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**Analysing customer satisfaction: Consumer behaviour of young persons
in the textile industry**

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Abstract

The sector of clothing in India is represented by different markets which differ as for the qualitative, quantitative and functional characteristics that they have. Clothing and footwear constituted in 1998 10% of consumer expense and based on estimates and econometric studies will be marginally ascending until 2010 and will reach 11, 6 (source: "Data processing" *Indian national organisation of statistics, National Accounts and Estimates*). This percentage shows that clothing is one of the biggest consumption categories, and this fact makes young people a very important customer target group because they are the ones who spend a lot of money on clothing but also because the latest fashion trends and most of the innovations in the textile industry are related to them.

The aim of this survey is to examine the tendencies and consumer behaviour of the young toward clothing and make clear the several factors that influence a young person during the purchase process and categorize them into the traditional buyer models or try to find out another one new model.

A survey was conducted in order to achieve our objectives with 267 young people with rate of respond 46, 44% (124). The young people that finally composed the sample come from various financial and educational levels. We interviewed them using a questionnaire consisted from a variety of 19 questions divided in two categories (12 ordinal and 7 nominal). In our statistical analysis we worked with Descriptive Statistics in order to group the variables given from the questionnaire and carry out useful results.

The objective of this research is to examine the repercussions of the psychological and social influences inflicted on the customer during the decision – making process. Issues treated by this research include: effects of motives in consumer behaviour, decision –making, loyalty to the brand, the relationship with the product, assessment of attitudes and their changes, social and cultural effects on consumer attitude, typical consumer models, applications related to market segmentation, product positioning and promotion, as well as the share of preference enjoyed by clothing companies.



Our main results have to do with the reasons that a young person makes a buying process. We have a group of people who are traditional buyers and they buy just to cover their needs and other, who buy because they recognize buying process as a game or a kind of entertainment and they want to show their financial class and their status through the purchase and use of expensive brand name.

In the globalization era, when the sector in question is under various kinds of pressure (large department store chains, illegal trade, low – cost imported products such as Chinese ones etc) and the Indian clothing retail business is going through a crisis, especially as far as the single proprietor is concerned, this research and its results, can produce important answers as to what factors influence a young person during the purchase process, what can urge them into making a purchase and what the additional product oriented services they consider indispensable for a company.

Our suggestions for future research should be carried out and focus on the satisfaction of young people after buying process and the factors that influence and increase this satisfaction.

The outcomes and implications for practice of this paper is that it gives useful answers in the question “which is the factors that influence a buyers behaviour?” and can give some suggestions about the additional services that a company should offer to the customer such as parking services, after sales services, pre-sales services or about the way and the time that the companies should develop their product promotion and their strategic marketing plan.

On the one hand, this paper makes clear the whole service pack that a young person requires from a textile company. On the other hand, after a lot of years when today’s young person will became parents we can make clear if their nowadays behaviour is influenced only by their age or it is a diachronic and constant behaviour.

Keywords: **consumer behaviour, customer satisfaction, clothing purchase, textile industry.**



Introduction

In the shade of the socio-economic crisis that dominates in the unified world-wide market, the need for study and analysis of modern consuming tendencies that conditions the consuming environment, becomes easily perceptible

A lot of researches, such as that of Jen-Hung Huang, Bruce C. Y. Lee and Shu Hsun Ho, which was published in 2004 in the International Marketing Review, verify the general perception that the purchasing force of consumers is influenced by market's conditions and influences the market too, as much on an international level or on a local. Also, more researchers in the world deal daily with the observation of tendencies that condition the consuming market.

The sector of clothing constitutes one of the largest consuming categories. The latest tendencies of fashion and most innovations of the market of clothing are addressed mainly to the young persons.

Worthy of report is the fact that in the current societies, the consumers "buy" the real transaction of purchase with all ritual. More analytically, they visit shops, they look at the shop windows, and they make market research before they proceed to some purchase and finally are guided to the item that covers better their needs. As Hetherington said indeed in 1992, a lot of economists consider that there exists an entire ritual, a classification of factors of festive nature in the culture of consumerism.

In India, it is estimated that significant changes will be marked by 2010 according to a study of I.E.I.R (Institute of Economic and Industrial Research, 1998), in the amount of consuming expenses and in the model of consumption of Indian households.

By the end of the 80's, changes are observed in the preferences of Indian consumers in reference to the categorization of needs but also to the pecuniary compensation that they use for the acquisition of goods. More concretely, the degree of reaction of the Indian consumer to changes of the available for consumption income shows that nowadays clothing and footwear do not constitute a priority contrary to the categories of health,



transports and communications, entertainment, education and services. Nevertheless, the forecasted tendency of consuming expense for the category of clothing appears according to is ascendant and at least for the last decade, to touch upon a percentage almost equal to what had been in the late 80's. This development is mainly the result of a continuous increase in the national income in this decade and an increase improvement in the naturally available income of households.

The present research studies the consumer behavior and the satisfaction of the modern Indian consumers. It researches into the views of young persons aged 18-27 years as for their preferences in clothing and the factors that influence their purchasing behavior. The study and analysis of the consumer as deciding is also remarkable. Emphasis is given in the strategic repercussions of the psychological and social influence that the consumer undergoes during the process of decision-making. Finally, an equally important aim is the examination of models of consumer behavior. Subjects that should be covered include: influence of motives in the behavior of the consumer, decision-making, elaboration of information, perceptions, concentration in the brand name of product, product's marketing mix, measurement and change of attitudes, social and cultural effects in the behavior of the consumer, models of consumer behavior, applications in the apportionment of the market, the placement and the promotion of products.

2. Literature review

2.1. Consumer Behaviour.

Definition: The official definition of consumer behaviour is given by the American Marketing Association as: the dynamic interaction of the affect and cognition, the behaviour and environment through which people carry out transactions in their life. (Bennett 1995, page 59).

Consumer behaviour reflects consumers' decisions with respect to:

- the acquisition, consumption, and disposition
- of goods and services, time, and ideas



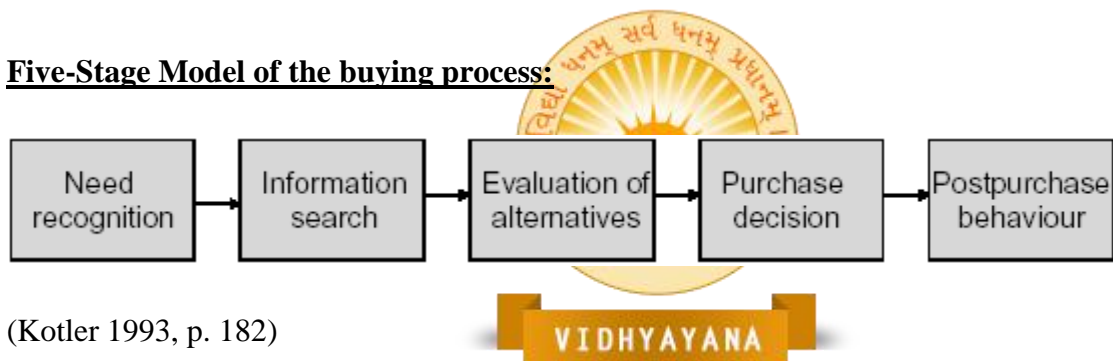
- By (human) decision making (over time).

(Prof. Dr. Maggie Geuens, Consumer Behaviour, 1999)

Consumer receives stimuli which affect on his consuming behaviour. This stimuli comes from:

- The financial environment (favourable or ominous financial conditions).
- The political environment (smoothly or foggy political setting).
- The technological environment (technological progress or recession).
- The company's marketing mix as for the product, the price, the place and the promotion. (E.g. a television advertising spot or a handing-over in the price of product).

Five-Stage Model of the buying process:



(Kotler 1993, p. 182)

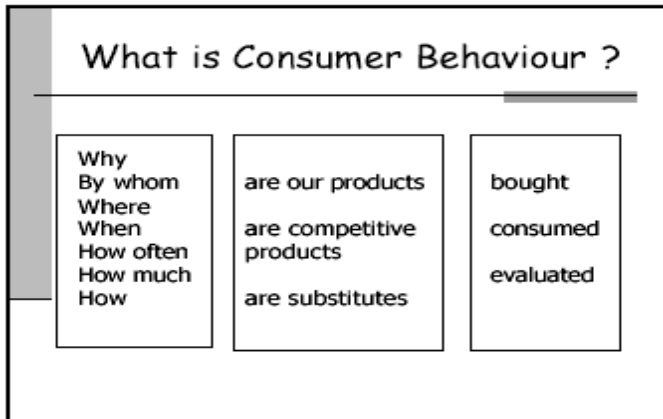
This model implies that consumers pass through all five stages in buying a product. This may be the case in high-involving purchases. In low-involvement purchases, consumers may skip or reverse some of these stages. This model shows the full range of considerations that arise when a consumer face a highly involving new purchase.

Through the studying of consumer behaviour some fundamental questions comes abroad such as:

- Why does consumer buy a product?
- How does consumer buy the product?



- How does consumers use the product?
- How does consumer develop a product after buying it?
- How consumer exempted from the product (or his packing) after its usage?



(Prof. Dr. Maggie Geuens, Consumer Behaviour, 1999)

Those questions find answers through the study of the factors that influences consumer's behaviour. Those factors are separated in four categories: social, cultural, demographical and psychological. Those factors and its categories are the following:

1. CULTURAL FACTORS

Culture: Culture (or civilization) is the highest entity of personal identification with the society. These entities were in the past the nations and could be in the future the civilizations (Western, Muslim, Hindi, Chinese). Humane behaviour is largely learned. The growing child acquires a set of values, perceptions, preferences and behaviours through a process of socialization involving the family and other education institutions.



Subculture: Each culture consists of smaller subcultures that provide more specific identification and socialization for its members. We can distinguish several subcultures in the different countries. We can distinguish:

- National groups (immigrants, Europeans and non-Europeans)
- Religious groups (Catholics, Protestants, Orthodox, Muslims, and Jews)
- Geographical areas (Regions, regional identity)

2. SOCIAL FACTORS:

Social class: *“Social classes are relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values interests and behaviour” Social classes show distinct product and brand preferences in such areas as clothing, home furnishing, leisure activities, automobiles, and food and beverages. (KOTLER, 2000, p. 161)*

Social roles and statuses: A person participates in many groups throughout life such as family, clubs, and organizations. The person’s position in each group can be defined in terms of role and status. A role consists of the activities that a person is expected to perform according to the persons around him or her. Each role carries a status reflecting the esteem accorded to it by society. Roles and statuses are at the same time dynamic and static phenomena:

- they change with the economic and social progress (land owner, entrepreneur)
- People with higher status like to remain their position.

People choose products that communicate their role and status in society. But status symbols vary for social classes and also geographically.



Reference group: “A person’s reference groups consist of all social groups that have a direct (face to face) or indirect influence on the person’s attitudes or behaviour” (KOTLER, 2000, p. 163-164). We distinguish different reference groups:

- Membership groups are the groups to which the person belongs.
- Non-membership groups are the groups to which a person not belongs, but which influence the attitudes and behaviour of the person.
- Aspiration groups are groups to which a person would like to belong.
- Dissociate groups are groups whose values or behaviour are rejected.

Opinion leaders: Individuals which constitute source of information for specific products and brands, and they influence consumer decisions (opinion follower).

3. PSYCHOLOGICAL FACTORS

Personality: The total internal characteristics of an individual that determines the way how he reacts. (E.g. self-monitoring, self-concept, sociability, etc).

Self-concept: The picture or the perception that each individual has for his exterior appearance, his mental faculties, his character and generally speaking what concerns the individual as a social being.

Lifestyle: It expresses the values that an individual has in their life. It constitutes important variable of market segmentation.

Motivation.

Perception: The process, with which an individual selects, organises and it interprets incomes of information with an aim to create a reasonable picture for the world.

Beliefs and attitudes: The total knowledge from advertises or other promotion energies, but also personal experiences, that the individual - consumer acquires and maintains in his memory. Configuration of specific



beliefs and attitudes for specific products, specific brands, specific retailers, even though for specific production countries.

4. PERSONAL FACTORS.

Age and life-cycle stage: People buy different goods and services over their lifetime. They eat baby food in the early years, most foods in the growing and maturing years, and special diets in the later years.

Lifestyle: People coming from the same subculture, social class, occupation but may lead different lifestyles. A person's lifestyle in the person's pattern of living in the world as expressed in the persons activities, interests, and opinions. Lifestyle portrays the "whole person" interacting with his or her environment.

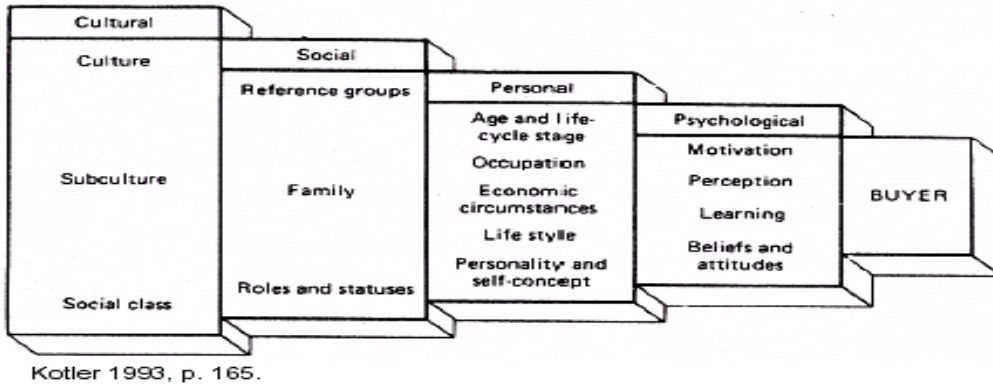
Occupation: A person's consumption pattern is also influenced by his or her occupation. A white-collar worker will buy other clothing and food as a blue-collar worker.

Economic circumstances consist of their:

- spendable income
- savings and assets
- borrowing power
- Attitude toward spending and saving.

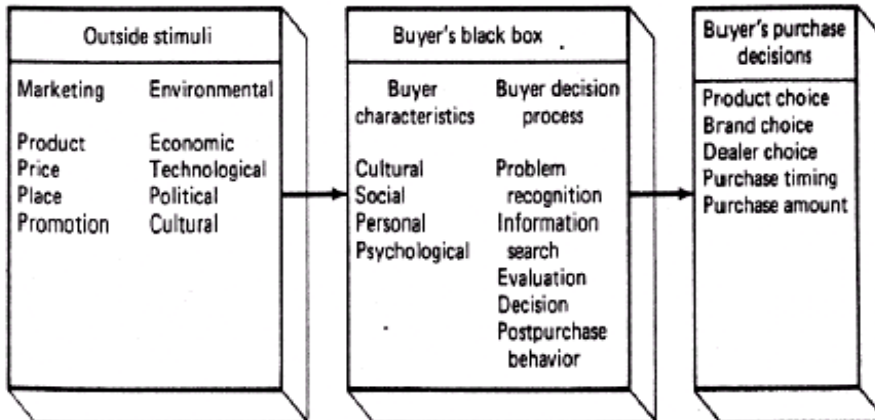


Detailed Model of Factors Influencing behaviour



To sum up, we can conclude that consumer’s behaviour in interaction with the factors that influenced it can be attributed concisely with the following diagram:

Model of Buyer behaviour



2.2 Customer Satisfaction.

Researchers define consumer satisfaction in various ways (see Table 1). Some of the definitions provided in the consumer satisfaction literature are fundamentally inconsistent with one another. In other cases, the definitions have overlapping components but are partially inconsistent. When examined as a whole, three general components can be identified in extant definitions: 1) consumer satisfaction is a response (emotional



or cognitive); 2) the response pertains to a particular focus (expectations, product, consumption experience, etc.); and 3) the response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc). As can be seen by examining Table 1, these three general categories capture the essence of all the definitions presented. As expected, existing definitions are inconsistent in the specifics associated with the type, focus and timing of the satisfaction response.

TABLE 1


Conceptual and Operational Definitions in Consumer Satisfaction Literature

Source	Conceptual Definition	Response	Focus	Time
Oliver 1997	The consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over fulfilment (p. 13)	Fulfilment response/judgment	Product or service	During consumption
Halstead, Hartman, and Schmidt 1994	A transaction-specific affective response resulting from the customer's	Affective response	Product performance compared to	During or after consumption

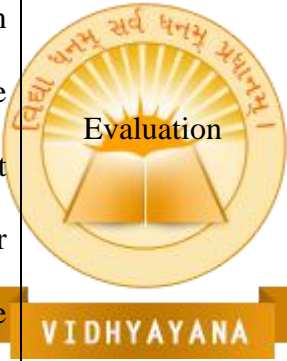


	comparison of product performance to some prepurchase standard (e.g., Hunt 1977; Oliver 1989) (p. 122).		some prepurchase standard	
Mano and Oliver 1993	(Product satisfaction) is an attitude - like post consumption evaluative judgment (Hunt 1977) varying along the hedonic continuum (Oliver 1989; Westbrook and Oliver 1991) (p. 454).	Attitude - evaluative judgment Varying along the hedonic continuum	Product	Post consumption
Fornell 1992	An overall post purchase evaluation (p.11).	Overall evaluation	Post purchase perceived product performance compared with prepurchase expectations	Post purchase



<p>Westbrook and Oliver 1991</p>	<p>A post choice evaluative judgment concerning a specific purchase selection (Day 1984) (p. 84).</p>	<p>Evaluative judgment</p>	<p>Specific purchase selection</p>	<p>Post choice</p>
<p>Oliver and Swan 1989</p>	<p>No conceptual definition. (With the salesperson) a function of fairness, preference, and disconfirmation (pp. 28-29).</p>		<p>Salesperson</p>	<p>During purchase</p>
<p>Tse and Wilton 1988</p>	<p>The consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption (p. 204).</p>	 <p>Response to the evaluation</p>	<p>Perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product</p>	<p>Post consumption</p>
<p>Cadotte, Woodruff and Jenkins 1987</p>	<p>Conceptualized as a feeling developed from</p>	<p>Feeling developed from an evaluation</p>	<p>Use experience</p>	<p>During consumption</p>




	an evaluation of the use experience (p. 305).			
Westbrook 1987	Global evaluative judgment about product usage/consumption (p. 260) Also cited Hunt (1977).	Global evaluative judgment	Product usage/consumption	During consumption
LaBarbera and Mazursky 1983	Post purchase evaluation. Cited Oliver's (1981) definition: An evaluation of the surprise inherent in a product acquisition and/or consumption experience (p. 394).		Surprise	Post purchase Product acquisition and/or consumption experience
Westbrook and Reilly 1983	An emotional response to the experiences provided by and associated with particular products or services purchased, retail outlets, or even molar	Emotional response	Experiences provided by and associated with particular products or services purchased, retail outlets, or even	Postpurchase



	<p>patterns of behaviour such as shopping and buyer behaviour, as well as the overall marketplace (p. 256). An emotional response triggered by a cognitive evaluative process in which the perceptions of (or beliefs about) an object, action, or condition are compared to one's values (or needs, wants, desires) (p. 258).</p>		<p>molar patterns of behaviour such as shopping and buyer behaviour</p> <p>Perceptions of (or beliefs about) an object, action, or condition are compared to one's values</p>	
<p>Churchill and Surprenant 1982</p>	<p>Conceptually, an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of the purchase relative to anticipated consequences.</p> <p>Operationally, similar to</p>	<p>Outcome</p>	<p>Comparison of the rewards and costs of the purchase relative to anticipated consequences</p>	<p>Implies after purchase and use</p>



	<p>attitude in that it can be assessed as a summation of satisfactions with various attributes (p. 493).</p>			
<p>Oliver 1981</p>	<p>An evaluation of the surprise inherent in a product acquisition and/or consumption experience. In essence, the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience (p. 27).</p>		<p>Surprise Disconfirmed expectations coupled with the consumer's prior feelings</p>	<p>Product acquisition and/or consumption experience</p>



<p>Swan, Trawick and Carroll 1980</p>	<p>A conscious evaluation or cognitive judgment that the product has performed relatively well or poorly or that the product was suitable or unsuitable for its use/purpose. Another dimension of satisfaction involves affect of feelings toward the product (p. 17).</p>	<p>Conscious evaluation or cognitive judgment Another dimension involves affect of feelings</p>	<p>Product has performed relatively well or poorly or that the product was suitable or unsuitable for its use/purpose Toward the product</p>	<p>During or after consumption</p>
<p>Westbrook 1980</p>	<p>Refers to the favourability of the individual's subjective evaluation of the various outcomes and experiences associated with using or consuming it (product) (Hunt 1977) (p. 49).</p>	<p>Favourability of the individual's subjective evaluation</p>	<p>Outcomes and experiences</p>	<p>During consumption</p>



Customer satisfaction has three stages:

1. The pre-sales stage where there are the expectations for the product, the profits, the price and the availability of product.
2. The sales stage when customer trays the environment, the product, the type of service, the delivery, the quality and the redress from the market.
3. The after-sales stage when customer expects the support or the advices, the replacement of product or the return of sum, repairs and processes of charges. (Churchill and Suprenant, 1982).

As concluded by the literature review and validated by the group and personal interview data, there appears to be three essential components of consumer satisfaction:

1. Summary affective response which varies in intensity;
2. Satisfaction focus around product choice, purchase and consumption; and
3. Time of determination which varies by situation, but is generally limited in duration. (Giese and Cote / Defining Consumer Satisfaction, 2002)

So consumer satisfaction is:

*A **summary affective response of varying intensity**. The exact type of affective response and the level of intensity likely to be experienced must be explicitly defined by a researcher depending on the context of interest.*

*With a **time-specific point of determination and limited duration**. The researcher should select the point of determination most relevant for the research questions and identify the likely duration of the summary response. It is reasonable to expect that consumers may consciously determine their satisfaction response when asked by a researcher; therefore, timing is most critical to ascertain the most accurate, well-formed*



response. Directed toward *focal aspects of product acquisition and/or consumption*. The researcher should identify the focus of interest based on the managerial or research question they face. This may include a broad or narrow range of acquisition or consumption activities/issues.

(Giese and Cote / Defining Consumer Satisfaction, 2002)

Dissatisfaction.

Conceptualizing dissatisfaction has received relatively little attention in consumer research. The existing research in the area has examined the unidimensionality of the satisfaction / dissatisfaction construct (Maddox 1981; Swan and Combs 1976). Researchers have taken two approaches to conceptualizing and operationalizing the dissatisfaction construct:

- Consumer dissatisfaction is portrayed as the bipolar opposite of satisfaction (e.g., Mittal, Kumar, and Tsiros 1999 (completely satisfied/very dissatisfied) Spreng, MacKenzie, and Olshavsky 1996 (very satisfied/very dissatisfied));

Or

- Consumer satisfaction and dissatisfaction are viewed as two different dimensions (e.g., Mano and Oliver 1993 and Westbrook and Oliver 1991 use unipolar satisfaction and unipolar dissatisfaction measures).

Reasons for realization of purchases

The reasons that are considered by young people as important for the realization of purchases are:

- The pleasure from the process of purchase. This is the main reason that affects the consumers at a percentage of 33,9 %.



- Satisfaction of the need for projection and a sense of uniqueness. Each person and especially young persons want to feel comfortable in his clothes and distinctive. Especially this reason is catching on at a percentage of 33,9% that is also a very high percentage.
- A lesser percentage goes to clothes being worn out.
- Finally it is realized at a percentage of 47, 8% that new consumers buy things that they never use because they see the purchasing process as recreational.

Methodology

Structure of questionnaire

In order to study the need of clothing satisfaction in young persons a research was held with the help of a suitable questionnaire. The questionnaire is constituted by 19 questions of closed type, which is divided into:

- 12 categorical (nominal) and,
- 7 ordinal, questions.



For the achievement of the research objectives a questionnaire of Vidal Diaz Rada from the University of Navarre, was used (a single consumer or different types of consumer, 1998) translated and modified according to the needs and the aims of research but also according to the Indian reality.

The questionnaire referred to issues with regard to:

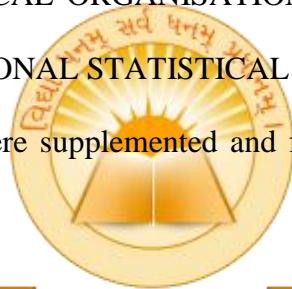
- The recording of place of realization of purchases.
- The consuming satisfaction from the purchases that they realize.
- The factors that influence the consumers in their purchases.
- The satisfaction that they feel from the process of purchase.
- Their preferences, by means of a list of the most popular companies of clothing.



For the answers was selected the fifth degree Linkert scale from “Disagrees Absolutely” (1) until “Agrees Absolutely” (5). Finally, categorical and ordinal questions of closed type were used. For the statistical analysis the statistical parcel SPSS was used. As statistical analysis method, the descriptive statistics were used, which contribute in the inferences of useful conclusions with the calculation of meters as the medium, the median, the top, the breadth, the quadrants as well as the frequencies. Also for the better optical comprehension of results were used histograms.

Selection of sample

The research took part in the wider region of Athens which demographically covers the 40% of the country. We were addressed to the 5,57% of young persons who lives in the wider region of Attica aged from 18 to 27 years (INDIAN NATIONAL STATISTICAL ORGANISATION). That corresponds the 1,48% of young persons in entire country (INDIAN NATIONAL STATISTICAL ORGANISATION). We were addressed in 267 individuals form which only 124 were supplemented and filled the specifications, so the rate of the successful answering is 46, 44 %.



Method of collection of elements

By the existing 124 questionnaires 24 were selected with accidental sampling, for the control of any faults or omissions. Then the answers that exist in the questionnaires were checked with the answers which have been typed in SPSS. From this check no result error registrations, double registrations or omissions was found.

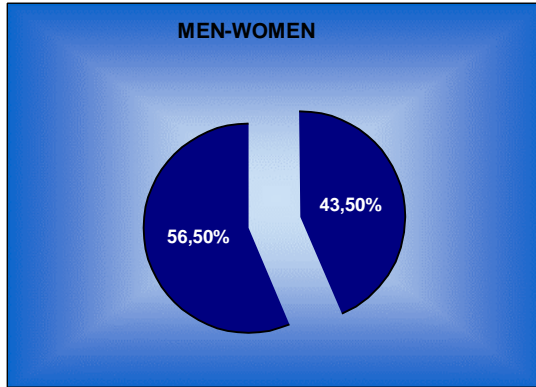
Period of conduct of research

The research took place from 25-11-2004 until 25-5-2005 in a period of 6 months, included also author's process.

Demographic elements

The age mean of the asked persons is the 21 years. The 43, 5% asked is men and the 56, 5% women.

Diagram 1: Percentage of men -women



Research for the clothing preferences of young persons

The sum that is expended on average for clothing annually is 1359€. Because there is no symmetry of sample's variable mean (factor of asymmetry $S = 4,306 > 1$) cannot be considered the medium numerical representative statistical meter. The prevailing price that is simultaneously also sample's intermediate is calculated in 1000€. The equality of this two statistical meters of location made us to consider the price of 1000€ very significant. Thus, the 62, 6% of sample expends approximately 1000€ for clothing while remainder percentage 37, 4% expends above 1000€. The table with the more important meters of location and dissemination that concerns the sum that is being expended annually for clothing is given below.

Table1: Sum expended annually for clothing

Mean	1359,55
Median	1000
Mode	1000
Std. Deviation	1400,33
Skew ness	4,306



Std. Error of Skewness	,218
Range	9800
Minimum	200
Maximum	10000

With a first view to the following diagram and to the table where is presented the means of annual expenses of men and women we observe that there does not exist difference in the amount that is expended by these two categories. It is more verified also with a t - test by which it is checked if the means are same. So it is examined the hypothesis $m_1=m_2$ (m_1 the mean of men and m_2 of women). From this control of hypothesis check it results that $m_1=m_2$.

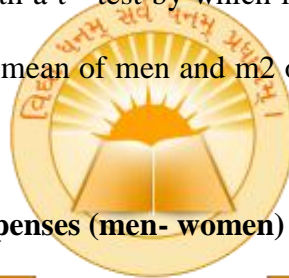
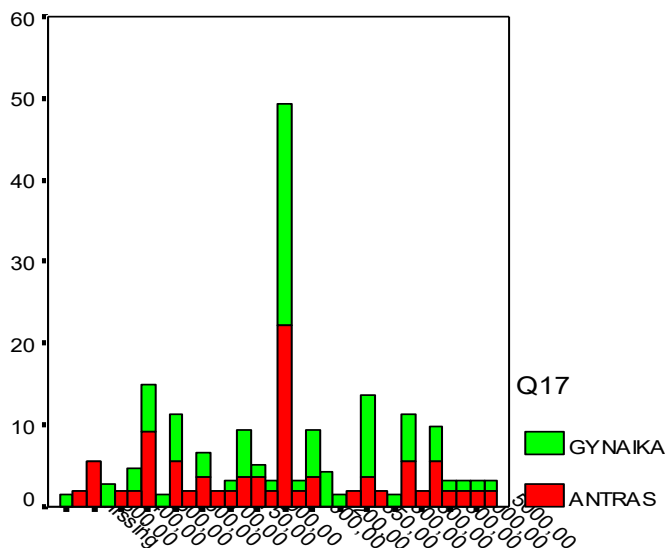


Diagram 2: Percentage of annual expenses (men- women)



Q15



Table 3: Average of annual expenses (Men-Women)

MAN	N	54
	Mean	1361,57
	Std. Deviation	1508,87
WOMAN	N	69
	Mean	1357,97
	Std. Deviation	1320,47

Views for the choice of shop

Important criterion for the shop choice constitutes the variety of the colors, models (71%), service (73, 4%), and the easy access with the means of mass transport (62, 9%) and finally the shop-window (62, 1%). This percentage comes from the sum of the answers “enough important” and “very important”. Below we give the table that appears the means and the formal divergences of individual criterion that are used in the shop choice for the purchase of some clothing. Although these criterion are presented with order of classification.

Table 4: Criterion for the selection of the shop

	Mean	Std. Deviation
SERVICE	3,97	,914
	3,73	1,044



VARIETY OF COLORS AND DRAWINGS		
SHOP-WINDOW	3,62	1,143
EASY ACCESS BY MMT	3,60	1,124
STRATEGIC LOCATION	3,28	1,123
ALTERNATIVES OF PAY	2,97	1,309
CAPABILITY OF PARKING	2,79	1,385



Examining the preference of consumers for the type of shop that is selected for the purchases of clothing goods, is concluded that big part of new purchasers does not prefer the ward shops (percentage of negative answers roughly equal with 65,3%), the stock houses (77,4%), and hypermarkets (rate of refusal 97,6). The commercial centers and department stores assemble the bigger percentage of positive answers. Of course it has to be pointed out that for the department stores and commercial centers the negative and positive answers are shared. Simply we consider these two categories the most preferable market locations because the remainder categories present very small percentage of positive answers.



In search of tendency for the prevailing regions that prefer the young persons for their purchases the Centre assembles the biggest percentage of preferences (40, 3%). The region of Piraeus constitutes the second pole of attraction (22, 6%).

Significant element of research constitutes the finding of 12 most popular companies of clothing that prefer the young persons. The table of these companies where criterion of classification constituted the mean is given below.

Table 5: Most popular companies

	Mean	Std. Deviation
NIKE	,59	,508
DIESEL	,55	,498
ZARA	,53	,500
ADIDAS	,52	,501
PUMA	,41	,495
TOMMY HILFIGER	,38	,489
LEVI'S	,35	,480
O'NEIL	,31	,466
D.K.N.Y	,28	,451
CALVIN KLEIN	,27	,447
TRUSSARDI	,22	,419



NAUTICA	,22	,419
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Models of consuming behaviour resulting from the sample

The analysis of particular sample helps in the distinguishing of consumer's behavior type. The elements that compose the consumer's behavior sample are also in effect for the men and for the women. The predominating consuming man enjoys shopping, considers that is given him more pleasure than the use of good, stops wear some clothing when it does not like it anymore if it is except fashion. Also sometimes *buys* things that they could never be used, and gives more importance in what he likes really and no in the brand name of clothing. The total of sample believes that real bargains exist, if someone could find them. Also, the individuals usually decide at the buying time which new shop they would like to visit. (Table 6)





Table 6: Below is given the table with the means of each variable that concerns the types of consuming behavior.

	Mean	Std. Deviation
<i>Usually I decide the moment where I buy something</i>	3,94	1,993
<i>I like to get dressed with clothes which are in fashion</i>	3,76	1,134
<i>I like visit new shops</i>	3,70	1,018
<i>When I do shopping I appreciate more the quality than the price</i>	3,50	1,016
<i>I like to accompany the others when they go for shopping</i>	3,21	1,233
<i>The goods I buy are important because they increase the quality of life</i>	3,12	1,024
<i>I feel embarrassed when I see somebody wearing the same clothes with me</i>	2,91	1,319
<i>Usually I buy goods which I did not intend to buy</i>	2,41	1,028



The quality despite the price is something that is considered seriously by the consumers and this appears from the affirmative answer in the relative question. (Table 7). Very important element constitutes also the observation that big percentage of sample is positive in clothing that is in-fashioned.

Table7: Factors that effect our selections

	Mean	Std. Deviation
<i>Relation of quality of price</i>	, 5484	,49967
<i>In-fashioned goods</i>	, 4677	,50098
<i>Opinions of friends</i>	, 3387	,47519
<i>Comparison of prices</i>	, 3145	,46621
<i>Advertised goods</i>	, 2823	,50301
<i>Goods with strong brand names</i>	, 2581	,43934
<i>Advice from salesmen</i>	, 1210	,32741

Conclusions

Considering the importance of the classic variables such as age, sex, education and social place, becomes easily understanding that from the present research comes out a question. “How much the traditional consuming behavior is opposed to the current consuming behavior of young persons?” It was realized that there are consumers who mainly buy goods aiming to the satisfaction that they will have for some of their basic needs and some other – the young persons that they come from a safety socio-economic environment – who breaks the traditional consuming habits through selecting expensive brand-name products for reasons such as prestige and social projection. In a lot of cases the last ones, byes goods that probably will never use



because for them, the process of purchase is a way of entertainment, characterizing thus their consuming behavior as total absurd.

In our opinion, this behavior is an outcome of a particular social growth and, even if behavior of young persons could change from certain social circumstances in a given moment, in long run will return in the same situation when these circumstances change again.

In the next years, when the current parents will become older and the youth replace them, will be possible to be examined in which point this behavior is based in the age factor of youth, or if their behavior it is actually a result of a social process.





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