



# Fashion and the Consumer (Understanding Fashion)

*Jennifer Yurchisin, Kim K. P. Johnson*

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This text is designed to introduce important concepts related to the consumption of fashion and clothing to beginning students. Designed to support teaching and learning, this book looks at the cultural and economic significance of the global fashion industry. Beginning with an historical overview of fashion consumption, the book then provides an analysis of both rational normative consumer decision-making as well as hedonic and alternative consumption patterns. It concludes with a look at ethical decision-making and social responsibility concerning design, production, and consumption.

Each chapter contain definitions of the key concepts, overviews of the relevant theories, case studies, as well as summary sections, a listing of key terms, questions for discussion, and assignments for class use.

Combining insights and perspectives from a wide range of disciplinary approaches, including fashion, cultural studies, sociology and business, this book will be of interest to students on a variety of courses studying consumer behaviour.

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