

Chapter 2: Influences on Fashion Marketing and Consumer Demand

CONSUMER DEMAND

- ↳ Fashion marketing begins and ends with the _____!
- ↳ Consumers influence fashion marketing by their _____.
- ↳ The purpose of advertising is to _____

CONSUMER GROUPS =

- ↳ **Demographics -**

(Diagram – p. 31)

Gray Market –

Baby Boomers –

Baby Busters (Generation X) –

Echo Boom/Baby Boomlet (Generation Y) –

Ethnic Diversity –

↳ **Psychographics –**

The Working Woman –

Larger Sizes –

Community, travel, renewed interest in family life, work at home, computers, comfort, cocooning, value of time, and overwhelmed consumers

↳ **Target Marketing –**

Market niches –

Database marketing –

Mapping –

ECONOMIC INFLUENCES ON CONSUMER DEMAND AND MARKETING

↳ **Consumer Spending**

Personal income –

Disposable income –

Discretionary income –

↳ **Purchasing Power** –

↳ **Credit** –

Corporate ownership – sell stock for funding

Labor costs – increase prices

Inflation – people earn more but prices and taxes are higher—less to spend! (1980's)

Recession – decrease in spending (early 1990's)

Foreign Exchange Market – when the dollar is strong against other currencies, Americans are able to buy foreign-made merchandise more cheaply; creates competition for American-made goods (*The Euro*)

GLOBAL INFLUENCES ON MARKETING

↳ A major trend in fashion marketing is _____.

↳ **Imports** –

Imported fashion merchandise –

Imported fabrics –

Imported apparel or accessory production –

↳ **Balance of Trade –**

Labor versus Free Trade, Import Tariffs or Duties, Quota Allocations

↳ **World Trade Organization (WTO) –**

↳ **Exports –**

↳ **NAFTA –**

TECHNOLOGICAL INFLUENCES ON FASHION MARKETING

↳ **Business communications**

↳ **Communication with consumers**

↳ **Information technology**

↳ **Merchandise Information Systems (MIS) –**

Product development –

Designer worksheets –

UPC (Universal Product Codes) –

Inventory –

↳ **Electronic Data Interchange (EDI) –**

Automatic replenishment

Value Chain Initiative (VCI) – international standards for sharing information between retailers, manufacturers, and suppliers

↳ **Production Technology –**

THE MARKETING CHAIN –

↳ **Traditional** – diagram p. 44

↳ **Vertical Integration** –

↳ **Manufacturer/Retailer Alliances** –