



Influences on Clothing

Directions: As you read the chapter, answer the following questions. Later you can use this study guide to review for the Chapter 1 test.

1. How do activities guide clothing choices? _____

2. How does adornment meet emotional needs? _____

3. What is meant by a "clothing philosophy"? _____

4. How does the family influence a person's clothing choices? _____

5. Explain whether a peer group is a negative influence on a person's clothing decisions. _____

6. What is the main way that the media may influence buying decisions? _____

7. What is advertising's main purpose? How does this affect its message? _____

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Chapter 1
Study Guide (continued)

8. How does an item become a status symbol? _____

9. What philosophy is helpful regarding status symbols? _____

10. Identify five major trends affecting clothing choices in American society. _____

11. How does dining out demonstrate a change in clothing habits in society? _____

12. Why might fashions be more similar in different parts of the world today than in the past? _____

13. How have advances in communication affected the "balance of power" for consumers? _____

14. What topics are included in a study of fashion? _____

15. List the six steps in the decision-making process. _____
