimedia elements that add even more value and enable personalization of the experience, chatbots that have been properly configured for sustainability can increase awareness about the makeup, use, and durability of clothing.
- In order to educate and motivate clients to make thoughtful and sustainable decisions, this article presents the idea of sustainability chatbots (SC). In order to raise consumer awareness of its products and to improve the customer experience, SC may also provide instructional courses on responsible and attentive consumption.

Conclusion:

- *Even before the COVID-19 crisis, sustainability has been a challenge for the fast fashion sector. Conversely, unconscious fashion purchases, triggered by marketing strategies that do not engage the customer in a conscious and sustainable consumption, but only stimulate demand through the continuous launch of new garment collections, have defined success in terms of the turnover of the industry to the detriment of both the environment and the community.*
- *However, to survive this pandemic and emerge stronger, fast fashion retailers must integrate sustainability into their new growth strategies. In the post-COVID-19 pandemic world, trends demonstrate that the “new mindful customer” will prioritise trust and purpose and will likely evaluate firms based on how they acted in terms of sustainability practices during and after the crisis. Transparency will be extremely relevant for all interested parties.*
- *An important lesson from the COVID-19 era is that health, safety, and prosperity are inherently collective rather than individual activities and the fast fashion sector is no different. It may not be easy to manage a one-off economic crisis by generating mindful actions in favour of environmental and social concerns. For this reason, the new MSC approach could help marketing managers rebuild a more sustainable fast fashion industry*

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