

Special Issue

Fashion Merchandising and Consumer Behavior

Message from the Guest Editor

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

Guest Editor

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Deadline for manuscript submissions

closed (15 June 2019)



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Message from the Editor-in-Chief

Social Sciences is an international open access peer-reviewed journal publishing the latest research across all disciplines of the social sciences including anthropology, criminology, economics, education, geography, history, law, linguistics, political science, psychology, social policy, social work, sociology and related areas. The journal is especially interested in interdisciplinary research, and aims to facilitate the interaction and communication between different social scientific disciplines. The journal welcomes conventional length articles as well as shorter Research Notes or short articles, as long as they meet the journal's standards of quality and originality.

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