

Preface

Effective branding is a critical success factor for all kinds of fashion brands and affects consumer welfare. By effective branding strategies, fashion brands can create equity, foster consumer brand loyalty, and enhance profitability. Essentially, consumers buying branded fashion products enjoy not only the functional needs of the products but also the excitement and other social needs (e.g., self-image projection, showing desirable lifestyle and social status etc). Proper branding strategies can enhance both dimensions and create a win-win situation in which consumers are more satisfied and the fashion brands make more profit. In the long run, both the fashion brands and consumers will be much benefited.

Despite being an important and timely topic, there is currently an absence of a comprehensive reference source that provides the state-of-the-art findings on both theoretical and applied scientific research on fashion branding and consumer behaviors. In view of the above, I have edited this Springer handbook. This handbook contains three parts, with Part I including mainly literature review and introductory works, and Parts II and III including original research studies. The details are listed below:

Part I: Introduction and Literature Review

- Fashion Branding and Consumer Behaviors: An Introduction
- Luxury Fashion Branding: Literature Review, Research Trends, and Research Agenda
- Fashion Brand Personality and Advertisement Response

Part II: Analytical Modeling Research

- Optimizing Fashion Branding Strategies: Management of Variety of Items and Length of Lifecycles in a Stochastically Fluctuating Market
- An Analysis of Fashion Brand Extensions by Artificial Neural Networks

Part III: Empirical Studies

- A Comparative Investigation Between Status and Non-Status Seeking Teenagers for Luxury Fashion
- Co-branding in Fast Fashion: the Impact of Consumers' Need for Uniqueness on Purchase Perception

- How Brand Awareness Relates to Market Outcome, Brand Equity and the Marketing Mix
- Consumer Perceived Risks Towards Online Group Buying Service for Fashion Apparel Products

I am pleased to see that this handbook contains new analytical and empirical results with valuable insights, which will contribute to the literature on consumer science and fashion marketing. To the best of my knowledge, this research handbook is the first one which specifically examines fashion branding and consumer behaviors with a focal point on scientific research. It can be used as a textbook for senior undergraduate and postgraduate students in fashion marketing, marketing, branding, and consumer science. It is also a good reference book to the academics, researchers, scholars, and practitioners in fashion marketing and branding. Thus, it is a pioneering text focusing on this important topic. As a remark, all featured papers are peer-refereed by two reviewers who are knowledgeable in the respective domain.

I would like to take this opportunity to thank Jing Jian Xiao and Jennifer Hadley for their support and advice along the course of carrying out this book project. I am grateful to all the authors who have contributed their interesting research to this handbook. I am indebted to the reviewers who reviewed the papers and provided me with all the constructive and timely comments. I also acknowledge the editorial assistance of Dr. Bin Shen and Ms Hau-Ling Chan. Last but not least, I am grateful to my family, colleagues, and students, who have been supporting me during the development of this important research book.

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Scientific Models

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