

**A STUDY OF BRAND LOYALTY IN THE CLOTHES  
SECTOR**

**AND ITS EFFECT ON PREFERENCES OF YOUNG  
CONSUMERS**

Thesis submitted to the

Institute of Social Sciences

in partial fulfillment of the requirements

for the degree of

Master of Arts

in

Management

by

Ilknur Ocal

Fatih University

May, 2005

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*To My Mum & Dad*

## **AUTHOR DECLARATIONS**

1. The material included in this thesis has not been submitted wholly or in part for any academic award or qualification other than that for which it is now submitted.

2. The program of advanced study of which this thesis is part has consisted of:

- i) Research Methods course during the undergraduate study
- ii) Examination of several thesis guides of particular universities both in Turkey and abroad as well as a professional book on this subject.

Ilknur Ocal

May, 2005

## **ABSTRACT**

**ILKNUR OCAL**

**MAY 2005**

### **A STUDY OF BRAND LOYALTY IN THE CLOTHES SECTOR AND ITS EFFECT ON PREFERENCES OF YOUNG CONSUMERS**

Desires and needs of a people increase because of developed technology and the varieties of them change continuously. For continuity of firms they should determine these desires and needs correctly and improve new products and services in order to satisfy these unfulfilled needs. Clothes sector is one of the areas that must renew itself continuously to satisfy consumers' needs and desires that are variable because of fashion.

Although the subject of brand loyalty is old concept there is no final definition of the concept.

In this study to see theoretical background about brand loyalty and how brand loyalty can be in this sector, research in the field is done. In the study clothes sector is selected since it is believed that there is a high level of brand loyalty.

It is hopeful that in addition to conceptual assistance of this thesis about brand loyalty, it will present indications about being of brand loyalty in the clothes sector.

#### **Key words:**

Needs

Consumer

Consumption

Consumerism

Branding

Brand strategy

Brand loyalty

## KISA ÖZET

ILKNUR OCAL

MAYIS 2005

### GIYIM SEKTÖRÜNDEKİ URUNLERDE MARKA BAĞLILIGI VE GENÇ TÜKETİCİNİN TERCİHLERİ ÜZERİNE ETKİSİ

Gelişen teknolojinin de etkisiyle insanın istek ve ihtiyaçları sürekli olarak artmakta ve bu ihtiyaçların çeşitleri değişmektedir. Firmaların devamlılıklarını sağlamaları için bu istek ve ihtiyaçları doğru şekilde saptamaları ve bunları tatmin edebilecek yeni ürün ve hizmetler geliştirmeleri şarttır. Giyim sektörü tüketicinin modanın da etkisiyle değişen ihtiyaçlarını karşılamak için kendini sürekli olarak yenilemek zorunda olan alanlardan biridir.

Marka bağlılığı eski bir kavram olmasına karşın nihai bir tanımı yoktur. Bu çalışmada marka bağlılığı hakkında teorik bir arka plan hazırlamak ve marka bağlılığının bu sektörde ne şekilde var olduğunu görmek için saha araştırması yapıldı. Marka bağlılığının yoğun şekilde var olduğuna inanıldığı için bu çalışmada giyim sektörü tercih edildi.

Bu çalışmanın marka bağlılığıyla ilgili kavramsal desteğe ek olarak giyim sektöründe marka bağlılığının var oluşuyla ilgili göstergeler sunacağı umulmaktadır.

#### Anahtar kelimeler

İhtiyaçlar

Tüketici

Tüketim

Tüketim kültürü

Marka

Marka Stratejisi

Marka Bağlılığı

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## **INTRODUCTION**

In this thesis I will do a study of the concept of brand loyalty on young people in the clothes sector and its effects on their preferences.

In the first chapter, I will provide some theoretical information about human being's needs and desires, how these needs can be satisfied, effects of these needs and desires on consumer behavior and buying decision. Additionally, theories that tried to explain consumer behavior and some factors influencing this process will be studied.

The second chapter will focus on branding strategies and brand loyalty.

In the next chapter, the aim of this study, survey findings that done in the clothes sector will be studied and brand loyalty will be measured. It will be seen that how young population prefer to use branded goods.

In the fourth chapter, results of this survey will be presented.

In the last part, overview of the study, conclusions and some limitations will be included.

## **CHAPTER I**

### **THEORETICAL BACKGROUND ABOUT CONSUMPTION**

Because this thesis is based on consumer and his/her attitude, it is essential to emphasize some basic characteristics about consumer and consumption. In this chapter, human being's unfulfilled needs, consumer's attitude and some characteristics about consumer behavior and consumerism will be presented.

## 1.1 THEORY OF UNFULFILLED NEEDS

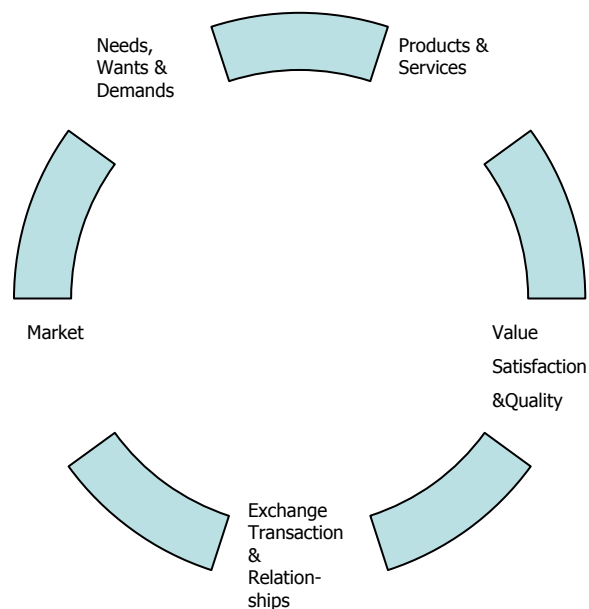
People should be in balance in order to live, to behave effectively and to protect their individuality in complete. If this balance is damaged because of an excess or shortage in organism, needs are seen. Need is lack of the most important condition that is necessary for development of a person and a good relation with environment (Baymur, 1990). Some of these needs are biological, arising from states of tension such as hunger, thirst or discomfort (Kotler&Armstrong, 2001).

Other needs of people to be mentioned are psychological ones and these are mostly associated with the concepts of self-esteem state of belonging and being recognized by the close environment. This state of striving will lead to their action. Hence people act in order to fill their unmet needs when that need reaches the level of intensity and it becomes a motive so that it is directing the person to act in order to satisfy his/her need. When the person acts he or she tries to overcome the state of intensity (Kotler&Armstrong, 2001).

NEED – MOTIVATION -- ACTION --SATISFACTION

## 1.2 CONSUMER BEHAVIOR

Tools that satisfy people's needs and provide help are products and services. Consumer is the person that buys these products and services. The place, time and effort where the consumer satisfy his/her needs through the means of buying is called market. Market is defined as a set of actual and potential buyers of a product (Kotler&Armstrong, 2001). Consumer market consists of two parties: buyer and seller. Consumers are persons to whom marketing attention is directed. Those persons could be members of the general public of any age, sex or position. Consumers are all people grouped or otherwise, organized or unorganized, healthy or afflicted, rich or poor (Papantoniou, 1992).



**Figure 1.1 Core Marketing Concepts**

In the **Figure 1.1** core marketing concepts is shown. As mentioned before, because people have needs that wait to be satisfied, it is necessary that there should be products and services that are appropriate to satisfy these needs and desires.

Although consumers' needs are endless, their sources are limited. Hence, consumers prefer some of them that can give higher satisfaction among various products and services. For this reason consumers view products and services as bundles of benefits and choose products that give them the best bundle for their money (Kotler&Armstrong, 2001). The way people act or react when directly involved in the use of goods, services or facilities is what marketers call consumer behavior. This consists of observable actions and reactions to stimuli which in the present context are those products, services and facilities we need or desire to render aspects of life meaningful (Papantoniou, 1992).

### **1.3 THE CONCEPT OF CONSUMER BEHAVIOR**

Consumption is using products and services to eliminate person needs. As said before people that buy products and services for consumption and consume them are called consumers.

Consumer behavior explains how and why people make a decision about products and services that satisfy their needs. Consumer behavior includes gathering information about products and services, making the buying decision and evaluating the results (Moutinho, 1987).

Blackwell, Kollat, and David (1978) accept that consumer behavior is all operations done by people to get and use economical services. This action contains also decision process leads and determines operations.

Theoretical explanations of consumer behavior have come from three different perspectives: economists, psychologists and sociologists.

### **1.3.1 ECONOMISTS' APPROACH**

According to this approach buying decisions are based on rational and conscious economical computation. People are assumed to think and act economically. Economical theory consists of marginal value theory suggested by A. Marshall in the end of 19 th century. In this approach it is assumed that rational consumers try to maximize their utilities when they make a purchase decision (Kurtuluş, 1975).

## **1.3.2 PSYCHOLOGICAL THEORY**

Psychology that considers people individually also gives useful clues about consumer behavior. Marketers want to conjecture a new approach regarding why consumers buy goods thanks to psychological theory. It is hard to determine which goods are bought by consumers. This theory consists of three different models.

### **1.3.2.1 PAVLOV'S LEARNING MODEL**

Pavlov has observed that learning is a process on association and most of people reactions appear under effect of this association process. Pavlov's model has a different importance for marketers. People motions can be changed by process of reactional condition. For example if advertising of a new product that people have notr emotion about is showed at the right time excited sport game it is possible that this product starts to give excitement its own.

### **1.3.2.2 FREUD'S PSYCHOANALYTICAL MODEL**

This model shows consumer makes buying process under also symbolical factors like economical factors. Motives that are based on dreams, fears and wishes of consumers can be more successful than rational ones.



### 1.3.2.3 MASLOW'S HIERARCHY OF HUMAN NEEDS

The basic factor directs people to a specific action is needs of people. Needs can show difference in respect of age, level of education and intelligence physical and mental characteristics, society where people live in and culture of this society. Hence, it is hard to make an arrangement of needs that is suitable for every person but Maslow's hierarchy of human needs model is accepted generally. According to this model there are five basic needs put on an act to appear people behavior and develop personality. Maslow puts these people needs in an obvious hierarchy as to line of importance.

According to Maslow requirements that set people into action are unsatisfied ones. Satisfied needs do not affect actions. These needs are listed in order from top to bottom in respect of importance. In this hierarchical stair, unless first need is satisfied, we can not pass second need.

**1. Physiological Needs-** are basic needs for living of all people like eating, sleeping, drinking, breathing, avoiding from pain.

**2. Safety Needs-** that are necessary for all people along life are escape from physical and mental threat and the wish of living fearlessly.

**3. Social Needs-** are needs like sense of belonging to a group that people relation with, to be accepted by environment, friendship, love and to be loved. Also avoiding bad emotions is in this step.

**4. Esteem Needs-** are based on success, to be known, having a status, esteem herself/himself and to be esteemed by environment.

**5. Self Actualization Needs-** show need of using current all potential that people have on the highest level.

Maslow has added two new matters to these five matters :

**6. Wish To Understand And Know**

**7. Esthetic Needs**

Consequently people during the life act to satisfy unfulfilled needs that are felt lack of. If people's buying force and easy circumstances of a country increase, needs on the top appear one by one.

### 1.3.3 PSYCHOLOGICAL FACTORS AFFECT CONSUMER BEHAVIOR

**1. Mativation:** Motive is expressed as a power that is basis of person behavior or a need is wanted to satisfy. Motives affect a consumer for buying of products everytime in the same place are named being consumer motivation (Mucuk, 1991).

**2. Perception:** Perception is getting knowledge about being of an event or a thing thanks to senses. Perception conditions needs, motives and attitudes so that affects buying behavior of consumer (Mucuk, 1991).

**3. Learning:** Learning comes into being from behavior changing that is made by knowledge and experience. People can learn while reacting to a condition. If the same reaction against a specific condition is showed, a behavior form is appeared soon (Mucuk, 1991).

**4. Attitude And Belief:** Attitudes are positive or negative emotions or tendency about a thing, an idea, a symbol. As for belief contain true or false information that basis on individual experience or external sources, opinion and vision. Consumer attitude against a firm and its products is important for success or failure of marketing strategy.

**5. Personality:** It is whole psychological and biological characteristics of human being (Mucuk, 1991). According to some marketers there is a close relationship between product that is bought, brand, and consumer's personality. Assorted personal characteristics affect buying behavior. Hence, what kind of clothes, automobile, jewelry people buy shows personality of these people. Marketers sometimes take aim at common type people in advertising and other strategies; emphasize characteristics of their personality (Pride&Ferrell, 1989).

### 1.3.4 SOCIAL FACTORS

No doubt it is seen effects of social environment that we live in on our behaviors in addition to psychological factors. It is known that there are effects of different levels like culture, social classes, reference groups and family on attitudes and actions of people.

**1. Culture:** Culture that is the basic reason and characteristic of individual wishes consists system of value that is created by people, custom and usage, believe, behavior, art, attitude moral principles and other symbols that are shared in a society (Mucuk, 1991).

The culture of a consumer determines priorities that are given against other actions and products. Likewise cultural factors affect whether or not some products and services can be successful. If the utility of a produce is appropriate for wishes of consumer in one culture, the produce can be accepted in the market (Solomon, 1994).

**2. Subculture:** They are common characteristics that seen because of effects of increased population and non homogeneous culture in regional, religious, racial. Subculture is islets that are composed of formed groups that stem from needs, wishes, evel of esthetic discrimination in general culture around some criterion like age ,social class,level of education and sex

(Solomon, 1994). Subculture also can affect consumer behavior because it includes regional, ethnical, religious common characteristics.

**3. Social Class:** Regardless it is a complex concept, it may be called as homogeneous sub section where people live in and share the same interest, same life style, same worth with. The social class discrimination can be useful in marketing because behavior style, buying decision process and pleasure of every social class are different from each other.

**4. Reference Groups:** Any group of people that affects attitude, belief, standard of judgment of a person or consumer is named as a reference group (Mucuk, 1991).

**a-**Family and person's close environment

**b-**Groups person is not member of and anybody that person is not in touch with.

**5. Roles And Family:** Everybody has a position and status in groups, associations, organizations and has a role about this position (Mucuk, 1991). Researches bring up that some decisions influence all member in family are made all together and bigger budget is made for these decisions.

### 1.3.5 PERSONAL CHARACTERISTICS

According to other classification, on consumer buying decision some factors connected with personal characteristics have effects in addition to social and psychological ones.

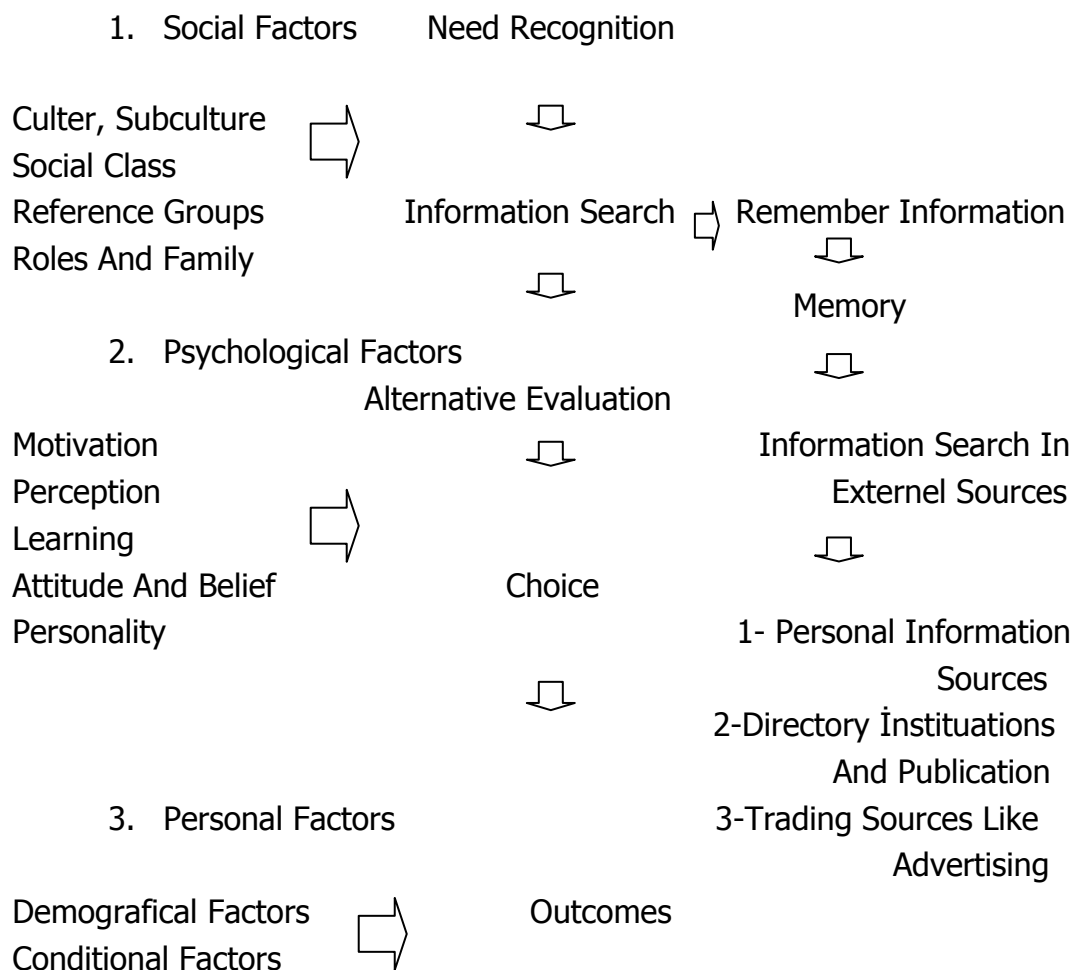
**1. Demographical Factors:** They are some factors like age, sex, marital status, income, education, profession and these affect buying decision of consumer fairly (Mucuk, 1991).

**2. Conditional Factors:** These are existing factors while consumer decides to buy.

All factors we mentioned above can not be controlled by marketers but marketers should keep in mind effects of these on buying decision (Mucuk, 1991).

## 1.4 THE BUYER DECISION PROCESS

Lynch, Ross, and Wray (1992) accept that a problem for a consumer is the recognition that needs and wants are not satisfied or that a goal has not been accomplished. Consumers use a decision-making process when they solve these problems. Consumer decision making follows specific steps in a consistent sequence.



**Figure 1.2 The Buyer Decision Process**

In the **Figure 1.2** process of buyer decision is shown. All stages in this figure are applied in more complex purchase situation.



**1. Need Recognition:** Buying process starts with tension of an unsatisfied need. This is the first step and the decision making process can not begin without it. The problem how the needs are satisfied is formed. Consumers often recognize problems because their needs and wants change even though the present product is still working.

**2. Information Search:** In this step, product and brand alternatives are determined. Lynch, Ross, and Wray (1992) emphasize that the second step involves the consumer's efforts to find ways to solve the recognized problem.

It is based on experiences and information of person about these alternatives. The consumer first goes through an internal search process. This is a mental check which may lead to a purchase without any external search. The search is complete in the consumer's mind and the brand will be purchased at the first convenient opportunity. This is an efficient routine way to search for solutions of problems to continue to use the same product brand. Marketers like these loyal customers and marketing strategies are designed to remind customers and to make these brands readily available.

However external search occurs when consumers decide to look for other brands or types of products as new solutions to problems.

Lynch, Ross, and Wray (1992) accept that external search is used when the consumer perceives the problem to be more serious, very complex more expensive, a higher risk or more important than the average situation.

**3. Alternative Evaluation:** In this step the alternatives are evaluated. Time component also has a role. If needs are not emergency, more time can be spent. Experiences and attitude towards assorted brands affect this evaluation. The third step involves the study and comparison of different ways to solve the recognized problem.

Lynch, Ross, and Wray (1992) emphasize that each alternative will have advantages and disadvantages. Often one product has unique features that are desirable while another product has equally desirable but different features. Consumers attempt to solve this problem by comparing product features with the benefits desired in a specific product.

**4. Choice (Purchase Decision):** If the result of evaluation is positive then a decision line is made about type of product, brand of it, price of product, place of product is bought in. If the consumer matches the desired benefits with one product, the fourth step is reached. This is the decision that one brand has the best potential to solve the problem.

Lynch, Ross, and Wray (1992) accept that many factors influence the purchase selection. Marketers can influence consumer choice by making these activities as attractive and efficient as possible. Choice is the result of evaluating alternatives and comparing the product and services features of the best alternative with the benefits expected.

**5. Outcomes (Post Purchase Behavior):** They are important for market that evaluations of consumer after buying, emotions and opinions and the questions of what buyer says about goods to others whether or not buyer buys the product again. Every firm strives to do away bad emotions and worry that can be in mind of consumer, with advertisement, other strategies and services after selling.

Lynch, Ross, and Wray (1992) emphasize that the fifth step in the process occurs after the purchase. Every purchase results in some measure of satisfaction or dissatisfaction. Satisfied consumers usually will return to the same marketer to buy the same brand. Marketers receive benefits from satisfying consumers, including loyalty to the company and repeat purchase behavior. Dissatisfaction is the outcome when a consumer's expectations are not confirmed. This way give the marketer the opportunity to satisfy a customer eventually and can be a good situation in the long run. The worst result occurs when the customer is not satisfied with a purchase and decides never to buy from that marketer again.

## 1.5 TYPES OF BUYING DECISION BEHAVIOR

It is accepted that, in more complex situations there is involvement of more participants and more buyer deliberation (Kotler&Armstrong, 2001).

	High Involvement	Low Involvement
Significant Differences Between Brands	Complex Buying Behavior	Variety Seeking Buying Behavior
Few Differences Between Brands	Dissonance Reducing Buying Behavior	Habitual Buying Behavior

**Figure 1.3 Types Of Buying Behavior**

In the **Figure 1.3**, types of buying decision behavior is shown according to the degree of differences among brands (Kotler&Armstrong, 2001).

Consumers buying behavior differs greatly According to the product that they are buying. It is accepted that, in more complex situations there is involvement of more participants and more buyer deliberation (Kotler&Armstrong, 2001).

**1. Complex Buying Behavior:** In this step consumer has a high involvement, thinks to be big differences between brands. Products in this category generally are expensive, not bought frequently. Consumer makes a buying decision after a long time thinking and searching. There is more brand loyalty in this step. Marketers should make differences on their brand for being preferred (Automobile, House, Computer).

**2. Dissonance:** In this step consumers do not think in great detail and not see important differences Among brads before buying. However, after buying there is a dissatisfaction. To block this, post buying services should be good quality.

**3. Variety Seeking Buying Behavior:** In this step there are low involvement but great differences among brands. Marketers in this category stimulate consumption of their brands by keeping shelves fully stocked and running frequent reminder advertising (Kotler&Armstrong, 2001).

**4. Habitual Buying Behavior:** There are low involvement and low differences among brands. It is seen that usual goods are bought by consumers. There is no brand loyalty. Marketers try to have control over existing consumers with sales promotion strategies.

## 1.6 CONSUMERISM

All of activities that are directed towards consumer's problems and protection are called consumerism. Consumerism is a social manner and condition of organizing that appeared in USA and the west Europe in 1930 and became important after 1960. In the first time, this aimed to stop consumer being deceived about price and quality but now extent and aim of consumerism are highly wide. Nowadays problems of consumerism can be classified in three basic steps.

**1. Quality And Security Of Product:** It is that consumer goods are checked about relationship between good healthy and price, quality.

**2. Environment Protection:** It is action that emphasizes consumer's need of living in a good environment and defends to put relationships of consumption and production in order.

**3. Freedom And Easiness Of Information Search:** It is giving all information consumer wants about characteristics of produce to consumer truly and directly.

In Turkey consumerism started to be developed and organized in 1970 especially and consumer organizations at hand was associated under the name of foundation. TSE takes on this duty in Turkey.

## **1.7 CONSUMER CONSCIOUSNESS**

One more aim of consumer organized movements is making conscious consumers. Consumer should be aware of own rights as someone pay and buy product and should know how he/she use the rights. Consumer should have right information about price, quality, composition, using way, benefits and damages of a product.

Consumer consciousness is not only good for consumer and society but also good for producer on the matter of products and services are available consumer's desires and needs. So that there can be a safe connection between consumer and seller.



## **1.8 CONSUMER CULTURE**

Consumer culture can be defined that being different of modern society in status and being divided in market section. In this, personal discriminations shows not only social matters (age, sex, ethnical condition, profession etc.) but also consumers' social standard of judgment and personal lyfe styles. Concept of consumer culture was used for criticism of modern societies generally but later on the new approaches about this have based on cultural problems and consumption pleasure (Mutlu, 1994).

## **CHAPTER 2**

### **BRANDING**

Because there are too many brands in the market, and these brands affect and be affected by consumer's behavior, they will be emphasized branding phenomenon, branding strategies and brand loyalty that is the most important part of this thesis.

## 2.1 PRODUCT AND BRAND

The product, the only tangible element of the marketing mix though closely interrelated is as distinct as it is singular in its significance because all exist as long as the product itself exists.

Whenever product is discussed, branding, its most positive means of identification is likely to be mentioned. Branding becomes particularly important when there are several competing products of similar prices and the task of creating differences between them falls on the brand name which, in sales terms, is the meaning consumers attach to them (Papantoniou, 1992).

Beckman, Kurtz, and Bone (1988) state that a brand is a name, term, sign, symbol, design, or some combination used to identify the products of one firm and to differentiate them from competitive offerings. Berkowitz, Kerin, Hartley, Redelius (1997) define that a brand name is any word, device (design, sound, shape, or color) or combination of these used to distinguish a seller's goods or services.

Another definition for brand name is made by Lynch, Ross, and Wray (1992). They emphasize that a brand name is that part of the brand which can be spoken. According to Lynch, Ross, and Wray (1992) brand mark is a symbol, design, letters or special colors that you associate with a specific brand. A trade mark is a brand that has been given legal protection and has been granted solely to its owner. Thus the term trademark includes not only

pictorial design but also the brand name (Cox, 1970). Brand strategy is an intimate aspect of product strategy. A marketer has to decide which products to brand, how to brand them how to manage the brands. Branding will be used as a general term describing the establishing of brand names, marks, or trade names for a product (Kotler, 1980).

## 2.2 IMPORTANCE OF BRANDING

**1. For Buyer:** The importance of branding is obvious people use the brand name for identification and communication. Customers can develop a loyalty to a brand and buy it repeatedly over time. Customers can use brand names to shop and buy more efficiently. Brands are used by customers to reduce risk.

**2. For Seller:** Through the use of brands, marketers can build an image. A marketer can build the loyalty to brand by adding new models and expanding a line. Branding helps consumers to compare products when they want. However, branding often helps the marketer when the customer is so loyal to brand then no price comparisons are made.

**3. For Society:** It is claimed that especially in homogenous goods, brands cause unnecessary and not real product differentiation and increase costs with advertisement, package etc. On the other hand brand can cause profitability and be good for getting better product quality. Brand provide assistance consumer protection (Tek, 1991).

## **2.3 BRANDING STRATEGIES AND CHOOSING A BRAND STRATEGY**

The first of several decisions in brand strategy is whether the company should even put a brand name on one or more of its products. The alternative to branding is simply to sell the product in bulk to middlemen or the final customers. In some industries today, there are occasional reappearances of unbranded, or generic goods, primarily as an effort by someone in the marketing system to offer consumers a low-cost alternative to branded goods (Kotler, 1980).

### **2.3.1 DIFFERENT BRANDING STRATEGIES**

In deciding to brand a product, companies have several possible strategies, including manufacturer branding, reseller branding, or mixed branding approaches.

#### **1. Manufacturer Branding**

Berkowitz, Kerin, Hartley, and Redelius (1997) accept that the producer dictates the brand name using either a multiproduct or multibrand approach. Multiproduct branding is when a company uses one name for all its products. This approach is often referred to as a blanket or family branding strategy. Beckman, Kurtz, and Bone (1988) emphasized that family brand is one brand

name used for several related products. There are several advantages to multiproduct branding. Consumers who have a good experience with the product will transfer this favorable attitude to other items in the product class with the same name. Therefore this brand strategy makes possible line extensions, the practice of using a current brand name to enter a new market segment in its product class. This strategy can also result in lower advertising and promotion costs because the same name is used on all products, thus raising the level of brand awareness. According to Berkowitz, Kerin, Hartley, and Redelius (1997) an alternative manufacturer's branding strategy, multibranding, involves giving each product a distinct name.

Multibranding is a useful strategy when each brand is intended for a different market segment. Beckman, Kurtz, and Bone (1988) accept that the item is known by its own brand name rather than by the name of the company producing it or an umbrella name covering similar items. Individual brands are more expensive to market since a new promotional program must be developed to introduce each new product to its market target.

## **2. Private Branding**

Berkowitz, Kerin, Hartley, and Redelius (1997) emphasized that a company uses private branding often called reseller branding, when it manufactures products but sells them under the brand name of a wholesaler or retailer.

The advantage to the manufacturer is that promotional costs are shifted to the retailer or other company and the manufacturer can often sell more units through others than by itself. There is a risk though because the manufacturer's sales depend heavily on the efforts of others.

### **3. Mixed Branding**

According to Berkowitz, Kerin, Hartley, and Redelius (1997 ) a compromise between manufacturer and private branding is mixed branding, where a firm markets products under its own name and that of a reseller because the segment attracted to the reseller is different from their own market.

### **4. Generic Branding**

Berkowitz, Kerin, Hartley, and Redelius (1997) accept that an alternative branding approach is the generic brand which is no branded product. The major appeal is that the price is up to one third less than that of branded items.

Branding policy is important not only for manufacturers but also for retailers and consumers. Retailers value branding because consumers shop at stores that carry their desired brands. Some retailers have created their own store brands to further enhance loyalty from their customers.



Berkowitz, Kerin, Hartley, and Redelius (1997) emphasize that a good brand name has led to a concept called brand equity, beyond the functional benefits provided a given brand name gives to a product the added value. There are two advantages. First, brand equity provides a competitive advantage. Second, consumers are often willing to pay a higher price for a product with brand equity.

## 2.4 BRAND LOYALTY

It has to be mentioned that the previous studies show that the concept of brand loyalty can not be stated by simple definition. However, for all practical purposes brand loyalty is defined as the tendency of consumers to purchase a particular brand consistently (Ateş, 1986).

Brand loyalty may be measured in three stages: Brand Recognition, Brand Preference, and brand insistence.

Brand recognition is a company's first objective for newly introduce products to maket hem familiar to the consuming public. Often the company achieves this through advertising. Sometimes it uses free samples or coupons offering discounts for purchases. Once the consumer has used the product, it moves from the unknown to the known category and provided the consumer was satisfied with the trial sample, he or she is more likely to repurchase it.

Brand preference is the second stage of brand loyalty. Because of previous experience with the product consumers will choose it rather than competitors, if it is available.

According to Beckman, Kurtz, and Bone (1988) the ultimate stage in brand loyalty is brand insistence when consumers will accept no alternatives and will search extensively for the product. Such a product has achieved a monopoly position with this group of consumers. Even though brand insistence may be the goal of many firms, it is seldom achieved.

If a produce is not important for consumer and frequency of buying the product then buying process can be automatic and buying decision can be affected by buying experiences. Additionally if consumer prefers a specific brand, still he/she buys this brand without thinking (Şireli, 1972). Some consumers look for some brands insistently because for them products and brands are identical.

In any buying it can be false if we look only one buying about brand loyalty. If consumer is brand loyal truly there is a large share of this brand in the her/his buying experience (Şireli, 1972).

The consumer that meets different brands of the same produce in the market can prefer one among them and maybe this preference causes to be bought by the consumer every time and being of brand loyal consumer. Some consumers may appropriate one brand of a consumer good after varied factors and look for this brand. Because all brands in the same production section are not equals for consumers. This situation can be connected with socio-economical characteristics (age, sex, income, level of education, profession, marital status) in addition to other effects (advertising, being well known firm).

According to Montgomery, Mass and Morrison (1970) if he /she prefers the same brand during the first half of the period under study and in the second half it is suggested that preferred brand is the one which is most often purchased in that period, then the consumer is brand loyal.

Palto (2003) accept that true brand loyalty occurs when the customer holds favorable attitude towards the brand in addition to the purchasing it repeatedly.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

Manufacturers should give a brand their each product for providing sales and making different them from others. Also consumers meet different brands of the same type product and prefer and buy one of them in the market. At least he or she may be continual consumer of that brand, in other words they may be brand loyal.

The aim of this study is a search about whether there are brands that are preferred by young consumers in the clothes sector that changes with effects of fashion frequently. In other words I aimed to measure level of brand loyalty if there is and bring to light the reasons of brand loyalty. In this thesis moreover I studied which criterions affect wearing preferences of young people and their attitudes towards other brands that not be preferred by them. In this chapter it will be studied this.

Briefly, the basic topic of this thesis is understanding habits of young consumer's consumption and measuring, if there is, loyalty towards some brands. Creating loyalty to brands is, espically, one of the most important aims of capitalist firms and the final goal of marketers.

### 3.1 TYPE OF RESEARCH AND SAMPLING PROCEDURE

For gathering useful information I conducted a study in the field. A sample of 229 students were chosen and interviewed as respondents. This study was made in Istanbul is the most crowded city in Turkey.

The focus group were young students aged between 15-25. The students are from three universities (Fatih University, Yıldız Technical University, and Istanbul University) and one high school (Fatih College). There is no classification about their classes or faculties. They are heterogeneous.

**Table 1. Education Level Distribution Of The Sample**

EDUCATION LEVEL	NUMBER OF STUDENTS
High school	82
University	147
Total	229

Firstly, all of the questions were answered by the respondents. 82 of the respondents or 36% were high school students, 147 or 64% were university students.

**Table 2. Gender Distribution Of The Sample**

Sex	Number of students
Female	91
Male	138
Total	229

Also 91 of the respondents or 40% were females, 138 or 60% were males.

**Table 3. Age Distribution Of The Sample**

Age	Number of students
15-17	77
18-21	105
22-25	47
Total	229

In addition to this, 77 or 34% were at the aged between 15-17, 105 or 46% at the ages between 18-21, 47 or 20% were at the aged between 22-25.

**Table 4. Employment Status Of The Sample**

Job	Number of students
Have a job	22
No job	207
Total	209

22 of them were employed, 207 of them were unemployed people.

**Table 5. Income Distribution Of The Sample**

Net income	Number of students
500 ytl or lower	27
500-2000	92
2000 ytl or upper	110
Total	229

If we want to see a classification according to income 27 of 229 have 500 ytl or lower monthly incomes, their or their families incomes at 92 students were from 500 to 2000 ytl, 110 students' incomes were 2000 ytl and upper.



**Table 6. Marital Status Of The Sample**

Marital status	Number of students
Single	224
Married	5
Total	229

5 of the respondents or 2% were married, others were single.

### **3.2 DATA COLLECTION PROCEDURE**

The first six questions in the survey were asked to bring up demographical characteristics of the students like age, sex, marital status, type of school, having a job and income. In the other questions I tried to measure habits of young people, whether or not there is a brand loyalty in preferences of the students and how this brand loyalty have been become if there is.

In the seventh question I wanted to look for if fashion affects consumption preferences of young people in the clothes sector.

The eight, ninth, twelfth, thirteenth, eighteenth, twenty-second questions were asked to understand consumption habits of these students in the clothes sector, their spending for clothes, if there are specific criterions to

affect consumers' preferences, buying frequency, dress style and the most important factors affect buying decision.

The next ten questions were directed towards measuring whether these people are brand loyal.

Question 10 if they have specific brands in clothes

Question 14 what kind of clothes they are more brand loyal in

Question 16 why they prefer these brands

Question 17 how they met these brands

Question 19 whether there is a connection between a good appearance and preferring clothes have brands were asked.

In eleventh, fifteenth, twentieth, twenty-first, and twenty-third questions I tried to measure the level of brand loyalty.

In question 21 I tried to know both if students in the survey are innovator or laggards and if a well known brand is a reason for preference of a product.

Questions are useful for understanding similar subjects are viewed in different places in the survey because I wanted to block making a parallelism among answers by students.

In this research, the basic way of collecting primary data was communication with the help of questionnaire.

## CHAPTER IV

### ANALYSIS AND DISCUSSION OF SURVEY RESULTS

In this part I will analyze results of the survey and point out some basic characteristics regarding brand loyalty in clothes sector. As mentioned before first six questions aim for recognizing the demographic features of the students so I will analyze this survey beginning from seventh question.

**Table 7. Following Fashion**

		Percentage
Yes	106	46%
No	123	54%
Total	229	

In the survey to the seventh question that asked whether respondents are interested in clothes fashion, 106 respondents gave yes answers, 123 of 229 respondents said no. In this question I wanted to look for if fashion affects consumption preferences of young people in the clothes sector.

**Table 7.1. Following Fashion, By Gender**

	Yes	No	Total
Female	41	50	91
Male	65	73	138
Total	106	123	229

Namely 46 per cent of the population in the survey while prefer clothes are under effect of fashion. In these 106 students said yes, 41 were female, 65 were male.

**Table 7.2. Following Fashion, By Age**

	Yes	No	Total
15-17	37	40	77
18-21	52	53	105
22-25	17	30	47
Total	106	123	229

Still, 37 of the population were at the aged between 15-17, 52 were at the aged between 18-21, 17 were at the aged between 22-25.

**Table 7.3. Following Fashion, By Education Level**

	Yes	No	Total
High school	40	42	82
University	66	81	147
Total	106	123	229

40 of them were high school, 66 of 106 were university students.

On the other hand in the survey 50 of 123 respondents gave no answers to the seventh question were female, 73 of 123 were male. Distribution these 123 people for school they study at is like this; 42 of them were high school 81 were university students.

**Table 7.4. Following Fashion, By Income**

	Yes	No	Total
500 ytl or lower	16	11	27
500-2000	31	61	92
2000 ytl or upper	59	51	110
Total	106	123	229

Finally ,59 students of 106 that say yes this question or their families have 2000 ytl or upper montly incomes. As seen that there is a connection between income level and looking for fashion.

With eight question I aimed to measure cost of students for clothes materials.

**Table 8. Amount Spent On Clothing**

		Percentage
200 ytl or lower	138	60%
200-400	66	29%
400-600	20	9%
600 ytl or upper	5	2%
Total	229	

According to this 138 of 229 young consumers express to make 200 ytl or lower spending in a month. These are 60 per cent of the population. 66 or 29 per cent of the population informed that they spend between 200 and 400 ytl for their clothes monthly.

**Table 8.1. Amount Spent On Clothing, By Age**

	200 ytl or lower	200-400	400-600	600 ytl or upper	Total
15-17	34	30	9	4	77
18-21	69	26	9	1	105
22-25	35	10	2	0	47
Total	138	66	20	5	229

34 of the population were at the aged between 15-17, 69 were at the aged between 18-21, 35 were at the aged between 22-25.

**Table 8.2. Amount Spent On Clothing, By Gender**

	200 ytl or lower	200-400	400-600	600 ytl or upper	Total
Female	58	25	6	2	91
Male	80	41	14	3	138
Total	138	66	20	5	229

58 of 138 students said yes to this question were female 80 were male.



**Table 8.3. Amount Spent On Clothing, By Education Level**

	200 ytl or lower	200-400	400-600	600 ytl or upper	Total
High school	34	34	10	4	82
University	104	32	10	1	147
Total	138	66	20	5	229

34 of them were high school, 104 of 138 were university students.

**Table 8.4. Amount Spent On Clothing, By Income**

	200 ytl or lower	200-400	400-600	600 ytl or upper	Total
500 ytl or lower	23	3	0	1	27
500-2000	69	20	2	1	92
2000 ytl or upper	46	43	18	3	110
Total	138	66	20	5	229

If we want to see a classification according to income 23 of 138 have 500 ytl or lower monthly incomes, their or their families incomes at 69

students were from 500 to 2000 ytl, 46 students' incomes were 2000 ytl and upper.

Briefly, there is a relationship between income level and spending for clothes.

In the ninth question, students were asked whether they compare products, by quality, style and price while buying and 185 of them gave yes answers. They are 81 per cent of the population.

**Table 9. Quality, Style, Price Comparisons**

		Percentage
Yes	185	81%
No	44	19%
Total	229	

**Table 9.2. Quality, Style, Price Comparisons, By Age**

	Yes	No	Total
15-17	65	12	77
18-21	78	27	105
22-25	42	5	47
Total	185	44	229

65 of these 185 people were at the aged between 15-17, 78 were at the aged between 18-21 and finally 42 of them were at the aged between 22-25.

**Table 9.3. Quality, Style, Price Comparisons, By Gender**

	Yes	No	Total
Female	72	19	91
Male	113	25	138
Total	185	44	229

72 of them were female, 113 were male.

**Table 9.4. Quality, Style, Price Comparisons, By Education Level**

	Yes	No	Total
High school	68	14	82
University	117	30	147
Total	185	44	229

68 of them were high school, 117 were university students.

**Table 9.5. Quality, Style, Price Comparisons, By Income**

	Yes	No	Total
500 ytl or lower	15	12	27
500-2000	74	18	92
2000 ytl or upper	96	14	110
Total	185	44	229

If we want to see a classification according to income 15 of 185 have 500 ytl or lower monthly incomes, their or their families incomes at 74 students were from 500 to 2000 ytl, 96 students' incomes were 2000 ytl and upper.

In question 10 I asked the selected population that there were brands for them while they buy clothes and 142 of them gave yes answers, they are 62 per cent of the population. Namely, majority prefer specific brands in buying clothes.

**Table 10. Preferring Brands**

		Percentage
Yes	142	62%
No	87	38%
Total	229	

**Table 10.2. Preferring Brands, By Age**

	Yes	No	Total
15-17	60	17	77
18-21	55	50	105
22-25	27	20	47
Total	142	87	229

60 of these 142 people were at the aged between 15-17, 55 were at the aged between 18-21 and finally 27 of them were at the aged between 22-25.

**Table 10.3. Preferring Brands, By Gender**

	Yes	No	Total
Female	48	43	91
Male	94	44	138
Total	142	87	229

In addition to this, as seen on the tables, 48 of them were female, 94 of 142 were male.

**Table 10.4. Preferring Brands, By Education Level**

	Yes	No	Total
High school	64	18	82
University	78	69	147
Total	142	87	229

64 students were high school, 78 were university students.

In the following table shows young consumers or their families' incomes:

**Table 10.5. Preferring Brands, By Income**

	Yes	No	Total
500 ytl or lower	12	15	27
500-2000	44	48	92
2000 ytl or upper	86	24	110
Total	142	87	229

According to income 12 of 142 have 500 ytl or lower monthly incomes, their or their families incomes at 44 students were from 500 to 2000 ytl, 86 students' incomes were 2000 ytl and upper.

**Table 10.6. Preferring Brands, By Spending**

	Yes	No	Total
200 ytl or lower	66	72	138
200-400	54	12	66
400-600	17	3	20
600 ytl or upper	5	0	5
Total	142	87	229



These tables show that students were at the aged of 15-17 prefer branded goods more. In addition to this there is a big relationship between income and preferring branded products.

In the question 11 I asked to students whether you prefer a no marked product that has the same characteristics as branded ones and 146 of them gave yes 83 gave no answers.

**Table 11. Preferring Only Branded Products**

		Percentage
Yes	146	64%
No	83	36%
Total	229	

It is seen that 36 per cent or 83 of this population are brand loyal people.

**Table 11.1. Preferring Only Branded Products, By Age**

	Yes	No	Total
15-17	49	28	77
18-21	61	44	105
22-25	36	11	47
Total	146	83	229

44 of these 83 students were at the aged between 18-21. As seen that brand loyalty is more at these ages.

**Table 11.2. Preferring Only Branded Products, By Gender**

	Yes	No	Total
Female	67	24	91
Male	79	59	138
Total	146	83	229

24 of the 83 people were female 59 were male.

**Table 11.3. Preferring Only Branded Products, By Education Level**

	Yes	No	Total
High school	54	28	82
University	92	55	147
Total	146	83	229

28 students were high school, 55 were university students.

Their or their families' incomes were like this ;

**Table 11.4. Preferring Only Branded Products, By Income**

	Yes	No	Total
500 ytl or lower	13	14	27
500-2000	61	31	92
2000 ytl or upper	72	38	110
Total	146	83	229

14 of 83 have 500 ytl or lower monthly incomes, their or their families incomes at 31 students were from 500 to 2000 ytl, 38 students' incomes were 2000 ytl and upper.

**Table 11.5. Preferring Only Branded Products, By Preferring Branded Products**

According to question 10	Yes	No	Total
Yes	87	55	142

In addition to this, the question was analyzed according to how many students that said yes answers to question 10 gave no answers to this question. As seen that 55 of 142 consumers that prefer branded products said that they buy only branded clothes materials. They are brand loyal people.

In the twelfth question once again, for understanding consumption habits of this population in clothes materials we said that how frequency you buy clothes in.

**Table 12. Buying Frequency**

		Percentage
More than one in a month	75	33%
Once in a month	54	23%
One time in two months	37	16%
In the beginnings of seasons	43	19%
In the ends of seasons	20	9%
Total	229	

75 of 229 students gave more than one answers, 54 of the population just once in a month answers.

**Table 12.1. Buying Frequency, By Age**

	More than one	Once in a month	One time in two months	In the beginnings of seasons	In the ends of seasons	Total
15-17	26	20	13	15	3	77
18-21	39	24	16	18	8	105
22-25	10	10	8	10	9	47
Total	75	54	37	43	20	229

26 of them were at the ages between 15-17, 39 of them were at the ages between 18-21, 10 were at the ages between 22-25.

**Table 12.2. Buying Frequency, By Gender**

	More than one	Once in a month	One time in two months	In the beginnings of seasons	In the ends of seasons	Total
Female	37	18	12	14	10	91
Male	38	36	25	29	10	138
Total	75	54	37	43	20	229

37 of 75 were female, 38 of 75 were male.

**Table 12.3. Buying Frequency, By Education Level**

	More than one	Once in a month	One time in two months	In the beginnings of seasons	In the ends of seasons	Total
High school	24	23	17	15	3	82
University	51	31	20	28	17	147
Total	75	54	37	43	20	229

24 of them were high school and 51 of them were university students.

**Table 12.4. Buying Frequency, By Income**

	More than one	Once in a month	One time in two months	In the beginnings of seasons	In the ends of seasons	Total
500 ytl or lower	14	3	2	7	1	27
500.2000	22	24	11	21	14	92
2000 ytl or upper	39	27	24	15	5	110
Total	75	54	37	43	20	229

Still, 39 of them have high income level. As seen there is a relationship between buying frequency and income level.



In the next question we asked to students style of clothes they prefer and 93 of them said sports materials. In this question we wished to realize consumers' consumption preferences.

**Table 13. Preferred Style**

		Percentage
Informal	93	41%
Formal	18	8%
Both	113	49%
Other	5	2%
Total	229	

**Table 13.1. Preferred Style, By Age**

	Informal	Formal	Both	Other	Total
15-17	27	1	47	2	77
18-21	58	9	36	2	105
22-25	8	8	30	1	47
Total	93	18	113	5	229

27 of them were at the ages between 15-17, 58 of them were at the ages between 18-21, 8 of them were at the ages between 22-25.

**Table 13.2. Preferred Style, By Gender**

	Informal	Formal	Both	Other	Total
Female	44	6	41	0	91
Male	49	12	72	5	138
Total	93	18	113	5	229

49 of 93 were male, 44 of 93 were female.

**Table 13.3. Preferred Style, By Education Level**

	Informal	Formal	Both	Other	Total
High school	29	2	48	3	82
University	64	16	65	2	147
Total	93	18	113	5	229

29 were high school and 64 were university students. So that, university students like to wear informal clothes.

In the next question we wanted to see there was a connection between brand loyalty and clothing preferences.

**Table 14. Preference Of Known Brands, By Style**

		Percentage
Informal	69	48%
Formal	10	7%
Both	59	42%
Other	4	3%
Total	142	

In this one, 69 of 142 students said that they prefer well known brands in question 10 showed to prefer brands in sports materials. 49 of these 69 people additionally like to wear sports style. 21 of 69 students were high school 47 of them were university students.

In question 15 that is a more specific question related to brand loyalty we asked students what you make if you do not find a brand that is preferred every time for measuring the level of brand loyalty.

**Table 15. Carrying On Search For Preferred Brand**

		Percentage
Carried on search	59	42%
Preferred another brand	83	58%
Total	142	

59 of 142 people said I carry on search this brand, 83 of them said I can prefer another brand .

**Table 15.1. Carrying On Search For Preferred Brand, By Age**

	Carried on search	Preferred another brand	Total
15-17	25	35	60
18-21	24	31	55
22-25	10	17	27
Total	59	83	142

25 of them were at the ages between 15-17, 24 of them were at the ages between 18-21, 10 of them were at the ages between 22-25.

**Table 15.2. Carrying On Search For Preferred Brand, By Gender**

	Carried on search	Preferred another brand	Total
Female	16	32	48
Male	43	51	94
Total	59	83	142

As seen this question 42 per cent of people that prefer branded goods carry on search if do not find a brand preferred every time. 43 of them were male.

In next question for reason of realizing we asked why specific brands are preferred, 127 students said because of quality and style of products as to 15 of 142 said external factors like family, reference groups are more important.

**Table 16. Reasons For Preferring Branded Goods**

		Percentage
Quality and style	127	89%
Family friends and celebrities	15	11%
Total	142	

As the following tables show that discrimination of the population according to age, sex and education.

**Table 16.1. Reasons For Preferring Branded Goods, By Age**

	Quality and style	Family friends and celebrities	Total
15-17	52	8	60
18-21	51	4	55
22-25	24	3	27
Total	127	15	142

52 of them were at the ages between 15-17, 51 of them were at the ages between 18-21, 24 of them were at the ages between 22-25.

**Table 16.2. Reasons For Preferring Branded Goods, By Gender**

	Quality, and style	Family friends and celebrities	Total
Female	47	1	48
Male	80	14	94
Total	127	15	142

47 of them were female, 80 of 127 students were male.

**Table 16.3. Reasons For Preferring Branded Goods, By Education Level**

	Quality, and style	Family friends and celebrities	Total
High school	56	8	64
University	71	7	77
Total	127	15	142

56 of them were high school, 71 of 127 were university students.

Question 17 is directed towards realizing how consumers met brands are preferred and 64 of 142 said thanks to advertising and other sales strategies, 33 of them recommendations of friends at school,work or social classes. As seen that marketing strategies are most important factor affects buying preferences and brand loyalty.

**Table 17. Source Of Brand Knowledge**

		Percentage
Marketing strategies	64	45%
Recommendation of friends	33	23%
Other	45	32%
Total	142	



**Table 17.1. Source Of Brand Knowledge, By Age**

	Marketing strategies	Recommendation of friends	Other	Total
15-17	24	15	21	60
18-21	28	12	15	55
22-25	12	6	9	27
Total	64	33	45	142

24 of them were at the ages between 15-17, 28 of them were at the ages between 18-21, 12 of them were at the ages between 22-25.

**Table 17.2. Source Of Brand Knowledge, By Gender**

	Marketing strategies	Recommendation of friends	Other	Total
Female	17	14	17	48
Male	47	19	28	94
Total	64	33	45	142

17 of them were female, 47 of 64 consumers were male.

**Table 17.3. Source Of Brand Knowledge, By Education Level**

	Marketing strategies	Recommendation of friends	Other	Total
High school	26	16	22	64
University	38	17	23	78
Total	64	33	45	142

26 of them were high school and 38 of them university students.

Questions 18 and 19 can be taken as a total. I tried to measure level of connection between a good appearance and preference of branded goods.

**Table 18. Liking Good Appearance**

		Percentage
Yes	199	87%
No	30	13%
Total	229	

**Table 18.1. Liking Good Appearance, By Age**

	Yes	No	Total
15-17	70	7	77
18-21	94	11	105
22-25	35	12	47
Total	199	30	229

70 of them were at the ages between 15-17, 94 of them were at the ages between 18-21 and 35 of them were at the ages between 22-25.

**Table 18.2. Liking Good Appearance, By Gender**

	Yes	No	Total
Female	76	15	91
Male	123	15	138
Total	199	30	229

199 students said that they like having a good appearance and 123 of them were male 76 of them were female.

**Table 18.3. Liking Good Appearance, By Education Level**

	Yes	No	Total
High school	75	7	82
University	124	23	147
Total	199	30	229

75 of them were high school, 124 of them were university students.

The following table shows that 86 of 199 students said that a good appearance is important said good appearance depend on well known branded products.

**Table 18.4. Liking Good Appearance, By Connection Between Good Appearance And Branded Goods**

Yes	86
No	113
Total	199

In question 19 we can see that 99 of the students said that a good appearance is based on branded goods.

**Table 19. Relationship Between Good Appearance And Brand**

		Percentage
Yes	99	43%
No	130	57%
Total	229	

**Table 19.1. Relationship Between Good Appearance And Brand, By Age**

	Yes	No	Total
15-17	32	45	77
18-21	46	59	105
22-25	21	26	47
Total	99	130	229

32 of them were at the ages between 15-17, 46 of them were at the ages between 18-21 and 21 of them were at the ages between 22-25.

**Table 19.2. Relationship Between Good Appearance And Brand, By Gender**

	Yes	No	Total
Female	29	62	91
Male	70	68	138
Total	99	130	229

29 of them were female, 70 of them were male.

**Table 19.3. Relationship Between Good Appearance And Brand, By Education Level**

	Yes	No	Total
High school	34	48	82
University	65	82	147
Total	99	130	229

34 of them were high school, 65 of them were university students.

The question 20 was asked for measuring level of brand loyalty and 175 of 229 or 76% of young consumers said I can prefer the product has lower price but does not have a brand.

**Table 20. Relative Importance Of Price Versus Brand**

		Percentage
Low priced/Less known brand	175	76%
High priced/Well known brand	54	24%
Total	229	

As understood from this table 54 of population prefer well known brand and be willing to pay more for branded goods. Namely, 24% are brand loyal people.



**Table 20.1. Relative Importance Of Price Versus Brand, By Age**

	Low priced/Less known brand	High priced/Well known brand	Total
15-17	59	18	77
18-21	80	25	105
22-25	36	11	47
Total	175	54	229

18 of them were at the ages between 15-17, 25 of them were at the ages between 18-21 and 11 of them were at the ages between 22-25.

**Table 20.2. Relative Importance Of Price Versus Brand, By Gender**

	Low priced/Less known brand	High priced/Well known brand	Total
Female	74	17	91
Male	101	37	138
Total	175	54	229

17 of them were female, 37 of them were male.

**Table 20.3. Relative Importance Of Price Versus Brand, By Education Level**

	Low priced/Less known brand	High priced/Well known brand	Total
High school	61	21	82
University	114	33	147
Total	175	54	229

21 of them were high school, and 33 were university students.

In the next question we asked how they behave against a new brand have entered in the market soon 162 people said answers of I want to buy, even so 29% of population said I prefer to wait for becoming known brand.

**Table 21. Respondents' Acceptance Of New Brands**

		Percentage
Wanted to buy	162	71%
Waited to be known	67	29%
Total	229	

**Table 21.1. Respondents' Acceptance Of New Brands, By Age**

	Wanted to buy	Waited to be known	Total
15-17	53	24	77
18-21	75	30	105
22-25	34	13	47
Total	162	67	229

24 of them were at the ages between 15-17, 30 of them were at the ages between 18-21 and 13 of them were at the ages between 22-25.

**Table 21.2. Respondents' Acceptance Of New Brands, By Gender**

	Wanted to buy	Waited to be known	Total
Female	70	21	91
Male	92	46	138
Total	162	67	229

As seen that 67 or 29% of 229 students prefer to wait product for becoming known and 46 of them were male, 21 of them were female.

**Table 21.3. Respondents' Acceptance Of New Brands, By Education Level**

	Wanted to buy	Waited to be known	Total
High school	57	25	82
University	105	42	147
Total	162	67	229

25 of them were high school, 42 of 67 were university students.

Question 22 I tried to find out the most important circumstances affect buying decision and 58 of 229 consumers said price and quality of product are more important, 147 youngs said suitability for their discrimination.

**Table 22. Effects On Buying Decision**

		Percentage
Price and quality	58	25%
Personal taste	147	65%
Reference group influence	14	6%
Familiarity	10	4%
Total	229	

**Table 22.1. Effects On Buying Decision, By Age**

	Price and quality	Personal taste	Reference group influence	Familiarity	Total
15-17	16	52	7	2	77
18-21	26	69	4	6	105
22-25	16	26	3	2	47
Total	58	147	14	10	229

As showed that suitability for consumers' personal tastes is most important effect on the buying and 52 of them were at the ages between 15-17, 69 were at the ages between 18-21 and 26 of them were at the ages between 22-25.

**Table 22.2. Effects On Buying Decision, By Gender**

	Price and quality	Personal taste	Reference group influence	Familiarity	Total
Female	16	70	2	3	91
Male	42	77	12	7	138
Total	58	147	14	10	229

77 were male, 70 were female.

**Table 22.3. Effects On Buying Decision, By Education Level**

	Price and quality	Personal taste	Reference group influence	Familiarity	Total
High school	15	58	7	2	82
University	43	89	7	8	147
Total	58	147	14	10	229

58 of them were high school, 89 of 147 were university students.

Finally the last question was asked still to measure brand loyalty and 91 of 142 students declared to prefer buying one product has a well known brand name.

**Table 23. Buying Brand**

		Percentage
Yes	91	64%
No	51	36%
Total	142	

**Table 23.1. Buying Brand, By Age**

	Yes	No	Total
15-17	36	24	60
18-21	36	19	55
22-25	19	8	27
Total	91	51	142

36 were at the ages of between 15-17, the other 36 of these students were at the ages between 18-21 and 19 of them were at the ages between 22-25.



**Table 23.2. Buying Brand, By Gender**

	Yes	No	Total
Female	28	20	48
Male	63	31	94
Total	91	51	142

91 or 64% of this population prefer buying one but well known brand with the same cost. 63 of them were male, 28 of them were female.

## **CHAPTER V**

### **CONCLUSION**

In this chapter I will make a short overview of the study and research findings, mention the limitations of the thesis.

#### **5.1 OVERVIEW OF THE STUDY**

In this study I tried to show brand loyalty and its effects on young consumers' preferences about clothes materials.

In first chapter I tried to give some theoretical background about consumption. For providing this I overviewed theory of unfulfilled needs and consumer behavior. To explain consumer behavior I studied some theories that affect consumers' behavior as economical, psychological and social theories and personal characteristics. In addition to these I studied the buyer decision process, theory of consumption and consumerism.

In the second chapter I studied branding phenomenon and connection product and brand. For making this I tried to give some information about branding strategies and choosing one. In the end of this chapter brand loyalty was reviewed.

In the Chapter three I explained the survey that was done to the students of high school and university in Istanbul. I studied the research model, sampling and data collection procedure.

In the Chapter four I analyzed the results of the survey and discussed some important statements.

In chapter five overview of the study is done and implications of the study is included.

## **5.2 RESEARCH FINDINGS**

In this thesis I aimed to give some theoretical basic characteristics about consumers' needs, behaviors and factors that affect buying decision process; to measure brand loyalty of young people in clothes sector and to show some characteristics about branding and brand loyalty. Hence I made a survey to young students are at the aged between 15-25. This survey is aiming to point out the main determinants of brand loyalty related to clothes sector. According to the survey, young students have some brands that they buy continuously but there is no big connection between preferring some brands and age, sex, or educational status. On the other hand a big relation between consumers' incomes and preferring branded goods. Another important fact is that about 30% students that prefer to buy branded products are brand loyal people because they do not prefer another product instead of theirs. Survey also show that students that are at the aged between 15-25, like to shop and wear sports clothes generally and buy branded goods especially in sports materials.

Another important feature from the survey is that in Turkey especially in last five years there was an economical crisis and this crisis affected consumer's buying force, however between 30% - 40% of this population insist on wearing branded clothes. Said before there is a relationship between income and brand loyalty but it is interesting that people whose parents have between 500 ytl and lower income prefer branded goods. Thus it can be assumed that low income can not be barrier for choosing an expensive brand.

According to the survey young consumer is affected advertising or other sales strategies and they know brands thanks to them. In another words, marketing strategies lead to increase brand loyalty in clothes sector. Recommendations of some groups like friends at school or close environment are not important for students included in the survey. I strongly believe that there is a direct relation between marketing strategy and brand loyalty.

In addition, the quality is important part of brand loyalty, so the quality of a branded product influences loyalty. Most of the young consumers prefer some branded goods thanks to their quality.

People that were brand loyal users actually said to one question that if a new brand appear in clothes sector they would try this. It show that although they are loyal users they want to buy the best for them.

More important factor than quality for young consumer is style. Almost all of them if a product is suitable for their discrimination they can buy without looking quality or price. Hence ,marketers use some sales promotion based on discriminations.

### **5.3 IMPLICATIONS OF THE STUDY**

This thesis is useful for students and researchers that want to find some basic background about needs, buying decision, consumer behavior, consumption, consumerism and branding, branding strategies, brand loyalty and some factors that influence brand loyalty etc.

This survey is useful for managers in clothes sector and want to enter this sector to understand youngs' consumption preferences and what kind of factors affect these preferences and brand loyalty. The managers who enter the clothes sector or in it should be aware that young population and their desires are important in the clothes sector.

Also, advertisement or other sales strategies are important to be or go on being brand loyal. This information is necessary for marketers.

## **5.4 LIMITATIONS OF THE STUDY**

The first two limitations were that cost and time limitations. Because of these limitations I made this survey to 229 students. Additionally it was limited with 3 university and 1 high school. So, this study can not be generalized to young population in Istanbul.

Other limitation was this study can not include all economical and social classes in Istanbul. For making a balance on these factors 2 of the universities I studied on are state universities and 1 university and 1 high school are private.

## APPENDIX I

### Anket

1. Öğrenim durumunuz (Lütfen öğrenim görmekte olduğunuz eğitim kurumunu işaretleyiniz.)

a. Lise ve dengi okul

b. Yükseköğretim

2. Cinsiyetiniz?

a. Kadın

b. Erkek

3. Yaşınız?

a. 15-17

b. 18-21

c. 22-25

4. Çalışıyor musunuz?

a. Evet

b. Hayır

5. Çalışıyorsanız sizin çalışmıyorsanız size bakmakla yükümlü kişilerin aylık net kazancı?

a. 500 lira ve altı

b. 500 -2000 lira

c. 2000 lira ve üstü

6. Medeni haliniz?

a. Bekar

b. Evli

7. Modayı yakından takip ediyor musunuz?

a. Evet

b. Hayır

8. Giyim eşyaları için yaptığınız kişisel ortalama aylık harcamanız?

a.200 lira ve altı

b.200-400 lira

c.400-600 lira

d.600 lira ve üstü





14. En çok hangi tarz ürünlerde bilinen markaları tercih edersiniz?

- a. Spor
- b. Klasik
- c. Her ikisi de
- d. Diğer

15. Sürekli olarak tercih ettiğiniz bir markayı bulamadığınızda ne yapıyorsunuz?

- a. Aramaya devam ediyorum
- b. Ürünün benzer özelliklerde olduğu başka bir markayı tercih ediyorum

16. Belli markaları tercih etme nedeniniz nedir?

- a. Kalite,model gibi ürünün kendi özellikleri
- b. Aile,arkadaş grubu yada medyatik kişiler gibi dışsal faktörler

17. Sürekli tercih ettiğiniz markaların varlığından ne şekilde haberdar oldunuz?

- a. Reklam,promosyon gibi pazarlama stratejileri
- b. Okul,iş,üyesi bulunduğum sosyal grup arkadaşlarının tavsiyeleri
- c. Diğer

18. Giyiminize özen gösterir misiniz?

- a. Evet
- b. Hayır



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