

Public Abstract

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Title:THE JUNIOR APPAREL CONSUMER: An ethnographic and case study approach examining the current junior wear client

This study focused on the current junior wear client at a specific retailer to determine if a new marketing strategy, design of garments, and adjustments of junior size measurements should be implemented. The objectives of the study were, (1) to analyze products offered in the junior wear department, (2) to observe and document who is shopping in the junior section, (3) to compare who is shopping in the junior wear section to the product offerings and size measurements, and (4) to compare the perceived characteristics of the defined junior wear consumer discussed in the review of literature to the data collected. The results of this study illustrate that the current junior wear client is not restricted by age, height, or body shape. This is consistent with literature that focuses on *junior is a size, not an age* as well as a style. The current junior apparel product offerings appeal to females of all ages. Junior size measurements have fluctuated over time; however, the current sizing strategy does not restrict who shops in the junior wear section. The implications of this study show a need for retail companies to capitalize on their junior size strategies and to market junior clothing to females of all ages. This would target a broader range of female consumers, thus resulting in a better chance of making a connection with consumer, selling more products, which would result in higher profits.