



## Fashion Merchandising and Consumer Behavior

Guest Editor:

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Deadline for manuscript  
submissions:

**closed (15 June 2019)**

### Message from the Guest Editor

Dear Colleagues,

The retail industry is constantly re-inventing itself. The industry has always been at the forefront of innovation, from the invention of the sewing machine to the rise of e-commerce—always forward-looking and cyclical. Consumer behavior impacts fashion merchandising decisions, such as product (e.g., slow fashion vs. fast fashion), channel strategy (e.g., omni-channel vs. single channel), promotional strategy (e.g., digital platforms or traditional media), and pricing strategy (e.g., price transparency vs. dynamic pricing). Consumers today are in charge of their experience in a retail format, and this is especially true for the Millennials and Generation Z. Thus, this Special Issue will focus on how the area of fashion merchandising has evolved with changing consumer behavior. Manuscripts are invited on topics that include, but are not limited to:

The impact of technology

New retail formats and consumer behavior

Merchandising and channel strategy (e.g., channel convergence)

Sustainability

The emergence of social savvy retailers and brands

Crowdsourcing, shortening of the production cycle, and supply chain

Dr. Sanjukta Pookulangara

Guest Editor





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