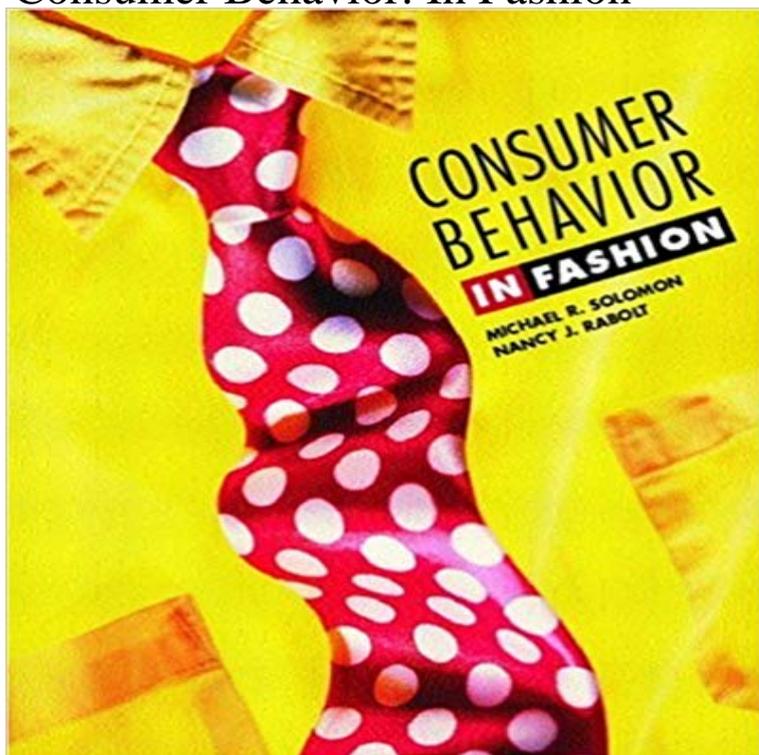


Consumer Behavior: In Fashion



For courses in Consumer Behavior in Fashion and Interior Design; as well as similar courses offered in the departments of Sociology, Psychology, and Business. In addition to contributing to the understanding of why people buy things, this text considers how products, services, and consumption activities contribute to the broader social world we experience. This book not only probes the psyche of the American consumer, but also attempts wherever possible to consider the multicultural perspectives of consumers from around the world. Models of consumer behavior underscore the complex interrelationships between the individual consumer and his/her social reality.

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