

CONSUMER INFLUENCES

IN FASHION

★ **WHY WE BUY CLOTHES**

1. CULTURAL AND ECONOMIC CONDITIONS

- ETHNICITY
- RELIGION
- CULTURE
- AFFORDABILITY



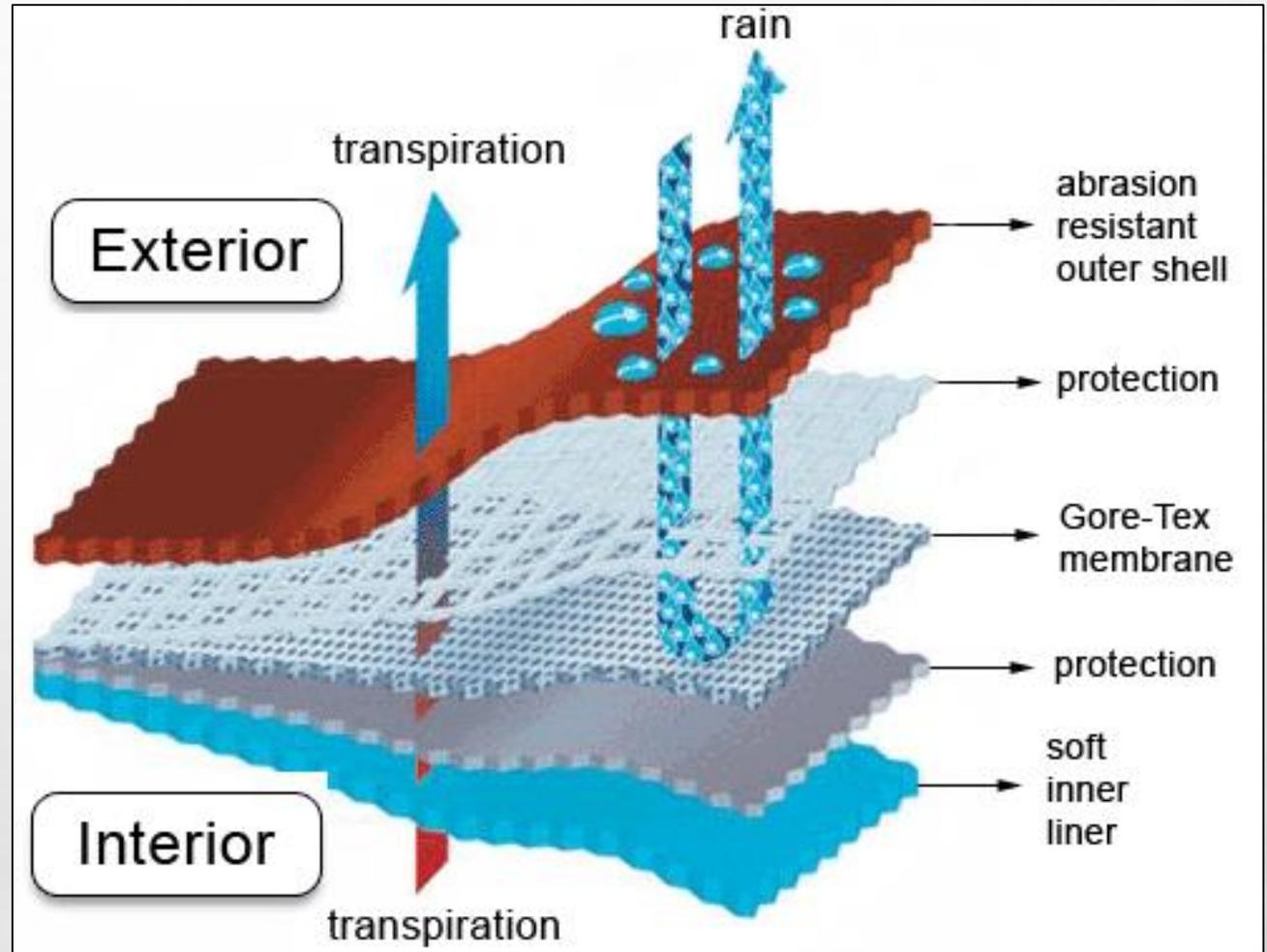
2. MEDIA AND ADVERTISING

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



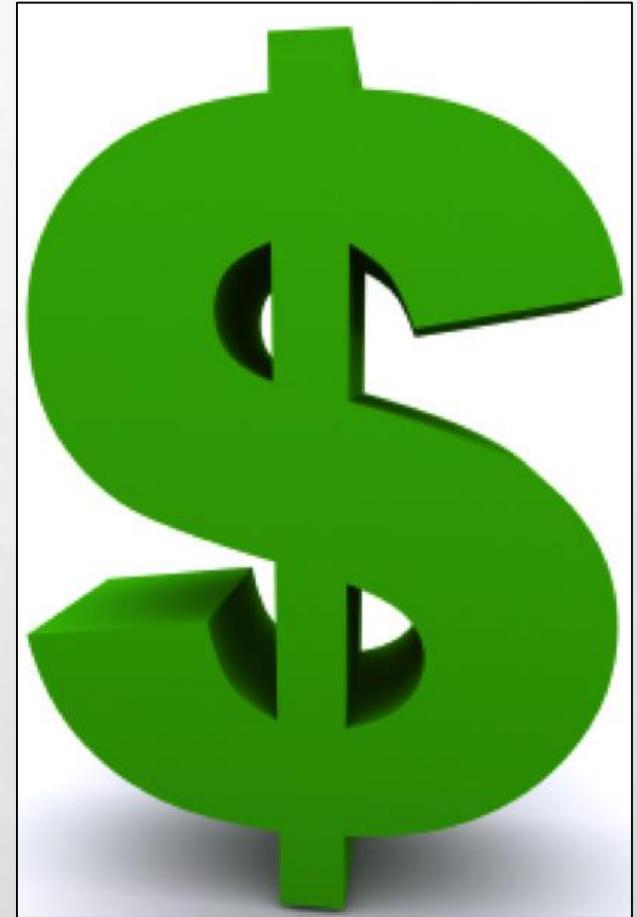
3. TECHNOLOGY

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



4. PURCHASING INFLUENCES

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



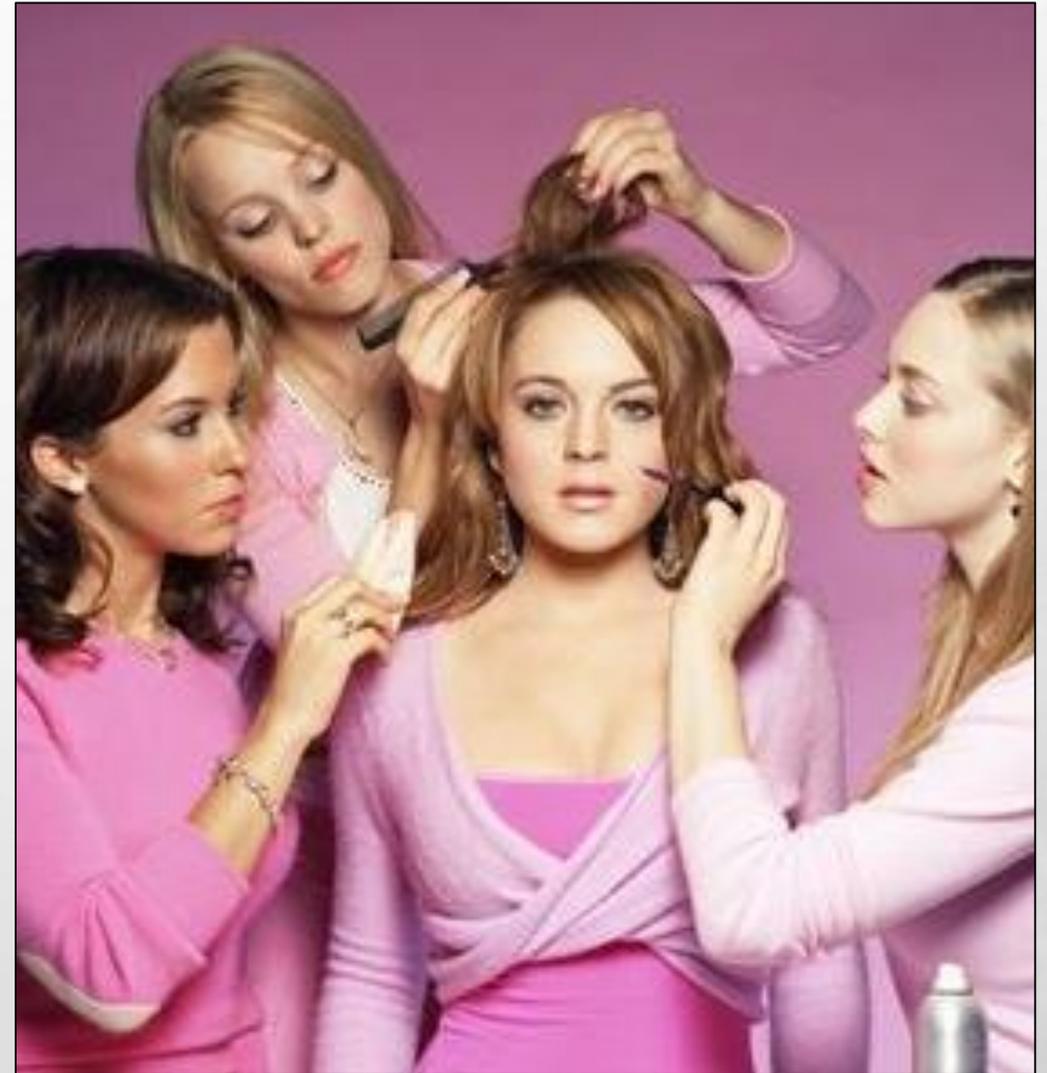
5. CONFORMITY

- **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.**



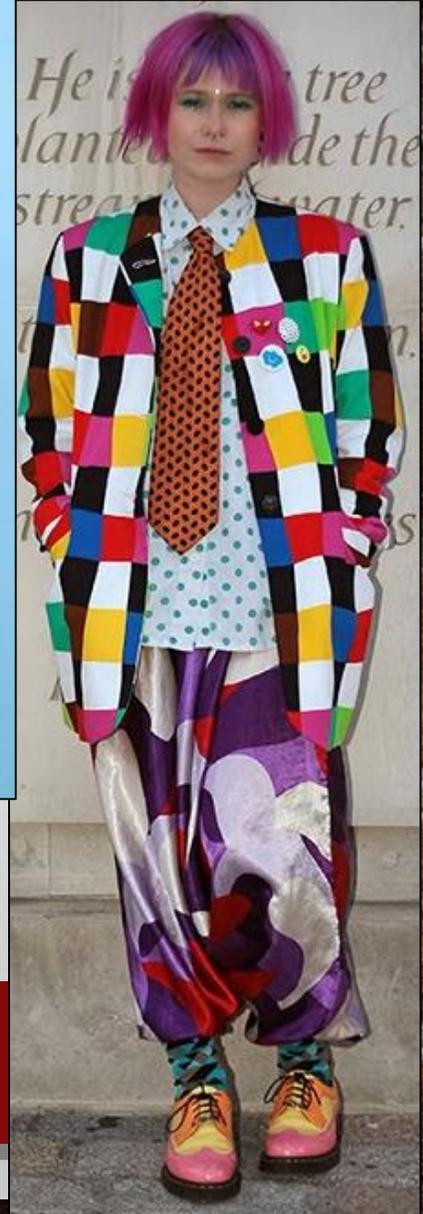
8. CULTURE (ETHNICITY, RELIGION)

- **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**



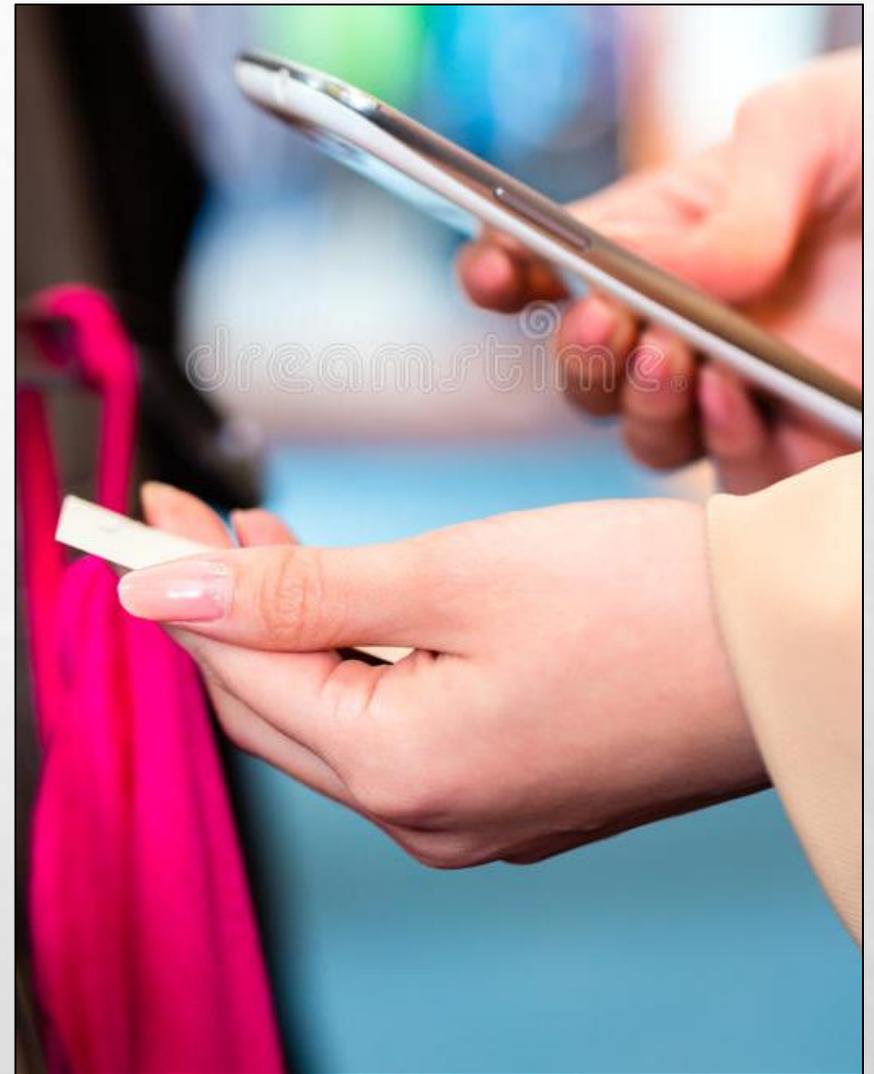
4. DURING SHOPPING

- **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?

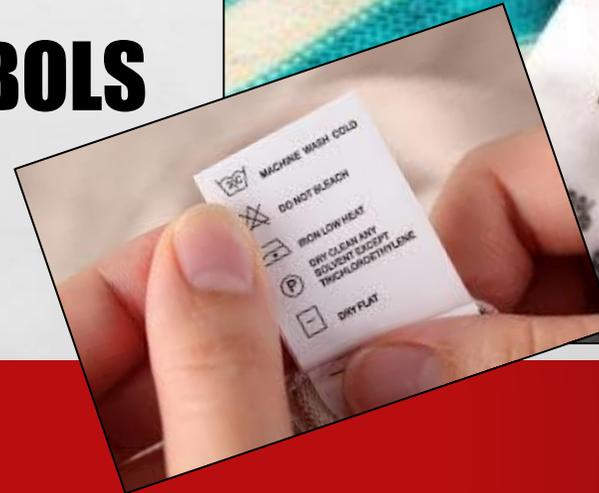
COST PER WEAR EXAMPLE

- **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

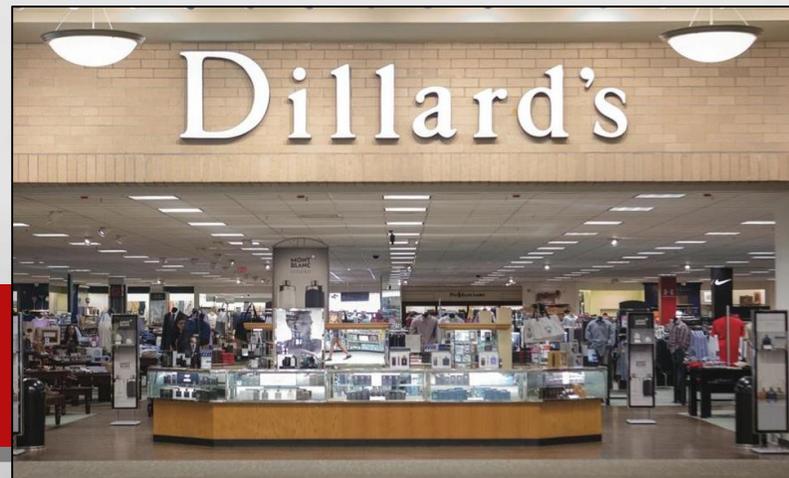
1. CHAIN STORES

- **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.



VIRTUAL MALL ASSIGNMENT



ONLINE COMPARISON SHOPPING

- **USE THE TEMPLATE AND GO ONLINE TO COMPARE AN ITEM YOU WOULD LIKE TO PURCHASE.**

	Store #1	Store #2	Store #3
Item			
Website/Store	http://www.rockport.com/rockport/cobb-hill-hattie-open-lace-up/chhattieopenlace.html?dvwvar_chhattieopenlace_color=chhattieopenlace_tanlthr&dvwvar_chhattieopenlace_width=M&dvwvar_chhattieopenlace_shoeSize=6&cgid=womens-footwear-featured-cobb-hill#srule=Price+Asc&sz=12&start=1	https://www.zappos.com/p/rockport-cobb-hill-collection-cobb-hill-hattie-open-lace-tan-leather/product/8999740/color/665	https://www.dsw.com/en/us/product/ram-page-emmie-sandal/406308?activeColor=250
Cost	\$120	\$84.99	\$39.99
Fiber Content	Leather TPR Outsole Provides Traction Control Steel Shank Provides Stability Textile Lining Provides Breathability EVA Footbed Provides Flexible Lightweight Impact Absorption	Leather TPR Outsole Provides Traction Control Steel Shank Provides Stability Textile Lining Provides Breathability EVA Footbed Provides Flexible Lightweight Impact Absorption	Faux suede upper Ghillie lace-up Faux leather lining Synthetic sole
Care Instructions	Do not get wet.	Do not get wet.	Do not get wet.
Shipping	\$5.00	Free	Free
Promotional Specials	30% off with summer code	None	None
Conclusion	I love these, but the price is a killer I like that they are real leather and made with impact absorption, traction, and a reinforced footbed. I don't think I could fork over that much for these.	This is what I would purchase. It is the Cobb Hill shoe at a fraction of the price from the Cobb Hill website. Plus, free shipping.	I love the price of this one, but I worry my feet would be crying by the end of 1st period. I don't think I would go this route because it is made of faux and synthetic products.

**DESIGN YOUR
OWN HANG TAG**



CREATE A COMPANY/BRAND

- **CREATE A COMPANY OR BRAND NAME FOR YOUR OWN FASHION LINE**

RALPH LAUREN

VALENTINO

LACOSTE

BOSS
HUGO BOSS

CHANEL

PRADA

GUCCI

CÉLINE

D&G

MARC JACOBS

LOUIS VUITTON

Calvin Klein

Dior

VERSACE

roberto cavalli

FENDI

GIVENCHY

MIU MIU

BVLGARI

Chloé

HERMÈS
PARIS

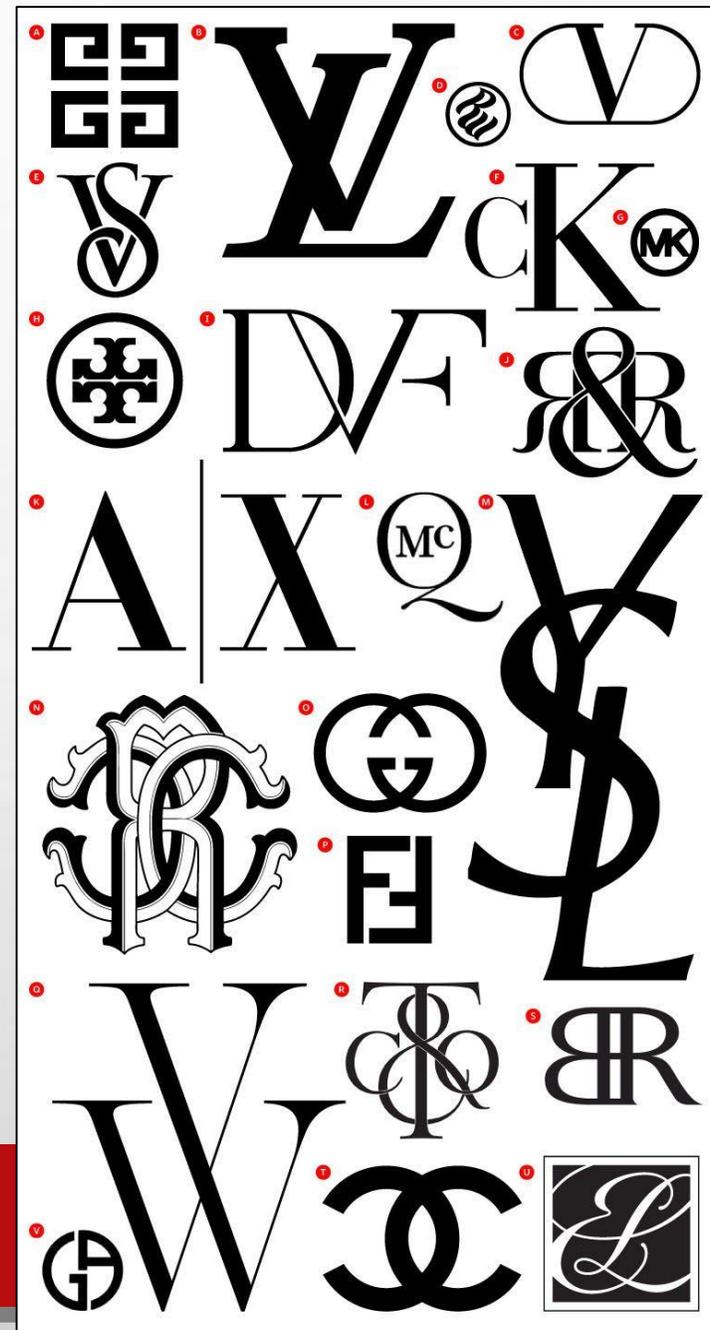
ARMANI

BALENCIAGA

BURBERRY®

CREATE A LOGO

- **PICTURE OR SYMBOL THAT MAKES A FASHION BRAND RECOGNIZABLE**
- **SHOULD BE CREATIVE AND CATCHY**



DESIGN YOUR OWN HANG TAG

- **DESIGN YOUR OWN HANG TAG WITH YOUR FASHION BRAND AND LOGO.**

