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CONSUMER BEHAVIOUR TOWARDS FASHION

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Affirmation

I hereby declare that this thesis is my own work and anyone else and all stated quotations are indicated in the list of bibliography and webography.

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Abstrakt

SILLOVÁ, Jana: *Nákupné správanie spotrebiteľa v módnom priemysle*. – Ekonomická univerzita v Bratislave. Fakulta aplikovaných jazykov; Katedra interkultúrnej komunikácie. – PaedDr. Eva Stradiotová, PhD. Bratislava: FAJ EU, 2019, 52 s.

Cieľom bakalárskej práce bolo poukázať na rozdiely nákupného správania medzi ženami a mužmi a charakterizovať faktory, ktoré ovplyvňujú nákupné správanie. Taktiež sme sa zamerali na módu, ktorá vo veľkej miere ovplyvňuje dnešnú generáciu aj prostredníctvom médií a sociálnych sietí. Zároveň na základe výskumu sme analyzovali nákupné správanie v praxi.

Práca je rozdelená do troch kapitol. Prvá kapitola skúma nákupné správanie, ktoré je úzko prepojené s marketingom. Zamerali sme sa aj na online nakupovanie a jej novodobé vplyvy na spoločnosť. V druhej časti charakterizujeme pojem móda a jej nástroje, s ktorými módnny priemysel úzko spolupracuje a poukázali sme aj na zmeny v módnom priemysle, ktoré ovplyvnili módne odievanie od 19. storočia až po súčasnosť. Tretia kapitola pozostáva z analytickej časti, kde sme prostredníctvom dotazníka oslovili cieľovú skupinu a na základe reakcií respondentov, sme získali prehľad ako vnímajú ženy a muži nakupovanie oblečenia rôznych značiek. Taktiež sme zahrnuli do výskumu online nakupovanie, ktoré je v dnešnej dobe veľmi populárne, a následne zistili ako respondenti reagujú na vplyv médií a či média ovplyvňujú ich rozhodovanie. Výsledkom riešenia danej problematiky je stručný prehľad o tom ako spotrebitelia vnímajú nakupovanie oblečenia a potvrdenie stanovenej hypotézy.

Kľúčové slová: Nákupné správanie, Marketing, Móda, Fast fashion

Abstract

SILLOVÁ, Jana: *Consumer behaviour towards fashion*. – University of Economics in Bratislava. Faculty of Applied Languages; Department of Intercultural Communication. – PaedDr. Eva Stradiotová, PhD. Bratislava: FAJ EU, 2019. 52 p.

The goal of this bachelor thesis was to highlight the contrasts between shopping behaviour women and men, characterise factors that influence buying behaviour. We also focused on fashion, which mainly affects today's generation through the media. Alongside, based on research, we analysed the buying behaviour in practice.

The bachelor thesis is divided into three chapters. The first chapter examines the buying behaviour that is closely linked to marketing. We also aimed at online shopping and its contemporary influences in society. In the second part, we characterise the term fashion and its tools, which closely associate with the fashion industry and we highlight changes in the fashion industry, which affected the fashion clothing from the 19th century to the present. The third chapter consists of an empirical part where we have addressed the target group through the questionnaire, and we have received a survey of how women and men behave while choosing the potential product or brand. Nowadays it is a popular trend to purchase via the internet. Therefore, we have also included in the research online shopping behaviour. We determined how respondents perceive the impact of the media and whether the media influence their decisions. The solution to this issue is briefly overviewed of how consumers perceive the shopping and confirmation of the stated hypothesis.

Keywords: Consumer behaviour, Marketing, Fashion, Fast fashion

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Introduction

The primary goal of our bachelor thesis is to analyse the differences in shopping behaviour between women and men and to focus on the central aspect of social media and the internet, which nowadays affect the young generation. We pointed out the elements of the fashion industry, where we specified a few facts of how fashion has changed over the last centuries. It is also intended to provide information to marketers further, who can due to the relevant resources easily drawn up in determining their goal, plans, and strategies. We have been able to provide the relevant information to the broader public for the sake of avoiding mistakes and failures in determining strategic plans.

The thesis is divided into two parts- the theoretical and an empirical part.

Firstly, in the theoretical part, we defined the term consumer behaviour, and we pointed out that this term is closely linked to marketing. We explained what marketing present and how it is related to consumer behaviour in general. According to expert McCarthy we briefly classified “marketing mix”, which consists partly of the shopping behaviour. In the first sub-chapter, we have addressed factors that affect consumers while choosing the product and how consumers react to these stimuli. In the second sub-chapter, we concentrated on cultural differences in determining marketing strategies and on the behaviour in comparison of various countries. In the third sub-chapter, we have contrasted the differences between women and men behaviour and their selection of products. In other words, how women and men perceive shopping, what they prefer and for what to focus as potential marketers. The fourth sub-chapter examines online shopping, which is nowadays more and more popular not just in Slovakia but also especially in the US and the UK. Last but not least we have analysed the advantages and disadvantages of online shopping and have shown the countries that have become one of the leaders in the year 2015.

On the other hand, in the second chapter of the theoretical part, we focused more on fashion and fashion influences, which are an integral part of the marketing business. In the first chapter, we defined various opinions and attitudes from experts towards the term fashion, and we mentioned various tools of fashion marketing such as advertisements, public relations, sales promotion, and personal sales. In this sub-chapter, we also included the concept of social media, because we thought that it is also one of the crucial tools that influence fashion in large scale.

Another integral part of fashion marketing is to understand, where the fashion industry is centralised. From this point of view, we have concluded that it is advisable to mention the cities where the fashion industry originated. In the third sub-chapter, we present different developments in the fashion industry from the 19 century to the present. We have gained a new understanding of how fashion has evolved after the Industrial and French Revolution in the middle of 19 century. In this chapter, we also pointed out the modern trend of Fast fashion, which in principle has changed the whole view of fashion.

The empirical part consists of two main parts. Firstly we converged on the analysis of the questionnaire, which was compiled from 17 – closed and open questions. We defined the target group from the years 18-35, and our goal was to determine differences between consumers according to their preferences. In the second part of the questionnaire research, we concentrated on online shopping and the impact of the media on the target group. This research has gained knowledge of how young people perceive shopping and what affects their decision-making.

THEORETICAL PART

1 Consumer Behaviour in Marketing

This chapter includes various opinions or definitions of consumer behaviour, which are specified in the first part of our thesis. It is necessary to point out a complex study of consumer behaviour to comprehend how it accomplishes in practice. We also focused on shopping behaviour and how the external environment affects the perception of consumer behaviour and how they react to these stimuli. Therefore, in this chapter we aimed at the term “Consumer behaviour”, and we present various types of explanations to comprehend the content of this thesis.

„Consumer behaviour” as a term is a complex study of psychological, cultural and personal factors and it is compound with various definitions of specialists and experts. This term represents not the only behaviour of customers, how they behave and how they consider purchasing but also the aspects such as social, psychological and personal. Behind all of this is one crucial fact that the term is closely associated with marketing.

First, if we require an analysis of consumer behaviour, we begin with the term of marketing.

Generally, marketing is related to the understanding of purchasing behaviour and identifies their acting and making decisions according to their preference and demands. Consumers create the marketplace itself. We all appear as customers, we selling or purchasing. For any company, for any business organisation, this consumption society is an enormously considerable part of their business. Without selling or purchasing the company or organisation would go bankrupt.

According to Kotler: *„Marketing is managing profitable customer relationships“*. (Kotler P., Armstrong G., 2011, p.4) An essential part of marketing is to attract new buyers by promising better quality and quantity of products and keep customers that should affect the satisfaction of retailer and buyer.

Marketing can be defined as *„a social and managerial process by which individuals and organisations obtain what they need and want through creating and exchanging value with others“*. (Kotler P., Armstrong G., 2011, p.5) In this sense, marketing is based on strengthening relationships with current customers and creating a strong marketing strategy in order to be in demand.

According to The American Marketing Association: „*Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large*“. (Kotler P., Keller K., 2012, p.5)

Nowadays, marketing impact is becoming more powerful, and advertising slogans are found all around us. We do not realise the enormous impact of advertisements, billboards, and social media on our behaviour despite that these marketing tools are increasingly rising to the forefront and become influential. Advertisements, blogs, billboards and social media affect us daily, and we are attempting to select from our brain all unnecessary information. (Kotler P., Keller K., 2012, p.5)

One of the major parts of studying marketing is to acquire a new sense of satisfying customer needs and demands. Marketers study consumer behaviour in order to recognise and comprehend consumer demands, to create products or to get and develop on the market. Products need to be promoted or distributed correctly and effectively on the marketplace and provided in customer value or price. (Kotler P., Armstrong G., 2011, p.6)

According to management guru, Peter Drucker presents the term marketing further, „*The aim of marketing is to make selling unnecessary. Selling and advertising are only part of a larger “marketing mix”*“. (Kotler P., Armstrong G., 2011, p.5)

McCarthy classified marketing mix as various marketing activities, which he called the four Ps of marketing. (Kotler P., Keller K., 2012, p.25)

- Product
- Promotion
- Place
- Price

Through the marketing mix, we understand consumer behaviour while purchasing, what consumers prefer, what they wish, what presents a significant part of choosing the right product and how to become a thriving retailer. (Ibid.)

Finally, the term consumer behaviour may be explained by Smith Kit: „*Consumer behaviour is the study of individuals and organisations and how they select and use products and services. It is mainly concerned with psychology, motivations, and behaviour*“. (Smith, 2016)

Solomon et al. (1995) explained the term as follows: „*Consumer buying behaviour as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants*“. (Dudovskiy, 2013)

Schuffman and Kanuk (2000) describe the aim of consumer behaviour quite similar as Solomon: „*Behaviour that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires*. “ (Ibid.)

According to Kotler and Armstrong: „*Consumer buyer behaviour refers to the buying behaviour of final consumers—individuals and households that buy goods and services for personal consumption. All of these final consumers combine to make up the consumer market*.“ (Kotler P., Armstrong G., 2011, p.133) The book Principles of Marketing stated that American consumers buy in a large number of products and services (spend more than \$10 trillion per year) and are one of the leaders on the consumer market worldwide. (Ibid.)

Consumer behaviour is the whole process of acquiring knowledge about consumers, about the place, products or services, what they expect and prefer and many other factors.

Receiving feedback and communication with potential consumers is another crucial part of the marketing strategy. Besides, they would build a powerful marketing strategy. (Kotler P., Keller K., 2012, p. 177)

The decision process plays a crucial role in consumer behaviour, and it differs according to gender, preferences, and background. Men and women act differently while purchasing products and deals with consumption in different ways. (V.Vijya lakshmi, 2017, p.34)

In this chapter, we were defining how marketing is associated with a consumer, and we highlighted the main definitions and aspects of consumer behaviour in marketing. In the next subchapter, we focus on the factors, which mainly affect consumer behaviour and their decisions.

1.1 Factors affecting consumer behaviour

Consumer purchasing behaviour and decision-making are contingent by internal and external factors such as social, psychological, personal and cultural factors, which are shown in figure 2. These factors affect the consumer before the purchasing, during and

after the shopping. It is a process that is in a sense “learned” and is involved in changing. (Kotler P., Keller K., 2012, p. 139)

In this subchapter, we introduced and analysed the main general factors, which influence the consumer. We will focus on factors such as age, lifestyle, values, and attitudes, culture or social class.

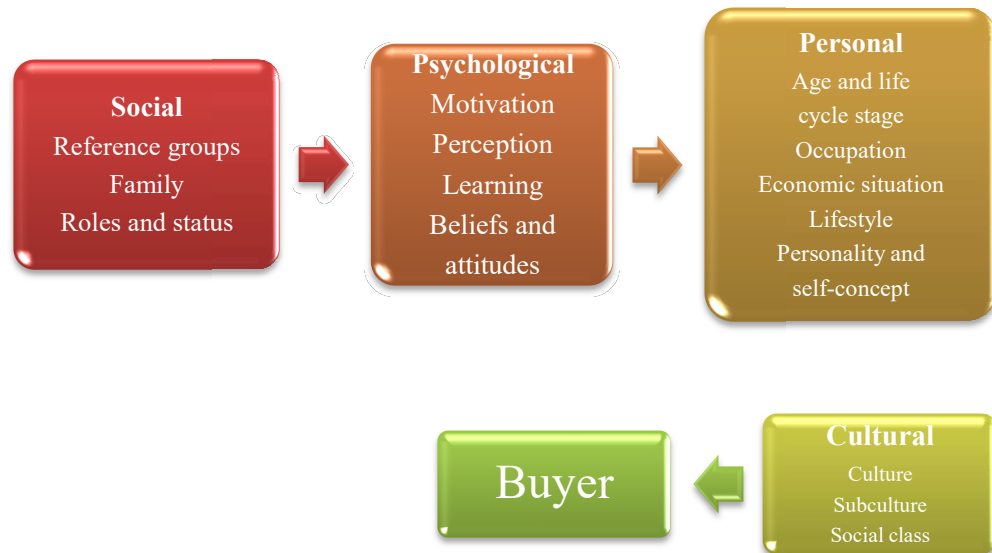


Figure 1: Factors influencing consumer behaviour (KOTLER Philip and Gary ARMSTRONG. *Principles of Marketing*. Prentice Hall; 14th edition, 2011.)

According to Kotler and Keller, social factors include subsets such as reference groups, family and roles, and status. These factors affect us, and according to them, we are deciding what and how we purchase. For example, a factor of the family is one of the most significant aspects that have an impact on us from childhood. The social status also plays a crucial role, how much and what we can afford while purchasing and therefore, the marketers concentrate on the sale of products and refer to the social status as well. (Kotler P., Keller K., 2012, p. 139) The reference group refers to sharing the common buying method and influence each other. (Business Jargons, 2018)

Psychological factors, which were mentioned for example motivation, perception, learning, beliefs, and attitudes. Each person expresses different opinions, views, and attitudes, and these factors influence decision making not only during the purchase of a product or service but also in other circumstances. Psychological factors are factors, which represents the psychology of individuals and their actions and behaviour to become satisfied. (Business Jargons, 2018)

Personal factors are divided into major groups: age and life, cycle stage, occupation, economic situation, lifestyle, personality, and self-concept. Personal factors are factors, which includes where a person grows up, in which background come from or in which economic stability occurs. These also affect the decision-making process. Consumers are deciding by the current situation.

Personality also plays a crucial role, and it is based on unique characteristics of each consumer, who has another buying methods

Cultural factors are characterised as a culture, subculture, and social class. The culture of individuals and also the culture of the country affect us in different ways. For example, the US culture is identified differently from Slovak culture or culture in Spain. Each country has its rules, principles and another perception and it can be reflected in the consumer's decision. (Kotler P., Armstrong G., 2011)

In the next subchapter, we assemble the facts of consumer behaviour and their strategies, and we outline cultural differences and contrasts between countries and continents.

1.2 Cultural differences and strategies

In the following subchapter, we specify various cultural differences worldwide. We explain how these countries behave while purchasing and we introduce strategies, which they achieve in order to accomplish more efficient market share. For example, countries like Asia require different means to achieve their goals as European countries. This subchapter assists us to be knowledgeable of the various marketing strategies that are a substantial component in marketing. In some countries the marketing strategy is successful, but some can fail. For marketers, it is challenging to choose a suitable marketing strategy not to damage a reputation or even worst. (Wernars, 2017)

1.2.1 Individualism or collectivism?

External and internal factors remarkably influence consumer purchasing behaviour. For example, culture is one of the factors involved in distinguishing the shopping behaviour of different countries. In countries like the US or Germany is rooted in a different culture and perceived by other values of life as in the Asian countries. We analysed the country's strategic methods and highlighted the differences in how consumers behave.

Both of these terms „individualism“ and „collectivism“ identify the behaviour in every culture differently. It is a way, to see people themselves or each other. (Wernars, 2017)

In the figure below we have placed a map with green colours, which represents: the light - green countries are collectivists and dark- green countries refer to individualists. (Ibid.)

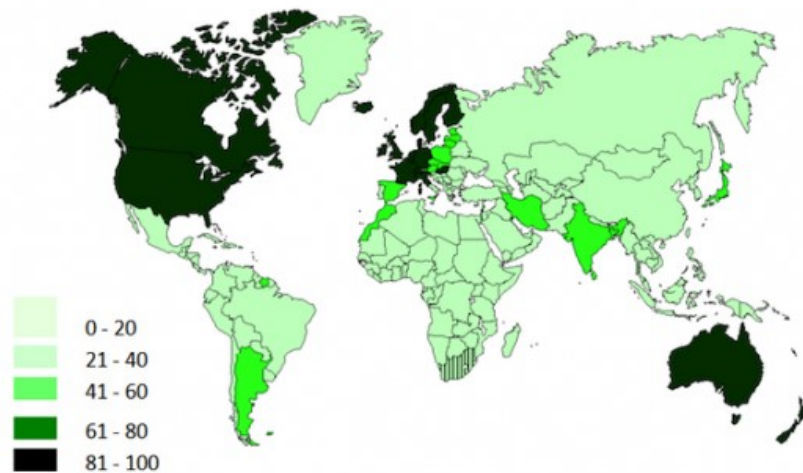


Figure 2: Individualism and collectivism (WERNARS, Stijn. Cultural differences in consumer behaviour worldwide, 2017. <https://smart-online-marketing.nl/en/vision/conversion/cultural-differences-consumer-behavior-worldwide/>)

For individualist countries, like the US and some European countries, is challenging to build a good business and to promote it because on the marketplace is a vast range of products and they demand to be better than others. They need to reach the best results to inform the consumer with a direct approach. It calls a hard sell. The competition is enormous, and the consumer will compare brand or product with others, so we need to comprehend how to entice the consumers to buy our product or service directly and do not even think about other possibilities. People from individualistic countries are more independent and ambitious. They are looking for their satisfaction. (Wernars, 2017)

On the other hand, the collectivist countries, like Japan and many Asian countries are based on a friendly approach and respectful to potential customers. They put much energy to create a perfect strategy and to build a strong relationship and thrust. It calls the soft sell. People - collectivists are acting as a large group. They put their group- interest above their own- interest. They consider as a group and are modest to each other. The goal, which they achieve, is explained as a group-level. (Ibid.)

This research shows the cultural differences, which are specified for each of the countries. For example, individualist countries are aimed to gain success and autonomy; meanwhile, the collectivist's countries are seeking not to lose costumers and not to curtail the revenue.

In the next subchapter, we identified the gender differences according to consumer behaviour and remarked the personal characters of female and male. Generally, we analysed the decision-making of each gender, which is related to different aspects.

1.3 Male vs Female

What are typical features for male and female gender and what is different? Now we examined how these sexes behave towards purchasing clothes and making decisions. It is necessary to specify male and female character and personality in order to comprehend this subchapter.

Gender differences present a fundamental role in marketing, and the marketers have searched for a basic answer: How to satisfy men and women, in order to make a profit? The various factors, which influence us in different ways, proceed from our surrounding, where we live and with whom we are sharing our life. Each person has a unique personality, and according to habits, common facts, attitudes or many other factors, we determine how and what we acquire. Both of these genders have a common goal – to purchase. They vary to each other how to achieve their goal, and reflect their thinking in different ways. (Lakshami, p.34, 2017)

For instance, typical personality traits for women are an emotional sense of deciding and being doubted. In contrast, men are more dominant and emotional stable. Generally, men do not like shopping; they buy and leave. On the other hand, women are hunters. The process of making a decision is longer than in the position of men. Women are often looking for the best product, and they think if the potential product suits her shape and if it is fashionable. Usually, they look for resemble the design of clothes in several stores. If they do not discover the perfect one, who were searching for, they return to the store and obtain what they saw for the first time. This process also applies to online shopping. (Lakshmi, 2017, p. 34) According to Dr. Neale Martin, *“whether you are a man or a woman, your purchasing decisions are based more on habit than rational decision-making”*. (Lewis M.) Therefore, the experts focused on the initial decision before the habit

established and thus, they created a guarantee that their products became successful in the market. (Ibid.)

Women discuss their problems and resolve it with other person and sometimes they are demanding for the advice of a shop assistant, which might appear inconceivably for men. (Prabhu, 2015)

Women are more aware of the colours, shape, pattern, and price, so they tend to buy in seasons sales or exclusive collections whereas men do not look for the best prices on the market. Men are less mindful than women. If they are satisfied with the brand value and quality of products, even for a higher price, they will purchase it either. In contrast, marketers keep women informed about the brand – their prices, quality, patterns, design and many other features, which might convince women to buy the particular product and do not hunt for other brands, which offer high-grade services. It is all about emotional sense and persuasion that do not get without it in their wardrobe. (Ibid.)

In summary, for marketers is more useful to focus on one target group rather than on both, because it can cause disastrous consequences for the company. (Ibid.)

1.4 Online shopping behaviour

Innovations in distribution, variations in dressing, varieties of shopping behaviour, all this goes hand in hand with the 21st century. On each corner, we hear the word “change,” whether the political change, economic or even environmental change. Therefore, shopping behaviour has yielded to this trend. Development of new computer software, mobile phones, tablets, and applications have caused radical progress in purchasing behaviour. Electronic devices are used every day by 80% of the population. We acknowledge that the development and progression make a step forward and society requires adaptation to the new trend. (Shrivastava, 2013)

“Today 70% of people are buying their products online”. (Riya Narang) Online shopping connects different countries and continents into one unit. The Internet is the most widespread platform to contact with suppliers, consumers, and traders on the market. It is the advanced form to determine what consumer prefers, which demands they require and adapt to the current trend as fast as possible. (Ibid.)

Nowadays, online shopping is the most popular way how to be in fashion and also thanks to web browsers like Google Chrome, Internet Explorer, Mozilla Firefox is purchasing via the internet much easier and faster.

Online shopping includes many advantages that assist us to buy as quickly as possible without additional masses in the stores, directly from the comfort zone of the home. Nowadays all around the world is utilised the online shopping and to a considerable extent makes it for customers to be well knowledgeable through shops and brands. We admit that the choice of websites and brands on the internet is enormous, so it is only on the customer's option. On the internet, we ascertain a product that is not accessible in the store or even is not produced in the country, and then we must reach on online shopping. According to Pariona: "*the largest online shopping websites are Amazon (since 1995), eBay (since 1995), and Alibaba (since 2003).*" (Pariona, 2017)

First of all, it is necessary to denote the benefits of online shopping, which makes it extremely comfortable to inform us about fashion trends and advances.

- **Reasonable price;** price is one of the most critical factors that affect the customer to buy or conversely to discourages. Coupons and discounts are one of the factors that are provided online websites, and they forced us to buy.

- **The miscellaneous of products and wide of choice;** we have countless websites, products, and brands that afford a variety of products according to our requirements and notions. If we do not prefer the product and do not satisfy us, web browser Google will provide a selection of other websites where is offered the same or comparable product for a different price. We browse the website for hours and hours and search for such a product that satisfies us for the best price.

- **No crowd of people;** no stress and vast masses of people. Most of the people discourage shopping in shopping malls, especially when it comes to sales or pre-Christmas shopping. Also, Slovak's will reach for a mobile phone and thoughtlessly will purchase per internet, which saves energy and time.

- **Environment;** We are also increasingly confronted with criticism of the environment. We stated a tremendous benefit of online purchasing that we do not use any plastic or paper bags. We merely pay by card or cash on delivery, and we protect our planet by saving natural resources. Thus, we protect the environment by not driving a vehicle that diffuses exhaust gases and pollutes the environment. (Riya Naraga)

On the other hand, online shopping causes a few issues. The problems with the payment, distribution, and quality of products are enormous. Frauds, fake websites and misuse of personal data are put at risk of online shopping. Another difficulty is the delivery

time. We have ordered a product, but we have to wait until the courier arrives and deliver it to us. In cases such as eBay, Amazon, and AliExpress, the delivery time is also 1/2month. In the case of cheaper websites, we assume that the quality of the product will be slightly worse. However, we agree with the statement that what is cheap not always appear to worse quality. Although the product on the website is captured very temptingly, it may turn over to quality that we did not imagine. (Ibid)

To sum up, online purchasing is associated with problems such as money refund, complaints, and extra transportations costs. (Ibid.)

We specify some of the advantages and disadvantages of online shopping, and now we are going to show a chart, which states the country's leader in online shopping behaviour.

This chart below shows the most spend countries on shopping through websites and have undergone a considerable increase over the previous years. Most likely, we confirm that the countries in Asia will get to the top of the rankings and go through the economic coup. The study recorded an increase in spending online in the United States, which is not unexpected because it is one of the most prominent leaders of "be online." The European states such as the United Kingdom, Sweden, and France are not behind the times, and the increase has grown by up to 70% of the total population. In future, the progress can be principally registered in Asia, in cities like Hong Kong, China, and Japan. (Pariona, 2017)

Rank	Country	Average e-commerce revenue per online shopper (in US dollars), 2015
1	United States	1,804
2	United Kingdom	1,629
3	Sweden	1,446
4	France	1,228
5	Germany	1,064
6	Japan	968
7	Spain	849

Table 1: Countries that spend the most shopping online (Pariona, 2017 <https://www.worldatlas.com/articles/countries-that-spend-the-most-shopping-online.html>)

2 Fashion marketing

The second chapter of our thesis is the analysis of fashion marketing. Fashion marketing is a complex sphere and is shifting fast. Over two decades fashion has changed almost in everything (such as brands, style of clothes, distribution). Fashion marketing is based not only on a strategy to attract customers through providing advertising or public relations but work on assumptions used by fashion designers and those who worked in a fashion business ages ago. Fashion is unpredictable, and marketers should prepare for permutations of fashion clothes and cyclical repetition. It has become an international business through every country and every culture.

Another aspect of fashion is a large extent of using social media to promote clothes, supplements, food, and products. Besides, consumers are more engaged in purchasing clothes, accessories, shoes on social networks or websites instead of going to the store. The Internet revealed a source of information, ideas and opinions about fashion business and we draw on a whole range of possibilities. (Easey, 2009)

2.1 Understanding the term of Fashion

Many experts and specialists on fashion marketing or management, who are concerned with the whole process of the fashion industry, have explained this term follows.

According to Mike Easey „*Fashion essentially involves change, defined as a succession of short term trends or fads.*” (Easey, 2009, s. 3)

Bella Khoshaba from Columbia College Chicago suggests that according to the dictionary, fashion is: “*A prevailing custom or style of dress, etiquette, socializing, etc.*” or “*Conventional usage in dress, manners, etc., especially of polite society, or conformity to it.*” (Khoshaba, 2015)

Aria Darcella defined the term fashion as: „*In reality, fashion is a much broader concept than that, encapsulating who we are on an everyday level, and how we project that through our clothes. What we wear is who we are—and it’s quite personal*“. It means that fashion is not concerned only with perfect bodies and perfect fashion models, but it has a larger depth. It shows how we regard ourselves and our fashion style. Designers come with the latest trends on the market, and the society adapts to this way of life as quickly as

possible. The crucial part of it is whether we will go in the crowd or we become unique individuals. Fashion presents us, who we are and how we behave. (Darcella, 2017)

Penna Sparrow explained the aim follows: *„For some, fashion may be a popular or latest style of clothing, accessory, decoration etc. Fashion isn't about divulging your body; you can equally look beautiful and fashionable in covered dresses. Fashion is something which comes from within“*. By other words might be explained: stay happy, and positive, and it will reflect our personality. (Sparrow, 2018)

Easey further analyses the importance of creating in fashion. Fashion is also about the creating from one run of the mill T-shirt to the designer conceptions of Coco Chanel, Christian Dior, Yves St Laurent or Stella McCartney. *„The term fashion means to construct, mould or make“*. Designers apply fantasy to design a superior product and skills to improve and compose special and unique creation. *„Design skill is essential and can be seen in all products from the made to measure suit to the elaborate embroidery on a cardigan. “* Some experts and specialist also state the term fashion as *“a product or work of arts”*, which seems quite right. Through this fact, we may see that countries as Italy or France are professional experts in fashion. However, nowadays we admit that London has become one of the largest cities, where is the fashion industry situated. (Easey, 2009, p.5)

2.1.1 Tools of fashion marketing

In this subchapter, we defined the tools of fashion marketing, which are essential not only for fashion designers, merchants but as well as for all those who are working in the field of fashion, in order to understand how the fashion industry works. The function of the fashion industry is not concentrated on creating a new product, but it is the whole process of distribution and advertising. (Lapšanská D., 2016, p.18)

Four general tools of fashion are advertisement, public relations, sales promotion, and personal sales. Except them exists specific tools of fashion. Here belong: fashion magazines, fashion photography, fashion shows and fashion weeks, merchandising and shop window. (Lapšanská D., 2016, p.20)

The most significant source of influence is an advertisement and often enters into this *„world of social media“* with a purpose to promote their product to the potential consumers or buyers. Through media are spreading not just the new products and styles, but the main idea of attracting buyers, is to visit shopping malls, stores or websites in order to purchase. (Goodman, 2018)

The principal aim of public relations is to promote a potential product and create publicity associated with good relationships and belief among the company and the broad public. Therefore, publicity is one of the best advertisements that are created. Press releases and conferences, seminars and lectures, invitation journalists at various fashion shows maintain publicity. The public relation agencies participate in various projects and events that help the company to come to the fore a new brand. (Lapšanská D., 2016, p.20)

Personal sales are a great source of feedback. Seller provides accurate information about a product in order to excite customer interest. (Ibid.)

2.1.2 Social media

Nowadays social media and social networks cause a whirlwind and directly contribute to the production of services and products. Social media related to a group of fashion tools, which represent a large proportion of retailers who try to make their products noticeable. Social media such as Instagram, Twitter, and Tumblr have the most important impact on the fashion industry and through them is fashion chock-full of new styles, trends, and new inspirations. (Sellors, 2014) Today people are more affected by social media than ever before and getting more obsessed to be in touch with another world, especially when we are talking about fashion. (Richardson, 2018)

Bloggers, Idols, Celebrities, Singers, Models – groups of people who are promoting and changing the latest trends. They are wearing and promoting the new season collections, new dresses for casual wearing, and new fit leggings by Adidas or new Calvin Klein underwear. Nowadays fashion magazines are not setting fashion as before. They are succeeded by bigger players such as social networks and the internet. Almost the whole of fashion management is concentrating on social media, thus causing a massive competition between retailers. Each brand that wants to assert into the fashion market needs to be distinguished and be unique. By this way, consumers will increase interest in a remarkable product. (Ibid.)

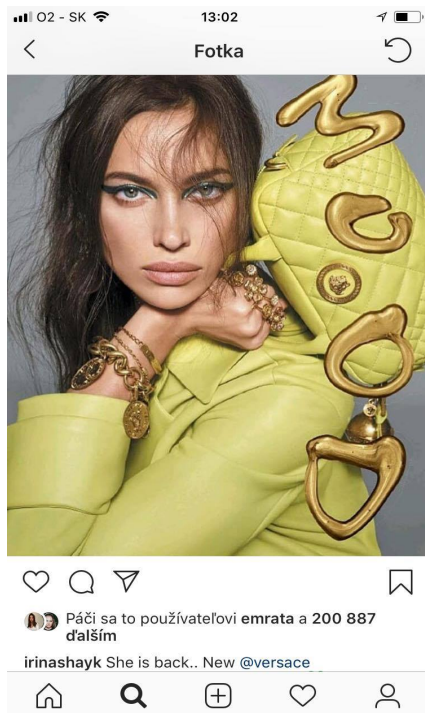


Figure 3: Instagram- Irina Shayk, *brand* Versace

As an example in figure 3. we stated the Russian model Irina Shayk, who is not the only face of the brand Intimissimi but also cooperates with other designers. As she mentioned on her social network Instagram, she collaborates with Italian brand Versace and participates in fashion shows. Her social network is full of photos and brands that support and often appears on the front pages of the famous Vogue magazine.

It is also crucial to consider that the young generation is often seeking out for the new incentives on the websites and sometimes these social media appear as a subject of criticism. As an example: Instagram is the most spreading platform to share not merely modern trends and styles in vogue, but on the other hand to discuss international gossips and hate. (Murray, 2018) To post a brand-new perfect and stylish outfit and tag the potential brand can cause various opinions and views. Perfect bodies, perfect photos, perfect life, and comments – all this can trigger an avalanche of criticism and envious opinions. (Sellors, 2014)

On the other hand, it is the most significant success for retailers. They introduce a new product before the sale, and it keeps the followers and target group to be ecstatic. (Ibid.)

Generally, social media are the crucial influencers of this world and become more and more popular among adolescent, but also among adults. Social media are beneficial, but also full of venom and anger.

In the following subchapter, we concentrate on the most popular fashion cities and countries and where the whole process of fashion has started. We introduce some particular designers, who rose to fame.

2.2 Big Four

Each city is extraordinary for its appearance, monuments, arts, architecture and last but not least, the fashion. The main centres, in which the fashion industry has been concentrated, are Paris, Milan, London, and New York, and today these cities are seen as cities of fashion. They have focused on the most developed countries, which have a steady potential for an increase in fashion and have incredibly effective strategies, which have been established on the economic market.

The development of fashion is a continual process of clothing, which is growing every year even every month and therefore, designers produce more and more products in order to gain a footing on the marketplace, which represents a considerable competition.

Paris is the most popular fashion city in Europe, where is the fashion industry situated and where the biggest boom started. Also, citizens and government take this business very severely. It is also known by its beginnings, where English tailor Charles Frederic Worth began to build his own business with clothes so-called Haute Couture. Nowadays the most known French designers are Yves St Laurent, Coco Chanel (now run by Karl Lagerfeld, who recently died), Christian Dior, and Pierre Cardin. (Easey, 2009, p.27)

Milan is second the most successful fashion city in Europe and Italians are very punctilious in the fashion industry and on its history of fashion. In Italy, we observe small stores with their typical and original collections, patterns, and textiles. Designers, who are famous not only in Italy, but also have influenced the international market are for instance: Giorgio Armani, Franco Moschino, Muicca Prada, Emanuel Ungaro, and Versace - now headed by Donatella Versace. (Ibid.)

Many small retailers and international designers influenced London. Now is no longer the fashion city as it was, but still is a city, where citizens are carrying about fashion, how they appear and they desire to be part of fashion. Marketers centred on international business as on the local, and it is a significant place, where the export has rapidly

increased. Successful designers such as Bruce Oldfield, Jasper Conran, Matthew Williamson, Alexander McQueen, Dame Vivienne Westwood, Paul Smith, Katharine Hamnett, and Joseph Ettedgui have developed the fashion industry also in the United Kingdom. (Ibid.)

New York is the city that never sleeps. Fashion week in New York is the most famous among all countries and through Eleonor Lambert, who was a founder of the Fashion week in New York, has also become the most visited city. (Lapšanská D., 2016, p.46)

The fashion business in America is aimed at the local, home market, although they export into Europe as well. In many cases, they own branches through Europe, and it is not necessary to export from America, which includes expensive transportation costs. For instance, here belong to renowned names such as Ralph Lauren, Calvin Klein, Oscar de la Renta, Marc Jacobs, Vera Wang, and Donna Karan. (Ibid.)

In 80 years, thanks to the designers such as Yohji Yamamoto, Comme des Garçons (Miss Rei Kawakubo), Issey Miyake, Junya Watanabe, and Kenzo, the Chinese market announced a new era of clothing. It has distinguished from the Eastern culture, which was very extensive. They preserved Japanese elements such as kimono with abstract elements and silhouettes, and the black colour was significantly dominated. The major city of the fashion industry has become Tokyo. (Lapšanská D., 2016, p.90) Tokyo is the heart of the Japanese market and in recent years has shifted into the most successful international trade worldwide. Export has rapidly increased, and due to this fact, the economy has grown and made a step forward. (Easey, 2009, p.27)

2.3 How fashion has changed since the 19th century to the present?

From the 19th century comes into the fashion foreground a new type of fashion so-called haute couture and immediately after, has been created a new wave of ready to wear. Industrial Revolution and the French Revolution were standing behind these developments, which launched new machines and mechanisms and new processing of clothing. Products were more accessible to the general public as before and were offered for a much lower price. It has reflected on social differences as well. Nevertheless higher class has maintained the difference from others. (Lapšanská D., 2016, p.51)

2.3.1 Haute Couture and Ready to wear

Haute Couture and Ready to wear translated in French as “prêt-à-porter” might be unknown terminology, but in this subchapter, we are going to clarify what these two phrases represent and what are the main differences between them. (Artteca, 2017)

In the middle of the 19th century in Paris was created Haute Couture, which spread information about the new way of production and distribution of fashion. It influenced the function of fashion for the next hundred years. It was determined by a rich society, who could afford a unique and authentic design of clothes. With certainty, we can say that this term is known mainly for high society, entrepreneurs and notable celebrities of the period. Haute Couture step by step brought an adaptation of high-quality clothing, better materials, authentic ideas and undoubtedly began to experiment with structure, design, colours, and textiles. At that time on the top of the fashion industry got Coco Chanel or Christobal Balenciaga and they launched a new era of changes in the 20th century. They have combined new and modern technology with originality to create inspiration for future designers. However, not Coco Chanel and Christobal Balenciaga have created Haute couture, but it was Charles Frederic Worth, who successfully distinguished his clothes from the lower society. (Lapšanská D, 2017, p. 51-52)

Besides in the 20th-century haute couture infiltrated into the fashion appearance new standards of femininity such as slim figure, convenience, tact, and seductiveness. (ibid.) Another influential designer Christian Dior has participated in the improvements of the fashion industry to a large extent. His “new look” reflected the factors of luxury and femininity. (Lapšanská D, 2017, p.55)

In comparison with Haute couture, Ready to wear gained publicity in the second half of the 20th century and expanded its design by materials such as leather, cotton, and lace. Designers created a variety of styles that each had typical elements. Pierre Cardin and Yves Saint Laurent, Calvin Klein were the most typical fashion designers at that time. Ready to wear has become more distinguished with its originality and availability for all social classes. This new wave has made the quality elements associated with luxury and emphasis on design for the affordable price. (Artteca, 2017)

Fashion houses found out that ready to wear has significant potential in the marketplace, so they started to conclude contracts with them. For instance, Pierre Cardin designed a collection for ready to wear even though he belongs to the “high class.” (Lapšanská D, 2017, p. 60)

Nowadays consumers prefer the best quality clothes for the lowest price. However, it is in contradiction to each other. Both Haute couture and Ready to wear are causing by craze among consumers and lead to mass production. Haute couture inspires ready to wear, and it takes place that ready to wear manufactures designed clothing for a sharply lower price and lower quality. It offers these products on the market as the product made by them. However, the competition between producers and trade chains is increasing. (Artteca, 2017)

2.3.2 Fast Fashion

Regarding the previous subchapter, we mentioned the two most essential fashion classes in the fashion industry in the 19th century, which differs from each other. In comparison in this subchapter, we are going to point out the most popular phenomenon in the 21st century. The term “Fast fashion” is almost for every designer well-known. Fast fashion characterises three words – fast, inexpensive and effective. Therefore, fast fashion is detailed characterised by experts, who clarify the meaning.

According to Jason Fernando: *„is a term used by fashion retailers to describe inexpensive designs that move quickly from the catwalk to stores to meet new trends.“* (Fernando, 2017)

Currently is a big fight or competition in the marketplace of multiple brands. Fashion designers need to adapt to new cyclical production and permanently and continuously produce new fabrics and designs in order to stay on trend. It is based on the quick fashion style, which should satisfy consumer’s demands and should be effective in the price as well as on the transportation costs. Consumers require a high fashion style for a low price. There is one more must. Fast fashion needs to collaborate with other suppliers in order to deliver as fast as possible at the same price. It is the main goal of the chain process. (Ibid.)

Fast fashion is also defined as: *„cheap, trendy clothing, that samples ideas from the catwalk or celebrity culture and turns them into garments in high street stores at breakneck speed.“* (Rauturier, 2018)

Fast fashion includes some advantages and disadvantages. Seasons sales, exclusive collections are successful and advantageous for retailers. Consumers often come to the stores look for novelty, new styles, trends, and dress in the current. Fast fashion offers for consumer new designs and patterns in affordable price and at first sight, attract them in order to purchase. Models, idols, and celebrities present new models clothes on the Fashion

Weeks in autumn or spring. Unfortunately, in the case of fast Fashion, fashion cycles shorten into every two or three weeks and represent a faster increase in the latest collections. Unlike the mentioned models of haute couture or ready to wear, they present their models only two or three times per year. (Lapšanská D., 2016, p.116)

Another fact is that fast fashion encourages big retailers to not bankrupt. Consumers grasped that the exclusive collection with stylish new clothes or extravagant handbag will last just one period, so maybe it can be the last chance to take it. Nevertheless, it is a cyclical repetition. (Fernando, 2017)

On the other hand, fast fashion is sharply criticised. Designs are illegally mass produced, which can lead to a negative impact on the environment. Fashion products are produced by developing countries with adverse conditions, which can cause a vast amount of textile waste. Designs are made of inferior patterns and could contribute to environmental pollution. (Ibid.) All these aspects are increasingly criticised in society and resulted in different attitudes about environmental protection. We still did not mention toxic materials and chemicals, from which products are manufactured, which later consumer buys and uses daily. They do not harm us but also the surrounding. Polyester is a fabric, which is used to produce fast fashion products and causes allergic reactions. (Patsy, 2018)

In summary, textile production is the most extent of environmental pollution and affects an extensive range of waste in the seas. (Ibid.)

Leaders – Big names

The biggest and the most popular brand ZARA is Spanish chain and took designs and looks from the fashion houses and become one of the leaders of fast fashion. Zara is one of the largest retail stores in the world, and it is not just because of its strategy, but also thanks to the establishment of the company Inditex, where including chains such as Bershka or Stradivarius. Production is mainly concentrated in Spain, where it produces smaller collections, which are exported to all stores. The goal of the company is to satisfy the customer needs and demands in the shortest period. Other big names such as H&M, UNIQLO, GAP, Forever 21, Primark and Topshop bring the influence to bear of fast fashion. (Lapšanská D., 2016, p.117-118)

Incessantly dissension between luxury brands and fast fashion result in considerable conflicts, which are in this case unsolved. Unfortunately, the fashion sphere is not subject

to the protection of copyright and therefore many chains such as Zara or Forever 21 illegally copies, steals and assumes models and design from famous luxury brands Gucci or Balenciaga. We exemplify a few cases, where Fast fashion has taken over the design directly from the fashion show, where the models are presented for the first time. However, unlike luxury brands, fast fashion can boast of the speed of launching the product on the marketplace. (Hanbury, 2018)

This study shows a comparison of the Gucci product jacket and observed the fact that the brand Forever 21 had stolen concept and design and created the same product for the keen price. We also present the fact that the luxury brand filed a complaint against Forever 21 because instantly copies “blue-red-blue” and “green-red-green” stripes in different clothes. In the following picture is stated jacket: on the left side brand Gucci for 3,400\$ and the right side brand Forever 21 with a jacket for 34, 90\$. Experts pointed out many differences and modifications in the pattern and the colours, but we admit they look very similar. However, Zara is not behind the times. She has twice stolen the product design. In the year 2012, she copied of Los Angeles designer and illustrator, Tuesday Bassen and in 2016 forged layout of designer Patrick Waldo. (Ibid.)



Figure 4: Copycat The \$3,400 Gucci style is on the left, and the \$34.90 Forever 21 style is on the right. (Twitter/@TopBeautyIdeas <https://www.businessinsider.com/zara-forever-21-fast-fashion-full-of-copycats-2018-3>, Hanbury, 2018)

3 EMPIRICAL PART

3.1 Goal of the analysis

The aim of the empirical part of the bachelor thesis is to provide information to marketing companies and point out not only the necessary information about the shopping behaviour and differences between consumers but also highlighted on the increasing trend of shopping via the internet. Considering that nowadays, the internet, media and social networking are one of the main components of online marketing, we have obtained information that could be beneficial for further analysis and research. From the survey, acquired pieces of knowledge could help companies and fashion chains to build effective marketing strategies and plans and thus, create a production in order to satisfy the retailer and the purchaser.

3.2 Methods and Procedures of the Analysis

Considering, that our thesis contains the consumer behaviour we decided to create a questionnaire. We have compiled questions so that all respondents understand and comprehend the content of the survey in a foreign language. Collecting and gathering of data have been realised through a social network. Overall, in the questionnaire, we stated 17 open and closed questions.

The empirical part consists of two parts.

In the first part of the research, we analysed consumer behaviour or decision making women and men and if they behave differently or not. We used the comparative method, and we also pointed out the main factors such as whether consumers prefer to buy Fast fashion products, or conversely they depend on the quality and production of the product. We also analysed aspects such as when the consumer prefer to go shopping or if why they tend to buy clothes.

Based on research, we require disproving or confirming a hypothesis that nowadays social media or the internet affects consumer behaviour or their decision making. Therefore, in the second part of the survey, we have focused on online shopping, and the research aimed to ascertain whether consumers prefer online shopping or conversely they prefer to purchase in the shopping malls. Besides, we focused directly on the issues of

online shopping, and alongside we attained the results whether online shopping remains to be more efficient, saves time and energy or conversely often cause problems.

Based on gathered data from the questionnaire, which was mainly mediated by respondents through internet network Facebook, we can conclude that the survey of the questionnaire titled Consumer behaviour towards fashion was extraordinarily successful and due to the excellent result, we may contribute in further analysis.

3.3 Interpretation of the survey

Addressed respondents were 170 and of which 161 respondents completed the questionnaire. Female gender formed the majority up to 133 respondents, and only 47 men addressed this questionnaire (women 70, 6% and men 29, 4%). We approached respondents only in the range of 18-35 years, and therefore we have used the social network Facebook and narrow down the target group. We arranged the questions into tables and graphs, which are detail illustrated in the next subchapter.

3.4 Survey of consumer behaviour towards fashion

We have applied a questionnaire to collect data, and we have focused on two main parts. In the first part we engage in the main aspects such as when, how and why consumers purchase the products - clothes, and in the second part, we have analysed the progress and development of online shopping. The questions were formulated in order to attract the respondents from the very beginning. In that case, we have ranked the questions about gender and age to the end, where is the most likely to fill up the questionnaire.

3.4.1 The first part of the survey

In the first part, we focused on the differences in shopping behaviour women and men and we acquire the results, which we have gathered in the research. We mentioned how many per cent of women and men at what age have completed the questionnaire and we focused on disproving and confirming the claim, which we have introduced in the theoretical part.

Firstly, we have analysed the last two questions in the questionnaire and interpreted the results of the collected data.

In chart 1. below, we examined the results of the survey, how many women and men participated in the research and responded on the following questions. Overall, 161 respondents completed the questionnaire with the majority of female up to 133 responses,

70, 6% of the total. We assumed that women are more interested in completing the questionnaire and thus, help students in their research activities. We also infer that women tend to buy more products like men. We also ascertained that the title of the questionnaire influenced and attracted the majority of women.

In table 2. we presented the question of age. One hundred sixty-one respondents responded, and two respondents did not express. We concluded that they did not require disclosing their age concerning privacy. Thoroughly we assessed the results, and we can assume that most of the respondents were aged between 21-25 years (table 2.), it formed 71, 70% of all respondents. On the other hand, we concluded the category between 30-35 years was the least active and replied only 1, 89% of the total.

Chart 1: Gender

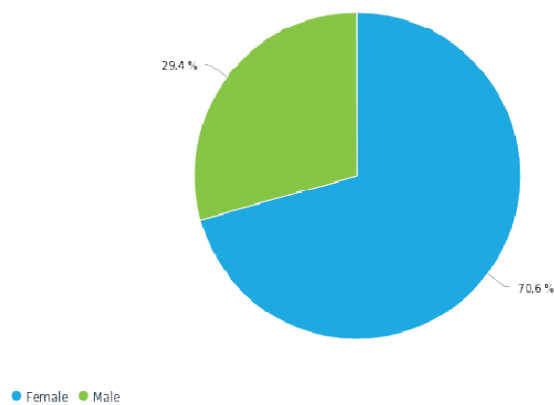
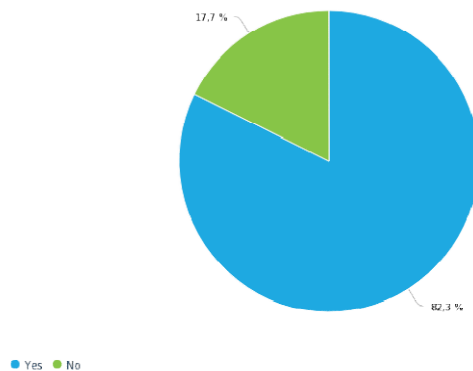


Table 2: Age of respondents

Age	Respondents	Percentage
18-20 years	31	19,50 %
21-25 years	114	71,70%
26-30 years	12	6,92%
30-35 years	3	1,89%

From the research, we deduced that the majority of the male gender, as we have mentioned in the theoretical part, do not prefer to go shopping or they quickly buy, and leave. In chart 2. below we can assess that the large part of the respondents replied the following question: Do you like shopping? – Yes (82, 6%). Of the total number of 47 male respondents, 28 respondents discussed the question negatively. We consider that women responded- Yes and thus, we have confirmed the hypothesis that women and men have a different view of shopping. In any case, we can acknowledge the fact that women enjoy shopping more than men.

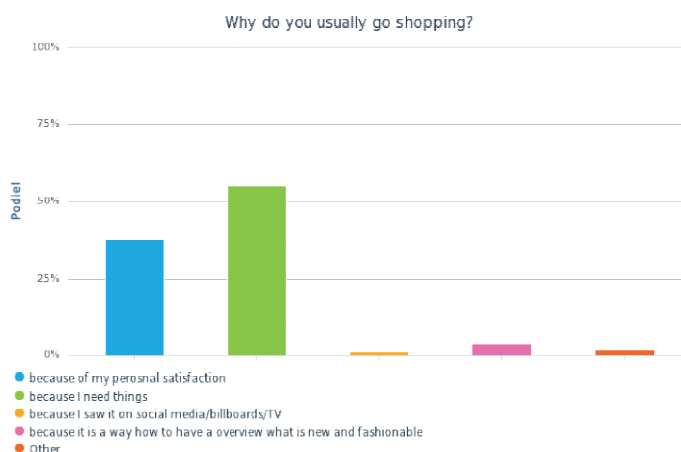
Chart 2: Do you like shopping?



In the next points of our survey, we discussed the questions: why consumers tend to buy and when they prefer to buy. By other words, it means that we have focused on the two most significant components of the understanding of the shopping behaviour and by this process; we have learned what they prefer while choosing the potential product. These are the primary ways to determine the consumer thinking and thus, adapt to the target group to satisfied parties, the buyer and the seller.

By collected data from chart 3. below is revealed that respondents are most likely to purchase because they need to buy the product. Up to 89 respondents (55, 3%) replied – because I need things. However, we have to point out that only 28 respondents fewer had replied to the question follows- because of my personal satisfaction. In this case, we have to remark that personal satisfaction plays a vital part in shopping behaviour and making a decision while choosing the product. The personal pleasure and desire to go shopping are also the factors that mainly favour women.

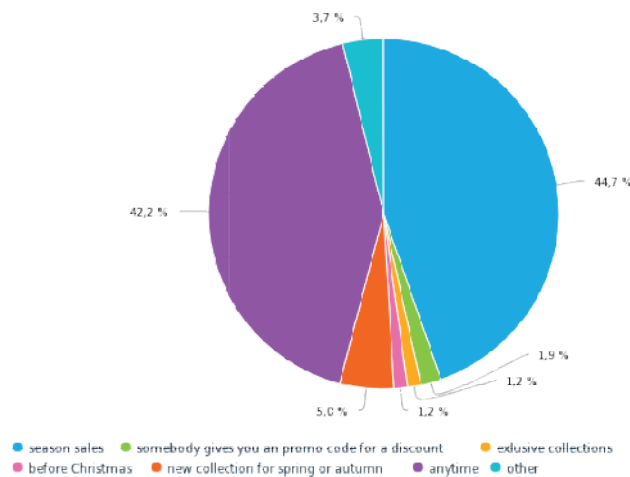
Chart 3: Reasons of shopping



In the following chart 4. we focused on the period when consumers most usually and frequently go shopping. From the chart 4. below we can analyse that the results were narrow, almost the same. 72 respondents replied that they like to go shopping in the season sales and 62 respondents expressed that they are shopping anytime. Only minor differences were among the other options that respondents usually buy products before Christmas or when it is launched a new collection on the market.

Overall, we can wrap up that many external factors conditioned our behaviour, we may think that purchase in the season sales for the affordable prices is advantageous, but sometimes it occurs as a marketing strategy that consumer perceived “that something is in the sale” and the price may differ minimally.

Chart 4: When do you prefer to go shopping?



From the following chart 5. we analysed consumer behaviour while choosing a brand. The respondents had a choice of 12 answers, and they could select the favoured brand/brands or in another case to write other names of the brand in the option: other. The appointed question was formulated follows: Have you ever bought something in these shops? From the research, we gained the results that the brands H&M and ZARA remain at the top of the rank and are one of the leaders among respondents. 140 respondents marked the answer: H&M and up to 116 respondents checked brand ZARA. In this case, we can point out that these two brands are also the leaders of the fast fashion and copycats of the luxury brands; for example Gucci, Balenciaga. Adidas took the third place of the rank (95 respondents stated that they have purchased by Adidas - 59% of all respondents). Peek & Cloppenburg - department store was placed in the fourth position. Also for the reason that

the consumers can buy several brands under one roof. More expensive brands like Michael Kors, Calvin Klein, and Karl Lagerfeld were placed in the last positions.

Chart 5: Brands



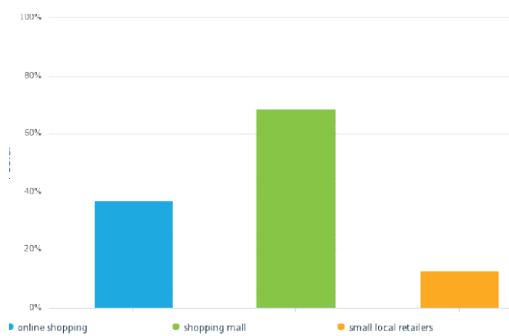
3.4.2 The second part of the survey

In the second part of our research, we have focused on an increasingly current trend for online shopping. Online shopping as a complex contains advantages and disadvantages, and therefore, we decided to converge on the aspects of online shopping in the second half of the questionnaire. We needed to get an overview of how the young generation of Slovaks perceived online shopping, whether they use the Internet for this purpose or whether they are satisfied or dissatisfied with distribution offered products - clothes.

Through research (which we can see below - chart 6.) we observed that up to 111 respondents prefer to purchase in shopping malls than purchase via the internet (60 respondents). Based on this data, we assume that respondents from Slovakia prefer shopping directly in the store.

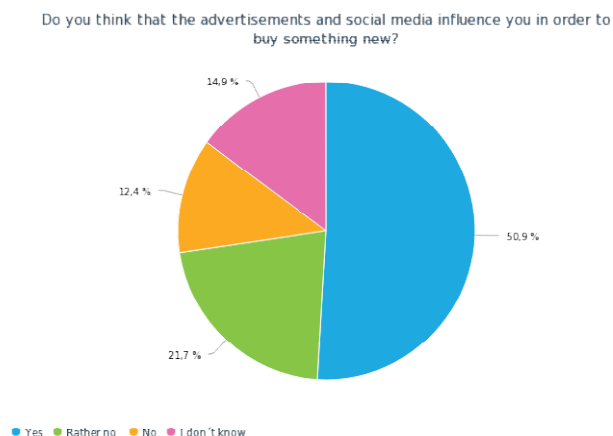
Since we know each country has other customs, attitudes, and traditions, we can conclude that countries like the US or the UK have a much broader percentage difference in online shopping. According to Statista from 2019, Great Britain has achieved a considerable increase in online shopping. Research has recorded a rise up to 25% from the years 2008 to 2018. While in the year 2008 only 53% population in Britain bought online, the number of people, who had acquired online shopping increased to 73% of the total population in the year 2018. (Statista.com, 2019)

Chart 6: Shopping malls vs online shopping



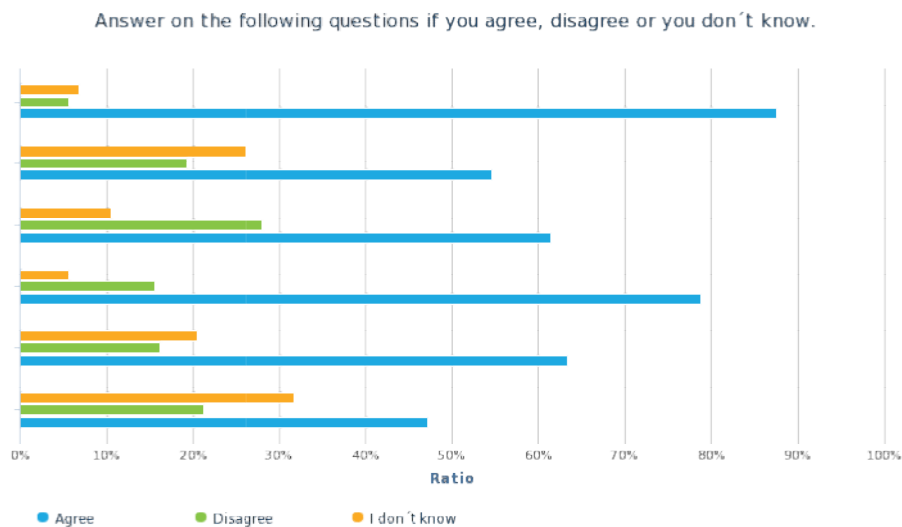
From the chart 7. below, we can conclude that the majority of respondents (50,9%) replied on the following question: Do you think that advertisements and social media influence you in order to buy something new?- positively. From these responses, we can find out how consumers perceive the external environment. In any case, we can state that respondents are aware that mass media affects their decision to go shopping. Further, the research analyses that 35 respondents (21, 7%) replied to the question rather no and only 20 respondents (12, 4%) answered no. As marketers, we should focus on the aspects of spreading information mainly through social media and the internet, because it is the easiest way to gain a toehold on the market.

Chart 7: Social media and advertisement



In the chart. 8, we decided to focus on the consumer's opinions and attitudes towards online shopping. We have compiled questions in order to answer with an easy and quick form of the statements – agree, disagree or I do not know.

Chart 8: Online shopping



Alongside the results shown in chart 8., we conclude that the majority of respondents (141) agreed with the statement: Online shopping is comfortable, you can order from home or anywhere you are. Nine respondents marked the option disagreeing, and 11 respondents replied that I do not know. Based on the research we observe that consumers are interested in online shopping because it is the easiest and fastest way how to purchase without going directly to the store. The following question or statement is also related to the previous one: Online shopping saves energy and time. 127 respondents polled for this expression, 25 respondents checked the option disagree, and only 9 respondents indicated the option I do not know. By contrast, respondents replied on the statement: Online shopping can cause many problems with payment and delivery, follows: 99 respondents marked the option agree, 45 respondents determine the option disagree, and 17 respondents marked I do not know. It follows that most of the respondent has experienced online problems with services or vice versa with payment, because the correct data were not properly stated or the website did not recognise their credit card, etc.

Problems with online shopping, delivery, and payment are enormous. By this way, the respondents expressed their views and opinions about the online shopping and services offered by the website, and we found out the issues or benefits it offers to shop via the Internet.

Therefore, through this small survey, we would also like to help marketing specialists and experts to build the basic a proposal for online customers and avoid the inconvenience that may cause disbelief and discontent at the same time.

3.5 Summary of the empirical part and discussion

First of all, we underline the fact that results are merely indicative because the selection assemblage consisted of 161 respondents. Our results can be applied as an example for further analysis on a larger sample of respondents and to deepen and to extend the research of consumers behaviour. This survey can also be helpful by building up marketing plans and strategies. It helps employees as well as experts to orientate in the field of shopping behaviour and also in the field of fashion. This research is intended for all those who work in the clothing stores and desires to study consumer behaviour and their decision making or conversely just be informed and acquainted the competition on the market.

It is important to note that the target group is being represented in our empirical part from the age of 18 to 35, alongside the majority of the respondents participated in the survey in the average age between 21 to 25 years. Therefore, we have mainly focused on young people because this target group has the most considerable tendency to go shopping and experiences to purchase via the internet.

Based on the interpretation of the survey consumer behaviour, we can state that the all respondents are particularly familiar with shopping in retail chains such as H&M or Zara, which also rank as classes of rapid production and processing. It has to be noted that most respondents are interested in shopping in one store where they obtain different products and brands under one roof. From the research, we also assume that the majority of respondents prefer shopping in shopping malls rather than shopping via the internet, from that reason that they have already faced various problems associated with online shopping. In contrast with the UK or the US, these differences are noticeable because not all websites offer delivery to the Slovak Republic and the transportation costs are significantly higher.

Through the interpretation of the results of the survey, we have also attained the knowledge and confirmation of our hypothesis that external environment affects consumer behaviour through social media, advertising, slogans, and promotional materials, etc. (chart 7.) and alongside we have come to the knowledge of how consumers perceive online shopping.

Considering the facts we presented in the empirical part, we do not know with certainty presuppose if the respondents would be interested in stated products on the market. In the fashion industry is always doubtful whether the product took place on the market or conversely, the consumer will not express their interest. Therefore, the

marketing employees and fashion designers should be aware of constant observation and researches of competition on the market, which is also an indispensable part of building a strong marketing strategy.

Conclusion

In conclusion, we would like to remark that our topic of bachelor thesis was very comprehensive and it was not conceivable to mention everything in the theoretical part since the buying behaviour, and its factors are parts of very extensive studies.

Therefore, we have underlined only the most significant aspects and concentrated on shopping behaviour concerning the various countries and observed on strategies that differ from culture to culture. We also analysed the differences in the shopping behaviour of women and men, which also changes and as far as it concerned is a fascinating issue of consumer behaviour. We have also devoted on fashion and its impact on today's youth through social media, and we briefly referred to the overview of the history of fashion and the variations in clothing from the 19th century to the 21st century. The empirical part of the bachelor thesis further examined, the purchasing behaviour of the respondents who participated in completing the questionnaire and helped us to collect data. From this survey, we identified how consumers perceive shopping, in what their approaches differ to each other. In the empirical part, we also highlighted the trend of online shopping, and from the addressed respondents we have acquired information on the issue.

By this thesis, we underlined only the most significant aspects of shopping behaviour to the broader public and provided this bachelor thesis for further analysis. Our following goal was to specify the issue of shopping behaviour in the fashion industry, which is closely linked to the marketing and thus, identify only the most essential and vital parts. Furthermore, we hope that we will be able to spread this topic in the future and thus, focus more on specific aspects of marketing and consumer behaviour.

Resumé

Nákupné správanie spotrebiteľov je jedným z najdôležitejších faktorov, ktoré musí každý marketingový pracovník poznať a neustále skúmať, ako spotrebitelia reagujú na dopyt a ponuku. Dôležitou skutočnosťou je aj to, aby boli uspokojené obe strany, ako zo strany kupujúceho, tak aj zo strany predajcu. Dôležitou súčasťou nákupného správania je poznať konkurenciu na trhu a zamerať sa tak na cieľovú skupinu, aby podnikanie spoločnosti bolo úspešné. Nakoľko je potrebné, aby každý pochopil základnú podstatu nákupného správania, v bakalárskej práci sme sa zamerali konkrétnejšie, na nákupné správanie v módnom priemysle a jej vzájomné interakcie v reťazci - spotrebiteľ, predajca a výrobca.

Nakoľko je dôležité porozumieť nákupnému správaniu, v prvej kapitole sme sa venovali zadefinovaniu tohoto termínu. Keďže nákupné správanie spotrebiteľov je úzko prepojené s marketingom, rozhodli sme sa poskytnúť verejnosti viacero definícií od expertov a odborníkov. V tejto časti sme spomenuli len v krátkosti významnú produktovú stratégiu „marketingový mix“, ktorý je pomôckou pre tých, ktorí potrebujú čo najefektívnejšie zistiť potreby a preferencie zákazníka, alebo naopak pre tých, ktorí vyžadujú zostaviť kvalitný a hodnotný strategický plán. V prvej podkapitole sme uvedli najdôležitejšie faktory, ktoré vo veľkej miere ovplyvňujú rozhodovanie spotrebiteľov pri kúpe produktov. Medzi najdôležitejšie faktory, ktoré ovplyvňujú nákupné správanie patria psychologické, osobné, sociálne a kultúrne faktory. Tieto faktory je potrebné poznať, aby vedeli marketingoví pracovníci vopred reagovať na zmeny preferencií zákazníka a tak sa rýchlo adaptovať na aktuálny dopyt. V tejto kapitole sme sa bližšie venovali prípadným kultúrnym rozdielom medzi krajinami, ako sú napríklad USA alebo Japonsko, v súvislosti so zaužívanými stratégiami, ktoré využívajú na to aby, čo najefektívnejšie zaujali zákazníka a tak získali dôveru zo strany spotrebiteľa. Taktiež sme upozornili na rozdiely medzi krajinami, ktoré sa buď úzko zameriavajú na priamy kontakt so zákazníkmi, alebo na krajiny, kde využívajú dlhodobejší kontakt založený na dôvere. Jedni sú ambiciózní a cieľavedomí takzvaní individualisti a druhí budujú priateľskú atmosféru a preferujú spoločné záujmy nad tými svojimi takzvaní kolektivistami. V nasledujúcej podkapitole sme sa zamerali na rozdiely v nákupnom správaní medzi ženami a mužmi a poukázali na charakteristické znaky, ktoré ovplyvňujú rozhodovanie pri výbere produktu

či značky. Rozdiely v nákupnom správaní žien a mužov sú taktiež často rozdielne, aj z toho dôvodu, že pre ženy je typický oveľa dlhší proces rozhodovania a chcú si byť isté, že nakúpili ten najlepší produkt, za čo najlepšiu cenu. Taktiež sme v dotazníku zostavili otázky, kde sa respondenti mali vyjadriť, čo si všimnú na produkte ako prvé, alebo kedy najčastejšie nakupujú. Týmto sme chceli poukázať verejnosti, módnym dizajnérom a marketingovým pracovníkom, ako vypracovať strategický plán a že najlepšou voľbou je zamerať sa na jednu cieľovú skupinu. V ďalšej časti tejto kapitoly sme sa sústredili na online nakupovanie a jeho výhody a nevýhody, ktoré sme neskôr analyzovali aj prostredníctvom dotazníka. V teoretickej časti sme poukázali na vplyv internetu na online nakupovanie a spomenuli sme aj online stránky, ktoré sú najnavštevovanejšie a najpopulárnejšie nielen na Slovensku, ale aj v iných krajinách. V krátkosti sme sa zamerali aj na krajiny, ktoré podľa štatistík vedú v online nakupovaní.

V nasledujúcej kapitole sme venovali pozornosť móde a definovali sme tento termín aj v súvislosti s marketingom. Podľa viacerých expertov tento pojem ponúka hneď niekoľko definícií, ale napriek tomu sa zhodujú v jednom. Pre každého znamená pojem móda niečo iné. Pre niekoho znamená móda krátkodobý trend, ktorý sa stále mení a pre iného tento pojem predstavuje jeho osobnosť, tým kým je. V každom prípade móda predstavuje subjektívne pohľady a názory a je len na nás, s akým módnym trendom a dizajnom sa stotožníme a čo nás robí jedinečným a odlišným. Aj takýto aspekt odrzkadľuje kvalitu módného priemyslu. V tejto kapitole sme ďalej skúmali dôležité nástroje módného marketingu, ktoré sú súčasťou módy. Medzi najdôležitejšie nástroje módného marketingu patria: reklama, kontakt s verejnosťou, osobný predaj a podpora predaja. Ďalší dôležitý faktor predstavujú sociálne médiá. Keďže sa sociálne siete nezaraďujú do nástrojov módného marketingu, z vlastného pohľadu si myslíme, že sociálna sieť sa radí v súčasnosti k jednému z najdôležitejších aspektov v dnešnej uponáhlanej dobe. Nie je podstatná len pre obchodníkov a marketingových pracovníkov, ktorí vedľa jednoducho a rýchlo pokryť všetky sociálne siete, a tak sa rýchlo adaptovať na aktuálny trh a dopyt, ale je to predovšetkým zdroj inšpirácií a nových možností. Ďalej v tejto podkapitole sme venovali pozornosť sociálnym sieťam ako napríklad Instagram, Twitter alebo aj Tumblr, ktoré vo veľkej miere vplyvajú na samotnú spoločnosť. Zamerali sme sa aj na produkty, ktoré sú častokrát sponzorované cez internetové siete, rôznymi známymi osobnosťami a módnymi ikonami. Podotkli sme, že sociálne siete sú síce kvalitným zdrojom informácií a byť takzvané „online „ je dnes veľmi populárne, ale vo veľkej miere sú sociálne siete plné

kritiky a nenávisti. Keďže je potrebné v bakalárskej práci spomenúť aspoň základnú podstatu módného priemyslu, rozhodli sme sa v nasledujúcich kapitolách poskytnúť verejnosti základné informácie, kde a ako vznikla móda. Pozreli sme sa teda v krátkosti na históriu módy, kam môžeme zaradiť aj veľkú štvorku. Veľká štvorka predstavuje pojem, ktorý súvisí s mestami, kde sa zrodili slávny dizajnéri a ovplyvnili tak módnym priemyslom. Mestá ako Paríž, Miláno, Londýn a New York sa radia medzi najpopulárnejšie módné mestá na svete. V 80-tich rokoch sme zaznamenali nárast módného odievania aj v Číne a Japonsku a dôraz sa kládol aj na japonskú metropolu Tokio, v ktorom sa zrodilo nové centrum módy. Samozrejme japonský štýl sa odlišoval od akýchkoľvek iných módných trendov, ktoré predstavovali skôr netradičné vzory a siluety pre európsky, alebo americký trh. V 21. storočí sa stal japonský trh extrémne populárny a jeho export sa rapídne zvýšil aj v porovnaní s predošlými rokmi. V dnešnej dobe ho zaraďujeme medzi najúspešnejšie medzinárodné trhy celosvetovo. V tejto kapitole sme sa ďalej zamerali na meniaci sa módnym priemyslom a módnym odievaním od 19. storočia až po súčasnosť. Podľa odborníčky Lapšanskej D., ktorá sa módou a módnym priemyslom zaoberá, píše v knihe o dvoch hlavných módných „triedach“ nazývané ako „vysoká móda“ a „móda pripravená na nosenie“. Pojem „Haute Couture“ nazývané aj ako „vysoká móda“ vznikla až v polovici 19-teho storočia a objavil ho významný anglický krajčír Charles Frederic Worth, ktorý sa zaslúžil aj o to, že odlíšil svoju produkciu od vtedajšej konkurencie. Jeho módné kúsky boli jedinečné, a preto si jeho oblečenie mohla dovoliť len vyššia vrstva obyvateľstva. Neskôr v druhej polovici 20. storočia získala publicitu „Ready to wear“, čo predstavuje módu pripravenú na každodenné nosenie, ktorá bola určená pre nižšiu vrstvu spoločnosti. Táto móda zaručila, že kvalita oblečenia bola možno o niečo nižšia, ale zobrazovala luxusný nádych prepojený s jedinečným dizajnom za prijateľné ceny. Avšak aj tento aspekt prispel vo veľkej miere k masovej produkcii. V dnešnej dobe sa stretávame s módnymi reťazcami, ktoré už nevyrábajú jedinečné a originálne kúsky, ale naopak kopírujú a napodobňujú vytvorené návrhy luxusným značkám. V tejto kapitole sme chceli porovnať a poukázať na súčasný stav módného priemyslu nazývaného aj ako „Fast fashion“ alebo „rýchla móda“, ktorá je čoraz viac vystavovaná kritike zo strany environmentálneho prostredia. V úvode sme predstavili rôzne definície rýchlej módy, aby čitatelia porozumeli čo tento pojem predstavuje a neskôr sme sa spomenuli aj obchodné značky, ktoré sa radia medzi rýchlu módu. V tejto časti sme uviedli aj príklad známej značky Forever 21, ktorá napodobňuje a kopíruje luxusné obchodné reťazce.

V praktickej časti sme sa rozhodli vyhodnotiť dotazník, ktorý bol zostavený zo 17-tich otvorených a uzavretých otázok. V tomto prieskume sme sa zamerali na mladých ľudí v rozmedzí od 18 až po 35 rokov. Respondenti odpovedali elektronickou formou cez sociálnu sieť Facebook. V prvej časti sme sa zamerali na správanie spotrebiteľov pri výbere produktu, a analyzovali sme rozdiely mužov a žien, ktoré sa môžu líšiť v závislosti od preferencií a potrieb. Využili sme porovnávaciu metódu a na základe zozbieraných dát sme porovnávali či spotrebiteľia preferujú nakupovať cez internet, alebo naopak preferujú osobný styk v obchodných centrách. Taktiež sme sa zamerali na preferencie respondentov, kde boli otázky zamerané na dôvod nákupu, kedy preferujú nakupovať a ktoré značky obchodov najčastejšie navštevujú. Na základe zozbieraných výsledkov môžeme zistiť percentuálne porovnanie jednotlivých otázok a tak rozanalyzovať, čo sme týmto prieskumom zistili. Druhá časť dotazníku sa venovala práve online nakupovaniu, ktoré v súčasnosti preferuje len 37,3% opýtaných respondentov. Môžeme tak usúdiť, že na rozdiel od iných krajín ako napríklad Spojené štáty americké alebo Veľká Británia, je tento podiel u nás podstatne nižší. Ďalej sme sa zamerali na výskum vplyvu sociálnych sietí a reklamy, ktoré predstavujú významnú rolu pri rozhodovaní. Praktická časť analyzuje aj jednotlivé názory a pohľady na online nakupovanie a pomocou toho sme mohli zistiť, ako spotrebiteľia vnímajú nakupovanie cez internet a či sú spokojný so službami, ktoré webové stránky ponúkajú svojim klientom.

Na základe zhromaždených údajov z dotazníka sme dospeli k záveru, že prieskum s názvom nákupné správanie spotrebiteľov v módnom priemysle bolo mimoriadne úspešné a preto by sme radi ponúkli získané výsledky verejnosti k prípadnému ďalšiemu spracovaniu.

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Appendix:

Questionnaire:

Please complete the following questionnaire. I am a student at the University of Economics, and the aim of this survey is to find out how consumers perceive shopping and how they are making decisions while shopping. This survey include questions of online shopping behaviour, which is becoming more and more popular trend. Thank you for your time and cooperation.

1. Do you like shopping? Choose one answer
 - a. Yes
 - b. No
2. How often do you purchase? Choose one answer
 - a. 1-3 per month
 - b. 3-5 per year
 - c. every day
 - d. once a year
 - e. other
3. What kind of way of shopping do you prefer? Choose one answer
 - a. online shopping
 - b. shopping malls
 - c. small local retailers
4. Do you like shopping alone or with somebody? Choose one answer
 - a. definitely alone
 - b. with my friend, she/he helps me to decide what fits me better
 - c. with family members
5. What do you buy at the most of the time? Choose one answer
 - a. electronics
 - b. clothes
 - c. books and music
 - d. furniture
 - e. accessories
 - f. shoes
 - g. household appliance
6. Why do you usually go shopping? Choose one answer:

- a. because of my personal satisfaction
 - b. because I need things
 - c. because I saw it on social media/billboards/TV
 - d. because it is a way how to have a overview what is new and fashionable
 - e. other
7. What attracts you at first sight while shopping? Choose one answer
- a. price
 - b. quality of product
 - c. design
 - d. colour
 - e. origin
8. Have you ever bought something in these following shops? Choose one or more answers.
- a. ZARA
 - b. Peek & Cloppenburg
 - c. Adidas
 - d. H&M
 - e. GANT
 - f. Michael Kors
 - g. Calvin Klein
 - h. Forever 21
 - i. Pull&Bear
 - j. Karl Lagerfeld
 - k. Gerry Weber
 - l. Other
9. Which of these brands above do you like most? Choose only one brand.
10. When do you prefer to go shopping? Choose one answer.
- a. season sales
 - b. somebody gives you a promo code for an discount
 - c. exclusive collections
 - d. before Christmas
 - e. new collection for spring or autumn
 - f. anytime

g. other

11. Before you go to the shop, have you ever searched that particular piece of clothes on the internet? Choose one answer

- a. Yes
- b. Sometimes
- c. No

12. Do you think that advertisements and social media influence you in order to buy something new? Choose one answer

- a. Yes
- b. Rather no
- c. No
- d. I don't know

13. Have you ever bought something from these website? Choose one or more answers:

- a. Amazon.com
- b. Zaful.com
- c. Aliexpress
- d. ASOS
- e. Zara.com
- f. eobuv
- g. Ebay
- h. Sizeer
- i. Uniqlo
- j. Victoria's Secret
- k. ANSWEAR
- l. Wish
- m. Other

14. Answer on the following questions if you agree, disagree or you don't know.
Choose one answer in the line:

	Agree	Disagree	I don't know
Online shopping is comfortable, you can order from home or anywhere			

you are.			
Online shopping offers customers cheaper goods.			
Online shopping can cause many problems with payment and delivery.			
Online shopping saves energy and time.			
Online shopping offers wider variety of goods as in the store.			
Online shopping offers more sales per year as in the stores.			

15. How satisfied are you with online shopping?

- a. definitely satisfied
- b. quiet satisfied
- c. moderately satisfied
- d. dissatisfied

16. Sex. Choose one answer

- a. Female
- b. Male

17. How old are you?

