

Apparel Merchandising and Marketing

Unit - I

Market environments – political – legal – technical – social and cultural environments, basic aspects of culture, analytical approach to culture factors- cross-cultural challenges.

Unit - II

Merchandising concepts: Definition of merchandising – merchandising as a business function – Role of Merchandiser. Behavioral Theory of the Apparel Industry – Relationship within the apparel Industry and between the environment and the industry

Unit - III

Evolution of merchandising in Apparel Industry – Merchandising Technology : Role – quick response business system – sources and capabilities – making quick response in to accurate response

Unit-IV

Apparel market and environment of marketing – micro and macro marketing environment trends- development – size and structure of Apparel and Fashion Market- apparel market – study of markets and segments. Contribution of Fashion markets to the Apparel Industry

Unit-V

Consumer behaviour in Apparel and Fashion Market – Fashion Buyer – Decision Making – Psychological and sociological aspects – Product Planning and development – Development of new product. Apparel and Fashion Market practices and Procedures.

Reference Books :

- a) J Anderson Black, " A History of Fashion" Orbis Publishing Ltd, USA 1985.
- b) Elizabeth Rouse, Understanding Fashion, Blackwell Science, UK, 1989.
- c) Vijay Barotia, "Marketing Management", Mangal Deep Publication, 2001
- d) Laine Stone, Jean A Samples, " Fashion Merchandising", Mc Graw Hill Books, 1985