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DETERMINATION OF CLOTHES BUYING BEHAVIOURS OF UNIVERSITY STUDENTS HAVING DIFFERENT SOCIO-ECONOMIC INCOME LEVEL

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Abstract

Today the increased product range and changing price conditions increase global competition continuously, so firms carry out their activities under hard market conditions. For firms to continue their existence and to increase their market shares, they must recognize their target audience well and have information about the clothes buying behaviours of consumers. Even if the most important factor in the formation of the clothes buying behaviour in consumers seems as needing to a product, many factors affecting the clothes buying behaviours may be available. This research was realized to determine the clothes buying behaviours of the university students having different socio-economic income levels. Apparel sector is greatly affected by different properties of consumers and buying behaviours. One of the significant factors shaping the buying behaviours is economic income level. The material of the study is composed of the relevant resources and the data got via survey from the university students studying in Selçuk University. The subject matter of the study using descriptive research method is the university students, and the sample is 600 university students, who have accepted the survey application and been randomly selected. For the statistical analyses of the data got via survey the SPSS package program was used and the findings were given in tables. In the result of the study, that the students were between 18-30 age range and a great majority were not working were seen. And the results that the students disbursed between 0-50 TL at the most in clothes buying and did it as cash and bought clothes when needed and that they were affected by their friends and brothers/sisters about clothes buying were arrived.

Keywords: University students, Socio-economic status, Clothes, Buying behavior

1. Introduction

All living things consume in order to meet their aspirations and needs of both food and health and their redundant things to sustain their lives. Along with the consumptions made obligatorily, men are living things, which especially consume according to their aspirations and requests. Differently from other living groups, consumption made by men is realized within the economic, commercial and social frame of which is a part of mankind (Durmaz et.al, 2011: 115). Whole consumption system is an unconscious expression of attractive consumption process that

push the purchasing impulse of existing social structure up to economic potential limit (Tığlı and Aylanç Akyazgan, 2003:22).

Men as consumers are encouraged to make their beings meaningful by using freedom of choice in a market in which individuals simultaneously purchase product and service and by using their purchasing power (Çınar and Çubukçu, 2009:278). The consumer attitudes are related with the questions of individuals such as which goods and services will be bought; from whom, how, when and where will they be bought and if they will be bought. As a subsection of human attitude, the consumer attitudes are person's decisions on purchasing especially the economic products and services and those activities related with these decisions (Durmaz et.al, 2011: 116). Consumer attitude is a complicated field. Thus marketers should gather information about the process they follow and the things that affect consumers in purchasing decisions, the ways they behave to identify the requirements of their clients. (Grant and Stephen, 2005: 103). There are essentially three main factors that affect consumer attitudes. These are social-cultural, psychological and demographical factors. Sub-factors such as culture, social class, consultancy group, family are included in socio-cultural factors; incentive factors, perception differences, learning, personality, manner and belief differences are included in psychological factors. Demographical factors involve individual characteristic qualities such as age, gender, marital status, income, education and occupation (Öz, 2012: 3). Marketers should understand consumer attitudes for effective marketing strategies and should examine and take the factors and changes in the society that affect the purchasing decisions of consumers into consideration (Yağcı and İlarslan, 2010: 138-139).

One of the important consumption fields is clothing products. In the plainest meaning, the clothing is used to protect the body from external effects, essentially to beautify, hide or show the body. Dressing in a certain style gives direct information about the relationship with sub-culture such as person's gender, age, social status, music or sport (Andersson, 2011: 14). So dress is used as a tool for person's social class, status, gender and age relationships as the extension of personal identity. In addition, outer appearance of person has always been evaluated and temporary situations, identity formation process and further constant and inevitable changes have been occurred in outer appearance (Armstrong et.al, 2014: 2). Clothing can serve to symbolic functions such as the expression of values and social identities toward the group and unique identity of person (Millan et.al, 2013: 976). Clothing has the importance in terms of gaining respect, having an esthetical appearance, feeling comfortable, expressing the personality besides reflecting personal feelings and ideas of men. One of the way to know people is reflection of attitudes to outside and the other is reflection of clothing to outside (Akça et.al, 2011: 176). Therefore clothing plays an important role in expressing the socio-cultural features that constitute a society and in constructing it (Millan et.al, 2013: 975).

This research has been made to determine the cloth purchasing attitudes of university students and to identify the relationship between economic income levels and purchasing attitudes. The base of general concept about cloth purchasing attitude is purchasing attitude. Purchasing is the result of purchaser attitude that can be ended with purchasing, postponing of decision or decision on not purchasing (McKinney et.al, 2004: 391). There are many factors that are effective on purchasing attitudes such as social (culture, sub-culture, social class, resource groups and family), technological, political, economic and personal factors (motivation, personality, self-image, perception, learning, belief and manners) (Grant and Stephen, 2005: 103). Besides, purchasing decision is based on willingness for purchase and pruchaser's reliance

along specific external interactions such as durability of product in whole system and its cost (Herve and Mullet, 2009: 302). Within this direction, consumers are at the heart of markets and all businesses, organizations and organisms activating in the markets. So, demographical features of consumers, differences in perception, understanding of consumers and their preferences have great importance. (Öz, 2012: 2).

2. Method

The aim of research is to identify the cloth purchase behaviors of university students, who have different socio-economic income levels. The descriptive method has been used in the research aimed to identify the purchase behaviors of university students ranked in five income level range. Population was constituted of university students and its sample was 600 students being educated in Selçuk University. To acquire the data of research, a questionnaire has been formed. After the end of data gathering process, the answers given have been controlled, deficient or incorrect surveys have been detached and accurate ones have been transferred to SPSS package program to make a statistical analysis on them. Frequencies and percentage distributions of findings have been in given tables. The validity/reliability of variables measured with three and five point likert scale included in questionnaire have been identified with Cronbach Alfa (α) test statistics. Cronbach Alpha (α) statistics was calculated as 0.884. χ^2 analysis was used to measure the statistical correlation between income levels of students and purchase situations. Data in which a significant difference has been found in the direction of statistical relationships acquired as a result of χ^2 correlation analysis made have been indicated in related places.

3. Findings

In this section of research, findings achieved as a result of survey work applied to determine the purchasing attitudes of university students and comments about those findings have been included.

Table 1. Demographical Features

Options		f	%
Age	20 or less	233	38.8
	21-25	344	**57.3**
	26 and over	23	38
Sex	Female	318	53
	Male	282	47
Marital Status	Single	565	**94.2**
	Married	35	5.8
Working Condition	No Working	519	**86.5**
	Working	81	13.5
Monthly İncome	0-250	67	11.2
	251-500	215	**35.8**
	501-750	173	28.8
	751-1000	61	10.2
	1001 and over	84	14
Accommodation Type	With my family	82	13.7
	With my spouse	31	5.2
	In dormitory	353	**58.8**
	Alone	63	10.5
	With my friends	71	11.8

When the demographical features attended to the research were examined, it has been found out that 57.3% of students were in the age range of 21-25, 53% were female, 47% were male, 94.2% were single, 86.5% were not working, 35.8% have monthly income of 251-500 TL and 58.8% were accommodated in dormitory.

Table 2. Information on Cloth Shopping

Options		f	%
Payment type for cloth purchased	Cash	416	**69.3**
	Single payment with credit card	127	21.2
	Installment with credit card	118	19.7
Amount consumed for cloth in a month	0-50	263	**43.8**
	51-100	171	28.5
	101-150	66	11
	151 and over	100	16.7
Shopping frequency	One day in a week	53	8.8
	Once every 15 days	119	19.8
	Monthly	305	**50.8**
	Quarterly	109	18.2
	Annually	14	2.3
Shopping day	Weekday	66	11
	Weekend	467	**77.8**
	Every Day	67	11.2
Shopping time	Morning	66	11
	Noon	399	**66.5**
	Evening	135	22.5
Time for shopping	1-3 hours	330	55
	4-6 hours	229	**38.2**
	7 hours and over	41	6.8

When Table 2 was examined, which included the information on cloth purchase, It has been understood that the students made cash payment in cloth shopping mostly (69.3%), they made monthly 0-50 TL (43.85) spending, they went shopping monthly (50.8%), they prefer the weekends (77.8%) and midday (66.5%) for shopping, they waste time between 4-6 hours (38.2%) during shopping.

In the work called "The Role of Consumption Culture in the Preference of the University Youth", Kaya and Oğuz (2010) have determined that clothing is the first major consumption field along with the obligatory requirements of youth. This fact was used to reach a conclusion telling that clothing products are mostly used to express the status and identity as method. In the research made to determine the manners of students in faculty of communication about shopping from Internet, Silkü (2009) has reached a conclusion telling that the majority of students has a monthly income of 500 TL, they go shopping once in a month, they mostly do shopping for clothing and accessories, and they prefer the advance/cash payment.

Table 3. Cloth Purchase Time

Options	Always		Frequently		Rarely		Occasionally		Never	
	f	%	f	%	f	%	f	%	f	%
When it is required	355	**59.2**	155	25.8	47	7.8	32	5.3	11	1.8
In special days	105	17.5	161	26.8	176	**29.3**	92	15.3	66	11
When they see and like	159	26.5	164	**27.3**	159	26.5	92	15.3	26	4.3
In season	83	13.8	99	16.5	140	23.3	167	**27.8**	111	18.5
At the end of season	119	19.8	103	17.2	108	18	167	**27.8**	103	17.2

When the times for purchasing cloth were examined, students have indicated that they always shop when they need, they rarely shop in special days, they shop frequently when they see and like, and they occasionally shop in season and at the end of season.

As a result of X^2 analysis made, it was seen that there was a statistically significant correlation between monthly income level and cloth purchase times in the options of "when I see and like" (P= 0.000), in season (P= 0.002) and at the end of season (P= 0.013).

Research made to determine the attitudes toward brand and preferences in dress and shoe consumption of university students made by Ersoy and his colleagues (2004) has revealed that the 40.6% of university students purchases dress at the beginning of season, 32.6% purchases when they are worn out and when they need them, 26.8% purchases during the discount times.

Table 4. Places Preferred During Cloth Purchase

Seçenekler	Always		Frequently		Rarely		Occasionally		Never	
	f	%	f	%	f	%	f	%	f	%
Shops	295	**49.2**	212	35.3	41	6.8	30	5	22	3.7
Shopping Malls	194	32.3	228	**38**	100	16.7	37	6.2	41	6.8
Clothing Sections of Markets	62	10.3	80	13.3	146	24.3	111	18.5	201	**33.5**
Markets	85	14.2	79	13.2	107	17.8	169	**28.2**	160	26.7
Peddlers	50	8.3	54	9	78	13	89	14.8	329	**54.8**
Internet sites	57	9.5	55	9.2	76	12.7	95	15.8	317	**52.8**

When Table 4 was examined, including the places preferred for cloth purchase, it was found out that the highest rate belongs to shops (49.2%), shopping malls were used frequently (38%), markets were preferred occasionally (28.2%) clothing sections of markets, (%33.5), peddlers (54.8%) and internet sites (52.8%) have never been preferred.

As a result of X^2 analysis made, it has been found out that there was a statistically significant correlation between the places preferred for shopping and monthly income level in the options of shopping malls (P= 0.002), clothing sections of markets (P= 0.005), markets (P= 0.007), peddlers (P= 0.000) and Internet sites (P= 0.000).

In their work, Kaya and Oğuz (2010) have determined that university students respectively prefer big shopping malls, stores, markets, small shopping malls, district bazaars and discount stores. In the light of this data, they reached a conclusion telling that the students prefer

"big" shopping malls" since they provide a social environment in which there is an opportunity to see different brands that reflect status and identity together along with the opportunity to purchase the products required. In their work called "Internet Shopping: The Effect of Demographic Factors and Individual Requirements: An Empirical Assesment", Armağan and Turan (2014) have reached a conclusion telling that the reasons not do shopping via Internet for consumers are trust, preference to purchase by seeing the product, not to give personal information via Internet, no reliance on taking the product or returning it, not be able to give complaint and concerning that it will be not possible to be solved. In his work, Silkü (2009) has determined that majority of student does not shop via Internet. According to the research, initial reason of that is unreliability. Not to see and touch the product is the second reason. The others are possibility to receive different of broken product, problems in delivery, not using credit card, unreliability in sharing card information. In the work made about academicians and students, Turan (2011) has also reached a conclusion telling that although the usage of Internet is widespread, majority of attendance does not see internet shopping reliable. When all these works' results are evaluated, it will be understood that the reason of low Internet shopping levels is reliance problem of consumers. Apparel retailers should show a special attention to transform their web browsers to the induced receivers, since this transformation would play a major role in the growth of e-commerce (Park et.al, 2012: 1583).

Table 5. Person with whom they Go Cloth Shopping

Seçenekler	Always		Frequently		Rarely		Occasionally		Never	
	f	%	f	%	f	%	f	%	f	%
Mother	88	14.7	124	20.7	115	19.2	120	20	153	**25.5**
Father	17	2.8	83	13.8	112	18.7	142	23.7	246	**41**
Friend	136	22.7	229	**38.2**	100	16.7	96	16	39	6.5
Brothers/Sisters	73	12.2	129	21.5	159	**26.5**	146	24.3	93	15.5
Relatives	26	4.3	70	11.7	120	20	100	16.7	284	**47.3**
Alone	151	**25.2**	141	23.5	105	17.5	120	20	83	13.8

When Table 5 was examined, including the people with whom the students went shopping, it has been found out that they always went shopping alone (25.2%), they frequently went with their friends (38.2%), they rarely went with brothers/sisters (26.5%), and they did not prefer to go shopping with their mothers (25.5%), fathers (41%) and relatives (47.3%).

As a result of X^2 analysis made, it has been found out that there was a statistically significant correlation between monthly income level and person with whom they go shopping in the options of mother (P= 0.000), brother/sister (P= 0.000) and alone (P= 0.005).

Table 6. Person Influencing Students in Cloth Shopping

Seçenekler	Always		Frequently		Rarely		Occasionally		Never	
	f	%	f	%	f	%	f	%	f	%
Mother	115	19.2	113	18.8	104	17.3	98	16.3	170	**28.3**
Father	43	7.2	76	12.7	103	17.2	122	20.3	256	**42.7**
Brothers/Sisters	65	10.8	151	**25.2**	138	23	109	18.2	137	22.8
Friend	137	22.8	186	**31**	126	21	93	15.5	58	9.7
Relatives	42	7	46	7.7	80	13.3	112	18.7	320	**53.3**

When Table 6 was examined, it has been found out that when the students purchased cloths, they were frequently influenced by their friends and bothers/sisters, their parents and relatives had no influence on them. As a result of X^2 analysis made, it has been found out that there was a statistically significant correlation between monthly income level and the person who was influencing the students in options of mother (P= 0.000) and friend (P= 0.042).

Table 7. Reasons Affecting the Cloth Purchasing Behavior

Options	Always		Frequently		Rarely		Occasionally		Never	
	f	%	f	%	f	%	f	%	f	%
To see them on my friends	102	17	96	16	117	19.5	97	16.2	188	**31.3**
To see in Television programs	69	11.5	88	14.7	100	16.7	86	14.3	257	**42.8**
Advice from close friends	95	15.8	84	14	137	22.8	124	20.7	160	**26.7**
Advice from individuals in my family	100	16.7	122	20.3	127	**21.2**	120	20	131	**21.8**
Since it is affordable	202	33.7	181	30.2	96	16	73	12.2	48	8
Since it is what I like to much	296	**49.3**	156	26	78	13	46	7.7	24	4
To wear in future	94	15.7	102	17	147	**24.5**	101	16.8	156	**26**
Since I need it	301	**50.2**	168	28	52	8.7	50	8.3	29	4.8
To keep up with the times	85	14.2	100	16.7	118	19.7	118	19.7	179	**29.8**
To look beautiful to everybody	119	19.8	129	**21.5**	110	18.3	117	19.5	125	20.8
To accommodate to environment in which I live	119	19.8	141	23.5	149	**24.8**	86	14.3	105	17.5
To wear different cloths	123	**20.5**	111	18.5	120	20	123	**20.5**	123	**20.5**
Since I relax and get rid of stress	99	16.5	141	23.5	128	21.3	78	13	154	**25.7**
To waste time in depressed times	89	14.8	116	19.3	126	21	105	17.5	164	**27.3**
To award myself	82	13.7	108	18	138	23	115	19.2	157	**26.2**
Since I have fun when I purchase cloth	82	13.7	107	17.8	118	19.7	109	18.2	184	**30.7**
Since to try new cloths make me excited	68	11.3	91	15.2	110	18.3	115	19.2	216	**36**
To have information on fashionable product	58	9.7	52	8.7	94	15.7	138	23	258	**43**

When Table 7 was examined, including the reasons that affect the cloth purchasing behavior, it has been found out that the option, "Since it is what I like too much" had the highest rate (49.3%), and the options, "Since I need it" (50.2%), and "to wear different cloths" (20.5%) were always affecting, "To look beautiful to everybody" was frequently affecting (21.5%), the options of advice from individuals in family (21.2%), to wear in future (24.5%), to accommodate to environment in which I live (24.8%) were rarely affecting. The options, "to see on my friends" (31.3%), to see in television programs (42.8%), advice of close friends (26.7%), advice from family individuals (21.8%), to wear in future (26%), to keep up with the times (29.8%), to get rid of stress (25.7%), to waste time in depressed times (27.3%) and to award myself (26.2%), since I have fun when I purchase cloth (30.7%), to try new cloths makes me excited (36%) and to have information on fashionable product (43%) had no effect on cloth purchase behavior. In the option of wearing different cloths, it has been found out that students were always and rarely affected by this option in equal rates, they were affected again in same rates.

As a result of X^2 analysis made, it has been found out that there was a statistically significant correlation between monthly income level and reasons affecting the cloth purchase behavior in the options, "to see on my friends" (P= 0.000), to see in television programs (P= 0.000), advice from family individuals (P= 0.000), since it is affordable (P= 0.004), to wear in future (P= 0.001), to keep up with the times (P= 0.012), to accommodate to environment in which I live (P= 0.038), to get rid of stress and relax (P= 0.003), since I have fun when I purchase cloth (P= 0.000) and to try new cloths makes me excited (P= 0.003).

The work made by Köksal and colleagues (2014) indicates that the major reason for cloth purchasing is requirement according to the measurements about the reason for cloth purchasing by consumers. It has concluded that consumers sometimes purchase for work but they do not purchase as they like their advertisements, to accommodate with the fashion, to cheer themselves up and to fit into the friendship environment. In addition, it has been observed that the attendances have said that they always go shopping as they like new and different cloths. When the results are compared, the reasons of cloth purchasing in consumer attitudes are in the same vein in both work.

Table 8. Significance Level of Features that Affect Cloth Purchase Behavior

Options	Important		Partially important		Unimportant	
	f	%	f	%	f	%
Brand	285	**47.5**	210	35	105	17.5
Cloth model	412	**68.7**	157	26.2	31	5.2
Cloth Color	421	**70.2**	147	24.5	32	5.3
Cloth comfort	377	**62.8**	156	26	67	11.2
If the cloth reflects the fashion	188	31.3	252	**42**	160	26.7
If it is useful	386	**64.3**	172	28.7	42	7
Decoration of cloth	255	**42.5**	227	37.8	118	19.7
Fabric quality	376	**62.7**	178	29.7	46	7.7
Seam quality	338	**56.3**	216	36	46	7.7
If it is durable	412	**68.7**	156	26	32	5.3
Easily Maintainable	340	**56.7**	202	33.7	58	9.7
Suitability with body	426	**71**	131	21.8	43	7.2
Promotions	287	**47.8**	217	36.2	96	16

When the features that affect the cloth purchase behavior according to significance levels were examined, it has been found out that the students considered brand, model, color, comfort, usefulness, decoration, fabric and seam quality, durability, easy to maintain, suitability for body and promotion options as significant, they partially considered the option, "if it reflects the fashion", as significant.

As a result of X^2 analysis made, it has been found out that there was a statistically significant correlation between monthly income level and features affecting the cloth purchase behavior in brand (P= 0.000), if the cloth reflects the fashion (P= 0.000), decoration of cloth (P= 0.002) and easiness in maintenance (P= 0.002).

In the work called "Meeting and Behaviours The Needs of University Students' Clothes Needs and Their Opions on Fashion", Ağaç and Çeğindir (2006) have reached a conclusion that the most effective factor in cloth purchasing by students is the model. Second effective factor is fabric quality but although the majority of student has a monthly income of 300 or 499 YTL, they take economical side of it into consideration. Kaya and Oğuz (2010) have reached to a conclusion that majority of university student primarily prefer the affordable price. Affordability is followed by the reflection of student's style, suitability for status and having a well-known brand. In their work called "Personal Factors on Consumer Purchasing Behaviours an Empirical Study", Durmaz and colleagues (2011) have determined that the most effective factor in shopping is the economic situation in majority of attendant.

Ersoy and colleagues (2004) have determined that the highest rates in features that should be owned by cloths purchased by university students are respectively in suitability of cloth to clothing style, being practical, fitting into the body, beauty of cloth, affordable price, durable, being good-quality and fashionable. Köksal and colleagues (2014) have examined the factors affecting the preferences of consumers in cloth purchasing in their work and reached a conclusion that the highest rates are owned by the choices, color/model/style of cloth is always effective, trim; fashion has no effect. In the work made by Çakır and colleagues (2010) to determine the

factors affecting the preferences of university students in consumption, most of the student told that the color of product they will buy is related with their instant moods.

Table 9. Significance Level of Product Brand in Cloths

Options	Important		Partially important		Unimportant	
	f	**%**	**f**	**%**	**f**	**%**
Shirt	353	**58.8**	183	30.5	64	10.7
Blouse	215	35.8	255	**42.5**	130	21.7
T-shirt	249	**41.5**	222	37	129	21.5
Jacket	350	**58.3**	156	26	94	15.7
Suit	291	**48.5**	154	25.7	155	25.8
Fabric Pants	209	34.8	228	**38**	163	27.2
Jeans	333	**55.5**	168	28	99	16.5
Coat-Reefer Jacket	354	**59**	158	26.3	88	14.7
Pyjamas	193	32.2	217	**36.2**	190	31.7
Sweatsuit	268	**44.7**	185	30.8	147	24.5
Underwear	310	**51.7**	151	25.2	139	23.2

When Table 9 was examined including the significance level of product brand in cloths, the result that students considered shirt (58.8%), T-shirt (41.5%), jacket (58.3%), suit (48.5%), jeans (55.5%), coat (59%), sweatsuit (44.7%) and underwear products (51.7%) as significant and they partially considered blouse (42.5%), fabric pants (38%) and pajamas (%36.2) as significant.

As a result of X^2 analysis made, it has been found out that there was a statistically significant correlation between monthly income level and significant level of product brand in shirt (P= 0.000), blouse (P= 0.045), T-shirt (P= 0.021), fabric pants (P= 0.011), jeans (P= 0.000), coat (P= 0.012), pajamas (P= 0.037), sweatsuit (P= 0.008), and underwear (P= 0.018).

Table 10. Cloth Type Purchased Mostly

Options	f	%
Shirt	300	**50**
Blouse	149	**24.8**
Jumper	217	**36.2**
T-shirt	202	**33.7**
Jacket	94	15.7
Suit	55	9.2
Fabric Pants	79	13.2
Jeans	288	**48**
Coat-Reefer Jacket	71	11.8
Pyjamas	54	9
Sweatsuit	117	19.5
Underwear	129	21.5

When the cloth type purchased mostly was examined, it has been found that 50% of students purchased shirt, 24.8% purchased blouse, 36.2% purchased jumper, 33.7% purchased T-shirt and 48% purchased jeans.

Table 11. Features Preferred in Cloth Purchase

Options		f	%
Fabric type	Cotton	103	17.2
	Woolen	58	9.7
	Velvet	153	**25.5**
	Linen	153	**25.5**
	Silky	46	7.7
	Tricot	85	14.2
	Combed Cotton	89	14.8
	Synthetic	54	9
	Lether	79	13.2
	It makes no difference	254	**42.3**
Decoration pattern	Geometrical figures	190	**31.7**
	Flower patterns	87	14.5
	Human figures	52	8.7
	Animal figures	55	9.2
	It makes no difference	291	**48.5**
Decoration technique	Decorations made with stitching technique	188	**31.3**
	Machine embroidery	93	15.5
	Ribbon embroidery	66	11
	Dye-printing	135	22.5
	Sequin-bead decorations	55	9.2
	Decorations made with ready-made mortars	53	8.8
	Decorations made with auxiliary materials used in production (button, zipper etc.)	289	**48.2**
Colours	Yellow	73	12.2
	Orange	29	4.8
	Red	137	**22.8**
	Blue	216	36
	Green	134	**22.3**
	Purple	58	9.7
	Navy Blue	234	39
	Pink	94	15.7
	Black	303	**50.5**
	Brown	173	**28.8**
	Gray	142	**23.7**
	Claret Red	74	12.3
	Plato	47	7.8
	White	193	**32.2**

When Table 11 was examined, including the features preferred by students in cloth purchase, it has been found out that velvet (25.5%) and linen (25.5%) had been mostly preferred and the option, "it makes no difference" had the highest rate. It has been also understood that again the same option, "it makes no difference" had the highest rate in terms of decoration pattern and technique, and in decoration pattern, geometrical figures (31.7%) have been mostly preferred, besides as a decoration technique, stitching technique (31.3%) had the highest rate. Students have highly preferred black (50.5%), white (32.2%), brown (28.8%), grey (23.7%), red (22.8%) and green (22.3%).

In the work made to determine the views of women about colors working in Giresun University with the age ranging between 26-35, Kılınçarslan and Fidan (2012), it has been revealed that black, red and green are the most preferred colors respectively, and the color they like creates feelings of trust, self-confidence and beauty.

4. Conclusions

University youth that constitutes one of the major consumer groups also has a big share in clothing products. The work has been made to determine the relationship between purchasing behaviors of university students and their economic income levels. For example consumers' economic situations, their income levels or the economic value their assets have a great effect on purchasing decision and in the selection of products (Seo and Lee, 2008: 492)

As a result of findings in research made to determine the cloth purchasing behaviors of university students, It has been understood that majority of students was in the range of 21-25 and had an income of 251-500 TL, they spent money in the range of 0-50 TL for cloths, they made cash payments, they mostly preferred shops and they purchased cloths when they needed. Consumers perceive more high-level experimental, entertaining and reliable shopping values when they do shopping in Internet shopping malls and stores with departments in comparison with discount shopping stores. Self-expressive shopping store has low value but stores with departments have a large scale in comparison with the discount sale outlets and Internet shopping malls (Seo and Lee, 2008: 495)

They were frequently influenced by brothers/sisters and friends in cloth purchase, and they went shopping alone or with their friend. To like cloth too much, to need it and to want to try different cloths always affected their behaviors. In addition, they were frequently affected by the desire to be looked beautiful. All features affecting the cloth purchasing behaviors were considered as significant by the majority. Students mentioned that cloth brand was important in shirt, jacket, suit, jeans, coat, sweat suit and underwear.

It has been found out that mostly preferred cloth types were shirt, jeans, jumper, t-shirt and blouse, fabric type and decoration pattern made no difference, decorations made with auxiliary materials used in production were preferred in decoration technique (buttons, zippers etc.) and black, white and brown were mostly preferred.

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