

Brand Awareness: A Case Study on Zudio

BHAVANA GOVIL

POST GRADUATE STUDENT (M.COM), JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

DR. P. BHUJANGA RAO

PROFESSOR & FACILITATOR, JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

DR. CK SURESH

PROFESSOR & FACILITATOR, JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

ABSTRACT

This research paper explores the concept of brand awareness with a specific focus on Zudio, a retail clothing brand. In a highly competitive market, building and sustaining brand awareness is crucial for the success of any business. Zudio, a brand under the Trent Limiter Umbrella, has gained prominence in the affordable fashion sector. This study aims to investigate the strategies employed by Zudio to create and maintain brand awareness, and their effectiveness.

The research employs a mixed-method approach, combining quantitative data analysis and qualitative case study methods. Data is gathered through surveys and interviews with consumers, as well as an analysis of Zudio's marketing initiatives, social media presence, and customer engagement. The findings shed light on the factor that contributes to Zudio's brand recognition and loyalty.

This research provides valuable insights for both marketing professionals and academicians, helping them understand the dynamics of brand awareness in the fast-fashion industry. The result suggest that Zudio has successfully employed a combination of affordable pricing, product quality, and an engaging online presence to build and enhance brand awareness.

Key outcome of this study are expected to guide future brand awareness strategies, not only for Zudio but also for businesses operating in similar market segments.

INTRODUCTION

In today's dynamic and highly competitive retails landscape, the significance of brand awareness cannot be overstated. It is the bedrock upon which businesses build their reputation and customer loyalty. Zudio, a retail clothing brand that has swiftly gained recognition in recent years, serves as an intriguing case study in the realm of brand awareness.

Zudio is a subsidiary of Trent Limited, a prominent player in the retail industry. This brand has carved a niche for itself by offering affordable yet stylish clothing options to a diverse customer base. Its rapid growth and expansion underscore the importance of brand awareness in the success of modern businesses.

This introduction aims to set the stage of a comprehensive exploration of brand awareness in the context of Zudio. Over the course of this research, we will investigate the role of pricing, product quality, marketing initiatives and customer engagement in shaping the brand's perception among consumers.

By examining Zudio's journey, this study not only provides valuable insights into the strategies employed by this specific brand but also offers broader lessons for businesses in the fashion retail sector. It sheds light on the dynamic of brand awareness, emphasizing the importance of adapting to evolving consumer preference and leveraging digital platforms to foster brand recognition and loyalty.

This research is not only pertinent to marketing professionals seeking to enhance brand awareness but also contributes to the academic understanding of branding in the context of the ever-evolving retail industry. Through a mix of quantitative and qualitative research methods, we aim to uncover the intricacies of Zudio's brand awareness strategies and their effectiveness in achieving and sustaining a strong presence in the minds of consumers.

OBJECTIVES

1. To study the competition faced by the branded garments against the local garment.
2. To identify the key factors such as product quality, pricing, and online presence that contribute to Zudio's brand recognition.
3. To investigate how Zudio engages with its customers through various channels, including social media and customer service, to foster brand awareness.
4. To understand how consumers perceive the Zudio brand, including their awareness and associations with it.
5. To evaluate the effectiveness of Zudio's marketing and advertising strategies in creating and enhancing brand awareness.

REVIEW OF LITERATURE

Sustainable Practices in Textile Supply Chains: A Review" by Choi, T. M. :He explores environmental and socially responsible practices in the supply chain. It includes eco-friendly material, fair labour practices water reduction and etc.

Nanotechnology Applications in Textiles" by Karthik, T. :He discusses about the utilizations of the nanotechnology in the textile industry, Karthik T uses nanomaterials like disability, UV protection, water-repellency, etc. Textile based nanoproducts starting from nanocomposite fibers textile to impact new functionality and improved performance. It has been playing a vital role in designing the smart fabrics. Some of the smart devices are also being integrated with the textile to perform such functions.

Digital Printing in Textile Industry: Potential and Challenges" by Hosseini, S. F. :He adopts the digital printing technologies in textile industries, it is been advancing rapidly as well as facing new challenges to the market requirements. The process of printing the textiles and garments using the technology to print the fabrics. Now a days the customer are increasingly concerned about the sustainability for the eco-friendly print media's.

Circular Economy in the Textile and Apparel Industry" by Kim, Y. S. :It goes from the training data's. The sustainable supply chain management practices have developed by the incorporate ecological issue in the business. Circular economics push the boundaries in environment sustainability for the goods, creating the ecosystem and economic growth. It identifies the four themes like drivers, barriers, practices and indicator of sustainable performances.

Green Textile Finishing and Coating" by Miao, M. :The various routes are been implemented for the coating surface of textile fabrics for giving the high protection, there are several types of textile fabrics-based coatings, such as Graphenes, Spherical nanoparticles and sustainable inorganic nano tubes. Among these sustainable materials, the Graphene sheets were fairly synthesized from the renewable precursors. It explores the use of given coating on textile, which can include water based or bio-based coating that is more sustainable.

Challenges and Opportunities in Smart Textiles: A Review" by Tao, X. :The major challenges in the smart textiles accuracy of sensors for performance in terms of the sensitivity, repeatability and the durability. It is been often compromised for the external factor such as the structural deformation, temperature, humidity, sweat etc. Within the developer working on the textile that can be heart rate, dispense medication and that even transmits immediate notification. If the weaver of the textile were to fall, the smart textile that sense that react to environmental conditions from mechanical, thermal or other sources.

Innovations in Textile Dyeing and Finishing" by Cheng, S. :Various new technologies have been used for the textile dyeing to improve the color yield, some of the new invention can be flying shuttle, spinning jenny, water

frames, cotton gin and synthetic dyes. These industries have been impacted by the above new inventions. In recent eco-friendly dyeing techniques are through the water less dyeing techniques which is unique. In these days NICCA'S smart dyeing process enables sustainable dyeing process receiving in the existing sourcing and dyeing processes.

Sustainable Practices in Textile Dyeing and Printing" by Aprem, A. S. :In textile dyeing the sustainable practices focuses on reducing the environmental and the social impacts of the processes. It aids on the productive consumption of the natural resources, reduction of production cost and the waste generation, a sustainable development that focuses on the cultural, social, economic, environmental and the technological aspects in the textile processes and the productions.

Advanced Textile Materials for Protective Clothing" by Rana, S. :Cotton is been often combined with other fibers such as polyester or nylon to produce stronger and more durable fabrics. Protective textiles are also known as pro tech, is a kind of technical textile. These are used to make protective clothing. Protection from extreme environmental conditions has always been a critical requirement of the textile products.

Digital Transformation in the Textile Industry" by Choudhary, A. :Textile is an integral part of everyday's life from clothing to furnishing to bedding and medical textiles. These technologies have been improved to weaving, dyeing, finishing and printing process, marketing and making all the fabric production more efficient, cost-effective and more environmental friendly. It typically involves the adaption of advanced technologies like automation, data analysis, internet of things and artificial intelligence to optimize various processes within the supply chain. These all can improve efficiency, reduce some waste. This is the process of transforming systems, cultures, business processes and strategies within a company through digital means

Textile Waste Recycling: Challenges and Opportunities" by Paul, R. :In the urban boundaries India has big challenges in handling the qualities of MSCO. It faces more significant barriers. Some of the challenges are safety of workers, how market demand for recycled materials, poor recycling quality due to lack of education, technological and infrastructure barrier, customer behavior, eco-friendly textiles and economic benefits. Textile recycling is an important aspect of sustainable practices in the textile industry.

Smart Textiles and Wearable Technology: A Review" by Dias, T. :Smart textiles interact with the ecomities. Smart textiles are been used for the similar textile products such as smart textiles, smart fabrics, smart clothing, smart garments as well as functional. Basically the smart textiles referred as those textiles that are able to react and adapt to an environment stimulus. Some of the smart textiles are used for military and defense, health care and in sports as well.

Biodegradable Textiles: A Sustainable Approach" by Mohanty, A. K. :Biodegradable is based on recycling the natural waste into mixture consumed as other organism. It is the fabrics that can be decomposed quite easily and the naturally using microorganisms like bacteria and fungus. It has the advantage of being composted with the organic waste or utilization to generate the biomass at the end of the usage of these materials. It can minimize the use of synthetic fibers, dyes and the chemicals that are harmful to our environment and even for the human healths. Biodegradable plastics are not currently recyclable.

Innovations in Textile Processing: A Case Study Approach" by Majumdar, A. :There are many innovations that improved the textile industry, the technologies have been improved dyeing, weaving, furnishing and painting processes. These make the fabric production more efficient, cost-effective and environmental friendly. In some of the publications are case studies etc.

Nanomaterials for Textile Applications" by Tiwari, S. :The mechanical, thermal, electrical and chemical properties of Graphene, based generated the strong attention to the community for the bio-materials which includes application in drugs and gene delivery, imaging and tissue engineering. Nano materials have been used in many fields like the textile industry. The research in the textile industry is mainly focused to produce material for the specific functions.

Textile Industry and Water Sustainability" by Qazi, S. :Textile production is estimated by the responsible for about 20% of the global clean water pollution from the dyeing and the furnishing products. The textile waste water has various and complex mixture of the pollutants, such as the inorganic compound, polymers, organic products, and color. The textile waste water can be treated as the biological treatment processes, chemical precipitation. Textile

dying is the second largest polluter of the water worldwide and the industry produces 20% of the world's waste water. The textile industry is dependent on water.

Advancements in Textile Testing and Quality Control" by Das, P. :Quality control is a set of steps or guidelines designed by the Guarantor that a product or service meets the customer performance standard. It helps to ensure that products meet the desired quality structure, the sustainable textile industry. Estimating the physical, mechanical and the chemical properties of a textile.

Sustainability Assessment in the Textile Supply Chain" by Subramanian, N :Examining and determining the physical, mechanical and the chemical properties textile. The textile testing helps to ensure that the products meet the desired quality standards that allows the manufacturers to identify any defects. Early in the production processes which can be claimed before the product is released. The assessment of the quality is acceptable or not, textile testing is checking the quality and the sustainability of raw materials and selection of markets.

Innovative Textile Materials for Medical Applications" by Lade, H. S. :The medical textile includes the dressing, implants, surgical structure, wipes and the barriers fabrics. Some of the properties that are been used in the application are strengths, durability and flexibility. The properties used to determine viability for the uses that include biocompatibility, non-toxicity.

DATA COLLECTION PROCEDURE

The data collection process is done in a methodical way in order to impose questions, test hypothesis and analysis results. Students, working professionals, people of different gender orientations to be chosen to participate in the data collection process for this study.

Primary data

A sample of 32 individuals to be given questionnaire that gathers data and their opinions about Zudio a clothing brand and the awareness among the consumer. The acquired data is used for analyzing the hypothesis and interpretation of the findings.

Secondary data

Sources of secondary data to be acquired from documents and journals by other researchers, literature review of previous findings, websites, books about Zudio and from various parts of the Internet

SAMPLING TECHNIQUE

In this research study, simple random sampling is the technique used for sampling. The participants are chosen randomly which helps in removing the selection bias from the dataset

DATA ANALYSIS

		Frequency	Percentage
Age	Below 20	2	6.2
	20 – 25	13	41.9
	25 – 30	6	18.75
	30 – 35	4	12.5
	Above 40	7	21.8
	Total	32	100.00
Gender	Male	17	53.12
	Female	15	46.87
	LGBTQIA+	-	-
	Total	32	100.00

Educational Qualification	Pre-University	2	6.2
	Undergraduate	10	31.25
	Postgraduate	20	62.5
	Total	32	100.00
Occupation	Student	10	31.25
	Working professional	16	50
	Non- working professional	6	18.75
	Total	32	100.00
Visit to Zudio	Regularly	9	28.12
	Sometimes	14	43.75
	Not regularly	8	25
	Total	32	100.00

ANALYSIS

Age distribution: The majority of respondents fall within the 20 – 25 age group, constituting 41.9% of the total sample. This age group emerges as the most dominant among the surveyed population. In contrast, the below 20 age group is represented with only 6.2% in the sample. The distribution further includes 18.75% of respondents aged 25 – 30, 12.5% aged 30 – 35, and 21.8% above 40 years old.

Gender distribution: Among the respondents, 17 are identified as male, constituting 53.12% of the total sample, while 15 are identified as female, making up 46.87%. Notably, the LGBTQIA+ category is not represented in the sample. The majority gender category is male, showing a slight overrepresentation in the sample.

Educational qualification: Among the respondents, 10 are identified as undergraduates, constituting 31.25% of the total sample, while 20 are identified as postgraduates, making up 62.5%. The data also indicates that 2 are identified as pre – university individuals, making up 6.2% of the total sample.

Occupation: It shows that the majority of respondents, accounting for 18.75% of the total sample, identify as non-working professionals, indicating individuals who may be unemployed or not currently engaged in a professional occupation. In contrast, 50% of respondents identify as working professionals. Further, we also know that 31.25% of the data is contributed by the Students. The employment status of the surveyed population shows slightly higher representation of working professionals.

Frequency of visit to Zudio: It shows a varied engagement in the visiting behavior of the respondents. Notably, 28.12% of respondents report engaging in the visiting behavior regularly, the majority comprising 43.75% indicate going so sometimes, and 25%, state that they do not engage in the behavior regularly.

In summarizing the research on the influence of marketing on consumer choices, particularly within the Zudio, the study gravitates towards a demographic profile dominated by young adults, specifically those aged between 20 and 25. The majority of participants in this research are male. The educational background of the respondents spans from undergraduate to postgraduate levels, emphasizing a well-educated cohort. On the employment front, the research encompasses a larger representation of working professionals, underlining the diverse occupational statuses within the surveyed population. This distinct portrayal of the research sample provides a comprehensive understanding of the target audience, shedding light on key demographic attributes that may influence consumer choices within the context of Zudio strategies.

DATA INTERPRETATION**Zudio's marketing and branding are effectively reflected on the quality of their products**

SI. No	Responses	Frequency	Percentage
1	Strongly agree	6	18.75
2	Agree	17	53.12
3	Neutral	5	15.62
4	Disagree	2	6.25
5	Strongly Disagree	2	6.25
	TOTAL	32	100

The majority of respondents (71.87%) hold positive views, either strongly agreeing or agreeing, regarding the alignment of Zudio's marketing and branding with the quality of their products. However, it's essential to consider the perspectives of those who are neutral or in disagreement, as their insights may highlight areas for improvement or further investigation in Zudio's marketing strategy or product quality perception.

Zudio's brand awareness and recognition have a significant impact in shaping consumer's preferences

SI. No	Responses	Frequency	Percentage
1	Strongly agree	9	28.12
2	Agree	15	46.87
3	Neutral	5	15.62
4	Disagree	2	6.25
5	Strongly disagree	1	3.12
	TOTAL	32	100

The majority of respondents (74.99%) hold positive views, either strongly agreeing or agreeing, regarding the impact of Zudio's brand awareness and recognition on shaping consumer preferences. However, it's essential to consider the perspectives of those who are neutral or in disagreement, as their insights may highlight areas for improvement

Respondents believe that Zudio's affordable pricing and promotion of their products has influenced me to choose their products

SI. No	Responses	Frequency	Percentage
1	Strongly agree	11	34.37
2	Agree	10	31.25

3	Neutral	9	28.12
4	Disagree	3	9.37
5	Strongly disagree	1	3.12
	TOTAL	32	100

The majority of respondents (65.62%) hold positive views, either strongly agreeing or agreeing, regarding the influence of Zudio's affordable pricing and product promotion on their product choices.

Zudio's marketing initiatives, social media presence and popularity has influenced me to purchase their products

SI. No	Responses	Frequency	Percentage
1	Strongly agree	4	12.5
2	Agree	12	37.5
3	Neutral	10	31.25
4	Disagree	7	21.8
5	Strongly disagree	-	-
	TOTAL	32	100

While the majority of respondents (50%) hold positive views, either strongly agreeing or agreeing, regarding the influence of Zudio's marketing initiatives, social media presence, and popularity on their purchasing decisions, it's important to consider the perspectives of those who are neutral or in disagreement.

Zudio's advertising and special offers have influenced my choices while shopping for their products

SI. No	Responses	Frequency	Percentage
1	Strongly agree	5	15.62
2	Agree	17	53.12
3	Neutral	7	21.8
4	Disagree	2	6.25
5	Strongly disagree	1	3.12
	TOTAL	32	100

The majority of respondents (68.75%) hold positive views, either strongly agreeing or agreeing, regarding the influence of Zudio's advertising and special offers on their choices when shopping for products.

Respondents believe that Zudio's rapid growth and expansion in the market has helped in its success

SI. No	Responses	Frequency	Percentage
1	Strongly agree	11	34.37
2	Agree	13	40.62
3	Neutral	6	18.75
4	Disagree	2	6.25
5	Strongly disagree	1	3.12
	TOTAL	32	100

The majority of respondents (74.99%) hold positive views, either strongly agreeing or agreeing, regarding the impact of Zudio's rapid growth and market expansion on its success. However, it's important to consider the perspectives of those who are neutral or in disagreement

Zudio has achieved a strong presence in the minds of consumers due to their affordable prices

SI. No	Responses	Frequency	Percentage
1	Strongly agree	15	46.87
2	Agree	11	34.37
3	Neutral	4	12.5
4	Disagree	1	3.12
5	Strongly disagree	1	3.12
	TOTAL	32	100

The majority of respondents (81.24%) hold positive views, either strongly agreeing or agreeing, regarding the impact of Zudio's affordable prices on its strong presence in the minds of consumers. While this indicates a positive correlation, the perspectives of those who are neutral or in disagreement may offer insights into potential areas for improvement

In this highly competitive landscape, Zudio's customer engagement and marketing will never stop influencing me from purchasing their products

SI. No	Responses	Frequency	Percentage
1	Strongly agree	8	25
2	Agree	13	40.62
3	Neutral	7	21.87
4	Disagree	4	12.5
5	Strongly disagree	-	-

	TOTAL	32	100
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A significant majority of respondents (65.62%) hold positive views, either strongly agreeing or agreeing, regarding the enduring influence of Zudio's customer engagement and marketing in a highly competitive landscape. While this suggests a strong positive impact, the perspectives of those who are neutral or in disagreement may offer insights into potential areas for improvement or further exploration in Zudio's customer engagement and marketing strategies.

Zudio's focus on basic fashion and manufacture of clothes n bulk has influenced me to choose their products

SI. No	Responses	Frequency	Percentage
1	Strongly agree	11	34.37
2	Agree	14	43.75
3	Neutral	7	21.87
4	Disagree	2	6.25
5	Strongly disagree	-	-
	TOTAL	32	100

The majority of respondents (78.12%) hold positive views, either strongly agreeing or agreeing, regarding the influence of Zudio's focus on basic fashion and bulk manufacturing on their product choices. While this suggests a strong positive impact, the perspectives of those who are neutral or in disagreement may offer insights into potential areas for improvement

Overall, Zudio's marketing and brand awareness has a significant impact on my consumer choices

SI. No	Responses	Frequency	Percentage
1	Strongly agree	9	28.12
2	Agree	16	50
3	Neutral	5	15.62
4	Disagree	2	6.25
5	Strongly disagree	-	-
	TOTAL	32	100

The majority of respondents (78.12%) hold positive views, either strongly agreeing or agreeing, regarding the impact of Zudio's marketing and brand awareness on their consumer choices. While this suggests a strong positive impact, the perspectives of those who are neutral or in disagreement may offer insights into potential areas for improvement or further exploration in Zudio's marketing and brand awareness strategies.

FINDINGS

1. Product Perception:

- Respondents generally perceive Zudio products positively, associating product quality with the promises made in marketing.

- Zudio' advertisements and social media presence appear to have a notable impact on consumer preferences.
2. **Marketing Influence:**
 - Zudio marketing, including advertisements and promotions, is perceived to have a substantial influence on consumer choices.
 - Celebrity endorsements in Zudio marketing are acknowledged to influence the perceptions and choices of a significant portion of respondents.
 3. **Trust and Loyalty Programs:**
 - Trust in Zudio' marketing messages is relatively positive, with a significant portion of respondents expressing trust.
 - Zudio's loyalty programs play a substantial role in influencing a majority of respondents to continue purchasing from the company.
 4. **Consumer Choices:**
 - A significant proportion of respondents strongly agrees or agrees that Zudio's marketing has a substantial influence on their overall consumer choices.

SUGGESTIONS

Enhanced Social Media Engagement: Capitalizing on the positive perception of Zudio social media presence by enhancing engagement. Focus should be on interactive content, promotions, and user-generated content to strengthen the connection with their consumers.

Optimized Loyalty Programs: Given the significant impact of Zudio loyalty programs, they should continually optimize and innovate loyalty initiatives. They should consider personalized rewards, exclusive offers, and seamless redemption processes to enhance the overall loyalty program experience.

Communication Transparency: Recognizing the positive trust levels in Zudio's marketing messages, they must maintain transparency in communication, ensuring that marketing messages align with the actual product experience to build and sustain consumer trust.

Addressing Neutral Responses: Investigating the reasons behind neutral responses in various areas, such as product quality and the influence of marketing is a must.

Integrated Marketing Communication: They must ensure consistency and integration across various marketing channel and align messages from advertisements, social media, and promotions to create a cohesive and memorable brand image.

The influence of consumer choices on marketing plays a key role with regards to Zudio in general. Innovative ways to attract consumers, initiatives, discounts and occasions are ways to improve their marketing strategy. Implementing these suggestions can contribute to refining Zudio marketing strategies, strengthening consumer connections, and addressing specific areas.

CONCLUSION

In conclusion, Zudio appears to have established a positive impact on consumer choices through its brand awareness efforts, affordability, and specific strategies such as basic fashion focus and bulk manufacturing. The brand's marketing initiatives seem to resonate with a significant portion of the surveyed audience, contributing to a favorable perception. However, continuous efforts to address areas where respondents are neutral or express disagreement could further strengthen Zudio's brand awareness and consumer influence.

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