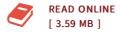




The Why of the Buy: Consumer Behavior and Fashion Marketing (Paperback)

By Patricia Mink Rath, Stefani Bay, Penny Gill

Bloomsbury Publishing PLC, United Kingdom, 2014. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. How do consumers decide what to buy for their wardrobes and their homes? What drives them to choose one brand over another? This current textbook tells all about how consumer behavior theory and practice is applied in the fashion industry. The second edition of Why of the Buy: Consumer Behavior and Fashion Marketing updates its presentation of how psychology, sociology, and culture influences consumers fashion purchase decisions-and ultimately impacts the success of global fashion enterprises. The unifying element of this text is its presentation of current knowledge of consumer behavior applied to the fields of fashion and design in an enthusiastic and relevant way that will attract and engage students. New to this Edition ~ New Chapter 11, Social Media and the Fashion Consumer, explores how the relationship between marketers, retailers, and consumers is aided by social media and the internet ~ Added discussion of Omnichannel retailing in Chapter 13 ~ Expanded and updated coverage of technology, ethics, and social responsibility ~ What Do I Need to Know About .? list the objectives of each chapter and provide a roadmap for study...



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