

CONSUMER INFLUENCES

IN FASHION

★ **WHY WE BUY CLOTHES**

1. CULTURAL AND ECONOMIC CONDITIONS

- ETHNICITY
- RELIGION
- CULTURE
- AFFORDABILITY



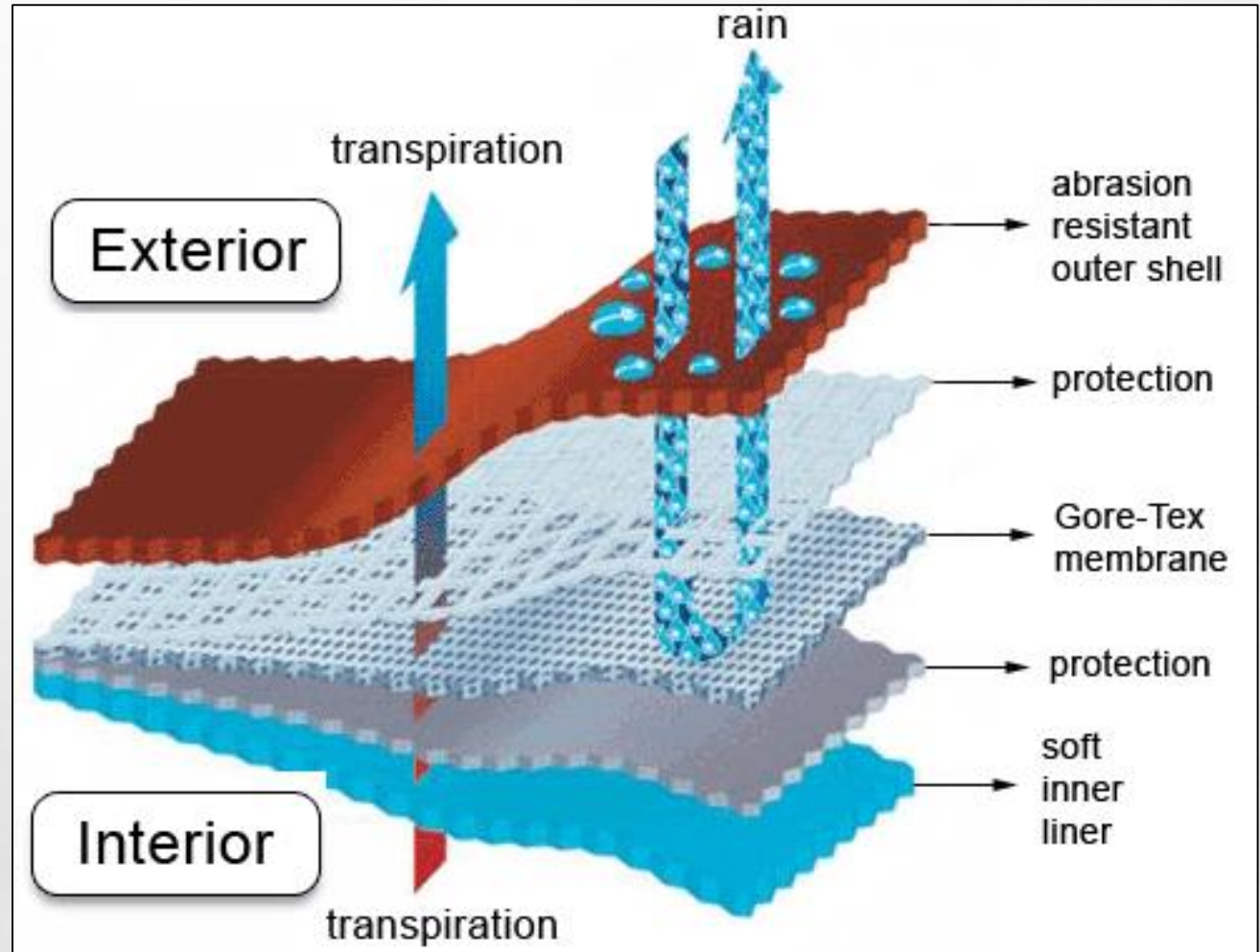
2. MEDIA AND ADVERTISING

- **COMMERCIALS**
- **TV SHOWS**
- **MOVIES**
- **MAGAZINES**
- **SOCIAL MEDIA**



3. TECHNOLOGY

- **NEW FIBERS**
- **NANO TECHNOLOGY**
- **“SMART” TEXTILES**



4. PURCHASING INFLUENCES

- **CONFORMITY**
- **PEER PRESSURE**
- **SOCIAL EXPECTATIONS**
- **CULTURE (ETHNICITY, RELIGION)**
- **INDIVIDUALITY**



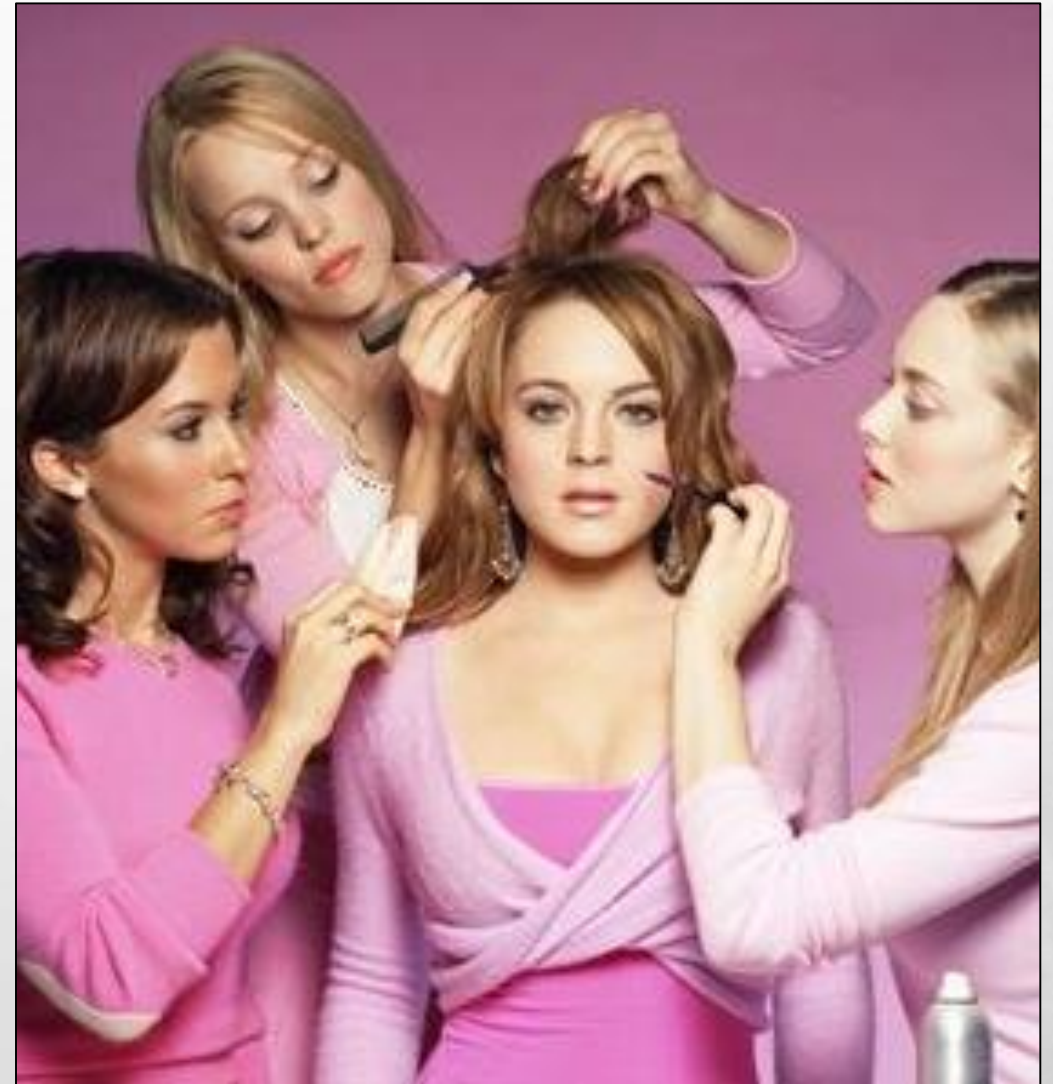
5. CONFORMITY

- **OBEYING OR AGREEING WITH A GIVEN STANDARD OR AUTHORITY.**
- **EXAMPLE: WEARING A SCHOOL UNIFORM BECAUSE IT'S REQUIRED.**



6. PEER PRESSURE

- **FORCE THAT MAKES PEOPLE WANT TO BE LIKE OTHERS IN THEIR SOCIAL GROUP.**
- **EXAMPLE: PURCHASING A SHIRT BECAUSE ALL YOUR FRIENDS HAVE ONE LIKE IT.**



7. SOCIAL EXPECTATIONS

- **MEDIA AND OTHER FACTORS THAT INFLUENCE A CONSUMER'S PURCHASING HABITS.**
- **EXAMPLE: BUYING CLOTHING BECAUSE IT'S MARKETED FOR YOUR AGE GROUP.**



8. CULTURE (ETHNICITY, RELIGION)

- **TRADITION, ETHNICITY OR RELIGION THAT INFLUENCES A CONSUMER'S PURCHASING HABITS.**
- **EXAMPLE: WEARING MODEST CLOTHING BECAUSE OF YOUR PERSONAL BELIEFS.**



9. INDIVIDUALITY

- **THE QUALITY THAT DISTINGUISHES ONE PERSON FROM ANOTHER.**
- **EXAMPLE: BUYING A PAIR OF PANTS BECAUSE YOU LIKE THEM.**



SMART SHOPPING

IN FASHION

MAKING PURCHASING DECISIONS

1. BEFORE SHOPPING

- **PLAN AHEAD!**
- **MAKE A LIST OF CLOTHING ITEMS/ACCESSORIES THAT ARE A PRIORITY.**
- **CONSIDER HOW MUCH MONEY YOU HAVE TO SPEND.**



2. WHEN TO SHOP

- **SEASONS MAKE A DIFFERENCE.**
- **FOR A WIDE SELECTION, SHOP EARLY IN THE SEASON.**
- **FOR LOWER PRICES, SHOP LATE IN THE SEASON.**



3. WHERE TO SHOP

- **PRICE VS. QUALITY & SERVICE**
- **WALMART VS. DILLARD'S**
- **LOCATION AND STORE HOURS**



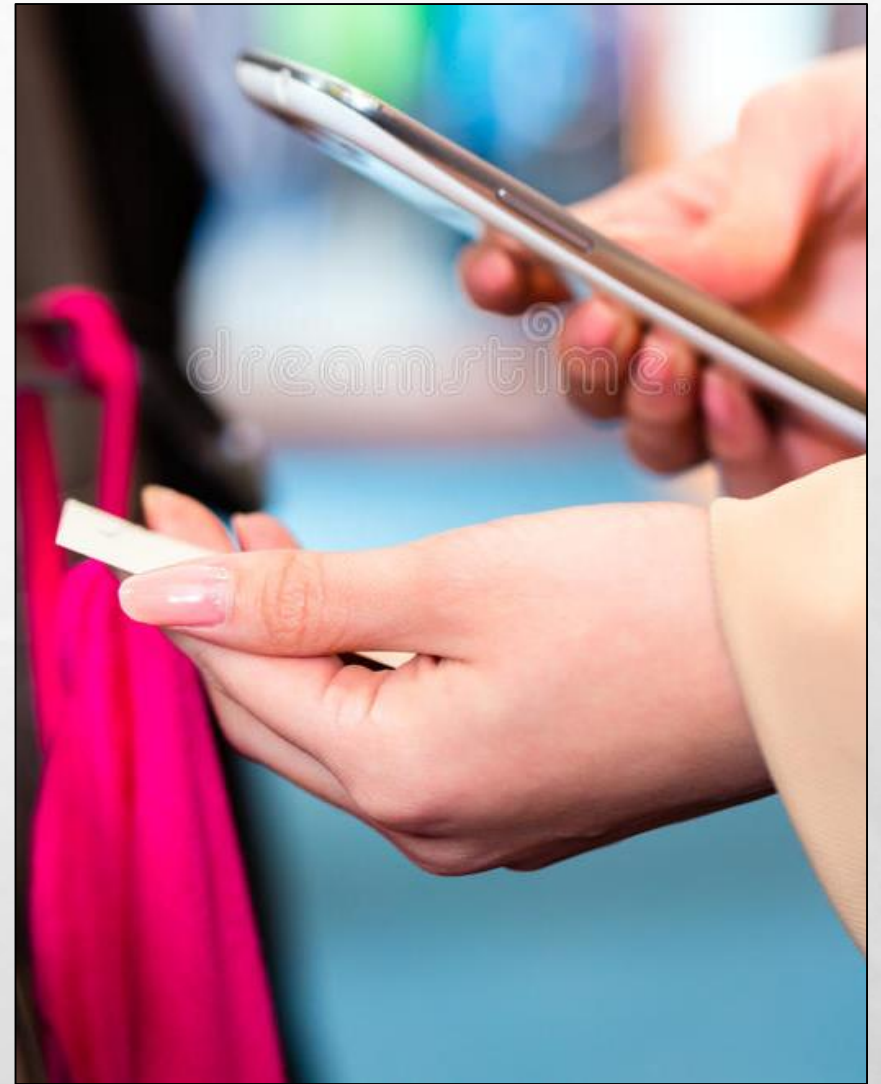
4. DURING SHOPPING

- **AVOID IMPULSE BUYING**
 - **SUDDEN AND NOT CAREFULLY THOUGHT OUT PURCHASING.**
- **PRACTICE SALES RESISTANCE-STAY STRONG!**
- **STICK TO STYLES THAT FLATTER YOU.**
- **CARRY FABRIC AND COLOR SWATCHES.**
- **TRY CLOTHES ON BEFORE PURCHASING.**



5. SMART SHOPPING

- **SHOP THE SALES.**
- **COMPARISON SHOP**
 - **COMPARE OTHER STORES AND ONLINE BEFORE PURCHASING.**
- **SHOP WITH COUPONS OR OTHER PROMOTIONS LIKE MEMBERSHIP CLUBS.**



6. SHOPPING MANNERS AND ETHICS

- **BE COURTEOUS AND POLITE.**
- **HANDLE MERCHANDISE WITH CARE.**
- **UNDERSTAND STORE RETURN POLICIES.**
- **NEVER SWITCH PRICE TAGS OR SHOPLIFT.**



7. JUDGE THE QUALITY

- **INSPECT THE GARMENT BEFORE PURCHASING.**
- **LOOK FOR THE FOLLOWING:**
 - **BASIC CONSTRUCTION**
 - **SECURE SEAMS**
 - **MATCHING PLAIDS/PATTERNS**
 - **ATTACHMENT OF FASTENERS (BUTTONS, ZIPPERS, ETC.)**
 - **PREVIOUS STAINS OR DAMAGE**



8. COST PER WEAR

- **DETERMINE IF THE GARMENT IS WORTH THE PRICE.**
- **COST PER WEAR IS DETERMINED BY:**
 - **PRICE OF THE GARMENT DIVIDED BY THE NUMBER OF TIMES WORN.**



COST PER WEAR EXAMPLE

- **MARK PURCHASES A PAIR OF JEANS FOR \$45.00. HE EXPECTS TO WEAR THEM 2 TIMES A WEEK FOR 6 MONTHS. WHAT IS THE COST PER WEAR?**
- **6 MONTHS X 4 WEEKS PER MONTH = 24 WEEKS**
- **24 WEEKS X 2 TIMES PER WEEK = 48 TIMES WORN**
- **\$45.00 / 48 TIMES WORN = \$0.93 PER WEAR**

IS THE GARMENT WORTH THE PRICE?

COST PER WEAR EXAMPLE

- **SARAH WANTS TO PURCHASE A NEW SHIRT FOR \$50.00. SHE EXPECTS TO WEAR IT ONCE EVERY 2 WEEKS FOR ABOUT 6 MONTHS. WHAT IS THE COST PER WEAR?**
- **6 MONTHS X 2 WEEKS PER MONTH = 12 TIMES WORN**
- **\$50.00 / 12 TIMES WORN = \$4.16 PER WEAR**

IS THE GARMENT WORTH THE PRICE?

COST PER WEAR EXAMPLE

- **LISA PURCHASED A FORMAL DRESS FOR \$350.00. SHE WILL WEAR IT 1 TIME AT PROM. WHAT IS THE COST PER WEAR?**
- **$\$350.00 / 1 \text{ TIME WORN} = \350.00 PER WEAR**

IS THE GARMENT WORTH THE PRICE?

9. LABELS

- **PERMANENTLY ATTACHED TO GARMENTS.**
- **LABELS ARE REQUIRED BY LAW AND MUST INCLUDE THE FOLLOWING:**
 - **FIBER CONTENT**
 - **GARMENT CARE**
 - **INTERNATIONAL CARE SYMBOLS**
 - **MANUFACTURER NUMBER**
 - **COUNTRY OF ORIGIN**



10. HANG TAGS

- **DETACHABLE TAGS ATTACHED TO CLOTHING.**
- **A FORM OF ADVERTISING THAT CAN INCLUDE:**
 - **BRAND NAME**
 - **LOGO**
 - **PRICE**
 - **SIZE**
 - **COMPANY INFO**



TYPES OF STORES

IN FASHION



WHERE TO SHOP

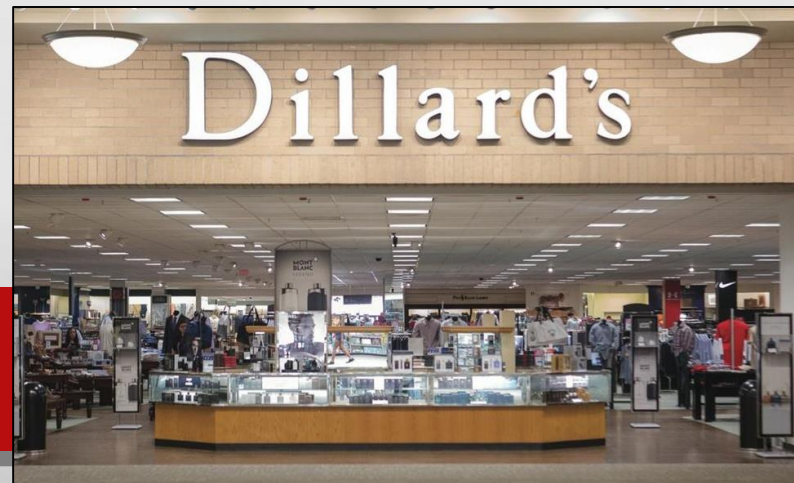
1. CHAIN STORES

- **A GROUP OF STORES OWNED, MANAGED AND CONTROLLED BY A CENTRAL OFFICE.**
- **EXAMPLES: GAP, FOREVER 21, AMERICAN EAGLE**



2. DEPARTMENT STORES

- **RETAIL STORES THAT OFFER A LARGE VARIETY OF MANY TYPES OF MERCHANDISE ORGANIZED INTO SEPARATE DEPARTMENTS.**
- **EXAMPLES: MACY'S, DILLARD'S, JC PENNEY**



3. SPECIALTY STORES

- **STORES THAT SELL A SPECIFIC TYPE OR LIMITED LINE OF APPAREL.**
- **EXAMPLES: VICTORIA'S SECRET, CLAIRE'S, FOOTLOCKER**



4. DISCOUNT STORES

- **STORES THAT SELL MASS MARKET MERCHANDISE IN LARGE, SIMPLE BUILDINGS WITH LOWER OVERHEAD.**
- **EXAMPLES: TARGET, KOHL'S, WAL-MART**



5. MANUFACTURER-OWNED STORES

- **STORES THAT CARRY MERCHANDISE MADE SPECIFICALLY FOR THAT LABEL OR BRAND.**
- **EXAMPLES: NIKE, RALPH LAUREN, LULULEMON**



6. OUTLET STORES

- **MANUFACTURER OWNED DISCOUNT STORES WHICH SELL SECONDS AND OVER-RUNS.**



7. ELECTRONIC SHOPPING

- **SHOPPING OVER THE INTERNET.**
- **PROS:**
 - **SHOP FROM HOME**
 - **WIDE VARIETY**
 - **PROMOTIONS**
- **CONS:**
 - **CANNOT TRY ON MERCHANDISE**
 - **EXTRA CHARGES FOR SHIPPING**



8. CATALOG PURCHASING

- COMPANIES THAT OFFER A VARIETY OF MERCHANDISE BY CATALOG.
- ORDERS ARE PLACED OVER THE PHONE OR ONLINE.
- ALSO KNOWN AS DIRECT-MAIL MARKETING.

