



Lecture 1 (January 15)

Why is Consumer Behavior Important to the Fields of Fashion and Design

Critical Consumer Behavior

What do consumers want and how to serve them:

- Emerging consumer trends
- how to better serve consumer needs
- the effects of cultural attitudes on buying habits
- consumer centric merchandising
- techniques to improve shopper satisfaction

Fashion and Design Purchases are Unique Lifestyle Reflections

Identity, Taste, Values, Aspirations

Zeitgeist

Fashion and design tune into the spirit of the times

to feel the pulse of contemporary culture, must consider broadly

Develop awareness and sensitivity are essential to being current and competitive

Marketing to Gain Competitive Advantage

Promotion, Communication, Product development, Global marketing, Direct marketing, traditional marketing

Creating Buzz

College students are a tough audience

Social media is used to appeal

Word of mouth marketing is affective for social media

- Guerilla
- Ambush
- Viral (primary process)

Identifying, Reaching Target Market

Focusing on social media and mobile marketing

Trend- expression of how selections are made, voting with money

- upscale branding of luxury markets for few but influence many
- basic becomes small indulgences

Upscale Branding

play to strength, leverage design, limit distribution channels, green label

Standing Out From the Rest

Product differentiation, brand vs brand image vs brand loyalty vs brand equity, contrast between innovation and tradition

Lecture 2 (January 20)

Consumer Behavior, Marketing, and Fashion: A Working Relationship

Reason why plus size is offered by a minority of brands

Most brands don't want to be associated with it

Consumer Trends Watched in 2013

Showrooming, Multi-screen, Hyper-converting, Mobile, Personal proximity

Understanding Marketplace conditions:

Buyers Market

- More sellers than buyers
- supply high
- demand low
- low prices

Sellers Market

- more buyers than sellers
- supply low
- demand high
- high prices

Value Relative to Cost

Value increases likelihood of purchase due to tangible/intangible attributes

- when value increases perceived cost decreases
- when value decreases perceived cost increases

Buyers Preference

Higher demand for customization

shift from mass to niche markets

- why? internet
- high demand for alternatives
- team apparel

Understanding Target Market

What do potential customers value?

- primary data
- secondary data

Strategic Marketing Plan

- specific target market
- preference of target
- determine how to connect and keep customers
- adapt to evolving marketplace

Fashion Market= current fashion+marketing plan

Approaching the Marketplace

Need strategy to deal with competitors

Organize marketing activities: STP formula

- S= Segment
- T= Target
- P= Position

Segment

- Divide market into clusters of characteristics wants and needs
- focus on best market prospects with psychographics

Qualifying Target Market

How to know if you?

- Actual identification of segment
- can it generate enough revenue or interest?
- can it gauge how much the market can grow/change?
- determine if it is cost effective

Position Product/Service and Company

Tools

- product
- place
- promotion
- price
- people
- procedures

Satisfying Customer: Marketing Concept

Focuses on knowing customer to satisfy needs better than competitors

the more we understand the more we can address customer needs

Creates:

- repeat purchasers (60 percent of sales)
- positive word of mouth