Fashion Marketing

Third Edition

Edited by Mike Easey



Contents

List of Contributors			ix
Preface			xi
Acknow	wledgen	nents	XV
Part A	: Under	standing Fashion Marketing	1
1	An Introduction to Fashion Marketing		3
	Mike Easey		
	1.1	What is fashion?	3
	1.2	What is marketing?	5 7
	1.3	What is fashion marketing?	
	1.4	Fashion marketing in practice	7
	1.5	How fashion marketing can help the	
		fashion industry	11
	1.6	What fashion marketers do: five examples	12
	1.7	Ethical issues in fashion marketing	13
	1.8	An overview of the fashion marketing process	15
	1.9	Summary	16
	Furthe	r reading	17
2	The Fashion Market and the Marketing Environment		18
	Christi	ne Sorensen	
	2.1	Introduction	18
	2.2	The development of the fashion market	18
	2.3	The fashion market: size and structure	21
	2.4	Marketing environment	26
	2.5	Micro-marketing environment	26
	2.6	Macro-marketing environment	34
	2.7	Trends in the marketing environment	56
	2.8	Summary	58
	Furthe	r reading	59

Part B: Understanding and Researching the					
		Purchaser	61		
3	The Fashion Consumer and Organizational Buyer				
	Mike Easey				
	3.1	Introduction	63		
	3.2	Why study the fashion buyer?	64		
	3.3	Fashion consumer decision-making	68		
	3.4	Psychological processes	73		
	3.5	Sociological aspects of consumer			
		behaviour	83		
	3.6	The organizational buyer	94		
	3.7	Summary	95		
	Further	reading	96		
4	Fashion	Marketing Research	97		
	Patricia				
	4.1	Introduction	97		
	4.2	The purpose of marketing research	97		
	4.3	An overview of the marketing research			
		process	100		
	4.4	Problem definition and setting research			
		objectives	100		
	4.5	Research design	100		
	4.6	Data sources	101		
	4.7	Practical sampling methods	103		
	4.8	Primary data collection methods	108		
	4.9	Data collection methods	111		
	4.10	Questionnaire design	113		
	4.11	Attitude measurement and rating scales	117		
	4.12	The role of marketing research in new			
		product development	119		
	4.13	Forecasting fashion	121		
	4.14	The Internet as a research tool	123		
	4.15	International marketing research	126		
	4.16	Summary	127		
	Further	reading	128		
Part C:		Marketing and Managing the			
		Marketing Mix	129		
5	Segmentation and the Marketing Mix		131		
		sey and Christine Sorensen			
	5.1	Introduction and overview	131		
	5.2	Mass marketing and market segmentation	131		
	5.3	Segmentation: rationale, bases and strategy	134		

	5.4 Positioning and perceptual mapping			
	5.5	The fashion marketing mix	141	
	5.6	Summary	143	
	Furth	er reading	144	
6	_	Designing and Marketing Fashion Products Sheila Atkinson and Mike Easey		
	6.1	Introduction	145	
	6.2	The importance of fashion products	145	
	6.3	The nature of fashion products	147	
	6.4	The fashion industry and new product development	157	
	6.5	Retail buying sequence: autumn and	1/1	
	, ,	winter season	161	
	6.6	The product mix and range planning	163	
	6.7	Fashion and related life cycles	169	
	6.8	Summary	176	
	Furth	er reading	176	
7	Pricing Garments and Fashion Services		177	
		Easey	477	
	7.1	Introduction	177	
	7.2	Different views of price	177	
	7.3	The role of price decisions within	470	
		marketing strategy	178	
	7.4	External factors influencing price decisions	180	
	7.5	Internal factors influencing price decisions	183	
	7.6	Main methods of setting prices	184	
	7.7	Pricing strategies in relation to new		
		products	190	
	7.8	Pricing strategies to match the		
		competition	191	
	7.9	Price changes	193	
	7.10	Summary	195	
	Furth	er reading	195	
8	Fashi	Fashion Distribution		
	John	Willans		
	8.1	Introduction	196	
	8.2	The importance of fashion retailing	196	
	8.3	Structural issues	198	
	8.4	The industry's components	202	
	8.5	Trends in retailing	208	
			,	

	8.6	The Internet	213	
	8.7	The 'grey market'	215	
	8.8	Retail marketing effectiveness	215	
	8.9	Summary	216	
	Furthe	er reading	216	
9		on Marketing Communications	218	
	Gayno	Gaynor Lea-Greenwood		
	9.1	Introduction	218	
	9.2	The marketing communications environment	219	
	9.3	The traditional approach to promotion	220	
	9.4	Fashion advertising	223	
	9.5	Sales promotion	225	
	9.6	Public relations	226	
	9.7	Celebrity endorsement and sponsorship	227	
	9.8	Personal selling	229	
	9.9	Visual merchandising to visual marketing	230	
	9.10	International marketing communications	232	
	9.11	Ethics in marketing communications	233	
	9.12	Evaluating the effectiveness of		
		marketing communications	234	
	9.13	New directions in fashion marketing		
		communications	235	
	9.14	Summary	236	
	Usefu	websites	236	
		er reading	237	
10	Fashio	on Marketing Planning	238	
. •	Mike I			
	10.1	Introduction	238	
	10.2	The planning process and objectives	238	
	10.3	Marketing audits and SWOT analysis	240	
	10.4	Marketing strategy	243	
	10.5	The fashion marketing plan	246	
	10.6	Implementation and organizational issues	247	
	10.7	Summary	250	
		er reading	250	
		-		
	•	shion Marketing Terms	251	
Index			257	