



# The Why of the Buy: Consumer Behavior and Fashion Marketing

By Patricia Rath, Stefani Bay, Penny Gill, Richard Petrizzi

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Consumer behavior affects all aspects of design, production, merchandising, and promotion in the fashion industry. *The Why of the Buy: Consumer Behavior and Fashion Marketing* addresses how psychology, sociology, and culture influence what, when, where, why, and how consumers buy what they buy. With topics ranging from consumer attitudes, personality, and values to the global marketplace, ethics, and social responsibility, this text with more than 150 color photos and cartoons presents consumer behavior in an enthusiastic and relevant way that will attract and engage students.

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About the Author

Patricia M. Rath, International Academy of Design and Technology, Chicago. Stefani Bay Illinois Institute of Art, Chicago. Richard Petrizzi Illinois Institute of Art, Chicago. Penny Gill Writer/Journalist.

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