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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

THE EFFECT OF PRODUCT'S COLOR AND FABRIC QUALITY ON BRAND PREFERENCE: A STUDY IN FASHION RETAILERS IN TURKEY

M.Sc. THESIS

Kamala AKBAROVA

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Department of Business Administration

Business Management Program

Thesis Supervisor: Asst. Prof. Dr. Ilkay KARADUMAN

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3) Jüri Üyesi : Yrd. Doç. Dr. İlge KURT

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DECLARATION

I hereby declare that this thesis entitled 'The Effect of Product's Color and Fabric Quality on Brand Preference: A Study in Fashion Retailers in Turkey' has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original to this thesis. (/   /2017).

Kamala AKBAROVA

Dedication.

Although there are many persons whom have had a positive impact in my life,
I am sure there is one who affected my life much more than the others
and this adorable lady is my Mother, my soulmate.
Mom, Thank you for your continuous motivation.

FOREWORD

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<u>**September,2017**</u>   <u>**Kamala AKBAROVA**</u>

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

ÜRÜNÜN RENGİNİN VE KUMAŞ KALİTESİNİN MARKA BİLGİSİ ÜZERİNE ETKİSİ: TÜRKİYE'DE MODA PERAKENDECİLERİNE BİR ÇALIŞMA

ÖZET

Çalışma, renklerin ve kumaş kalitesinin tüketici marka bilinci üzerindeki etkisini araştırıyor. Ürün rengi ve kalitesi, alışveriş yapan kişilerle iletişimde önemli bir rol oynamaktadır ve bir ilgi yaratabilir ve onları satın alma yönünde motive edebilir.

İstanbul'un nüfusu her yıl büyüyor. Çok güçlü bir satın alma gücüne sahip en çeşitli tüketici grubudur. Pazarlamacılar ihtiyaçlarını anlamak için harika bir fırsat yaratıyor. Kuşkusuz, renk ve kumaş kalitesi önemli bir rol oynamaktadır ve Türk müşterilerinin moda markası seçimlerini etkileyen büyük bir özelliğe sahiptir. Bu araştırmada, alıcıların marka farkındalığına dayalı ürünlerin farklı renk ve kumaş kalitesinin etkisi gösterilmektedir.

Moda markası şirketleri amaçlarını açıklığa kavuşturmalı ve ürünlerinin tasarımını kalite ve renk açısından hazırlamalıdır.

Anahtar Kelimeler: *Ürünün Rengi ve Kalitesi, Marka Bilinci, Pazarlama, Tüketici Davranışı.*

THE EFFECT OF PRODUCT'S COLOR AND FABRIC QUALITY ON BRAND KNOWLEDGE: A STUDY IN FASHION RETAILERS IN TURKEY

ABSTRACT

The study will investigate the effect of colors and fabric quality on consumer brand awareness. Product color and quality plays a significant role in communicating with shoppers and can cause an interest and motivate them toward purchasing.

The population of Istanbul is growing each year. They are the most various group of consumers with a very strong purchasing power. It creates a great opportunity for marketers to understand their needs. Undoubtedly, color and fabric quality play an important role and have a great feature that affects Turkish customers' fashion brand choices. That research presents the impact of different colors and fabric quality of products based on buyers brand awareness.

Fashion brand companies need to clarify their aims and prepare their products design with respect to quality and color.

Keywords: *Product Color and Quality, Brand Awareness, Marketing, Consumer Behavior.*

1 INTRODUCTION

As the population grows and fashion brands expand the requirements and needs of consumers are also growing day by day. Purchasers in Turkey tend to follow the fashion; they want to spend more on popular brand products. Potential consumers waste most of their free time surfing the web and for marketers it is the simplest way to reach them through electronic mass media (Carter, 2011).

The lifestyle of potential customers is different in comparison to different parts of Turkey. Shoppers in big cities like Istanbul, Ankara, Izmir are closer to European teens when it comes to fashion brand choice. Geographical and social conditions influence purchasers differently.

Marketers must understand consumer's behavior of purchase and what affects their decisions of purchase. There is a need for thin emotional connection between fashion brand products and customer's purchasing behavior. However, the mission of this research is to investigate the brand knowledge of Turkish customers and how they are affected by color and fabric quality of the products.

The term "brand recognition" describes the ability of potential buyers to recall or recognize a popular brand in the selection or direct purchase of a product. It also includes the ability of consumers to quickly and easily identify a brand by individual characteristics.

To increase the brand awareness the marketing process should be agitated first of all due to the directly affection of the trades of products and services by the consumer's brand awareness. The rivaleness of goods and durable prospects of the brand expansion are connected with the popularity of the brand.

Now, the key to the success of entrepreneurial activity is the correct development of the process of managing and promoting the products (product or service) and brands to the market (internal and external). One of the main reasons for the development of the brand is its impartial financial assessment, since the big difference between the market capitalization and the net price of

tangible assets is explained by the price of intangible assets, one of which is a trademark.

Every year, an unlimited number of new products appear on the market, most of which are represented by trademarks, counted in tens or even hundreds. New segments of the market are quickly filled with products that are not sufficiently different in their own essence. The product is placed in a motivated sector. A rapidly growing number of proposals and a slowly increasing demand lead to a fragmentation of the market, concentration of the main advertising efforts in certain areas and segmentation of consumers, the division of products into price categories. This significantly simplifies the process of forming the consumer market, but until it is carried out in one commodity group and in one market, also in one price and consumer sector.

Each manufacturer tries to draw the attention of consumers to the consumer characteristics of its own product, why it uses various methods of advertising communications: advertising, demand stimulation, individual sales and the formation of a public presentation.

But, the process of advertising communications becomes more and more saturated and global, in connection with which the advertising information about the product is perceived by the consumer as fragmented and not giving the ability to reveal its advantages. Disparate and rapidly growing advertising communications irritate the buyer, and the communicative quality of advertising is reduced.

2   LITERATURE REVIEW

2.1   Color In Marketing

2.1.1   Color as a Major Factor

There were determined five dimensions of color in one of the researches by Funk & Ndubisi (2006); significance of the color, attitude towards color, attractiveness of the color, normative color, and preferences of the color. In a study named "Impact of color on marketing" (Satyendra Singh, 2006) revealed that up to 90% of findings made about the products can be based on color. Color of a brand can create positive or negative picture of the product and it can influence genders differently (Grossman and Wisenblit, 1999; Singh, 2006). Results from additional study such as "The Interactive Effects of Colors" (Paul A. Bottomley, John R. Doyle, 2006) revealed that connection between brand and its color depends on perceived accordance of the color that is used for specific product. Our brains are more likely to gravitate towards directly recognizable brands. It is all about emotional and memorable support of trust and confidence to the brand (Carter, 2011).

The color of the final product is a part of the target image and communication, and the right choice of color for your product can certainly help create the right image and emotions (Grossman, and Wisenblit 1999; Aslam, 2006). The issue of color selection would recommend taking the time at the initial stage of developing a new product, service or brand.

Color is important for any product or service: it plays an important role in the design of the products of mass demand (as it can provide a measure of visibility and differentiation on the shelf in a store); and the right choice of color can help companies build trust and right positive attitude in new customers.

85% of respondents indicate color as the main reason for buying a particular product.
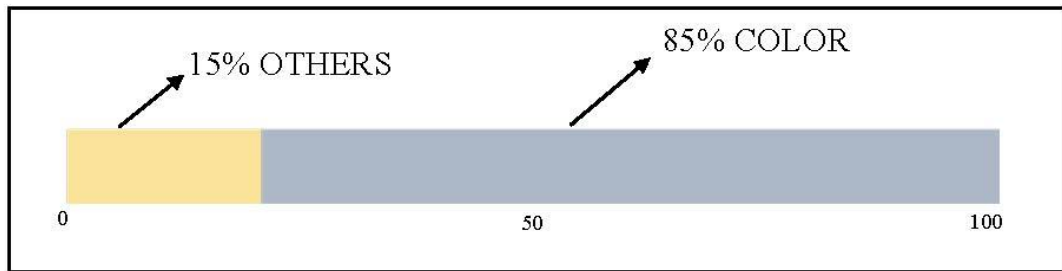
Figure 2.1: Importance of Color

(http://lpgenerator.ru/blog/2013/08/07/85-pokupatelej-delayut-svoj-vybor-na-osnove-cveta/)

The list of factors that influence the choice of customers, the visual component is leading – as it is a determining factor in the purchase refers to 93% of respondents. 6% of respondents are oriented to product texture and 1% - the sound or smell. Of course, the last three factors (texture, sound, smell) are not available to online store consumers (under the sound we mean the smartphone signal quality, for example, or the quality of the portable stereo devices).

Color increases brand awareness by 80%, which has a direct impact on consumer confidence. (based on blog.kissmetrics.com materials, 2013)

There is no ideal or perfect color scheme. As well as no universal color or palette for a specific fashion brand. To support the message of brands there is a meaning of colors (color associations). More information about colors inflences the decision-making process with a great effect. (Paula Kaminska, 2014)

Through different colors marketers can check the reactions of customers and motivate them to a specific bahaviour.

2.1.2   Color and its associations

Neurology Specialist at REEM Neuropsychiatric Center Dr. Mehmet Yavuz explained in one article (http://www.turkiyegazetesi.com.tr/yasam/158916.aspx, 2014) how some colors influence human psychology in general.
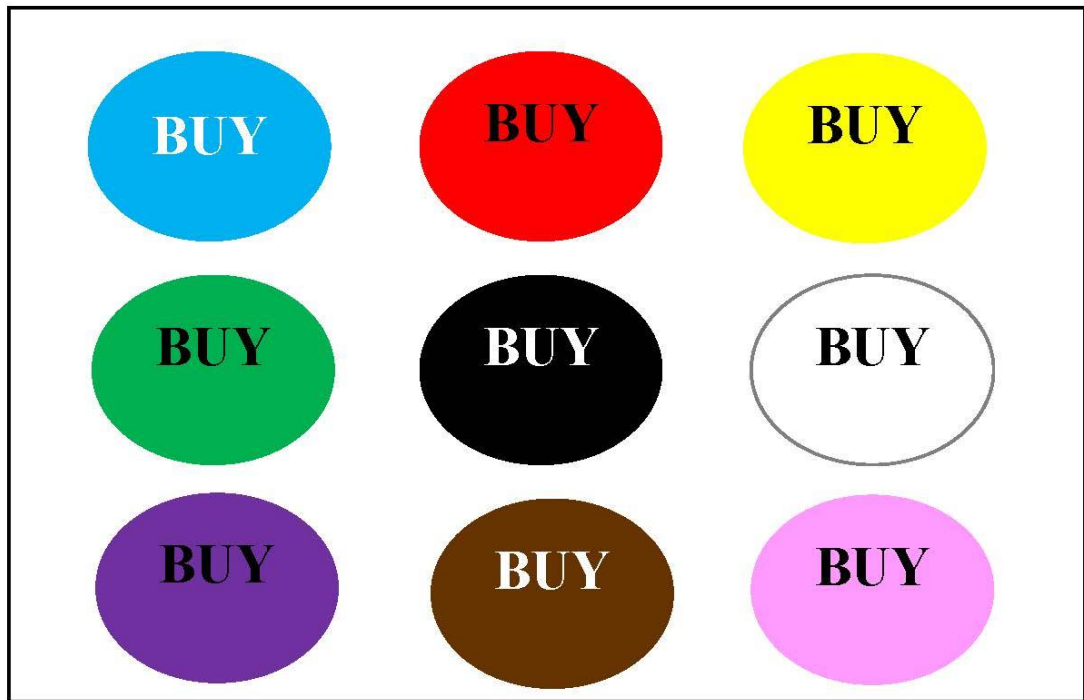
Figure 2.2: Color Pallete

Blue color – is the color of loyalty, trust and security. If you will wear blue for a job interview, for instance, it will provide you success and acceptance.

Considered as the best color for web design and creates an impression of trust and security, used by financial institutions and insurance agencies, banks, etc.

Red color – is the color of love and passion. It is a dominant color. Red colored clothes can put you in a free energetic mode of motion. Those who prefer red are addicted to power.

Considered as a "vibrant color", increases heart rate, used to create the effect of urgency, and often used in sales;

Yellow color – is the color of energy. Yellow gives a feeling of brightness and warmth when used in small quantities. Those who prefer yellow likes to be free and independent.

Stable connection with youth and optimism; used to grab attention of window shoppers;

Green color – is the calming color. It relax and has a natural effect on the nervous system. Those who prefer green knows how to value themselves.

Associated with health, most naturally perceived by the human eye, used to create the effect of rest and relaxation;

White and Black colors – are serious colors. Black is the controversial color. Too many people prefer black color in clothing. Some people wear black to look serious. White is the pure color. It is a symbol of cleanliness and innocence. That is why doctors and nurses wear white to be sterile. In general, it is better to wear white in summer; it gives a refreshing and cool feel.

Powerful and elegant colors of luxury goods (designer clothes, cars with a high price category, and so on.);

Purple color – is the color of nobility. It is a symbol of a luxury life, wealth and elegance. Some people like to use purple color mostly in décor.

Considered as "soothing, calm color", used in advertising for beauty or anti-aging cosmetic products, for example.

Brown color – is the color of nature. It provides a natural, relaxed and open atmosphere. Brown is generally the favorite color of males.

Pink color gives a calming effect. It is generally the favorite color of females.

Romantic and feminine color, used in campaigns to market products to women and young girls.

All palette colors are identified in specific shade groups. These shade groups have specific names. Some of examples below. (https://www.blurgroup.com/blogs/group/the-impact-of-colour-in-advertising-marketing-and-design/)
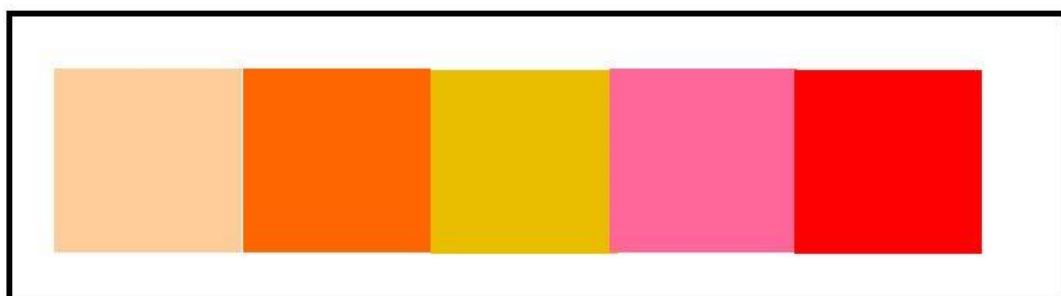
Figure 2.3: Bright Warm Colors

Ecru, orange, yellow, pink, red and other close colors. In general all of these colors bring lots of energy. Colors of this shade group make objects seem visually larger.
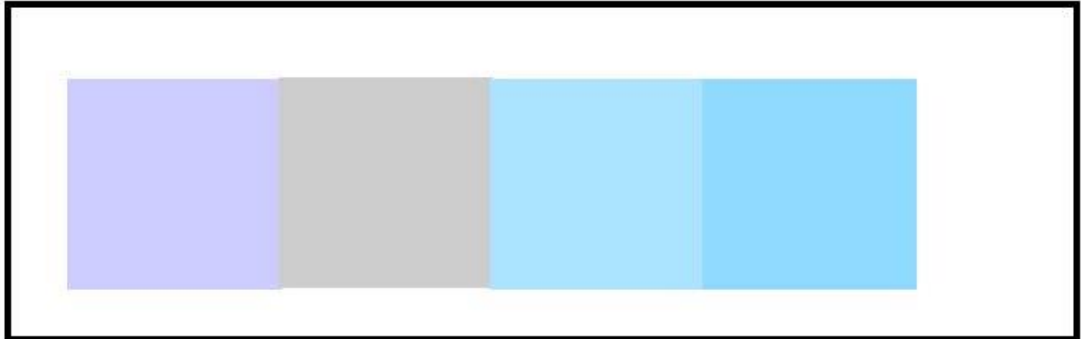
Figure 2.4: Cold Bright Colors

Lavender, silver, azure and similar. These kind of colors are the symbol of freshness and health. Actually, such cold but bright colors are an advantageous colors for business websites and specially for medicine websites and production.
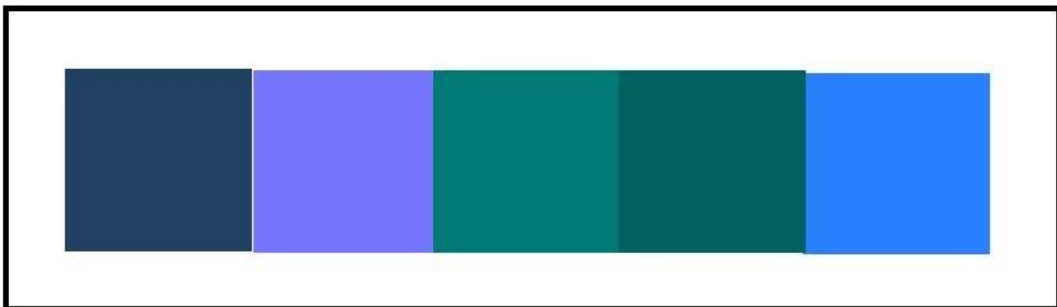
Figure 2.5: Dark Cold Colors

Navy, blue, turquoise, green, violet are permanency and character symbols. Colors like these suit hardworking persons with a very huge ambitious.
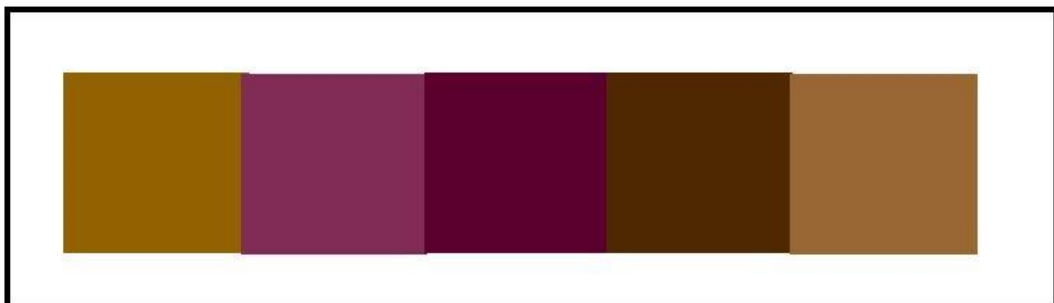
Figure 2.6: Warm Dark Colors

Gold, purple, brown give a wave of tradition, classics. These colors suites well in a luxury desing for rich and young. Colors combined with warm dark shades give a sign of modernity.

Figure 2.7: Neutral Colors

White, grey, black and other shades of this group help to bring relief. Actually these kind of colors have no messages they are just supporting their nearby. Their role is to complement. These colors look universal in combinations with bright or dark shades for instance.

2.1.3   Influence of Color

Influence of color on the target audience also correlates with 3 conventional consumer groups, separated by a behavioral pattern: impulsive buyers (Impulse Shoppers), economical ('budget') customers (Shoppers on a Budget) and the so-called "traditional buyers" (Traditional Buyers). (http://lpgenerator.ru/blog/2013/08/07/85-pokupatelej-delayut-svoj-vybor-na-osnove-cveta/)

The trigger to the conversion action for impulsive consumers often are red, orange, black and royal blue (Royal Blue) color. These colors provoke impulsive shoppers to purchase fast food or take part in sales. "Budget" buyers tend to obey the "orders", shades of blue (Navy Blue, "the blue of the sea") and other "sea" colors - blue-green (Teal). Two of these "quiet" noble colors work well on the websites of banks or large retail networks. "Traditional buyers" are vulnerable by shades of pink (Pink, Rose) and sky-blue flowers, commonly used in online apparel selling shops design.

(https://blog.kissmetrics.com/color-psychology-
video/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A
+KISSmetrics+%28KISSmetrics+Marketing+Blog%29)

COLOR	TYPE OF SHOPPER IT ATTRACTS	VENUE
➢ Red Orange ➢ Black	Impulse Shoppers	Fast Food Outlet Malls Clearance Sales
➢ Navy Blue ➢ Teal	Shoppers on a Budget	Banks Larger Department Stores
➢ Pink ➢ Sky Blue ➢ Rose	Traditional Buyers	Clothing Stores
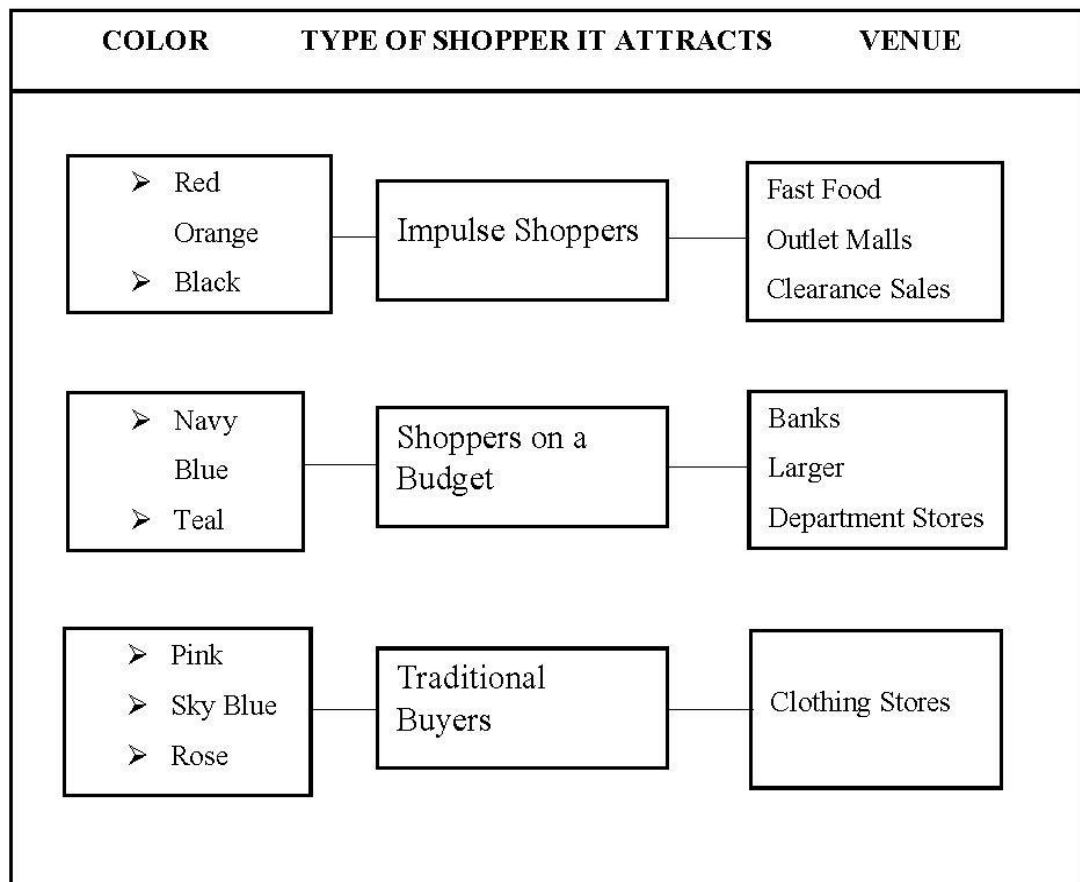
Figure 2.8: Influence of color on the target audience

(http://lpgenerator.ru/blog/2013/08/07/85-pokupatelej-delayut-svoj-
vybor-na-osnove-cveta/)

Not long ago, a number of studies were conducted by psychologists (Ayzenberg, 1999), which explained how advertising color plays an important role when potential buyer is going to make an opinion about the product. There are several statistics which show how color affects ads:

- Potential buyer influenced by the color enhance the probabilities of familiarization with the product details by 60%;
- A proper mix of the colors increases the chances of commercial to be seen among potential purchasers by 38%;
- Positive attitude towards the promoted product can even be raised by right choice of the color with a probability of 22%.

The color scheme really has a strong influence on the person viewing the ad (Batra R., Mayers D.D., Aaaker D.A., 2004).

The color choice in many ways relies on the positioning of the product itself. It is very essential to examine and plainly present the final user (Bobyleva M.P., 2006). For instance, if we pay attention to expensive watches Rolex advertisement in Forbes magazine, we will notice how they are surrounded on the sides by the green hatch (with a very big size which is more than anything else on the page). Green is symbolized as a character of peace. Possibly the man who got a decision to purchase a Rolex watch should be in a total harmony. It seems he has a huge achievements.

An interesting situation with a pink color. Typically, pink color is used in advertising products targeting women (Olshanskaya N., 2003). Someone thinks that it is a stereotype, but some scholars agree that pink color attracts woman. Nevertheless, producers generally use pink color to attract more the female attention than the male. Moreover, sometimes in products aimed exclusively on women.

It is possible to clarify the target audience by applying one of the qualitative methods of marketing - a method of color correction (Zazykin V.G., 1992). The main point is that we can predict the consumer's reaction to those or other color combinations by using human social parameters. The important thing is that the commercial color correction method does not apply colors only by situational feelling, which relies on the current tasks and target relationship of respondents, but pays attention to age, religious, gender, ethnological and psychological sights of the instinctive and naturalized feeling of colors (Mokshancev R.I., 2000).

A new brand or a product success first of all depends on the feelings and visual aspects of consumers. In fact, mainly this reaction's predictability can guarantee the results of future. Target audience can be caused not only by a powerful signal of attention, but also by a trademark resolution of the color. If company know how society color adjustment works you will not make a fatal mistake in the choice of the brand color. If the positioning of the selected color is wrong,

then it may be difficult for the company to compensate the mistake (Volkova V.V., 2003).

For the situations where company need to urgently draw attention to something new, there is only red. On the waves of the perception, red color is the first, which gets through the lens without any perversion. Red color is not only a symbol of aggression, but a passion as well, activity. (www.colorpsychology.org/red/). It can effectively works like a moment connection, but it is more suitable for short-term activities like "filling" of the products in the brains of consumers.

Rebranding for any company is always a nice chance to correct and change previous flaws. For instance, change or upgrade a poor color scheme. Upgrading corporate colors not only revive the spirit of the brand or a product, but also often change the emotional connection between the company and the consumer (Olshanskaya N. 'The Industry of Advertising' 2003).

Imagine the colors of "Coca-Cola", "Erikli" bottles and Indian tea's packaging (the colors: red, blue, yellow) try to guess how difficult it would be to manage the supermarket without utilizing these color combinations. Color memory makes us easily orient in the shops, supermarkets, pharmacy, everywhere. The important aspect is that the package must be visually memorable. No matter how big or recently created the company is the color of the brand is always the first responsibility to deal with when it comes to manufacture a fresh product. At this point, there need to be a new color, which would allow achieving the goal (Gete I., 1994).

Color has a significant part in communication with buyers. Funk & Ndubisi (2006) reached out that color can awake regarding the product and provoke customers toward its purchasing. There were determined five dimensions of color by Funk & Ndubisi (2006): significance of the color, attitude towards color, attractiveness of the color, normative color, and preferences of the color. Significance of the color claims that each color can influence customer differently, and not all colors are significance for one customer at the same time. The future shopping behavior depends on the attitude towards colors of a product. Moreover, purchasers remember more colored advertisements than

non-colored. Normative color makes customers to be influenced by some external factors or environment. It means purchasers need certain color for certain products. For instance, if shopper prefer a certain color for mobile phone the same color may not be preferred for automobile. Color preferences forecast shopper purchasing preferences in a sales market.

Skorinko (2006) determined three basic favored color which suites good for low participation, fast moving, and goods of consumer which are not so good for high participation purchasing decisions by customers (Basera, Mutsikiwa, & Dhliwayo, 2013). Utilizing the colors in the right way helps to differentiate and to lead the relation in the direction of that product (Singh, 2006). Nevertheless, there is a truth that packaging color can also be deceptive. For example, Muttie (2011) noted that 20 percent consumers of cigarettes think that if the packaging of cigarettes is light it means it is less dangerous than the ones which packaging is dark. According to this, marketers should understand how important is the color of the product and its packaging, and how they can meet customers' needs by influencing their purchasing behavior, decisions and preferences.

Color is a strong power and potenatial buyers can be affected by it. Colors which we observe every day on this planet are not identical. Due to the lighting condition or position of observe, or maybe the environment which surround us can impact our brain perceiving system of a specific color. Moreover, the same color can be perceived by us differently, can give us different emotions which differs from one individual to another. Scott-Kemmis (2013) explained the difference of the color perception depends on our age, gender, education and culture.

There is a deep connection between colors and purchasing behavior. The color of the product has first impact on customers psyche. According to this, the most important thing is to clarify which colors influence in the positive way and which in the negative way on the choice of the buyer and his behavior of purchase. Brody (1981) determined in one of his research that the TV ads influence significantly on the child's psyche and as a result on their consumerism. Children have no information regarding the quality of the product they are just delighted towards the product's color. It means, if the color palette of an advertisement is good it will appeal the attention of lots of children and

accordingly customers for the company. So commercials play an important role in this case to provoke parents towards purchasing the product (Brody 1981).

It is hard to deny that color first assist attracting buyers' attention. Humans can easily spot colorful products, color inclines to capture the attention better than monochrome. The main reason for this is that human's brain has a special structure and design to easily reveal color from the external space (Evans 2006), (Jansson-Boyd 2010).

Kotler and Keller (2006) and McWilliam (1999) examined that existing colors are an element of nonoral signs which are one of the important market phenomenon.

As it was noticed earlier, humans are continuously influenced by colors physically or psychologically. Elm (2012) determined that affection of human being by colors can manipulates reactions and behavior of individuals which has clearly a psychological character. Marketers whose have indentified which color has the best effect on selling the product would have chance to decrease expenses and at the same time procure the consumer's beloved product.

Luscher and Scott (2003) researched that consumers prefer particular colors for particular products and this is based on relations like specific colors can be more appropriate for definite product groups. Red and bordo colors can be symbolized like more stimulating. Blue and green colors can be symbolized more as relaxing. Consumers were separated to 3 groups to diagnose how they react to different type of colors:

First group preferred new colors. They like the feeling of something new, innovative and fresh. That type of consumers is going to pay more for the feeling of new colors. In general these customers are women in the age of (30-50) and men under 30 years old.

Second group liked more colors that has been utilized before by others. It was group of men and women in the age of (30-50) years old.

And finally the third group of consumers who are influenced by concrete type of colors like black, grey, blue. It was a group of men in the age of above 60 years old. They do not like to shopping so much. (Scott, 2003)

Humans like to make decisions when it comes to shopping on the way to their purposes.

Geravand in 2010 explored that the procedure of shopping decisions is affected by controllable and uncontrollable ranks. At the same time that procedures have mixed factors like sociocultural, individual psychology, situational and marketing which are indentified like the most essentials.

Bower (1981) explained that humans brain has an associative network and it is called a united web chain of knowledge. He stated that this network has circular bundles which represents a block of information. It can be:

Blessing and happiness which means **Emotion**

The forest's smell can gives us Practice of **Sensory**

The term "ocean" itself gives us the point of **Semantic**

Bundles are connected with each other, and based on the line of affinity between them. Powerful affinities produce powerful relations.

Over the way of your life, humans are continuously raising their network. With a new life experience we achieve a great chance to create new bundles, generate new connections, strengthen the connections we already have. Our brain comprise a bundle for each color. Every single time human clash a color, he modify that bundle based on his life practice. (http://www.nickkolenda.com/color-psychology/, 2015)

Everyone knows that colors also have their meanings. But it is interesting enough to know why and how does color affect our choices and decisions.

2.1.4 Color Reactions

Crowley (1993) in one of his researches detected that colors can generate two reactions.

*Reaction of Arousal

*Reaction of Evaluation

Observation of arousal reaction gives us meaning of awakening. This reaction is a physiological condition itself which provides us with blood pressure and heart rate. It makes us feel more active by giving us adrenaline.

Due to the numerous studies was defined that the reaction of arousal can be increased mostly by using warm colors.

The was identified a U schemed connection between amount of activation and color wavelength by Crowley (1993).
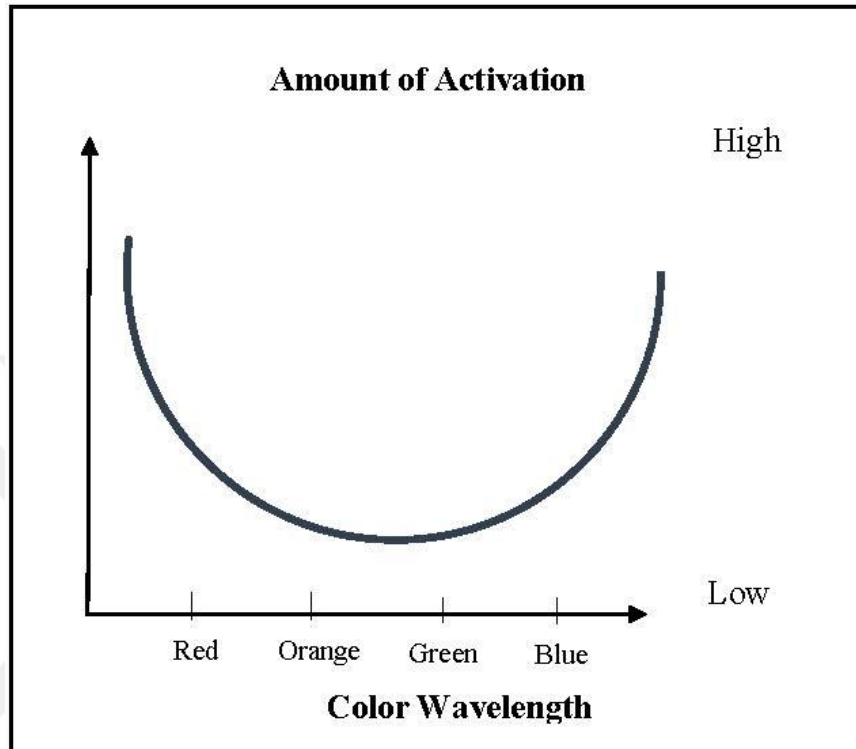
Figure 2.9: U shaped connection between arousal and color wavelength

(http://www.nickkolenda.com/color-psychology/)

When human is demonstrated to warm colors like orange, red, bordo; he feels a certain biological reaction. He becomes more active, adrenaline starts smoothing, blood pressure increases. Human is feeling a significant emotion of stimulation.

Depending on marketing purposes, high degree of arousal can either support or harm us.

Crowley (1993) also defined a positive line trend which goes between color wavelength and evaluation. Humans lean to "like" colors with shorter wavelengths.
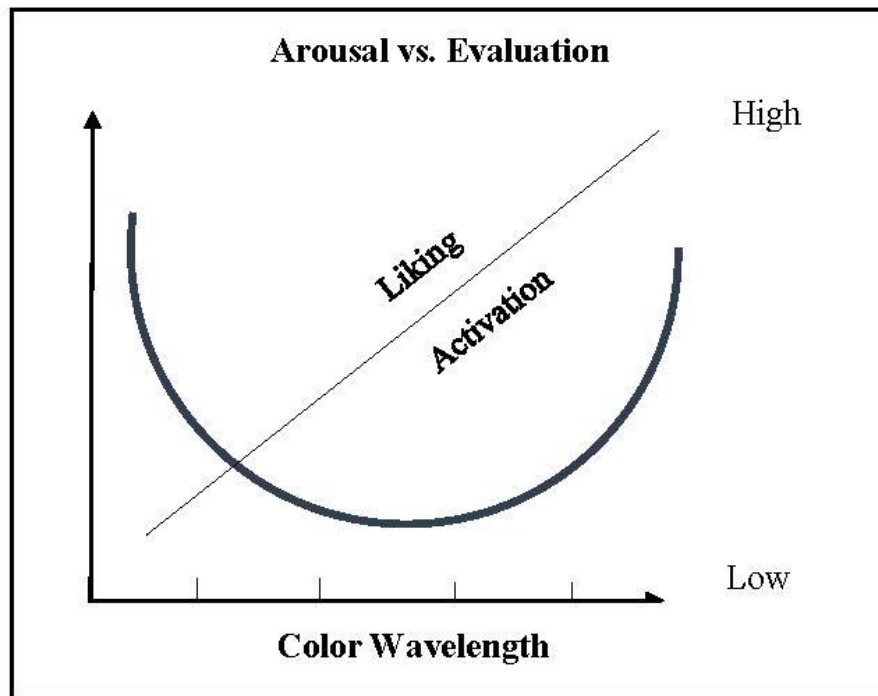
Figure 2.10: U shaped integration Arousal vs. Evaluation

(http://www.nickkolenda.com/color-psychology/)

Color produce an evaluative reaction in relation to our associative network. At the time when human is demonstrated to the color, his bundle for this specific color is becoming in a position online, in the other words activated.

Color is helpful itself to make the advertised product or service understandable. For instance, it is interesting how we can differ the orange gum from the mint one? How we can differ the taste of tea depending on its additive. Here colors can be very helpful, to assist us with understanding that orange color itself means orange fruit, mint can specified by green, lemon as yellow and strawberry as red. It means the speed of the advertised items is increased by our color recognition memory. That is why our brain prefer more colored images of products than the black and white image because it looks more attractive.

Person is setted by color in a certain way, that is why the color of clothing attracts attention of stylists, image-makers and etiquette experts. Color is a language of clothing, perhaps plays one of the key roles in the creation of your image.

Differentiation of color shades help each of us make product choices of any color.

16

2.1.5   Color in advertisements

In a study conducted by Kimle and Fiore (1992), it was found that when participants were shown advertisements in a magazine, the ads that contained the most color were the focus of participant's attention. The relationship between color and international branding has also been studied (Grimes & Doole, 1998). In Grimes & Doole's (1998) study, it was found that color is a way in which people identify brands and color association made with brands are internationally evident (Grimes & Doole, 1998). Those from different cultures were able to associate certain colors with popular brands such as Marlboro and Guinness (Grimes & Doole, 1998). In a study concerning color and cultural preferences, Madden et al., (2000) found that the colors such as blue, green, and white were universally liked among different cultures and conveyed the same meanings throughout cultures.

In a study which tested the color of a computer screen and time perception, it was found that when the screen was blue compared to yellow, participants felt more relaxed and perceived time to pass quickly (Gorn et al., 2004). Despite the value of the above findings, there has yet to be research conducted to examine the differential effects of color on perception of personality traits among perceivers with different implicit theories (entity vs. incremental).

Color has been studied in context to personality and trait judgments. It was found that job applicants who wore darker colored suits were seen as more masculine and powerful. Amhorst and Reed (1986) found that female participants rated women in light jackets more positively and more social compared to women in darker jackets. It was also reported that male participants rated models in dark jackets as more intelligent and powerful Darker colored clothing was also found to portray a livelier and more active person compared to lighter colors which were associated with a calmer person. Roberts, Owen, and Havlicek (2010) found that when a person wearing red or black was presented to a participant, they were seen as more attractive. On the other end of the spectrum, those wearing white and yellow received more negative evaluations (Roberts et al., 2010). It was found that when athletes wore the color black, they were perceived to be more aggressive. In a study conducted by Vrij, Pannell, and Ost (2005), it was found that in a court scenario those wearing dark clothing

17

were more likely to be found guilty compared to those wearing light colored clothing.

Along with clothing, color can also affect the perception of brand personality. In a study conducted by Boudreaux and Palmer (2007), it was found that burgundy, red-orange, and neutrals were viewed as successful, desirable, and expensive when paired with a brand of wine. Green and red-orange were associated with exciting and imaginative while the color pink was seen as inappropriate for the brand of wine (Boudreaux & Palmer, 2007). There was identified that the perceived preciosity of a wine brand is positively impacted by the hues of pink, purple, black (Labrecque and Milner, 2010). Labrecque & Milner (2010) also defined that the wine product which had a minimum saturation packaging was seen more sophisticated because of the upper purple hue than the same packaging with a upper saturation and minimum value red hue. Upper saturated product packaging with minimum value red hue seemed more lasting in comparison to the purple hued packaging (Labrecque & Milner, 2010).

The color of a product or brand thus allows a company to communicate a certain image to their consumers by evoking emotions and associations (Pantin-Sohier, 2009). The relationship between coffee and its packaging was examined by Dichter (1964). It was found that participants associated the color brown with a strong flavored coffee, red with rich flavor, blue with smooth flavor, and yellow with mild flavor (Dichter, 1964). A similar study was done by Favre and November (1979) where participants were all given the same coffee in four different colored jars. The majority of participants thought the coffee in the brown jar was too strong and the coffee in the red jar had the strongest aroma (Favre & November, 1979). Pantin-Sohier (2009) found that participants thought coffee in a purple tin was of better quality and more expensive. It was also discovered that participants perceived a bottle of mineral water to be more natural when packaged in a blue bottle and sophisticated and exciting when packaged in the color red (PantinSohier, 2009). Thus, these past studies show that brand personality can successfully be perceived from colors associated with a brand logo or package. In the past, studies have revealed a relationship between the colors red and blue and extroversion and introversion in regards to

individual personality (Birren, 1950; Crozier, 1999; Eysenck, 1981; Radeloff, 1991). However, there is a gap in the literature concerning the relationship between the colors, red and blue, and extroversion and introversion in regards to brand personality.

It is a fact that colors impact our habits when it comes to purchasing process, but not all of us realize it. That fact can be applied to the both male and female population. It is important not only have a well fitted item but also got it in the colors which attract. Nevertheless, we can often observe that males are less willing to purchase items with an attractive palette of color. At the same time we must agree that it would be not fair to make quality of the product be sacrificed for receiving an ideal color. To make consumer purchase the product or an item it need to be function and well fitted. Also it is easy to see that youngsters are more worried about aesthetics of the items and products in comparison to the groups in the middle age. At the same moment groups in the middle age are more interested and worried about the price of the products in comparison to the groups in the older age. Maybe this can be explained that the older generation feel theirselves more free to outlay their savings because of most of them are retired and do not have any obligations or small children in comparison to middle aged group. Youngsters are more willing to pay attention to the trends and follow fashion to have the most upgraded items ignoring the cost of these products.

Nowadays, consumers are more likely to purchase one product in one color in comparison with the past when it was easy to purchase one item in different colors. However, youngsters and especially women are still willing to purchase the same item in different colors.

Aslam (2006) affirmed that the main aspect in products, logos, packages is its color. We need to get that to create a structure of consumers' brand understanding it is not enough to have just color (Labrecque & Milne, 2012) but to have reaction and feelings of purchaser his buying behavior as well which is free from the preferences of the brand (Clement, 2007). Potential buyers can be worried or even refuse the packaging because of its color (Prinsloo, Bosman, Merwe & Erasmus, 2012); due to this marketers should determine appropriate packaging colors not to experience the strategic failure (Aslam, 2006). Colors

can be strategically used to impact purchasing behavior, brand closeness (Labrecque & Milne, 2012). All colors are generally tested by psychologists to identify how they affect purchaser character, personality. Singh (2006) detected that psychiatrists use color tests side by side the other tests to identify and estimate the personality. Colors were utilized by packagers to influence the weight of packaging perceptions and to create a psychological meaning design (Bellizi & Hite, 1992).

In this way it can be confirmed that color of products and color of the packaging have a great influence in changing wishes and preferences of potential consumers regarding shopping.

It was determined that buyers are influenced by a several elements like adverstising, prestige, satisfactory knowledge in practice (Brown, 1950). However, buyer's mind of a specific product is affected by the main factor which is psychological effect. It was mentioned by Sewall (1950) that a huge amount of customers were supervised in a different market sections which had different goals and purposes to purchase specific product. Color itself is the main element of psychological affection on potential customer's mind and of course on his buying behavior at the finish point.

During the lifetime we do not notice many differents things, we are not fully acknowledged of some stuff and don't know how to simply enjoy them. We sometimes forget about human's great ability to observe things in colors. It is proved that color affects each moment of our daily life (Sewall ,1978). Garber (2000) noted that the important communication tool in marketing is color and at the same time it is a visual element which is hard to forget because of being the main sociable information about the product or service. Colors impact our clothing, furnishings in houses and other atmosphere in our daily life. That is why Ogden (2010) and Akcay (2011) affirmed that to make a purchasing decisions for a specific product we need to pay attention to colors. That is why a plenty of companies in the whole world are hiring a special employees to support in identifying the best suitable colors for their products, the one which would be attractive for their potential clients. Singh (2006) claimed that approximately 60-90% of a product purchasing decisions are based on the product's color and all decisions regarding purchasing are received within

minutes of observing it. Color improves acknowledgment, memory and rise stuff' attention, because of being a noticeable sign for introducing images (Wichmann, 2002).

2.2   Fabric Production Quality

2.2.1   Evolution of Fabric Quality

The Great and French bourgeois revolutions that took place in the 17th and 18th centuries destroyed the social structure of society, as a result of which its middle and lower strata had the opportunity to influence public life. The decisive factor for the emergence of masses in the world's forefront is the active growth of the world's population, prompted by rapid economic development and rising living standards. The technical and scientific progress that led to the emergence of new means of production led to the transition from manufactory production to machine-factory production, which increased the output of products, strengthening the international commodity exchange. Growing production required more and more workers, which caused the influx of rural population into production areas, on the basis of which new cities grew. E. Wilson holds the view that urbanization goes hand in hand with the development of fashion, because the city as an "anonymous space," where it is the suit that separates the individual from the masses and at the same time allows him to identify with a group, is the ideal environment for the development of fashion .

In an industrial society, the phenomenon of fashion finds a completely different understanding than before: a mass factory production of clothing could not arise until the mass middle class-the subject of mass consumption-began to take shape. In fact, fashion appears where there is mass. Involving in the process of functioning in its sphere large groups of people, fashion is transformed into a mass phenomenon, acting as a factor in the development of industrial society.

The next stage in the history of fashion is marked by the fact that the establishment in France of mass production of ready-made clothes, affordable for the middle class, has led to the impossibility of rivalry with large factories of artisans-tailors. However, the receipt of the French inventor Barthele

Timonier in 1830, a patent for a sewing machine, changed the situation and saved tailors from ruin, becoming one of the prerequisites for the development of High Fashion in France. Mechanization of the garment industry required breaking with craft production, but the French remained true to the tradition. As a result, by the end of the Second Empire, dating back to 1870, in parallel with the mass production of affordable clothing in Paris, a new form of production appeared - sewing by standard measures, conceived as a sewing industry and designed to satisfy the demands of the middle class rather than the rich bourgeoisie. So in France, the Haute couture industry is formed - sewing clothes according to standard measures for selected customers.

Following the debugged course of this production, another innovation broke out: the creation of models intended for export: the model is created in a single copy, on the basis of the sale of a license for its copying is reproduced in thousands of copies and, thus, becomes for foreigners a model of French taste and Parisian fashion (Corbellini E. Saviolo S., 2012).

Thus, it is these two directions - sewing clothes according to standard measures for selected customers and selling licenses for copying models intended for unlimited reproduction, actually divided the fashion economy into two levels - haute couture and prêt-à-porter (in French .: Ready to wear) respectively. In 1868, the couturier Ch.F. Wartom in Paris was established the Syndicate of High Fashion (French Chambre Syndicale de la Couture Parisienne) - an organization that combines Fashionable Homes of High Fashion, created to protect the couturier from unlicensed copying of their models, the practice of which was common among American businessmen.

Talking about this side of American commerce would be incorrect outside the context of the history of the formation and development of the American fashion industry as a whole. Geographical isolation and the absence of a historical aristocratic tradition that separates the elite have made the US the birthplace of key concepts related to the term "mass" - mass production, mass consumption, mass market, etc. In this regard, according to E. Corbellini and S. Saviolo, the phrase "made in the US" serves as a synonym for large-scale production runs that provide the products of a mass American consumer, which, in turn, embodies one of the archetypes of American culture related to the topic

Frontier. We are talking about the achievement of mass success that has overcome all borders, and therefore, the implementation of the "American dream" - the dreams of the first settlers from Europe about the real capability for individual lead, which is not embarrassed by either the hierarchy of the type, spiritual or public prejudices, nor academic and civilized qualification, which in community of Europe turned out to be an insurmountable barrier for a savvy and ambitious person from the "mass".

The formation of the American clothing industry falls on the beginning of the 1800s. And is associated with the production of exclusively men's clothing, or rather - working clothes, or overalls. The first American garment factory was opened in Philadelphia in 1812 and specialized in making army uniforms. A number of sewing enterprises on the East Coast were opened, and the task was to produce and sell at a low price ready-made garments for sailors who stayed here on vacation, while having free time and money to replenish the wardrobe. The work of these first private sewing enterprises was connected not only with the production of products, but also with the building of a system for its sale. It is on this basis that the development of the American mass market for the middle class in the period of industrialization in the first half of the 1850s becomes possible.

As for women's fashion, it gets development here only in the late XIX century. The development of production of ready-to-wear clothes on an industrial scale was facilitated by the adaptation of I. Singer's sewing machine for industrial production. Together with the influx of immigrant workforce, it ensured the rapid development of the garment industry. In connection with the increase in mass production of products, the system of its sale also develops: in the 1920s, In every big city there were already department stores and specialized shops selling ready-made clothes, in addition, its purchase was also available through ordering through postal catalogs.

Among the goods that filled American stores, a large percentage of copies of the work of Parisian designers. A common practice among owners of American enterprises was the trip to Paris for twice a year demonstrations of new collections haute couture with the purchase of licenses for the mass replication of copies of French models at the American enterprise. Thus, the wording

"gasoline" has become key to understanding the principle of building the American fashion industry, based on the initial stage of buying a license to produce models of French designers, as well as massive illegal copying of their work. The wide dissemination of this practice led to the second feature of the American fashion industry, which is not to focus on haute couture, but on a mass fashion that provides the producer with commercial benefits, unlike the often unprofitable High Fashion.

After the Second World War, which undermined the European economy, the first American designers appeared. Their specialization in the production of demand for young people, born in the era of the post-war "baby boom," comfortable casual clothing, based on the historical clothing, allowed the US to take the leading position in the international fashion market. Since that time, for a period of half a century, thanks to strong state support - financial injections, the introduction of a system of grants and tax incentives for beginners, the development of educational programs, the establishment of the Council of Fashion Designers of America (CFDA) - in the United States is building a modern fashion market, To the amount of 19 billion dollars a year.

At the same time, as E. Corbellini and S. Saviolo conclude, the American model of the fashion industry assumes the sale of an image that is developing at the time in the US marketing, which symbolizes the success story of a particular brand as the embodiment of the American dream, rather than the artistic and technological perfection of products, The basic for the French model of fashion industry. Thus, if before the 1950's. The world fashion center was Paris, then after the Second World War, the United States becomes the industry leader, where fashion is transformed into international business (Corbellini, E., Saviolo, 2012).

The American experience of building a fashion industry during this period is adopted by Italy, in the 1970s. Which achieved international leadership in the production of clothes prêt-à-porter, which is the result of a consistent policy initiated by the fascist authorities.

The refusal of Italian producers from High Fashion and their orientation to the prêt-à-porter segment allows researchers to draw an analogy between the

development of the fashion industry in Italy and the United States, where during this period there is an active growth of mass production of clothing and "where the visionary Italian industrialists -, and post-war generations "

Unlike French Haute Couture, whose productions were shown in Paris salons in January and July for a limited number of privileged persons, the shows of Italian prêt-à-porter collections were organized in March and October and were available to a wider audience, which provided them with publicity and , As a result, success. Since haute couture products have been a luxury item available only to a limited circle of the elite, and profits in this segment are negligible, the production of high-quality but more affordable prêt-à-porter clothes is much more profitable compared to haute couture production and provides Milan with the title of new European fashion capital.

Taking into account the above, in search of an answer to the question, where the fashion capital is located today, F. Godard comes to the conclusion that for Paris, to which this status belongs historically, the word "fashion capital" is essentially an established synonym, but if we talk about maximum concentration Commercially successful manufacturers prêt-à-porter, then Milan is the capital of fashion. The capital of the leading fashionable media, "speaking" in English, which thus acts today as the language of fashion as a global international industry, is New York.

These centers of fashion played a leading role in the formation and development of the world's fashion industry, but in the XX century. The processes of globalization led to the penetration of the influence of the countries of the East into this branch. So, today the largest manufacturer and supplier of clothing in the world is China. In addition, in the XXI century. In the fashion industry come new "players" from Latin America and Africa, developing new segments of the market.

2.2.2 Stage of Development

Thus, at the present stage of development in conditions when the production of fabric for tailoring can be located, for example, in China, sewing is carried out in Vietnam, the production of fittings - in Italy, and the final product is sold in a New York store, fashion is a global international Industry.

Very often, branded clothes mean stylish, fashionable, elite, expensive clothes. The share of truth in such representations about brand things is, but it is only a share. In fact, a brand is a very broad concept that combines all these representations and also has additional accents.

Purpose of brand clothing:

Brand clothing is designed to emphasize the dignity of man.

Things of famous brands should serve as a "calling card" of a person, a means of self-presentation.

Brand clothing should raise a person's self-esteem.

This clothing should be a kind of self-promotion, a psychological means of gaining comfort and status.

Branded things should hide the person's shortcomings, highlighting the virtues.

Clothing of famous brands should serve a long time, have high quality materials and workmanship.

This clothing should be exclusive, so that a person had an individuality in it, and not be like others.

In fact, very high demands are placed on brand clothes, placing high hopes on things of famous brands.

Slight industry which manufactures clothing and different housekeeping and technical garments made from fabrics, knitted, synthetic, natural dermis and fur, new construction stuff, as well as a variety of finishing materials and fittings is the filial of the sewing industry.

In the middle of the 19th century, the mass production of clothes first appeared in France. In Paris in 1820, several enterprising junkers decided to buy up stale goods from tailors at low prices and sell them on the market. Encouraged by profit, the junkies did not stop there. They recruited craftsmen who started sewing clothes in their ateliers. So a new form of clothing was born.

In tsarist Russia, Moscow, St. Petersburg, and then Kiev, Nizhny Novgorod, Kazan were in the first place in the production of ready-made dresses. Clothing was produced mainly by handicraftsmen who worked in small workshops. Large

sewing enterprises were units. In Moscow, for example, the owners of these enterprises were famous trading companies of ready-made dress: Mandl, Rosenzweig, Til, Petukhov brothers.

These enterprises, especially before the First World War and during the war, were close in size to modern small-capacity factories, but to organize production and labor, by the availability of machinery, these were rather workshops, that is, machine production of the model along with the cutting They were sent to homeworkers, from whom they received ready-made clothes. Homeworkers worked for 12-16 hours a day. Most outworkers were women and children, as the cheapest labor.

Of the industrialized countries, the largest sewing industry is the USA, Italy, Germany, France, Great Britain, Japan. In most of them, there is a significant decline in this industry (mainly due to the growing production in Asia). The most important sewing companies: in the USA - Levi Strauss (Levi Strauss & Co.), "Phillips Van Hensen Corporation" (Phillips Van Hensen Corp.); In Italy - Lebole (Lebole), Facis (Facis); In the FRG - B. And A. Becker (V.A. A. Becker GmbH), Nikolaus Boll Fabrik modischer Anzüge GmbH - factory for the production of fashionable costumes; In France - Vestra-Union Manuracture de Vetements, Vetements Armand Thiéry Ainé; In the United Kingdom - Arsa Trading Corporation Ltd (Arsa Trading Co., Ltd), Debretta LTD (Debretta LTD); In Japan, Teijin Limited, Wako Koeki Corporation Ltd (The Wako Koeki Co. Ltd.).

There are also large developing countries - China, India, Indonesia, Vietnam. Many Western firms moved their production from America and Europe here because of the exceptionally cheap labor in these regions.

he rapid technical process at the end of the 20th century presented new requirements to textile materials: they must have specific properties that are necessary in a particular sphere of human activity, and also be able to change them in the right direction under the influence of the external environment, i.e. Develop a response.

2.2.3 Future Fashion

The main trend of the future fashion is comfort and well-being. This harmony between well-being and comfort will determine the fashion of the future. The clothes now have a new role - to protect a person psychologically from various pathogens, aggressors. "Feeling good" is more important than "seeming and looking." This is a new position in the design of clothes, and not as before to protect the human body.

Requirements for materials for the garment are divided into several groups: functional, reliability requirements, ergonomic and design-technological.

To the purpose of the product and to ensure freedom of movement. These requirements are related to the surface density of the material, its air permeability, vapor permeability, total thermal resistance, water permeability, stiffness, extensibility, etc. For example, the material intended for the manufacture of raincoats should satisfy the following functional requirements: small surface density, maximum water resistance, moderate stiffness. For children's underwear, the characteristics of the functional requirements will be minimum stiffness and surface density, maximum air-and vapor permeability, high extensibility.

According to the requirements of reliability, the materials for clothing should retain their appearance and integrity during the entire period of wearing. Characteristics of these requirements are breaking load, resistance to abrasion, resistance to light, washing, dry cleaning, etc.

In accordance with ergonomic requirements, the material must create and maintain comfortable clothes in its clothing when it is used. The characteristics of these requirements include hygroscopicity, vapor permeability, air permeability, electrificability, dust capacity, total thermal resistance, drape, stiffness, surface density, etc.

2.2.4 Influence of Materials

The influence of the properties of the material on the design of the product and on the features of its technological processing in the garment industry takes into account the design and technological requirements. Among the characteristics

describing these requirements, we can note the flexibility of the threads, the shear capacity of slices, thickness, moldability, needle puncture resistance, shrinkage, stiffness, drape, heat resistance, etc.

In the design of clothing, in the process of its production, as well as during its operation,

There are many issues related to the properties of materials, of which clothing is made:

• what properties should be taken into account when choosing a material for a particular kind of clothing;

• what properties of the material significantly affect the design of clothing and should be taken into account when constructing the design drawing and manufacturing the patterns of the product;

• what properties of the material dictate the choice of parameters and processing modes for the manufacture of products at the sewing enterprise;

• How will the materials behave when using clothing, during cleaning and washing?

The right choice of different materials for the manufacture of garments guarantees the production of high quality products.

2.2.5 Quality Indicators

The quality of clothing is an important indicator of its "good quality" and competitiveness. It's no secret that most of the quality indicators of garments are laid at the stage of designing clothes. Touching upon the issue of quality, it is first of all necessary to pay attention to the consumer properties of garments. Undoubtedly, the emphasis on the required quality indicators is made in the case of mass or small-lot production. And at the same time, some of them are also important in the design of single products. All consumer quality indicators are divided into the following main groups:

Functional,

Aesthetic,

Ergonomic,

Operational.

Functional indices determine the degree of the product's compliance with the main objective functions (clothing designation), clothing compliance with the size and full-age group of consumers, their appearance and psychological characteristics.

Aesthetic indicators characterize the degree of satisfaction of the clothing of basic aesthetic needs - these are the requirements of the aesthetic expediency of the product form and its close connection with the functional purpose of the product, as well as the requirements of artistic expressiveness, harmony, and style unity. Of course, clothing should be designed taking into account the leading art style of this era and its particular manifestation - fashion. Thus, when designing a new model of a garment, attention should be paid to such important aesthetic indicators as

Conformity to modern style and fashion,

Degree of perfection of the composition of the model,

Marketability of the appearance of the future product.

Ergonomic indicators - characterize the degree of "fitness" of the product to a person. Ergonomics is a science that comprehensively studies a person in specific conditions of his life activity, as well as the laws of interaction between a person, a garment and the environment. The ergonomic indicators of quality include:

Anthropometric conformity,

Hygienic conformity,

Psychophysical correspondence.

Anthropometric indicators include static and dynamic matching of clothing to the human body. Static matching involves matching clothing to the shape of the human body, as well as the degree to which the clothing design matches the size of the figure. Dynamic matching takes into account the fitness of a particular product to perform all types of movements provided for by the operating conditions (no difficulty in lifting and moving hands, freedom of moving the product when lifting hands, when tilting, etc.). When designing clothes of any

kind, it is expedient to preliminary analyze the possibility of ensuring, due to the constructive solution of parts, units and the product as a whole, the optimal freedom to perform all necessary movements. In particular, it concerns the processes of designing clothes for children, sportswear, and also special-purpose clothes.

Hygienic quality indicators characterize the suitability of clothing for sanitary and hygienic standards and recommendations that ensure comfortable conditions for the microclimate of the airfield space (air permeability, hygroscopicity, heat-shielding properties of clothing, etc.). In many respects, the hygienic properties of clothing are determined by the properties of the recommended materials. And at the same time, the chosen design of clothing can significantly affect the hygienic performance of clothing.

Psychophysiological indices are indicators of the suitability of clothing for physiological properties and psychological characteristics of a person. These are indicators of ensuring the convenience of putting on and off clothing, ease of use of individual clothing items, etc.

Performance indicators characterize the reliability of clothing in the process of operation, as well as the stability of maintaining the basic quality characteristics during socks. The reliability of the garment determines its reliability, durability and maintainability. Good performance indicators of clothing are determined by the quality and wear resistance of selected materials, the quality of the threaded joints of parts and assemblies, the form-stability of parts and the edges of clothing.

This nomenclature most fully covers a set of quality indicators and is used for any kind of clothing. It is taken into account when compiling a sectoral methodology for assessing the quality level of the garment industry.

The main indicators, mandatory for all types of garments, are: compliance with the main functional purpose; The possibility of dry cleaning, washing, ironing; Static matching; Conformity of the product to the modern trend of fashion; Level of processing and finishing of the product; Clarity and expressiveness of the execution of trademarks and labels.

When assessing the quality of garments, a number of operations are carried out to select a range of quality indicators, determine their values and comparisons with the basic ones.

Individual indicators of properties can be measured by objective means, which are expressed in dimensional units (for example, the content of chemical fibers and their compliance with SanPiN norms).

In addition, there are indicators that determine visually, expertly (aesthetic indicators).

At the manufacturing enterprises, the quality level of individual models of garments at the meetings of the HTS is assessed. There are three grades of assessment: approve, modify, reject.

Sewing products - outerwear, bedding, dress-blouses, underwear shirts and headdresses - are subject to mandatory certification.

In the outer clothing (coats and suits), the indicators confirmed during certification are: the mass fraction of chemical fibers and the hygroscopicity of the lining of the product (for children's clothing), the resistance of the pile surface to abrasion along the plane of the fabrics for the top and the lining of all types of clothing; Color stability to physico-chemical effects (light, distilled water, sweat, ironing, organic solvents, friction); Change in linear dimensions after wet treatments; Water resistance (for cloak and jacket fabrics); The conformity of the product to the linear dimensions, the content of the raw materials, the methods of care indicated in the marking.

2.2.6 Turkish Textiles

The properties of fabrics are needed not only for the clothing manufacturer, but also for the modern consumer. One of the essential sectors in the economy and exports of Turkey is the production of textiles and clothes. There can be counted almost 35,000 clothes and textile production of Turkish enterprises, where 70 from it were amongst the 500 major Turkish organizations in 2012. The tag "Clothes from Turkey" is known all over the world today.

In addition, more than 30 textile and clothing companies are registered on the Istanbul Stock Exchange. Export of textiles and clothing accounts for about a

quarter of the total exports of all goods and services and continues to confirm that it is the engine of the Turkish economy.

Despite the global crisis, these dynamically developing industries supply goods to key markets in Europe, the Middle East and Russia.

 Based on the pace of economic development, the state's approach to the development of the light industry sector, proper business management and staff qualifications, as well as other drivers of growth, we can say the following: the prospects in the sector of production of fabrics and clothing from Turkey are laid out long and long. Currently, the country plans to be not just a major clothing manufacturer in the world. Turkey seeks to become an international fashion center, so that the words "clothes from Turkey" become even more widespread. Josh Sims, editor of Financial in the US, writes the following: "In a certain sense, Turkey has been in the last few years, when it comes to the production of fashionable clothes." The clothes made in Turkey "stand on such brands as Hugo Boss, Burberry, Donna Karan and Paul Smith, Next and Marks & Spencer and many, many others. "

The development of the garment industry today is under the strong influence of new technologies. At the same time, in the harsh conditions of a market economy, only those players who offer not only qualitative but also original products in aesthetic and design terms are able to maintain demand for their products. There are niches in which typical methods of manufacturing textile products are used, more often used in domestic needs. Regardless of the direction of the factory, the garment industry requires the participants of this market segment to regularly update the production infrastructure. Today this is not just a question of switching to automatic lines, but the task of comprehensive modernization of the technical infrastructure. Sewing industry Technologies of the garment industry Technological processes of sewing production can be divided into three categories: cutting, manufacturing and control. The first includes technologies for forming a nesting chart, calculating the material, preparing raw materials and flooring, drawing up a scheme for locating patterns, etc. Depending on the specific tasks of the garment industry the specific enterprise decides, employees use one or another method. For example, directly cutting material is carried out manually or mechanically, by

cutting or cutting. Technologies for the manufacture of garments also represent an extensive group of techniques. Among them we can distinguish directly tailoring, threading, stitching, pritachivanie, tune seams and quilting. Each operation is also realized in several ways, the choice of which depends on the working conditions of the factory. With regard to technology to ensure product control, then in factories, a kind of audit of materials on qualitative and quantitative characteristics is usually performed, after which a sorting is carried out and a product passport is drawn up. The modern garment industry actively introduces control stages with the use of automated equipment or special measuring instruments that allow to accurately assess the characteristics of products.

2.3   Brand Preference And Its Components

Brand preference demonstrates a great passion to utilize a specific company's products or services, even if there are more identically available options at the equal price. In general brand preference can be explained as searching some exclusive product or service even if there is a chance of paying more to get that specific product or service. Brand preference is very important to any organization because it demonstrates how loyal are their customers, achievements of marketing tactics and power of the brands. (http://study.com/academy/lesson/brand-preference-definition-lesson-quiz.html)

Not so long ago consumers began to make purchasing decisions regarding their favourite and familiar products because of the growth in their recognition system. Therefore, companies need to build love for their products and services in the mind of theirs' clients in order to have a fair competition with other brands. In spite of consumers are familiar with products and are willing to purchase them, the essential element that still affect the buying decision is brand knowledge (Macdonald; Sharp, 2000). The first sign that explains the product's high brand knowledge is the click in the potential customer's brain when it comes to purchase specific product or service. The higher is the level of brand knowledge the upper is the chance of purchasing (Dodds, Monroe and Grewal, 1991). To achieve the result of higher market shares and excellent assessment of quality the product or service need to have a high level of brand

knowledge. At the same time companies must try not to ignore the brand loyalty. In one of the research by Reichheld and Sasser (1990) was mentioned that it takes five times higher price to attract new customer than servicing the existing one. It can be stated that less price will be undergo on the product or service with upper loyalty to the brand.

Studying the business world we can understand that the main aims and goals of each business sector is to increase the sales and to strengthen the profits. That is why during the lifetime it is easy to notice how companies and organizations try to stimulate potential clients towards its services and products for purchase. Brand awareness support companies and organizations to inform current and potential clients toward its brand (Gustafson; Chabot, 2007). Gustafson and Chabot (2007) also mentioned that the higher is the level of organization's brand awareness the better is the reputation and acceptableness of its products and service in the market place. The brand knowledge demonstrates an essential role while buying a service or a product also controls deliberate risk assessment of consumers.

Baker W. J. and Nedungadi (1986) noted that to make any purchasing decisions there must be a review of the brand, in the case if there is no review it means the chance of purchasing is zero. Awareness of the brand designs an excellent affinity in the memeory of each potential customer about a specific product or service (Stokes, 1985).

2.3.1 Brand Knowledge

Brand knowledge itself is the content of clients to identify or keep in mind a brand. There is a relation between the brand and its product class, and no one mentioned that this relation need to be strong. Brand knowledge is just a process where the brand is enough known to make clients to put it on a higher level and link it "the top of the mind" (Aaker., 1991).
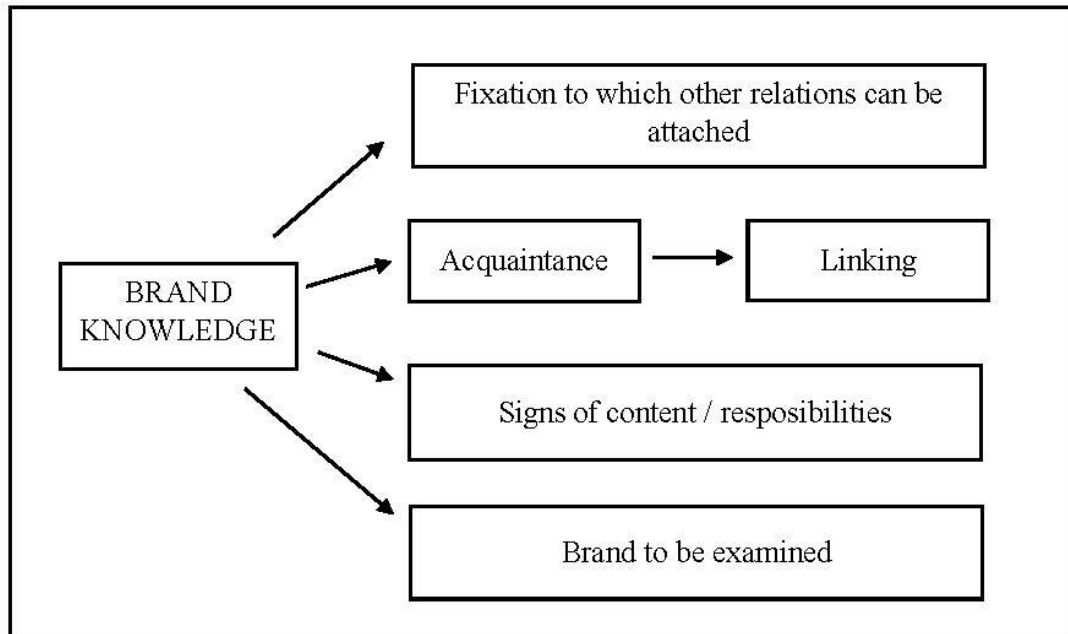
Figure 2.11: Brand Knowledge

(Aaker., 1991)

Fixation to which other relations can be attached means when a new product or a service need to work hard to win acceptance, because there are only several buying decisions which can be made without any awareness of the product. In addition, it is pretty complicated to learn about the nature and privileges of the fresh product or service without any obtained recognition. It is easy to design a new relationship to the item with an identification of the product.

Acquaintance / Linking means that potential customers like familiarity and awareness make the goods and brand more popular and well-known. This maintains first of all low involvement products like salt, sugar, paper towels, tea, when the awareness of the brand helps customers with their purchasing decision. Too many positive connections between the number of practices and linking were determined in the studies. The motivation which can be approached for this kind of relationship is for instance images, pictures, jingles.

Signs of content / responsibilities means presence, faith, case which can be seen in the title awareness that are essential for the client. It is not important for the potential customer to know almost everything about the product but as long as there are positive opinions buyers will purchase that product. Sometimes brand

knowledge and understanding can rely on a purchasing situation and push the consumers to a purchasing process.

Brands to be examined need to be the forst level to achieve. The purchasing goods are to select a collection of trade titles to review the consideration kit/set (Aaker., 1991).

2.3.2   Brand Elements

It was mentioned by Aaker (1991) a several elements which can assist to achieve brand knowledge:

- Stay unusual, extraordinary, uforgettable: there are many products that seem similar and related to each other nowadays. That is why it is very essential to make products different, though, the bindings between the class of the product and the brand itself must subsist for lighter acknowledgment.
- Include a slogan or jingle: there is a powerful connection between the slogan and the brand because it includes a demonstrative characteristic of the brand. It means slogans and jingles are powerful elements which can create a huge change.
- Sign exhibit: it is essential to have a famous emblem, because it is much more easier to keep in mind a visual elements. A logo is also an important feature that plays a great role in shaping and holding awareness.
- Publicity: commercials are the best way to get publicity and improve awareness. It can be applied to the communication and the directions.
- Occasion sponsorship: the direct role of most of the occasions is to design and sustain awareness.
- Examine brand expansions: by showing the title or logos on the products and make the name more famous, is the only way to rise recall of the brand. Samples of titles which can be reached, promoted, displayed on other products, than the crucial product, are Coca-Cola, Heinz, Sunkist.

- Utilizing signals: the packaging is the most vital signal to a brand, since that is the one of the first things buyers observe when purchasing the product. In such cases when purchaser does not have any information regarding the brand or the product, packaging is the single contact to the brand.

- Recall claims repetition: it is much more easier to shape acceptance than to create a recall of the brand. This case can be compared to the circumstance when someone recognize the person's face but cannot remember his name. It means the importance of binding between the brand and the product which must be stronger, and the brand must be more famous than in the admission of the brand. Achieving of the top of mind recall is much more complicated.

- The recall award: to maintain a top level through orderly advertising designs brand awareness as well as a powerful brand which in his way guides to declining recall of brands of competitors.

To gain a brand knowledge, it is vital to have specific earmark because that is what consumers remember most of all. Earmarks make brands easier to identify. An earmark is not the same as a sign because ts is much more extensive. One brand can have a numbers of earmarks. They are generally separated into six groups:

- *Brand word*; a title or a word, for instance Red Bull
- *Design*; Red Bull's design of the bottle
- *Sound*; the melody of the pre New Year's Coca-Cola truck
- *Scent*; smell, essence
- Pattern; the pattern of Gucci
- *Color*; blossom of Tiffany & Co boxes

2.3.3 Brand Awareness Stages

As it was claimed by Keller (2003), the brand awareness consists of remembrance and recall and in its turn is a brand knowledge's part. To have the

ability of measuring the brand awareness more efficient it is essential to have information about where the most of the costumer decisions are made.

In such cases where decisions are made while observing the brand's logo, packaging, colors and etc., brand remembrance measures going to be essential. The main procedure of remembrance process is to ask potential customer about one of the several mentioned products which he has observed or heard of before. We are informed about several measures of brand recall which relies in their turn on the types of signs suggested to the customers. These are *aided recall* and *unaided recall*. It is essential to be aware of *false awareness* in any kind of measuring awareness of the brand. It means that customers can sometimes recall something by mistake, that they do not in fact, or just affirm that they recall something that do not even exist (Keller, 2003).
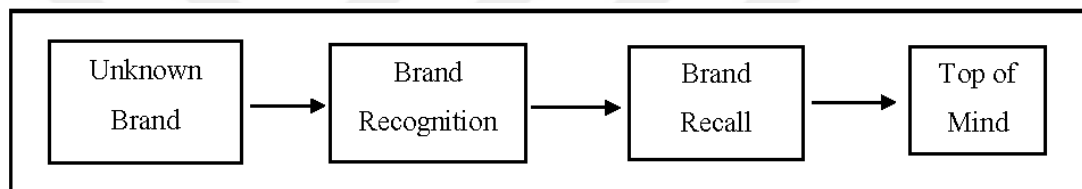
Figure 2.12: Brand Awareness stages

(Aaker., 1991)

The first level of brand awareness is the Brand Recognition. The case of realizing a concrete brand by consumer in the list of others, it is called "aided recall". The case when the selection of presented brand titles display its presented type can be interpreted as an Aided recall. The mission then is to identify the recognised titles. Brand recognition is becoming greater when clients face the purchasing process.

Brand Recall means that consumer need to indicate the trademark in a product class. Since there are no given samples of concrete brands this stage is called "unaided recall". Brand recall's role can also be important for often purchased products like tea, coffee, headache medicines, for which brand decisions are already done before visiting the store.

Top of Mind is a kind of brand which comes first to consumer's mind within thinking of a suggested product class (Aaker., 1991).

Melin (1991) noted that brand awareness is important because lots of consumers think that if the brand is popular then it has a nice quality. Still, the most important is not the popularity of the brand itself, it is important what the brand is popular for.

We can be faced with such facts in the literature that the brand awareness impacts the customer choice and in this connection, the choice of the brand itself. Brand awareness has a powerful effect on buying decision on familiar behavior of low participated products (Lin and Chang., 2003). Lin and Chang also studied that Hoyer and Brown (1990) determined the brand awareness' role in customer buying decision procedure and claimed that it was a dominant factor. Many other researches also identifies that brand title, in the other interpretation, recognition of a brand, has a huge effect on the choice of the customers (Jiang., 2004).

Farquhar (1989) claimed that the creation of a positive brand evaluation, available brand access and a secure brand performance is the right way in designing a powerful brand image in the potential customer's mind.

There are several different stages which can assess the awareness significance of the brand in the customer's mind like recall, recognition, brand knowledge (Aaker D., 1996). Brand awareness is so essential itself because it cause connection and communication (Percy, 1987). Keller (1993) mentioned that purchasers can choose a principle for themselves to buy only well known products and services in the market place.

It is very important to make your potential client loyal to the particular brand by creating exceptional kind of product, make it very easy and comfy in utilization and be sure that consumer has enough knowledge about that brand. Customer must feel himself confident while making a purchase of particular brand. Organizations need to make a rule for themselves to meet requirements of the clients, make them feel satisfied by applying immediate solutions of the problems related to the particular product or service, suggest appropriate price and quality. The loyalty to the brand can be measured by the level of affinity between particular brand and the customer.

2.3.4 Brand Life Cycle

By showing up in the market place brand begins to expand and evolve during his life cycle, creating an entity. Transforming his trademark from the set of matching units like brand name, brand icon, brand style or brand slogan to evidently experienced utilizers (Aleshina I. V., 2003).
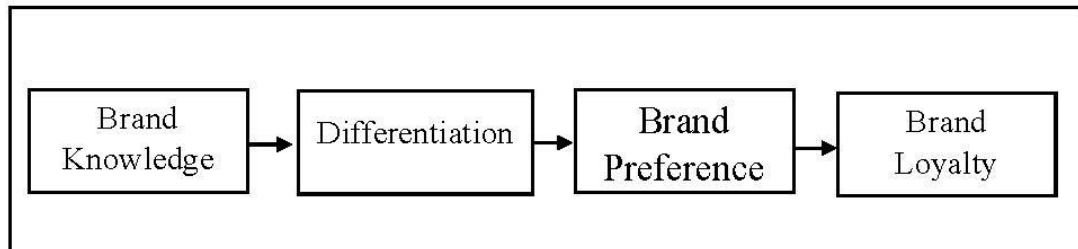
Figure 2.13: Brand Life Cycle

(Aleshina I.V. Marketing for managers, 2003)

Branding can ensure the serial developments of the particular brand from the simple awareness to the creation of loyalty. Meaning of the brand is very close to such definitions like 'trademark' and 'trade sign'. Nevertheless, the comparison of the content of these definitions makes us to create a conclusion that this similarity is external, due to many other basic differences between the concepts (Bagiev G. L., 2006).

Trademark is a legal definition the capacity of which is restricted by a legal standards and is adjusted by the basis of legislation. Trademark is a special indication to make consumers identify the product or service, which is legally protected on the state registration base (Wikipedia). Trademark is used to identificate the external view of a product and to make it different from its competitors. A trademark consists of several brand elements of a product which are colors, symbol, sign, font, slogan and other different attributes that create its whole image.

Brand itself identifies the organization or company and its products or services in the market place. Brand symbols and other brand attributes play an essential role in assisting the company and its products to be immediate identified and differentiate from competitor companies (Bagiev G. L., 2006).

In general customers spend around fourty minutes in the stores making purchasing decisions about sixty different product categories, each of which includes thousands items. If the customer could get acknowledged with each brand within a one second, the time he spend in the stores would be five or six hours. Nevertheless, the clear attitude of the brand, expressed within communication and external elements, gives chance to customers to differentiate products with alike functional characteristics and immediate determine them among others. Brand creates a single united image of the product. Brand helps to show the right way for customers whose are leading to give priorities to a powerful brands with a stable image and reputation in the steam of services, goods and information. In the name of this by obtaining the Mercedes-Benz, purchaser becomes the host of excellent quality, symbol of prestige and superiority. Consumers of Nike sneakers initially are targeted towards professional sports and high achievements. Buyers of Volvo brand automobiles pay for the confidence in their safety on the road (Tkachenko K., 2002).

Brand gives opportunity to design a premium price and provides with additional profits. Consumers in their turn as a response for trust, quality traditions and producer's guarantee are ready to purchase goods and pay inflated prices. Due to the statistics, more than a half of purchasers are guided by the brand name in their purchasing decisions. Approximately 72% of consumers claim that they are ready to pay more by 20% for their beloved brand than the cost of competing twin. Each third consumer which gives priority to his favourite brand does not pay much attention to the price (Aleshina I. V., 2003).

The brand knowledge provides an efficient sales and stimulates a repeat buying. According to the estimations of specialists working for Ford Motor Company, was revealed that customers which remain loyal to the brand after purchasing an automobile provides the company with more than $120,000 in subsequent years. Brand structures loyalty of consumers. Practice indicates that 20% of the loyal customers supplies 80% of the organization's stable profits. Moreover it is much more economically efficient to save the loyalty of the customers than attraction of new clients. Due to calculations of BMW specialists was determined that attraction of every new customer annually costs in average of

$800 per automobile, while maintaining of the already existing consumer is only about $200. At the same time other studies identifies that increasing the brand loyalty by 5% provides the company with 100% profit growth (Wikipedia).

Brands have such an advantage to immediate restore of their economic situation after the crisis. The reserve of a group of loyal customers provides a stock of security and strength to any changes in the market situation. Loyal consumers tend to be more indulgent to the possible faults and flaws of powerful brand's organization owners than to the activities of other manufacturers. Brands connect the staff and secure the entrepreneur in the working process with partners. Effective branding causes motivation among employees, demonstrates a feeling of confidence. Partners are more willing to work with famous brands and do not afraid of any market risks. Brands can deliver high dividends and rise the market capitalization of organization, remain an investment in the progress of the company and its capital. It is much more easier to find a ways to new merchandise and geographical markets by using brands. Brands are marketing bases for the 'new born' products and the beginning of connected activities. The powerful and sustainable brand image permits itself to be utilized for production of a new goods in another product sector which has an increased level of awareness, quality perception and clients confidence. As an example there can be mentioned the Gillette brand which caused a successful start of promotion of the male's cosmetic line. Line of clothes for the outdoor activities is effectively promoted under the Camel brand (Bagiev G. L., 2006).

Brands improve new categories of products and manufacturing branches. Successful brands develop new product categories by their own power. Thereby, before the carbonated drink 'Coca-Cola' emerged in 1886, there was no market of soft drinks (Wikipedia).

2.3.5 Consumer Behaviour

Consumer behavior is generally divided into two parts intuitive and irrational. If the potential customer does not have evident preferences regarding the specific product, he is making his choices based on the following elements:

- Previous impressions of purchased products, goods or services
- Friends recommendations

43

- Products external view, name, price, place of sale
- Information of product's production characteristics (structure, shelf life, guaranteed obligations)

That is why the essential role in the generation of a powerful brand plays trademark, which includes the logo of the product; slogan, story, packaging and so on (Yarmak O., 2013).

Any brand can be symbolized as a trademark, but not all trademarks become a brand in the future. The concept of the brand itself is much more wider than the concept of products, which is restricted and related to the material features that satisfy the requirements of the customer. The brand forms the image of the trademark and makes it powerful in the mind of the customer through communications that represent a direct or visionary relation to the product or service.

In the process of brand generation or any other marketing communications, it is very necessary to be guided by the following recommendations:

- The meaning of the brand must be objective and strategic, which can appeal the attention of the customer at first contact
- The messages of the product and services must create a sustainable impression about the features that differentiate it from the competitive brand
- The strategic aim of the brand is to generate a platform for the creation of a long term relations between the customer and the branded product or service

(http://www.prostobiz.ua/biznes/razvitie_biznesa/stati/brend_marketing_bazovy e_osnovy_i_ponyatiya)

The strategy of the brand building can be guided by the special step by step plan:

- Determination of brand mission and values collection. To find a responses to such a questions like 'what kind of positive qualities of a branded product should be contributed in the subconscious of the customer?'; 'how can we assit him?'

44

- Visualization of the brand, searching of the effective image, associations that will tightly reflect the requirements of consumers
- Development of the brand characteristics

(http://www.prostobiz.ua/)

Brand is more than just a name, symbol or image, it is a connection which can only be created by consumer (Chinaeva D.A., 2008). This activity can be named as a generation of a long term preference to the specific product or service, based on the connected effect of the trademark of consumer, packaging, advertising, information, sales promotion and other advertising aspects, joint by a concrete idea and design among other competitors (Pyhtina I., 2009). Hosting a brand is the meaning of organization's history victory, the fortune of its founders and leaders, skillful talented makers of the brand. Not each company's name can be named a brand, not everyone is intended to become one of it and not everyone is permitted to save the level of the brand.

In the Anglo-American commercial-communication model the meaning of the brand is almost sacred. This is happening since the starting of the twentieth century, when the theory of the 'free standing brands' was created in the West. In the practice it was meant that if the organization manufactured several product or service lines they were positioned like completely independent from each other and from producing company. (http://bibliofond.ru/view.aspx?id=456349)

2.3.6   Types of Brands

There are several types of brands in the Western model.

Associated brands - where the name of the product includes the name of the manufacturer. For instance, Heinz produces tomato ketchup 'Heinz', Wrigley produces the chewing gum 'Wrigley's Spearmint' or Nestle produces chocolate 'Nestle Classic' and so on.

As a sample of associated brands it used the brand "umbrella". In such cases there are often made an effort on the promotion of the corporate brand and its reinforcement in the mind of the customer as a quality quarantee. In the

45

compny's advertising is generally used logos of the products. This is how is acting a Danone in the regardless of whether 'Magic' or 'Danissimo' yogurts are advertised. In the beginning of the 90's it was appeared a gold logo and title 'P & G's products' at the end of each commercial of different products of the company Procter & Gamble. The brand "umbrella" assists the company's products and save her own individuality at the same time.

The umbrella brand is a type of brand extension strategy where the concept is to manufacture several sectors of goods and product categories under the one brand name, but at the same time there will be domination of the manufacturer's name in product's title and in the products commercials will appear the logo of producers. The main advantage of that strategy is the low begin price for the promotion of a new product and the secondary advantage is to make distribution simple. (Wikipedia)

Individual brands – the independent titles of products. There is a classic sample of such branding approach the Unilever company. All kind of its products have its personal titles like 'Rama' margarine, 'Lipton' tea etc., and at the same time not all consumers even think that such a differentiation of goods belong to one and the same organization. Some companies name brands with a separate product lines. For instance, Johnson's Health Care Products markets a series of baby's hygiene products under the brand name Johnson's Baby and a line of adult's cosmetic care for hair and skin under the brand name pH5.5. Using such kind of strategy manufacturers often share similar products from different prica categories. The L'Oreal company markets cosmetics under the same brand name aimed at the women who already achieved the success in their life and who gives priority to the image. Cosmetic products under the Maybeline brand name also is owned by L'Oreal but positioned more as a cheaper priced production created for young girls. (http://bibliofond.ru)

Eastern brands – the process of working with the brands is totally different. Due to the historical facts, it was defined that after the active market development in the 50's – 60's when the price was the main factor of goods choice, the Japanese customers started to cherish the products quality. This quality was mainly guaranteed first of all by large manufacturing organizations which invested a lot of money in the scientific developments. The customers in

the western brands system who even does not know which company produced that specific product, did not match Japan in the 60's, because quality was associated with the organization's size for most of the Japanese. Thereby, there was appeared a unique brand management system in Japan. Japanese companies and commercial agencies refused to design a 'free standing brands' and entered their own system of sub brands. The Sony, Panasonic company names already famous among the customers and guaranteeing the quality of the products, is like an "umbrella" for sub brands, which share lines of the product 'Sony Walkman' players, 'Sony Trinitron' TVs. Thus, brands have much lower meaning for the customers than the name of the company in Japan. According to this Japanese companies are more willing to place a corporate logo on television commercials and print advertisments. (http://bibliofond.ru)

2.3.7 New Brand Creation

Brand creation is a special ability which is based on a deep knowledge of the market. The process of brand creation itself is quite difficult and the minimal risk of an error can create an astronomical loss, that is why many large organizations choose to pass the creation process to a professionals than to deal with it by themselves. The beginning of the process of any brand means its positioning in the market place.

Brand positioning is the placement of the brand in the market which is occupied by the competitors as well as a set of client requirements and perceptions. The part of the brand originality must be ambitiously applied for 'unsettling' in the regard to competitors. It means before designing of any brand producer need to ask himself four questions which will help him to establish a well positioning:

For whom? – definition of the target group of cutomers, for whom that specific brand is going to be designed;

For what? – the benefit for the purchaser, what kind of result will the consumer receive by utilizing that specific brand? ;

What is the purpose? – for what kind of applications this specific brand is necessary to purchase;

Subsequently, as soon as the answers for these questions received the brand strategy is deteremined. They right ways by which the resources of the company will be applied to create the value of the brand.

The brand architecture is the gathering, organizing and and structuring the portfolio of the company by determining the role of each brand, the system of their relations and also the place of their mutual connection in the market. (http://bibliofond.ru/view.aspx?id=456349)

The brand architecture itself consists of the four essential steps:

- Determining the role of each brand within the company's portfolio
- Determining the role of each brand in the 'product-market' concept of portfolio structure
- Graphical and verbal personalization of the architecture

Service brands – the number of such brands are much less than the commodity brands. Intangible services are much complicated to present in an appealing form and market to customers who often have many difficulties with choosing even such kind of products they can see, touch and taste. On the other hand, such kind of service mentality, that is very necessary to shape a service brand nowadays, will also be a general requirement for any brand in the future (Hollensen S., 2004).

Personal brands – politicians, businessmen, singers, actors always lived in human society, but only now they became similar to all other different brands. Their singularity as a brand lays much more further than their own sphere of activity; sportsmen and politicians are taking a role in the commercials, singers are taking role in the movies, actors and businessmen are holding sport events. There can be included Chanel N5 as an example as well.

Organizational brands – brands of corporations, non commercial organizations, political parties and educational institutions. Nowadays, organizations begin to understand the significance of the structured creation of their own brand. It very important to differentiate the corporate brand, which is designed to promote the products in the market place, from the brands of organizations. General Electric, Microsoft, Boeing, Benetton are all samples of

corporate brands, which work with the analogue methods as commodity or service brands that are marketed under the corporate 'umbrellas'. The brand of the organization itself is a fresh, not yet developed and complex sphere. It is closely connected with the product brands that the company markets and generally with the personality brand of the seller of this brand (Carlen H. P., 2009).

Event brands – such kind of events that periodically provided in the world of sports, entertainment and art. The aims of such events organizers are most often achieved through the utilizing of traditional branding tools.

Geographical brands – countries, cities, resorts. Such kind of the brand is step by step becoming widespread, especially in the touristic business, where the design of a 'geographical' brands gives opportunities to receive additional benefits. The most amazing examples of already presented geographical brands are the ski resort of St. Moritz, the French Riviera and the Seychelles. These resorts bring a enormous profit shares to the travel organizations. Also many different Turkish geographical brands can be noted.

Hig-tech brands – type of goods for which this brand is designed. Products have different characteristics, differently marketed and utilized, satisfy different requirements. All product properties are reflected in the brand and in its management (Fedotova L.N., 2005).

According to the 'consumer-brand relations' point of view there are differentiated several types of brand:

- Family-oriented, old-fashioned brand. There can be described the "Kodak" brand as an example. Relationship with such a brand looks like a connection with a close, respected and beloved family member.
- Inspired, fresh, modern, energetic brand. Among soft drinks for instance, "Pepsi" fits this determination of the brand much better than "Coca-Cola".
- Educated, competent brand. Best of all "Hewlett-Packard" brand is suitable for this role. Relationship with such a brand is close to the respect which increases for those who are respected

for their knowledge and experience: teachers, ministers, businessmen.

- Rich, gracious brand. For some of us "BMW", "Mercedes-Benz" or "Lexus" are an example of such relationship, and as the opposite "Mazda Miata" or "VW Golf". Such kind of relations can be noticed with a powerful boss or a rich relative.

- Athletic, a little wild brand. "Nike" and "Marlboro" are the samples which can be used in such kind relations. This company suits well for a countryside walk (Hollensen S., 2004).

The relations that are practiced by many brands are friendly, which can characterized as trustful, understandable and careful. Depending on the brand's personality relationships can differ but still remain within the friendship framework. Friend is close to you, treats you respectfully, enjoy the time you are spending together. This kind of relations can be established by brands with totally different personalities. The emphasis itself is not on the brand's personality, but on the friendly relations which give more opportunities and flexibility in the shaping of his personality. And as a final point success in branding itself (Fedotova L.N., 2005).

People want to be involved in the brand's life, studying them as a real, indvividually taken person. Cult figures are falsely created from specific person who embody the brand. They in turn support the interest to the brand itself. Seems like in the near future, people who embody the brand will have a chance to communicate with their fans in the real world, just as politicians, sport stars and show business do.

It is not a secret that it is hard to imagine brand nowadays without his active presence in the media world. Sharing contents in social services and networks is the essential driving mechanism in online marketing. According to this, many different brands actively use the opportunities of social media for their marketing and advertising, reviewing it as an integral part of their strategy in business. Very rare company nowadays can afford to ignore any marketing in social media. To stay visible in social networks and services is an essential and needful advantage over the competitors, which contributes to a greater brand

visibility on the Internet space that is converted into the traffic itself (Gladkiy A., 2013).

2.3.8 The Role of Social Media in Brand Life

To increase the popularity of the brand on Internet space marketers should use a variety of social networks and services. Due to the increased popularity of the brand in various networks and services involving users in it, transactions become increased, as well as the conversion, the brand itself becomes more famous and successfull.

It is not proved that brand considers or distributes itself on the Internet as he is in real. Brand is what people think about him, how he is perceived and what kind of feelings he can appear. The best way to spread the message is to use the organization's employees who are able to become the company's mouthpiece and carry the brand to the masses. Thereby, we have already entered the era of personalized social media which require appropriate behavior and attitudes.

Social media plays an essential role in the forming the image and reputation of the company. Networks and services can impose irreparable damage to the brand's reputation or image.

(http://knowledge.allbest.ru/marketing/2c0a65635a2bd69b4c43a89421206c26_0 .html)

Negative opinions about the company are settled in the consumer's memory usually longer than good impressions. Negative impressions are spread in social media like a virus. Even one offended consumer is enough to damage the reputation or image of the company under the certain conditions.

Celebrities' messages on different social platforms about the specific brand, especially if the message is negative, can signicantly affect potential client's attitude regarding the brand. Generally, it is important for Twitter, since the concept of microblogging service initially involves the exchange of relevant information in online mode (Gundarin M.V., 2012).

Social media is the most powerful mouthpiece of the impressions of the masses, as well as the effective tool for working with the image and reputation of the organization. It is important to pay attention to the networks and services to

monitor the opinions of different people regarding the brand; from celebrities to the ordinary utilizers. Negative feedback need to be processed, it is essential not to ignore it. Though, it is much more better to make maximum efforts and prevent all that can spoil impressions of the people regarding the organization.

The product can be considered as a brand if it is:

- available for almost 75% of customers
- easily indicated the industry according to only the title of the brand by 75% of the target audience
- purchased by minimum 20% of customers from the target audience
- correctly determined the main features of the brand by least 20% of all consumers from the target set
- existed for almost 5 years on the market
- the product which is going to be purchased no matter of the price changes or availability of similar products on the market for more appropriate price

If the product is available on the market and known for all of its target audience, but it is not purchased, then it is not a brand. That case can be fixed by one fifth of the target audience which will regularly purchase goods. Each product has its own cyclicity. It means, if it is tomates for instance, the regularity of purchasing is once a week, but if it is an automobile then once in 15-20 years. The numbers are going to be changed from one product category to another.

(http://center-yf.ru/data/Marketologu/Ponyatie-brenda-i-ego-sushnost.php)

The main aim of brand promotion is to build a monopoly in the segment of the market. For instance, many companies can market carbonated water, but only "Coca-Cola" can market "Coca-Cola". Thereby, the impact of antimonopoly regulators is being indirectly escaped.

(http://center-yf.ru/data/Marketologu/Ponyatie-brenda-i-ego-sushnost.php)

The brand itself is an investment in the future. If the manufacturer produces a drink 'lemonade' and invests fund in the promotion of the goods, then in ten years he will realize that the years of his effort are close to zero. Because neither the title of the drink nor its packaging tells the customer anything. Any

other competitor will easily entice buyers on his side if offers them more tasty drink with the same title at a lower price. Customers want to drink noy just 'cola', but "Pepsi-Cola", although there are lots of other companies producing 'cola' drinks. If the manufacturer designs a good drink with an original packaging and title, then the further investments in the development of the goods will be secured. By the time passes the company will gain more and more clients, and finally will achieve what some world companies have reached, whose trademarks in monetory terms are valued much more preciously than all tangible assets.

The development of technology has had a significant influence on human society. First, it was described in the fact that we are all surrounded by technical complex devices which we are using in our daily life, with no idea how this thing is organized inside. Furthermore, modern customers often find themselves inefficient to understand all the features of the consumed product. The explaining to each customer how the printer works is not only an expensive but also a useless task. Is 1200 dpi too much or less? And why it must be important to each customer to know, when the main thing that customer is willing to know, if he can print pictures that are stored in computer so they look as well as the photographs. In such situations brand appears to help the consumer, which differentiates from all the features of the product those that are vital to the client, and by this assists the understanding of the products (Pankratov F.G., 2003).

2.3.9   Fashion Retailers in Turkey

Recently, the brand **LC Waikiki** become very popular in Turkey and not only there. This brand was created by two French designers in 1985. In 1997, Turkish marketerts bought this brand and all patent rights for this brand around the world, and LC Waikiki became a totally Turkish brand. What kind of advantages does this brand have and how it attract the customers? Firstly, it would be fair to mention a good conformity of price and quality. Prices for LC Waikiki are very appropriate which maximize chances of purchasing by many buyers. It is available for almost everyone. Sometimes there can be sell-out and prices reduce by 50-70% which means client can buy a T-shirt for 10-15

Turkish liras. Another good advantage of this brand is that they produce organic products which are harmless to the health and environment. There are several laboratories of the company which are situated in Turkey, China and Bangladesh, that are checking and working on product quality control. Every day hundreds of environmental tests are realized in each laboratory. LC Waikiki is the only brand which has its own laboratories for monitoring the environmental amity of produced products. The manufacturing does not utilize chemical prohibited by the law and those contents that are dangerous for the environment. The main attention is paid for the clothing of children. All products for children in the age range of 0-14 years are produced in accordance with European standards. LC Waikiki designs bright, high-quality and modern clothes for adults and children. LC Waikiki creates comfortable casual clothing. You can also purchase sportswear, office clothes, pregnant women, bags, shoes or various accessories here. Shops of LC Waikiki can be found in each shopping center of Istanbul.

DeFacto is a popular Turkish clothing brand which positions itself as a manufacturer of comfortable and stylish clothes. This is a young company which was founded in 2003, but is developing very quickly and achieving popularity not only in Turkey but all over the world. Today there are about 250 stores of DeFacto in Turkey. Simplicity, convenience, quality are the main advantages of the DeFacto brand. Due to a great marketing policy and a large team of DeFacto proffesionals, including designers, clients can be sure of the high quality of the products and can try on clothes with bright fashion prints, interesting designs and the main with affordable prices. If you want to dress modern and inexpensive, choose the DeFacto brand. DeFacto clothing can be found in almost all shopping centers of Istanbul. There can be found men's and women's clothing, office clothing, evening dresses, casual wear for all and accessories in the store. DeFacto has a Mediterranean style of direction.

The Turkish clothing brand **Collezione** was founded in 1987. Today Collezione stores can be found not only in Turkey but abroad as well. There about 50 stores already opened in 20 countries. For the past years Collezione made a big breakthrough by opening clothing lines for children and teenagers. Collezione took part in an international fashion show 2015. The brand is committed to

taking the lead in the clothing industry and becoming famous and well-known brand all over the world. The clothing of this brand has a sports-youth direction. The company manufacturers quality products for young people who want to look stylish and comfortable. Good prices, quality lothes for any event which can be combined and design new images – all these are the leading advantages of the Turkish brand Collezione. The brand produces casual clothes for the young, office clothes, for walks and parties. Also there can be found a wide range of jeans, shirts, T-shirts. The brand has sports and youth style of direction.

Koton is a well-known Turkish fashion brand. The brand was founded in 1988 and 1995 it has already become popular in Turkey. The was opened the first 'foreign' store in Germany, after which Koton began rapidly develop on the international market. The main direction of the brand is a frequent change of collections at an appropriate prices. The Koton brand manufacturers men's and women's clothing at affordable prices, most of all collections are created for young people aged 22-35 years. Originality, good quality, wide range of choices and reasonable prices make Koton more famous among adults, teenagers and children every year. Each collection of Koton brand is very stylish and bright. The clothes of this brand are preffered by young girls and women who like to look fashionable and stylish. Koton is manufacturing dresses, knitwear, shirts, pants, blouses, suits, jeans, skirts, T-shirts, sweatshirts, bags, shoes, costume jewelery and other accessories. The brand has youth style of direction. Discounts on sales of Koton brand approaches up to 70%.

(http://www.russianistanbul.com/populyarnye-tureckie-brendy)

In 1983 Nurettin Eroglu a Turkish businessman created a small sewing enterprise together with his four brothers under the Eroglu Holding title. First, the factory manufactured coats and down jackets, later began to produce jeans jacket under the brand Kulis. After, the grown factory changed its name to Eroglu Clothing Industry and the brand Kulis was retitled to the more euphonious **Colin's Jeans.** The factory is specialized in the production of fashionable clothes for males, females and children in casual style and mainly jeanswear. Nowadays, the trademark Colin's is represented not only in Turkey, but also in Russia, US, Western and Eastern Europe, the Middle east.

The brand **ADILISIK** represents the Turkish company, which expands sews and markets fashionable youth clothes. The brand is mainly targeted at a wide range of females between the ages of 15-16 and 35-37. Adilisik has bright and stylish collections, democratic prices, which can be overpowered by buyers with a not high average income. Discounts on sales of the brand can exceed 70%. Company has developed itself and the network of brand stores almost among 11 countires.

MAVI in Turkish means 'blue'. This brand of youth jeans clothing was founded in 1991. There are stores of Mavi Jean's brand in New York, Berlin, Frankfurt, Vancouver etc,. Demonstration halls of the brand exist in almost all the fashionable capitals of the Europe and not only.

(http://turkkey.ru/tureckie-tekstilnye-brendy/)

There are also many Turkish factories which produce and market a great range of shoes under the good price and quality like: **Bambi, Derimod, Desa, Hotic, Inci** and etc,.

3   RESEARCH METHODOLOGY AND FINDINGS

Fashion was and is one of the most discussing topics in our daily life. This topic never gets old in comparison with the fashion itself. Fashionistas from the whole world follow fresh, modern trends day by day. Fashion designers play with color palette and materials to create something extraordinary to cover needs of fashion lover customers. The main aspects on the way of creation the fashion are color and fabric quality.

Nowadays, we can observe thousands of fashion brands. Some of them are known in the whole world and have already win the love and loyalty of their consumers.

3.1   Research Methodology

This scientific work includes 2 parts. The first part of this thesis is based on literature review and the second part is the qualitative research based on focus groups study. The qualitative research was applied to examine the predefined hypothesis of this part of the research. Qualitative research is suitable and important when it comes to study social experiences, situations which are differential (Rowles & 25 Reinharz, 1988).

3.1.1   Aim and Objectives

The topic of the research is to identify "the effect of product's color and fabric quality on brand preference: a study in fashion retailers in Turkey". Due to the open ended character of focus groups study this method was applied to provide possibilities for discussions and exchanging personal life experiences (Grow & Christopher, 2008). Focus groups study gives opportunities to share many different ideas, brainstorm collectively and this drives to get large number of opinions which can be discussed (Berg, 1998). In addition, participants can interact between each other and moderator. No wasting too much time and

costs, getting needed information faster, this type of research is very attractive for using.

The main aim is to identify how product's color and fabric quality can affect customer's brand preference. And if the age, marital status or educational level influence differently.

3.1.2 Data Collection

The process of the focus group methodology consists of 3 important steps, which are preparation, conducting and the analysis. The first step includes preparation, which means that there need to be developed the participant profile, inviting subjects to participate, choosing of the moderator (researcher) and writing the focus group script. The second step includes conducting, which needs the facility preparation, moderation of the proceedings and gathering of the information. The last step includes analysis, which needs the transcribing and coding of the information and writing a report (Kolb, 2008).

After concluding the preparation process, there was conducted one focus group by the researcher. The study parameters were developed and the interview questions between 10-15 were composed. The researcher selected to recruit eight to twelve participants for the focus group. It is important to try to conduct the focus group based on similar characteristics. Due to this background characteristics it assists to limit the number of focus groups that is needed to be organized. This homogeneity can be age, gender, race or social status (Morgan, 1988).

The universe of this research are females living in Istanbul city. A total of 8 female participants taking part in this focus group study. Participants ranged in age from 18 to 35 years old.

Participants were choosed randomly, explained the purpose of the study and informed about anonymity, that any participant is free whether to taking part or withdraw at any moment. Also researcher informed that no harm will result participating or not participating in this study. After the agreement to taking part in the research, the researcher sent all the needed information regarding the date, time and the location of the group. The focus group was scheduled for two

hours, but the real time varied between an hour to an hour and a half according to the discussions.

The moderator showed a list of 13 composed interview questions regarding the study. There were arranged 5 general questions to be asked first and then more specific questions. At the beginning of the research, the researcher informed about the purpose of the study and the role of the moderator, the use of the audio recorders and that their responses are confidential. Data collection consisted of the note taking, noticing of nonverbal communication waves and audio recordings.

After the introduction part was completed, the moderator began to ask the interview questions to each participant. Then the discussion started by supporting them to share their opinions. Discussions were permitted to continue until it all had been depleted.

Close to final of the focus group study, the moderator procured a summary of some discussion points and gave chance to the participants to confirm or clarify some of these points (Lewis et al., 2007). The moderator requested for some last opinions on the subject and thanked each of the participants for their opinions, patient and time. Also discussed the information regarding the completed research sharing with them. The taken notes were collected and the audio recording was documented.

After the focus group study was completed, the audio recording was transcribed by the moderator. All taken notes as well as the nonverbal waves were reviewed. The pseudonyms were determined for anonymity. All the gained information was analyzed by the moderator. The final research report was designed. The last task for the researcher was provided oral report of the findings (Kolb, 2008).

3.1.3 Hypothesis

The main task of the study is to find out if the product's color and fabric quality affects brand preference. Therefore there are 6 main hypothesises continuously:

H_1: The color of the fashion product affects the customer's brand preference.

H_2: The fabric quality of the fashion product affects the customer's brand preference.

H_3: Fashion product's color choice varies according to the price of the brand.

H_4: Fashion product's fabric quality choice varies according to the price of the brand.

H_5: The fashion brand never used before influence the customer's brand preference with its color.

H_6: The fashion brand never used before influence the customer's brand preference with its fabric quality.

3.2 Research Findings

After analyzing all data by grouping participant's comments to each question, moderator received knowledge by applying gathered information to the research objectives.

Here is the table of conducted and asked questions:

Table 3.1: List of the Questions

1.	Age
2.	Marital Status
3.	Educational Degree
4.	Favourite color
5.	What type of shopping do you perefer?
6.	Which factors affect you most when doing shopping?
7.	How can the color you don't like, influence your decision regarding your favourite fashion brand preference?
8.	How can the fabric quality you don't like, influence your decision regarding you favourite fashion brand preference?

Table 3.1: (continuation) List of the Questions

9.	How can similar or same priced fashion products' color influence your brand preference?
10.	How can similar or same priced fashion products' fabric quality influence your brand preference?
11.	How can the color of the fashion product you never used before affects your brand preference?
12.	How can the fabric quality of the fashion product you never used before affects your brand preference?
13.	What is the most important factor for you, color or fabric quality of the fashion product?

3.2.1 Demographic Characteristics of the Responses

Table 3.2: Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18 and below	1	12.5	12.5	12.5
19-25	3	37.5	37.5	50.0
26-35	4	62.5	62.5	100.0
Total	8	100.0	100.0	
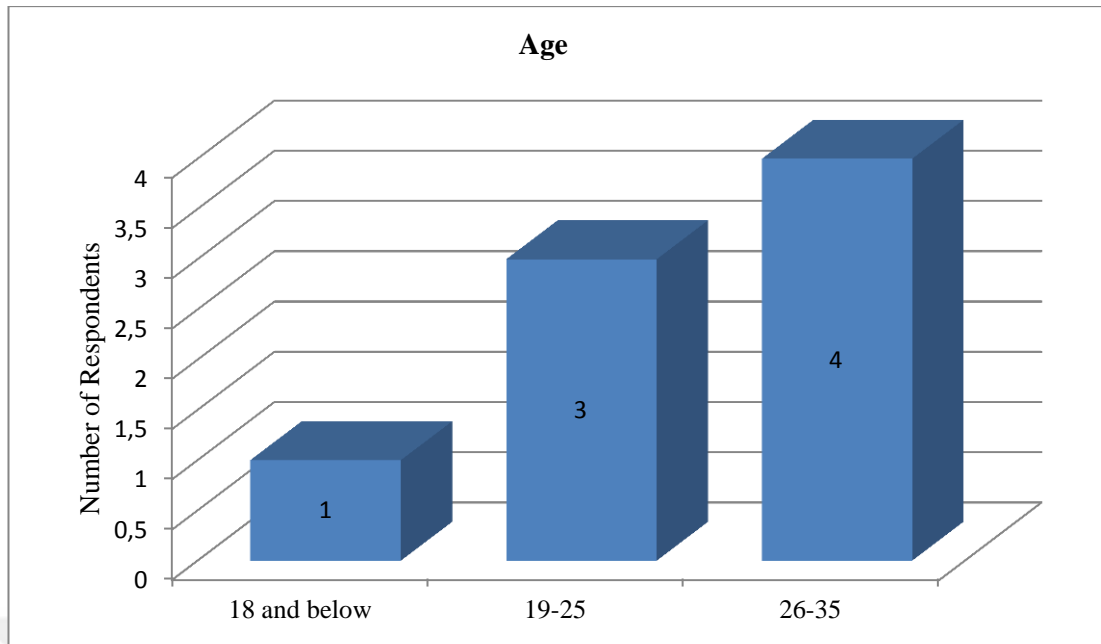
Figure 3.1: Age

This table indicates the range of age between the respondents who took part in the focus group study and answered the survey questions. The age range is divided to 3 levels: 18 and below, 19-25 and 26-35. Most of the respondents are 26-35 years old. They are 4 which occupy 62.5 of whole respondents. Following the table it seems that 3 (37.5%) of respondets are 19-25 years old, while 1 (12.5%) participant who answered the questions is 18 years or below. Mainly the participants which took part in a focus group study were university students.

Table 3.3: Marital Status

Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	3	37.5	37.5	37.5
Single	5	62.5	62.5	100.0
Total	8	100.0	100.0	
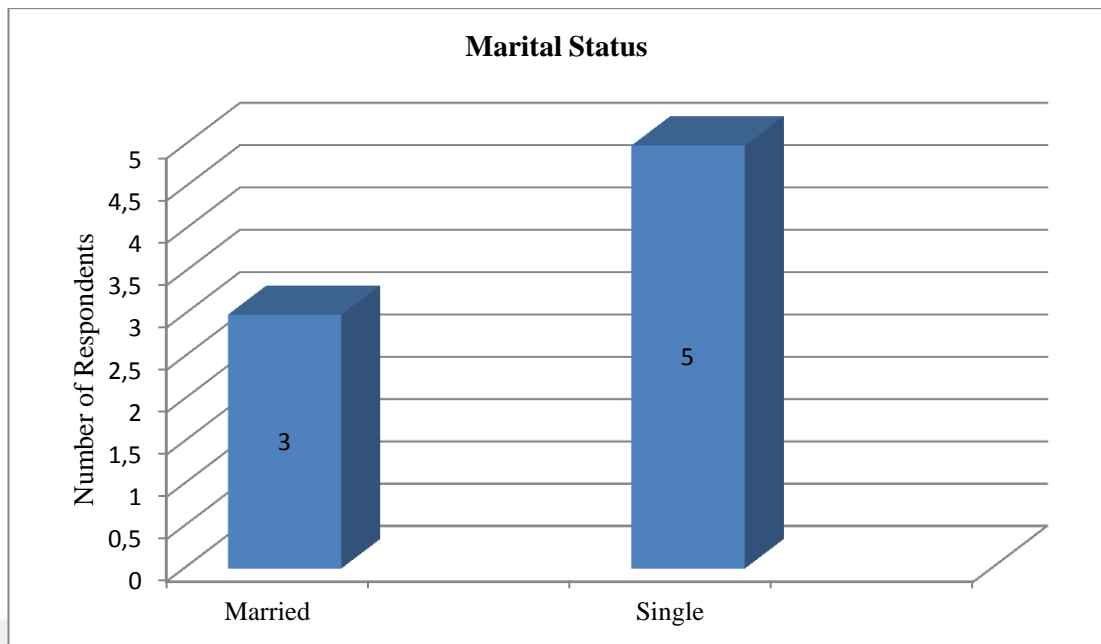
Figure 3.2: Marital Status

The second demographic variable was marital status. The number of single respondents was 5 and they occupied 62.5 percent of focus group study participants and married respondents were only 3 which captured 37.5 percent of applicants.

Table 3.4: Educational Degree

Educational Degree	Frequency	Percent	Valid Percent	Cumulative Percent
Associate Degree	0	0	0	0
Bachelor	2	25.0	25.0	25.0
Master	4	50.0	50.0	75.0
PhD	2	25.3	25.3	100.0
Total	8	100.0	100.0	
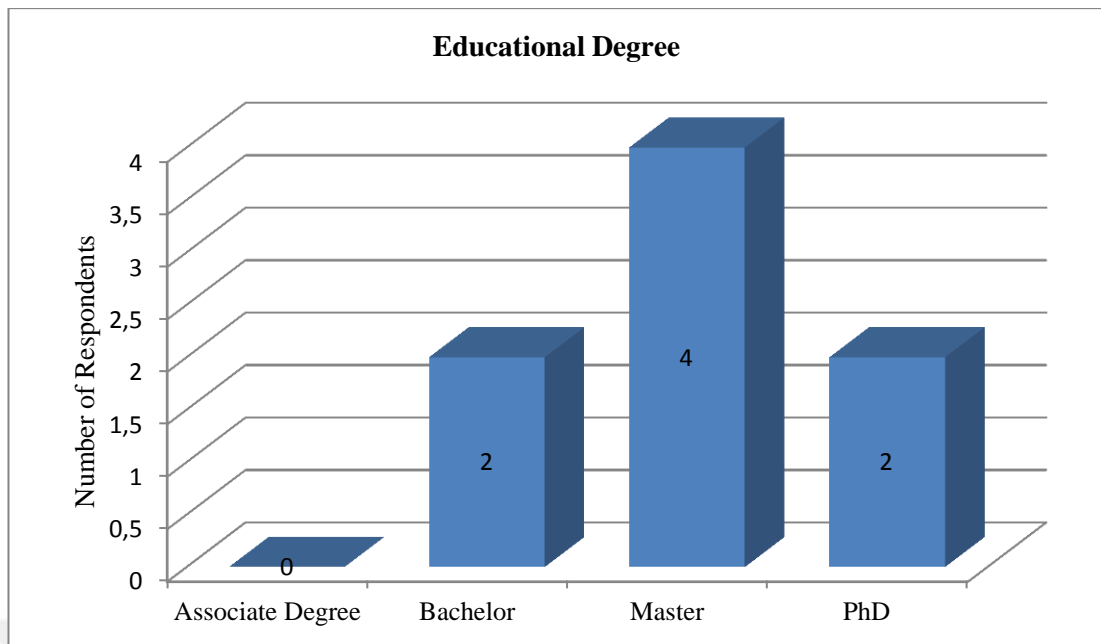
Figure 3.3: Educational Degree

The table above illustrates the educational status of the respondents. 2 of the participants have bachelor degree which occupied 25% of all respondents. 4 (50%) have master degree, while 2 of the applicants have PhD qualification and captured 25.3%. We can observe from the table above that there is no applicant which has associate degree. Most of the respondents who answered the questions have master degree.

3.2.2 Responses to the General Questions

Table 3.5: Favorite Color

Favorite Color	Frequency	Percent	Valid Percent	Cumulative Percent
Red	3	37.5	37.5	37.5
Yellow	0	0	0	37.5
Blue	0	0	0	37.5
Green	2	25.0	25.0	62.5
Orange	0	0	0	62.5
Black	1	12.5	12.5	75.0
Purple	1	12.5	12.5	87.5
White	1	12.5	12.5	100.0

Brown	0	0	0	100.0
Navy Blue	0	0	0	100.0
Other Color	0	0	0	100.0
Total	8	100.0	100.0	
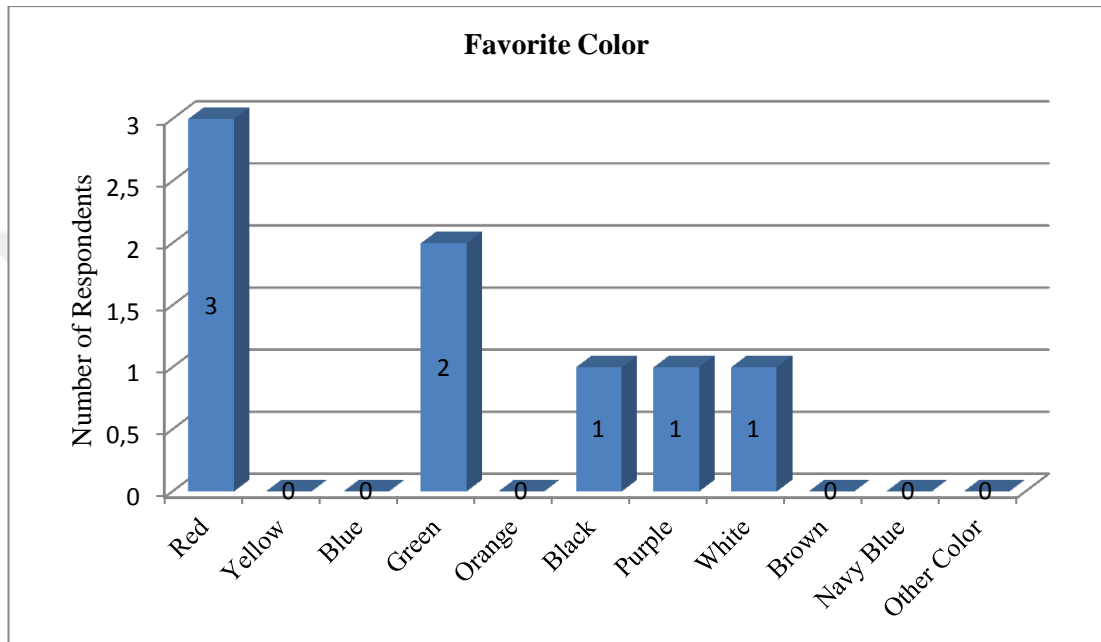
Figure 3.4: Favorite Color

The given table indicates the favorite color of the focus group study participants. 3 (37.5%) of them stated that red color is their favorite color. 2 (25%) of participants preferred green color as favorite color. 1 (12.5%) of the applicants stated black color as favorite color, while the other one (12.5%) preferred purple color. And there was only one participant (12.5%) which stated white as a favorite color. There were no positive answers among our focus group study respondents regarding the other colors, like yellow, blue, orange, brown, navy blue and other color. Most of the applicants said that red color is their favorite color.

Table 3.6: Preferred type of shopping

Preferred type of shopping	Frequency	Percent	Valid Percent	Cumulative Percent
Shopping Mall	6	75.0	75.0	75.0
Online Shopping	2	25.0	25.0	100.00
Total	8	100.0	100.0	
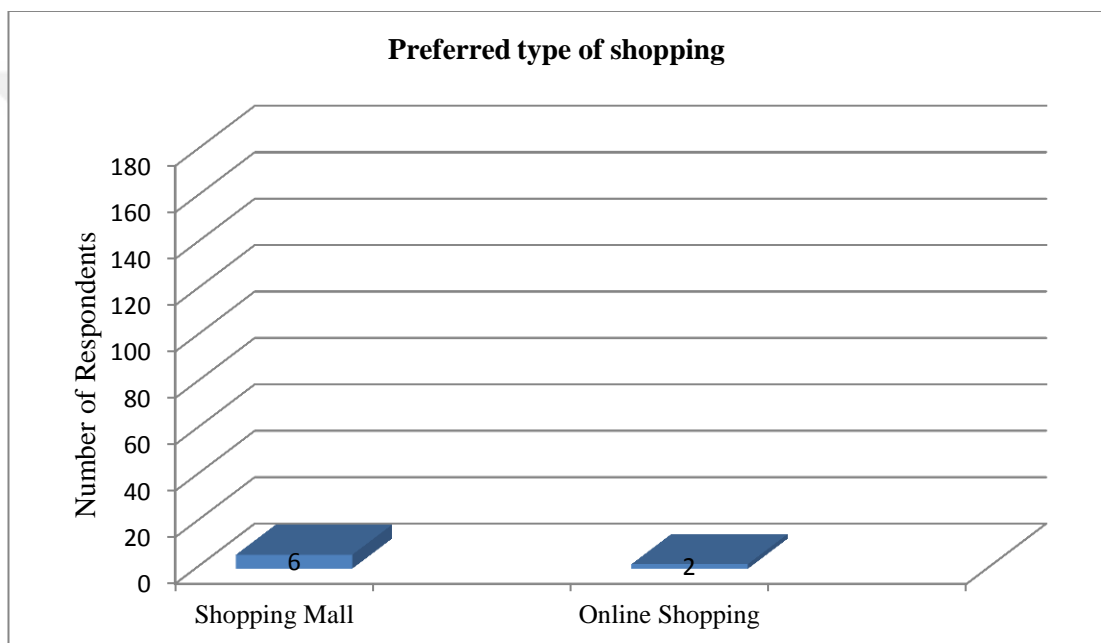
Figure 3.5: Preferred type of Shopping

This table shows which type of shopping our focus group study participants prefer more. 6 (75%) of them answered that they prefer doing shopping in the shopping malls. The reason was that it is important for them to touch the fashion products and try it on. It helps them to be sure if they liked the fabric quality enough and if the product really suits them. The other 2 (25%) respondents prefer more online shopping, because of the lack of free time.

Participants mentioned that the main factor which affects them when it comes to purchase the fashion product is to feel comfortable. Another factor is that the fashion product need to be trendy.

3.2.3   Responses regarding Hypothesis

Table 3.7: Responses regarding Hypothesis1

The color of the fashion product affects the customer's brand preference	**-** Participants mentioned that they are not going to prefer fashion product if they won't like the color of the product. One of the respondents commented that she doesn't like pink color at all, and no matter what kind of the brand is she won't prefer it. The other respondent commented that she prefers doing shopping online because of the lack of time and she trust only her favorite fashion brands and put the color of the fashion brand on the first place while making purchasing choice. There were also comments that color of the fashion products appeals them from the storefront and makes them enter the store itself. Another applicant shared her thoughts that she prefer only specific colors of the fashion products and is not going to change her preferences when it comes to make buying choice. All of the respondents claimed that color plays an important role in their brand preference.

Table 3.8: Responses regarding Hypothesis$_2$

The fabric quality of the fashion product affects the customer's brand preference	- Participants mentioned that an appropriate fabric quality of the fashion product makes them purchase it. One of the respondents commented that she doesn't prefer online shopping at all because in that case it is impossible to touch the fabric quality of the fashion product and decide if the product is well produced and has an appropriate fabric quality. The other participant answered that even if she faced the fashion product which is in one of her favorite color she is going to make purchasing decision based only on the fashion product's fabric quality itself. Another applicant shared her comment that color sometimes can play not so decisive role for her while doing shopping unlike the fashion product's fabric quality. Most of the participants were agree with each other that fashion product need to have a very good fabric quality and make them feel comfortable while putting it one and be pleasant to the touch. These points play an important role to make the fashion product be preferred by its potential purchasers and make them loyal to that specific fashion brand.

Table 3.9: Responses regarding Hypothesis$_3$

Fashion product's color choice varies according to the price of the brand	- One of the respondents noted, that she choosed the fashion product which was a little expensive than the other one, but because of it was in her favourite color. Other participant commented that price doesn't play an important role for her unless she find her favorite brand in her favorite color. And the other participant vice versa thinks that the price of the fashion brand need to be in balance with color of the fashion brand. Another applicant claimed that she is not going to purchase a fashion brand product even if it is in her favorite color when it is inadequate expensive. Most of the participants were agree with each other that the price of the fashion product does not play a very important role and has not so huge influence on their brand preference unless they want to purchase a fashion product in their favorite color.

Table 3.10: Responses regarding Hypothesis$_4$

Fashion product's fabric quality choice varies according to the price of the brand	- Most of the respondents commented that they are definitely going to choose a fashion product which has a good fabric quality even if it costs more expensive than the others. One of the participant answered that can sometimes buy a fashion product which has not so perfect quality but has an appropriate price. The other respondent commented that she will better change her mind of making purchase her favorite fashion product if it has inappropriate fabric quality. Mostly participants were agree with each other, that they are not going to change their choices regarding the fashion product's fabric quality according to the price of the brand.

Table 3.11: Responses regarding Hypothesis$_5$

The fashion brand never used before influence the customer's brand preference with its color	- Respondents commented, that if they like the color of the fashion brand they have never used before, they will definitely purchase it. One of the respondents noted, that no matter she have never used that specific fashion brand before, if it is in green color she will prefer that product. Another respondent commented that color is the first thing which attracts her even if she is not acquinated with that specific fashion product. And if this fashion brand product is in her favorite color she will definitely think of purchasing that fashion brand. There were also a few loyal respondents which trusts only fashion brands they used before and are already acquinated with. Most of the applicants answered that they are positive to purchase a fashion brand they have never used before because of they liked and find the color of that fashion product suitable or attractive.

Table 3.12: Responses regarding Hypothesis[6]

The fashion brand never used before influence the customer's brand preference with its fabric quality	**-** Good fabric quality makes the fashion product which haven't been used before purchase it, after it has an attractive color. Few respondents commented that an appropriate fabric quality of the fashion product can attracts them even if they see that fashion brand for the first time. Most of the participants noted, that even if they faced the specific fashion brand for the first time, color is the first thing which attracts and influence their purchasing decision. Respondents were agree with each other that only appropriate quality of the fashion product is not enough for them to make purchasing decision even if they have never used that specific fashion brand before.

Table 3.13: The results of the hypothesis

	Hypothesis	Result
H₁	The color of the fashion product affects the customer's brand preference.	Accepted
H₂	The fabric quality of the fashion product affects the customer's brand preference.	Accepted
H₃	Fashion product's color choice varies according to the price of the brand.	Rejected
H₄	Fashion product's fabric quality choice varies according to the price of the brand.	Rejected
H₅	The fashion brand never used before influence the customer's brand preference with its color.	Accepted
H₆	The fashion brand never used before influence the customer's brand preference with its fabric quality.	Rejected

4 CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

The conducted research is the field study which showed the effectiveness of color and fabric quality influence on the customer's brand preference. The universe of the mentioned study is the females living in Istanbul, Turkey. The research is conducted between females living in Istanbul by using a focus group study. That group includes eight participants.

To investigate the field study and collect required data there were used lots of books, local and foreign articles, internet resources. After gathering all secondary data there was prepared a list of the questions to be used for a focus group study. The focus group study was held on 18th of June, 2017.

Moreover, most of the applicants were 26-35 years old and had at least bachelor degree. Most of the participants selected red as their favorite color. Doing shopping in the shopping malls was the choice of almost all the respondents. They explained it as while doing shopping in the shopping malls you have a chance to touch the fabric quality of the fashion product and look at it's color under the different lightning.

Analyzing the data collected from the focus group study it was clear that color and fabric quality of the fashion product influence customer's brand preference almost equally. That it is hard to choose specific fashion brand when it has only a good color and a very poor fabric quality or vice verse. But at the same time, most of the participants concluded that color of the fashion product has a very huge and important influence on customer's brand preference. Color is the first thing which attracts customer's attention.

While analyzing the results of the Hypothesises it is obvious that the H_1 is accepted. Because all of the respondents mentioned the importance and great influence of the fashion product's color on their brand preference. It is clear from the notes which were taken from the group study that each of the participant has their most favorite color and are more willing to purchase a fashion product in that specific color.

The H$_2$ is also accepted. Due to the most of the participants claimed that fabric quality can influence their brand preference, but only after the fashion product has their favorite color. It is very important to feel yourself comfortable in a special fashion product's fabric which is in a good quality.

After analyzing the outcomes of the H$_3$ it seem that all of the respondents give a huge attention to the fashion product's color. That is why when they find their favorite color of the fashion brand price is not so important. In the other words from the comments of participants it is clear to see that the price has not so big influence on their fashion brand's color choice. The H$_3$ is rejected.

The H$_4$ is rejected. Due to the comments of the participants which shows that they are not going to prefer fashion product's fabric quality according to the price of the brand. It is important to purchase a good fabric quality fashion product.

The results of the H$_5$ is accepted, after all of the participants mentioned that their favourite color is the purpose of preferring new fashion brand. Appropriate color can attracts them to choose that specific fashion brand they have never used before.

Outcomes of the H$_6$ indicate that participants will be attracted to prefer new fashion brand firstly by its appropriate color and then by its fabric quality. From the comments of the participants it is clear to see that even if they touch a well fabric quality of the fashion product they see for the first time, color will play a decisive role. So, it means that this hypothesis is rejected.

The present research is limited with the features of the fashion brand such as color and fabric quality. Other limitation is that the research was applied between females living in Istanbul city. Main data was collected by applying the list of the questions.

For the future researches it will be more significant to explore and collect information from the males as well and not only in Istanbul city but the whole Turkey. Conducted research can be applied to different people with different statuses. Moreover, using the same features like color and fabric quality similar researches could be investigate to study customer's purchasing behaviours.

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RESUME

KAMALA AKBAROVA

DOB: 26 November 1989

Nationality: Azerbaijani

Address: Istanbul Europe, Turkey

Cell: +90 505 4728636 ; WhatsApp: +994 518741647

Email: k.akbarova@gmail.com

EDUCATION:

Istanbul Aydin University

Master Degree   MBA (In English)
                                                                2015-2017

Azerbaijan State Economic University

Bachelor Degree   Financial Faculty
                                                                2007-2011

EMPLOYMENT HISTORY:

Freelance Translator   March 2015 – Present
                                                                Istanbul, Turkey

Russian-English-Turkish
         • Translate during Trade Shows at various convention centers in and around Istanbul

Secondary School Administrative Assistant   January 2014 – July 2014

TISA (The International School of Azerbaijan)   Baku, Azerbaijan

•   Manage inventory of stationery cupboard, supply cabinet and miscellaneous office supply

•   Procure supply, while staying in budget through different office supply venders, i.e. BP

•   Filing student information in student files and archiving old files

•   Interpreting for visitors and translating documents as needed

•   Sending e-mail notification to teachers on student absences, sick leave, departure from school, parental requests for homework etc.

- Organizer and programmer of after school activities for students each term; scheduling slots per term, making booklets about activities, creating spread reports, processing all returned forms, manage notification boards of activities to inform which children are in which activity, and making attendance records

- Monitoring incoming faxes and distributing them

- Arranging parent appointments with teachers

HR Specialist   February 2013 – December 2013

Ansar Leasing Company   Baku, Azerbaijan

- CV screening, sorting and document management
- Conduct telephone interviews
- Preparation and updating of applicant database
- Preparation of Employment Contract
- Filling of Labor books and keeping
- Preparation of HR orders
- Opening individual personnel file for new employee
- Timekeeping, recording and filling of attendance

Office Manager   June 2009 – February 2013

Ansar Leasing Company   Baku, Azerbaijan

- Answering phone calls, emails, receiving faxes

- Arranging meetings with local and international companies, as well as government officials for staff

- Meeting minute Taker

- Development of filing system for HR Department: proper filing and organization of HR files and employees' personnel files, prepare employment contracts for personnel, keeping record of personnel vacation usage

- Responsible for arrangements related with medical insurance of staff

LANGUAGE SKILLS:

Language	Reading	Writing	Speaking
Azeri	Native	Native	Native
Russian	Fluent	Fluent	Fluent
English	Fluent	Fluent	Fluent
Turkish	Advanced	Advanced	Advanced

COMPUTER SKILLS:

Windows, Microsoft Office, Corel-Draw, Web Design, Access, Outlook