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Altri autori (Persone)	EstelamiHooman JonesRichard
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Note generali	Description based upon print version of record.
Nota di contenuto	CONTENTS; EDITORIAL ADVISORY BOARD; Editorial; US consumer purchasing decisions and demand for apparel; Age, gender and national factors in fashion consumption; Exploring adolescent girls' identification of beauty types through consumer collages; Generation X, Baby Boomers, and Swing: marketing fair trade apparel; College students' attitudes toward shopping online for apparel products; Grey consumers are all the same, they even dress the same - myth or reality?; Buying behaviour of "tweenage" girls and key societal communicating factors influencing their purchasing of fashion clothing Book reviewForthcoming in issue 5; Call for papers; Awards for Excellence
Sommario/riassunto	This e-book presents the results of research into a range of these issues in a range of countries as specifically applied to the marketing of apparel. The primary focus is on the issue of age and its influence on purchasing behaviour.