NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF INTERNATIONAL BUSINESS
MASTER'S PROGRAMME

MASTER'S THESIS

THE ATTITUDE OF MILLENNIALS AROUND THE GLOBE TOWARDS BRANDED APPARELS

IN PARTIAL FULLFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF INTERNATIONAL BUSINESS

SIDRA TARIQ

NICOSIA
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DEDICATION

Dedicated to my mum and sisters, with love.

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ABSTRACT

The world has turned flat and globalization is gaining immense importance day by day. In such a scenario one of the leading international business is the apparel industry. The supply chains of this sector is spread widely all across the world. On the other hand, the most influential customers that have the ability to affect the economy of a country or jiggle the balance sheet of a business are termed as millennials. Keeping in mind the influences of both, a research has been done as to how the millennials react towards the consumption of branded apparels.

The first section of the thesis covers the origination, development and current scenario of the textile sector. Following is a detailed study of millennials which includes a comparison between them and other generations, as well as, their personal traits and responses towards branded apparels. The third section comprises of a survey conducted in a sample of millennials including respondents from 25 different countries.

The last part of the thesis comprises of results and interpretations of this survey. Not only this, the significance and reality of each variable involved has also been discussed in detail. It has been clearly justified as to why a certain variable's statistical result differ from that studied in the literature.

Keywords: Apparels, Branded, Millennials.

OZET

Dünyada sınırlar kalktı ve küreselleşme günden güne daha bir önemli hale gelmeye başladı.Bu gelişmeyle birlikte tekstil önde gelen bir sanayi dalı haline geldi. Bu sektörün tedarik zincirleri dünyanin çeşitli bölgelerine dağılmış durumdadır. Buna karşın,bir ülkenin ekonomisini etkileyebilecek güce sahip veya bir iş kolunun bilanço defterlerini sarsacak en etkili alıcılar da 2000'li yılların jenerasyonudur. Her iki etki de akılda tutularak,bu jenerasyonun marka giyime karşı tutumu araştırmanın konusu olmuştur.

Tezin ilk bölümü tekstil sektörünün kökenini, gelişimini ve mevcut durumunu ele alıyor.Sonraki bölüm 2000'li yılların jenerasyonunun diğer jenerasyonlarla mukayeseli ve detaylı bir incelemesini ve bu jenerasyonun kişisel özelliklerini ve marka giyime karşi tavırlarını ele alır. üçüncü bölüm ise 25 farklı ülkeden örnekleme ile yapılan, bu jenerasyonu kapsayan bir anketi içerir.

Tezin son bölümü ise bu anketin sonuçlarına ve değerlendirmesine ayrılmiştır. Sadece bu değil, araştırmaya dahil edilmiş olan her değişkenin önemi ve gerçekliği ayrıntılı biçimde tartışılmıştır. Bir değişkenin statistiki sonucunun daha önce yapılan çalışmalardan neden farklı olduğu da gerekçeli bir şekilde açıklanmıştır.

Anahtar Kelimeler : Tekstil , Marka, 2000'li jenerasyon

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

CHAPTER 1 INTRODUCTION TO THESIS

1.1. Introduction

1.1.1. Purpose:

The choice of my thesis is dependent to make sure that I cover all the different perspectives of my degree that is Masters of International Business. It is a study about the attitudes of millennials towards branded and unbranded textile apparels. The main target is to analyze that how the attitude of millennials towards branded and unbranded textile apparels affect the value addition. It might also be an answer to the following questions:

- Where should a brand invest by opening a store?
- What are the chances of profitability in the certain country? Will it be a success?
- What is the market like? What kind of current campaigns / marketing efforts are in practice now? Is there any other potential medium for marketing a brand?

1.1.2. Academic Perspectives:

It basically emphasis on the international aspects of different brands of textile apparels. The thesis revolves around the following different perspectives:

- **Advanced International Business:** Textile is one of the largest sectors all around the globe. It is one which actually supports the fact that the world is flat and that we are all connected in one way or the other. I decided to work on this particular sector as it is the best example of international business. A trade theory named as absolute advantage is clearly exhibited in the selection of my thesis. The trade theory states that there should be no trade boundaries, in fact the trade should be open for all nations irrespective of policies. The only thing which should matter is the capability of a nation to make a certain product better than the other. If a certain country has capability to make a product "jeans" cheaper while maintaining good quality, then they should focus on that product. In such a case the geographical location, policies, government and so on should not affect its trade of jeans. This is what happens in the textile sector, any brand of apparels does not consider where the apparel is made or how it is distributed all around the world? Their major concerns are cost-saving and brand loyalty. Taking into consideration, the supply chain of a particular apparel we can see this:

1) Cotton is harvested and baled in India.
2) It is later transported to Pakistan for converting the cotton to fabric.
3) This fabric produced is either shipped to China for production of final product.
4) After the apparel is ready, it is packed and shipped globally.
5) The consumer of a certain apparel can be anywhere around the globe: Turkey, Dubai, Malaysia or USA.

This clearly proves the above mentioned theories and making it evident that trade in textile sector has no boundaries and how this thesis is related to my master's degree in international business.

- **Consumer Behavior of Millennials:** Many researches are being carried out studying the psychology of millennials. My thesis will be an addition to the existing researches in the very sense that we will be involving millennials all around the globe rather than focusing on one particular region. It involves different attributes. The attributes that I will be covering in this thesis are the ways of shopping; their choices; preferences; ethics and cultural influences. As it is a research done on the millennials all around the globe, it will also give us results on how the geographical locations affect the behaviors of millennials. What role do their values and ethics play when they are moving from one region to another? Also they will be talking about managing their life as an independent and staying with their family.

- **Marketing Management** and strategies used by different brands. This aspect would cover the agenda that how millennials are affected and how do they react towards marketing and advertisements. Do apparel brands need to focus much on their marketing areas and if yes what marketing strategies should they adopt to conquer the millennials market? Which one of the following should they go for:

1) Digital marketing (smart phones, computers, tablets or digital billboards)
2) Call to action marketing (by clicking on a banner. Text or graphic on a certain website will lead one to the apparels online store)

3) Diversity marketing (keeping in mind the cultural, political and religious beliefs of consumers)
4) Seasonal Marketing (the on and off events organized to exhibit their product according to change in weather)
5) Direct mail marketing (Keep all consumers posted with the current products, sales and advancements through emails, text messages, calls, fliers. Distributing catalogues or letters)
6) PR marketing (merge with the media and publicize your own product and its benefits)
7) Evangelism Marketing (inspire the consumers so much that they volunteer become your marketing personals).
8) Event Marketing (Involve in each and every event where you can grab an opportunity to attract consumers).
9) Freebie Marketing (offer as much discount and complementary items as possible, thus to increase sales)
10) Search marketing (they could be in a contract with GOOGLE whose search engine can help them as a marketer)
11) Social media marketing (Twitter, Facebook, Instagram)

The last question that the apparel manufacturers keep in mind is that are there any more market segments involved in millennials as well?
(Charles Ian Raulston, 2009).

- **Research Methods of social sciences** help us to analyze the response of the subjects (millennials being observed and questioned). We would be using the whole data collected to analyze and get the general idea about the behaviors of millennials towards the branded and unbranded apparels. Initially, the frequencies of each and every perspective would be noted and would be cross tabulated. Later detailed statistics would be done that is mean, median and mode. This data will be then used to make a regression model using Statistical Package for social sciences (SPSS). The main idea will be to consider 3-4 independent variables and then define the function. Also we would be making the correlations between all variables to understand the relations better. Later we would be finding out t-statistics and ANOVA tests to figure out that to what extent the model is true and also how much it is away from reality. Not only these I will try to find out the reasons or causes behind the variations.

- **Financial Management** plays a small role in my thesis as it will just focus on how the millennials manage their own personal finance. In these days, millennials are considered as the generation who are extremely spend thrift. They believe in a concept that whatever is being earned or whatever they receive as a pocket money should be spent. In my thesis, I would also discuss this perspective as to how much generation Y spends on apparels and how often do they do it. In the literature we will be discussing that if the millennials have been criticized earlier, do they actually deserve the criticism or not?

- **Project Management** In textile sector, project could be of any type:
  1. Either one receives a new order thus increasing your sales
  2. Any of your order is cancelled and you need to figure out ways to overcome this loss
  3. Launch of new products
  4. Good marketing strategies
  5. Sales, discounts and events etc.

  So, my thesis is also covering value addition in apparels business which is actually dependent on these projects.

- **Entrepreneurship** will be covered as an eagles eye just to cover the area that from my thesis unbranded or domestic apparels can analyze the situation before investing in the apparels business. Or they could figure out whether they can target market millennials or not? If yes, to what extent can the millennials be helpful in increasing their sales and profit?
- **Managerial Economics** is involved slightly in my thesis. It will only be covering the relationship of demand and quantity. One aspect would be the frequency of shopping apparels. That is how much the millennials demand apparels on weekly, monthly or

yearly basis do. So only the demand function or supply function might be discussed slightly.

1.1.3. Organizational Perspective:

From organizational point of view, this thesis will help me bring a change in the apparels business. It would be a guideline for the new entrepreneurs. Also the existing ones can figure out ways in which they can change their marketing strategies and increase their millennial consumers. The big brands can figure out that either the replicas or domestic apparels could be a challenge for them or not. Most of the huge apparel brands do not need any kind of marketing, their brand name is enough. Could this turn tables on them?

Millennials are considered as the most effective consumers in the upcoming times. This thesis could help the apparel business to figure and work out on this theory as well. They could later target or plot things accordingly then.

1.1.4. Personal Perspective:

As far as my personal achievements are concerned, this thesis has been very beneficial to me in several ways. Not only would it help me in personal grooming, it would give me a huge back in my professional career as well. Being a textile engineer by background and later pursuing a degree in international business have broadened my opportunities to excel in the field of textiles. In terms of the former, I see a lot of different opportunities for myself in this region. Be it a business analyst, an international client relation-ship officer or market researcher of a particular brand.

As far as my personal development is concerned, this thesis have given me confidence that whatever I am capable enough to learn and implement my course work done related to my degree. In addition, it has given me faith in myself that I am able to write down thesis and research papers when required. Last but not the least: an opportunity to study in an international university and attain an international degree helped me get to know people all around the globe. Not only this, while doing this thesis I got an opportunity to learn about their cultures, clothing styles, changing trends and much more. I really hope that this will always help me in both my personal and professional life.

1.2. Research Questions and Objectives

Both qualitative and quantitative aspects have been included in this thesis. Generally the first step taken is to do a questionnaire and later use a statistical tool. The questions present in the questionnaire were kept really simple and were designed in such a manner that it is relevant to the thesis. I also tried making such a questionnaire which could give me answers near to the facts and figures. I have tried my level best to keep little or no variance in the results. There are several type of questions which include Likert rating scale; multiple choice questions and open ended questions. As it is an international business thesis, the nationality of the millennial is noted very well. The questionnaire will be distributed online so that maximum millennials all-round the globe can be observed. Also we need to focus on a particular age group so no one who is not a millennial is involved in it.

Later on following objectives were to be achieved from the questionnaire:

- To get to know the frequency of buying apparels
- To assess the budgeting done involving apparels shopping and consumption
- To observe the priority given to branded, unbranded and replicas.
- Knowledge of replicas in millennials.
- To examine the characteristics prioritized while buying an apparel.
- What marketing strategies influence millennials the most?
- Rating the most famous brand amongst millennials
- How does locations and surroundings affect psychology of millennials?

Later all of it was transferred to a statistical tool and graphical analysis was done through it. Making a standard model made analysis much easier. One of the best benefits of using this tool in the research was to avoid 100% human error. It clearly exhibits the cross relations between different variables involved and how much each of them affect the dependent variable that is the thesis objective or topic. Conclusively, you get a refined model through which you can figure out the final results. As well as, you can figure out the variances and test you newly built model too.

1.3. Outline

This thesis will be a work based project highly aimed to achieve all of the above stated objectives keeping each and every perspective in mind. I would try concluding all realistic facts and figures about the millennials and their attitudes towards branded and unbranded apparels. The second chapter will be a detailed literature review about the past and current point of views of different researches all around the globe. It will revolving around all the four themes: millennials; textile sector; brands and unbranded/replicas. It will cover all the optimistic and pessimistic approaches towards the above stated themes. Each and every work stated or used will be clearly referenced using Harvard referencing.

The succeeding chapter will be methodology section which will cover each and every justification for a certain question present in the questionnaire. Besides this, it will clearly show relation between certain questions to the dependent variable that is the thesis topic. The initial data which will be collected from the millennials will be the qualitative. In the later stage, it will be converted into quantitative data for further and graphical representations. In the same chapter, the limitations to a certain approach in terms of religion, ethics and general conditions will be highlighted.

Subsequently, will come a chapter covering data analysis. It will basically give us the relationships between different variables involved. In addition, it will also tell us how much one variable is affecting another and the reason behind it. It will clearly give relations and threats about branded, unbranded and domestic apparels. Finally, limitations, effectiveness and reliability of the results will be discussed. In this section only, a general comparison between the existing and my research will be highlighted.

Furthermore, the thesis will be wrapped up by the conclusion chapter. It will be covering the main ideas that how can this research be helpful and how can it contribute to the textile sector. Not only this, it will also discuss the problems that I faced during the research, how they can be eliminated and worked upon. Lastly, I might show a path to a student of how to further enhance this study and use it as a basis for their doctoral degree.

1.4. Limitations

I have tried to keep up the results of my thesis as simple and realistic as possible. The only limitation is that the group that I will be studying is all around the globe with different cultures, religions and psychologies. The variance in my research and existing researches could be the group observed. The past researches only focus on a certain region of the world and come up with their results. Moreover, most of the researches about millennials contain negative aspects about them. So my results might not contradict with the past researches. Any results are totally dependent on the people's personal choices.

CHAPTER No. 2 TEXTILE INDUSTRY

2.1. Textile industry

2.1.1. History:

Since before the dawn of history, human beings have been making an effort of clothing themselves for safeguarding and personality enhancement. A thousand years before Christ, wool and linen was used to make mummy cloths. Not only this, there is evidence of gold cloths in Bible, which were manufactured and worn before mosses. With the help of wooden mallets, the finest or thinnest gold leaves were malted with linen and cotton. Later they were used by Egyptians to wrap up the mummy (Fig 2.2).

There was a time when people were judged by their dressing sense and worth. In July/August 2015, Hyung-Eun Kim wrote an article “A Precious Secret” about the expedition of a team of archaeologists in which they discovered a coffin of a Korean lady aged 18-25 (Fig.2.1). The lady was a solid evidence of existence of textiles in the city of Yongin in the sixteenth century .In fact it was revealed that clothing were a part of traditions and customs for the Koreans back then. The apparels also represented the class and cast of the lady as she had a patch on the chest featuring an image of tiger. This type of patch was found on robes worn by high-ranking government officials of the Josen Dynasty which ruled Korea between 1392-1910, and its presence indicates that the woman belonged to a noble and powerful class.

The status conscious Koreans had been using the gold thread for nearly 2000 years since 57B.C. which covers the time period of 3 kingdoms.

Figure 2.1: Coffin and remains of a Korean Lady

Figure 2.2: Gold woven Fabric

During this study, they also studied a well preserved apparel from the year 1346. This is a different scenario that the materials used for this purpose have been enhancing day by day and improving not only their quality but all the variety. It all started with pelts of animals, then advanced to the clothes made by the twisting and interlacing of stems and leaves of the plants (mostly bamboo). The comfort provided by these methods were not up to the expectations, so they had to be altered by any other option. This is the time when human beings made an effort of making fibers out of these plants and convert them to fabric/ cloth (Hyung-Eun Kim, 2015).

It is then that the human beings experimented of making fibers from plants and animals and established a textile industry, as the results of this method were super effective. Parallel, the home industry was growing very well in coarser fibers and clothes. This was a result of family efforts, as the women known as spinsters were busy spinning and men were responsible for weaving.

The home craft was later replaced by the machinery driven by steam power, which was later termed as the Industrial Revolution of Nineteenth century. Similar change was witnessed in the transportation criterion of textile products. Firstly, they were transported via caravans and sailing vessels but later steamships and motorized vehicles took its place. Improvement in the transportation mode made it possible to export the textile products globally. This was nineteenth century which acted as a milestone in the field of textiles. It was then that applied sciences was merged with textile sciences and there was a major rise in the synthetic trade. A lot of research is being done on the made up textiles, those made out of the natural fibers. Also, efficient enhancement is being done in the physical and chemical properties of existing natural fibers.

2.1.2. Global Expansion of Textiles

Talking about the growth of textile industry, it has not been limited to a certain country or region. It was back in 18th century that cotton was considered to be a product of English Industrial Revolution and since then has been a content of European economic growth history. Originally, the roots of origination of this sector is found to be in Indian Economy. By 1400, South Asia, China, the Middle East, South East Asia and West Africa were flourishing in the production and business of cotton textiles (Sven Beckert, 2014). Meanwhile, on the other side of the globe that is Europe, was unsuccessful in working out on this beauty because of the climatic conditions. As this sector was growing with immense speed, Europe decided not to stay back and during the Middle Ages some Italian merchants got involved in importing cotton from Levant. This was the time when they came up with fustians (product of mixed cotton and linen fabrics). They did these experiments in Milan, Verona and southern Germany (Giorgio Riello, 2014). Though Europe was making a lot of effort, still before 1500 it did not find any luck in textile sector. It was that, in the 15^{th} century when Europe got access to direct trading routes with India that there was a noticeably positive change in this sector. The Europeans, when travelled to India were stunned to see the massive variety, quality and quantity of cotton. The fast progress of this sector in Indian villages was appreciable. Everyone was busy weaving a unique design with different patterns as if merely they are in a competition. The villages which were densely occupied with production and selling of textiles were Gujarat, Coromandel and Malabar coasts and Bengal. While reading the tale “Voyage to the East India (1598)” written by a Dutch traveler and trader Jan Huyghenvan Linschoten one can see how well the Indian textile Industry was doing back in the 14^{th} century .As quoted from the book: “There is excellence faire linen of cotton made in Negapatan, Saint Thomas and Masulepatan of all colors and woven with diverse sorts of loom works and figures.” (Giorgio Riello and Prasannan Parthasaratih, 2009).

Ruins of temple Beni Hassan, built 2100B.C. and Egyptian and Syrian monuments of 2400 B.C. have clear evidences of pictures showing manufacturing of textile products like rugs and fabrics (Evelyn Peters Ellsworth,1917). Also proof of prehistoric origination of textile materials can be found via pictures of looms. Nettings and drawn work. The knowledge of block printing was shared with Europeans by Indians (Robbin Kerrod, 1973). It came to France, via sea, from one of her colonies; whereas, Persia, Asia Minor and the Levant were helpful via land. 400 A.D. was known as Egyptian and Roman tapestries (Evelyn Peters Ellsworth, 1917).

Textile started acting as a core currency between India and South East Asia, hence becoming intra-Asian trade community. This community had Indians, Jewish and American merchants who were involved in trading of textile substances from different Indian regions to emerging and flourishing textile markets in South-East Asia, East Africa and Gulf. China was highly under the influence of these expensive textile products. Later when Portuguese reached Japan in mid-16th Century, they were impressed immensely and decided to imitate theses styles and technologies. “Carreira da India” was one of the most well-established Portuguese company involved in the import/export of textiles in the 16th century. But then there was a downfall of this company and this was the time when Europeans willingly and unwillingly, through Dutch-East India Company (VOC), became the phenomenal players in Asian Textile trade. The Europeans were very powerful in the 17th and 18th century then. A little opposition was seen in Europe regarding the arrivals of Indian textiles as they wanted to safeguard the rights and business of English wool and silk workers, due to which the trade of Indian textiles was banned. This did not stop the consumers from demanding and consuming good quality cotton. They were ready to risk their reputations and take fine rather than avoiding good quality clothes. African markets were a huge help in flourishing the textile business in all eras. The passion for demand of good textiles could not even help politicians and legislators to keep the consumers away and that is the reason that today also textiles is one of the major import-export product. This is all the origination and spreading of textiles trade globally (Giorgio Riello, 2014).

2.2. Types of Textiles and their history

Since the existence of human beings, they have made an untiring effort of coming with all unique ideas in each and every walk of life. It is then that they stepped into the field of textiles and decided to work upon the upgrading and new techniques of making fiber. The below figure illustrates the time line of emergence of different textiles:

- WOOL: Wool is also known as Man’s best friend. It has been a part of many countries histories. Wool, flax or hemp were being weaved and used by the Egyptians initially. Woolen Rugs were the innovation of Assyrians and were later modified and appreciated by Babylonians and Egyptians. Later the Romans and Greeks had keen interest in these rugs. Rugs were basically a symbolic representation of religion. This is how textiles were associated with religion (David Tolmie and Merrett and Simon Ville). Flanders was the place where the wool weaving got perfect in the tenth century. Angles and Saxons were manufacturing wool very well in 1066 and got handful success in 1331 in the reign of Edward III. To highlight the importance of woolen exports, King Edward III (1327-1377) commanded the Lord Speaker of Britain's House of Lords to preside from a woolsack. It's no utilitarian sack of wool, but it's not very fancy either: merely a red-covered wool-stuffed seat without arms. The present-day historians agree with King Edward, calling wool "the backbone and driving force in the English medieval economy." (Evelyn Peters Ellsworth, 1917).Wool has been involved in Britain so much that it was compulsory for every woman to wear a woolen cap outside their homes in Elizabeth I's reign. Also Charles II made it must that every corpse had to be buried in a woolen shroud (Claire Hopley, 2016).

- COTTON: Greeks had no idea about cotton until it came from India ad it was later after the arrival of Alexander the Great that cotton was acquainted in Europe. According to the archaeologists, the origination of cotton was India, which has been proven by the remains of cloth fragments on the Indus river dated somewhere back in 3200B.C. The evidences clearly show the well-established cotton industries in India (Evelyn Peters Ellsworth, 1917). Between 800-1000 A.D. the "Southernization" came into being and helped in spreading the advancement of cotton industries to China, Middle East and Africa. Not only did it restrict here, in fact it spread to other parts of Asia as well as globally. The most interesting fact about this huge expansion was that it involved technical perspectives that had to transform a botanical material (cotton seed) to a final wearable product (apparel). Moreover, the raw materials and final products were not from the same destination. For example, in the Ming period the cotton was grown in the northern regions of Jiangnan and brought to the southern region to turn it into a final product. This is just not the only example of the cotton crop and industry spreading, there are many more from Europe and Africa too. Indians started spinning in the 14th century, which was later copied by Middle East before AD 1000. Evidence from 1184 have been found show casing the vertical looms and since

14^{th} century, the use of horizontal looms had started. As cotton production is dependent on technological aspects and require substantial mechanical skills, Europe got successful about it in the eighteenth century. As they were going through a serious industrial revolution, they decided to use cotton as a raw material and get into textile business, this is also termed as "import-substitution-industrialization" (Anantanarayanan Raman, 2015). Cotton is also termed as "The Social fabric" as it is involved in making a network involving producers, sellers, traders, designers and consumers all around the globe. At the outset, cotton was used to make decorative like wall hangings, fustians, rugs and carpets. The famous Indian chintz gained popularity and were basically used for bedroom linings. Then later in the second half of 17^{th} century, the concept of cotton clothing came into existence (Giorgio Riello, 2014).

- SILK: After linen silk was the second most successful textile fiber in trade development. Its production initially started five thousand years ago in southern China. It did not even take more than a hundred years that the little secret of its production spread all around; firstly to the east and then towards Europe. According to the theory of Aristotle the silk was brought to the small commercial colony in Asia Minor from China via Indian routes. Parallel runs another story, according to which the Greek monks brought numerous silk worms from China along with them hidden in their belongings. There is very rare evidence of Silk in the Bible but it has always been known as an expensive and unique textile material. During the construction of Solomon's temple the robes for the priests and altar clothes were woven with silk and decorated with valuable stones. The history records that silk was woven in 1000 B.C. in Constantinople, Corinth and Thebes. The most famous silk fabric was being made in the Orient in late 1400A.D. Silk was being manufactured by Northern Egypt and Sicily in 1600A.D. Later the Asiatic designs and weaving techniques were being copied by the European weavers. After putting in huge amount of efforts, the Constantinople later known as Byzantium became the hub of silk. It was also known as the "Eastern seat of European Silk cultivation". It was back in 900A.D. that the history of silk laces began. Silk, then, was frequently woven in China, but not until 500A.D. in the time of Justinian was it woven in Europe. It is recorded, 800 A.D. that the daughter of Charlemagne was taught to weave silk, and in 1000A.D. that Roger Guiscard established a silk factory at Palermo, employing Theban and Corinthian weavers, and Palermo became the greatest silk manufacturing city in the world. Later manufacturing of silk started being manufactured in towns like Florence, Venice, Genoa and Milan. Parallel in the German Netherlands and Great Britain, a lot of skilled Saracen and German weavers got busy in silk weaving. France and Italy did not enter the industry of silk cultivation until 1174, the time of second crusade. In fact, it took them additional two centuries to get into business. But when we talk about today one hundred and fifty pounds of cocoons are produced in Europe annually and Italy and France holds the highest amount of share in this quantity. Italy and France are recognized for their finest silk, velvet and laces in the world (Evelyn Peters Ellsworth, 1917).

- LINEN: It is thought that Linen was perhaps the first manufactured textile fiber. In the earliest times of 2800B.C. Linen was brought into existence by the Indians and Egyptians. It cannot be authentically verified that where the Linen originated from: either Egypt or in the Orient. Pictures and illustrations on the tombs and pyramids of Egypt are a clear reflection of existence of weaving. The Japanese were fully aware of the skills needed to weave silver, gold, linen and silk; meanwhile bark was being used by the Europeans. As this art of textile started to spread from east to west, skills were learnt by European, Italian, Spanish, French, German and finally English. Bible contains several references regarding the robes, coats, curtains and bonnets made up of linen and it is clearly mentioned that the worth of this fabric was very high. It is said that the Phoenician played an important role in bringing the linen from Egypt to England. On the contrary a considerable amount of linen was grown and processed in Italy, Spain and France since middle ages. This is how the growth and development of Linen spread to Western Europe, Scotland and Ireland (Evelyn Peters Ellsworth, 1917).

- ARTIFICIAL TEXTILES: There are many man made or artificial fibers found these days. Some of the example are: Rayon, Viscose Rayon, Synthetic textiles and so on.

In late 16th century naturalist Robert Hooke wished that there could be ways that man could innovate fibers for textiles. This was first experimented in 1846 by Schonberg who came up with a basic idea of creating different types of cellulose. His work was later studied by Count Chardonnet, a Frenchman, who got success in making the first man-made cellulose fiber "Chardonnet silk" in 1884. It took him six years to raise up a capital to produce the first artificial silk. The chain of inventions did not stop at all and in 1892 three English men Cross, Bevan and Beadle came up with their firs viscose solution to make viscose fibers for textiles. Germans did not want to stay back in this race of textiles, so in 1921, Schutzenberger and Dreyfus brothers got successful in making their first acetate fiber for textile purposes. Human being has always been in his untiring efforts to gain control of nature. Nylon is also a result of these efforts, which was invented in October 1938, by an American chemical firm (du Pont de Nemours and Co.) The first use of Nylon was in parachutes, first in Britain in January 1941 and later in New Zealand in 1965 (Helen Thomson, 1970).

2.3. Apparel manufacturing

2.3.1. An overview of Apparels Manufacturing

Apparels industry has become one of the basic pillars of the economies of many countries. It is helping the developing countries flourish very well and enter the boundaries of being a developed country. Also, it has become the bread and butter of many. Apparels industry is involved in producing ready-to-wear clothes for people of all age groups. Not only this, these apparels are one of the best in fashion and quality. It is today's most in demand and profitable business as there is a lot of flexibility and replicability in this industry. By this, it is meant that as it is a competitive market, buyers have an open advantage of costing and demanding as per their requirement (flexibility) and if a certain manufacturer is unable to fulfill it, it will be replaced by some other manufacturer. The reason behind this theory is cheap labor, unskilled labor and very low capital investment. For example, Japan was claimed to be the second largest market of the world (Masa Yuasa, 2001), but now it has been replaced by many others like Bangladesh, India, China and so on.

It is very easy to establish an apparels business but it is a huge struggle to stick-your-feet in the industry. Every apparel producer has to be very proactive, innovative, good planner and should know how and where to expand the business globally. The small secrets behind being a successful apparel manufacturer are:

- Offer shortest life cycle of a product
- Adaptable to volatile fashions
- Cost-saver of a buyer
- Understand the unpredictable market trends
- Can satisfy impulse nature of the buyer (fibre2fashion.com).

2.3.2. History of Apparel Manufacturing

When the term “globally operating industries” is used, it is definitely used for the apparels industry. Earlier in 1970s, the European fashion companies were smart enough to analyze the pros of expanding their manufacturing capacities to the cost-effective that is lower cost countries. This is how the global sourcing and retailing of apparels initiated. Later Europe faced a drastic decline in this industry. On the other hand throughout the eighteenth century, in United States of America and in British colonies, a massive trend of tailoring shops and household industries were being seen. In larger cities, these shops used to sell trendy and customized apparels. In the late eighteenth century, a few slop shops were set up whose target market were the sailors in port cities. New York City had the honor of having the first and the foremost well-established clothing industry in 1831. The famous brand of that time was Brooklyn Brothers whose stylish ready-to-wear clothes gained a lot of popularity. Eventually, the next step to further enhance this industry was to set up a size scale. The innovation of sewing machine was a great contribution to this industry. It is dated back in 1846 by Elias Howe and this idea was perfected by Isaac Merit Singer. Slowly and gradually with the passage of time it spread all over the areas who were involved in textiles business like Asia and Africa (Jan Hilger, 2008).

2.3.3. Supply Chain

Though it is a surprising fact but in reality the top world-class brands of textile and clothing do not own any kind of personal factories to manufacture their products. H&M; ZARA; GAP; IKEA; WAL-MART and so on all are involved in out sourcing the ready-to-wear apparels. This is where the textiles become global as these factories would not necessarily be at the brand's location. For example if EAGLE is an American brand, it will be made in Pakistan and will be available at its retail stores in EUROPE too. All the well established brands adopted this global supply chain model back in 1970's, developing countries became the hub of production. The brands make sure that the best product is made and sold under their name (Katelyn Fulton and Seung-Eun Lee, 2013). Textile and clothing industry is a well set example of buyer-driven commodity chain as its supply chain is spread all over the world. The most impressive thing is that the supply chain of this industry starts from designing and ends at consumer-shopping. It involves several stages like designing, input sourcing, branding, distribution and feedbacks. All of this is done at different locations of the world (Srikanta Routroy and Arjun Shankar, 2014).

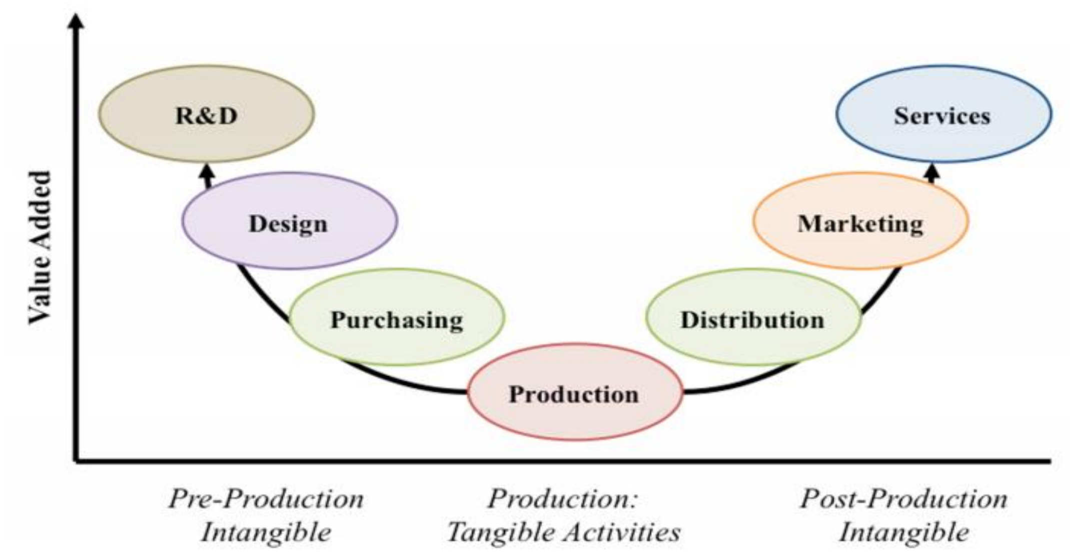

Figure 2.3: Curve of Value-added stages in the apparel Global Value chain

Karena Fernandez Stark, Stacy Frederick and Gary Gereffi, (November 2011)

The apparel industry, just because of its supply chain is known as the world's second largest industry. The whole chain is broadly categorized into: Textile manufacturer, apparel manufacturer and finally the distributor or retailer. The whole supply chain is a circular motion. Initially the consumer demands what style or what type of fabric they would love to wear. This is when the buyer/ brand starts working out with their designer, known as Research and development (R&D). In this step, new developments in fibers, fabrics, colors and prints are worked on.

This is not done by the brand instead it is a demand made to the textile manufacturers who come up with different samples for finalization. Once the fabric is decided it is sent for bulk manufacturing in industry. Parallel, the styles and sizes of new apparels are being sampled in the apparels manufacturer. Once a decision for it has been made too, the fabric is sent to the apparel manufacturers. Side by side the apparel manufacturers work on the accessories (zips, buttons and tags etc.) of a certain apparel too. Each and every step is quality assured and none can by pass any step. Finally these products are ready to be sent to stores all around the globe. The logistics handle the shipments via sea or air. They reach the ware houses of that particular country and from there, they are distributed to all the retail stores (Maria Elena Nenni, Luca Giustiniano and Luca Pirolo, 2013).

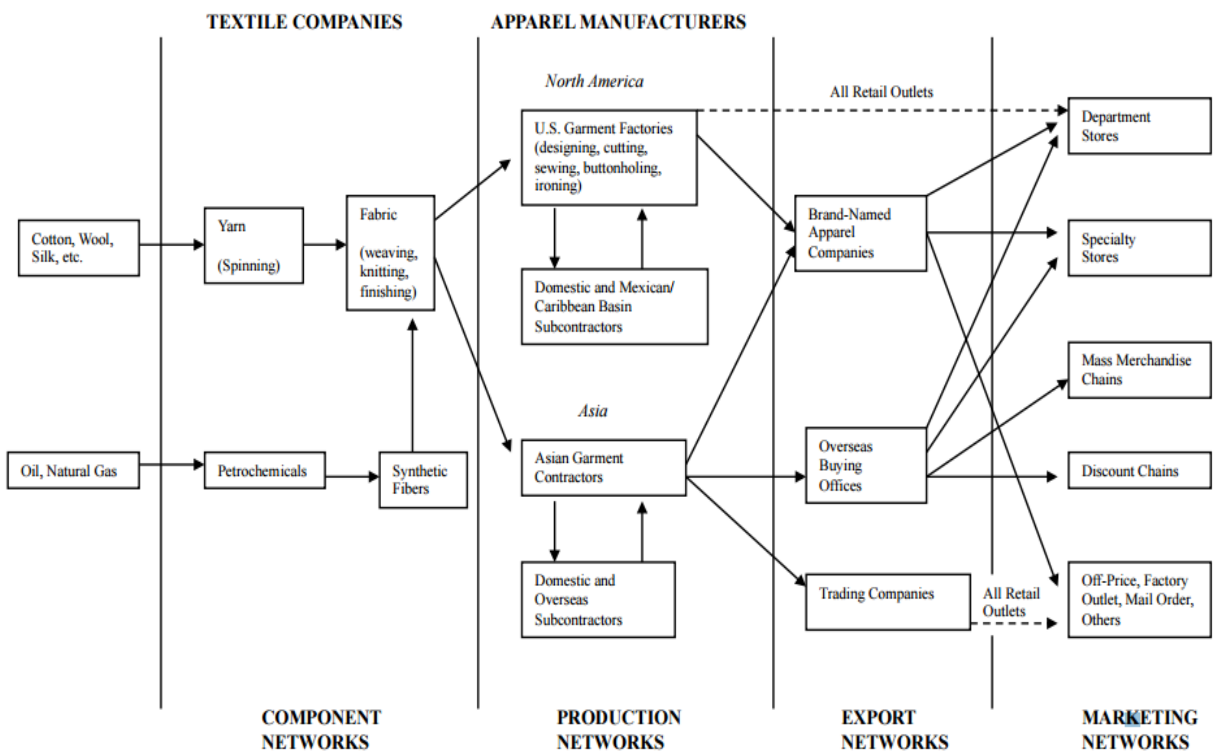

Figure 2.4: The Apparel Global Value Chain

Karena Fernandez Stark, Stacy Frederick and Gary Gereffi, (November 2011)

In the whole process strict measures are taken to keep each and every step eco-friendly as the consumers are being very cautious about it these days (Deborah J.C. Brosdahl and Jason M. Carpenter, 2010). Not only this, apparel manufacturers are involving in campaign to educate the consumers about this issue as well (Kim Y. Hiller Connell, 2011). This practice helps them expand globally as well (Anupama Pasricha, 2010). This whole process has been termed as ethical sourcing as it involves rules and regulations for each and every action been taken. Either it is fair trade law, labor law, environmental law or any other, all of them have to be followed with extreme closeness. Manufacturers have "Sustainable Clothing Action Plan" and they term cotton as fair cotton or Organic cotton. (Helen Goworek, 2011).

2.4. Globalization of Apparel Manufacturing

Many textiles and apparel industry participants believe that capitalization requirements, economies of scale, breadth of product lines and sophistication of technology and communications systems are the reasons due to which globalization is in favor of the large firms. Parallel, there are many globalization factors that favor the small firms too like flexibility; ability to serve niche markets; offering unique, differentiated products; and offering surplus products. Usage of more functional, smaller-scale and less expensive production equipment are the outcomes of dispersed locations of production units. It is almost impossible for a textile or finding manufacturer, apparel manufacturer, or retailer not to be involved as the globalization factor is highly pervasive in this sector (Ruth E.Glock and Grace I. Kunz, 2005).

	$US Billions 2000	% Share World Imports 1980	% Share World Imports 1990	% Share World Imports 2000
Apparel				
United States	66.39	16.4	24.1	31.6
Japan	19.71	3.6	7.8	9.4
Germany	19.31	19.7	18.2	9.2
United Kingdom	12.99	6.8	6.2	6.2
France	11.48	6.2	7.5	5.5
Textiles				
United States	15.71	4.5	6.2	9.4
China	12.83	1.9	4.9	7.7
Germany	9.32	12.1	11.0	5.6
United Kingdom	6.91	6.3	6.5	4.1
France	6.75	7.2	7.0	4.0

Figure 2.5: Share of apparel and textile in different countries back in 2002.

Talking about the globalization of Textile and clothing industry, the trend had started ages ago. Back in 2003, the United States of America had been the most huge and profitable market for textile and apparels producers. The figure of US consumption in 2003 was $311 billion which is by ratio 2:1 as compared to the other countries. The fact here says that when there is so much amount of consumption, one can easily imagine how lucrative it would be for the producers.

The figure below illustrates the continual growth experienced in imports of textiles and apparel and the burgeoning trade deficit that exists for this sector. The largest share of the increasing trade deficit has been attributed to rapid growth in apparel imports, with an estimated 96.6 percent of garments available in the U.S. market being of foreign origin (Kathleen Rees and Jan Hathcote, 2004).

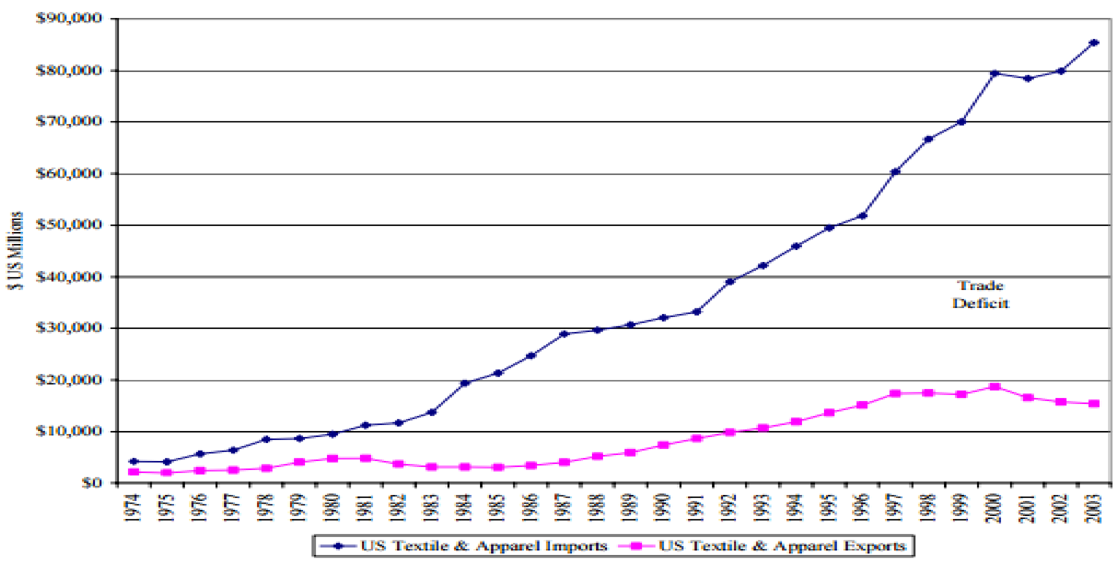

Figure 2.6: Rapid Growth of import of apparels.

Another example of how well this sector is globalized can be found from Bangladesh, which has become the second largest apparel producer and exporter country in the world (Fig 2.7). Currently Bangladesh has taken the position of being the 2nd largest apparel exporting country in the world, China being the number one. By the year 2012-2013, the country exported RMG totaling US$ 20 billion and was deemed to be gained 45 to 50 billion by the year 2020. The country has more than 6000 RMG factories with about 4 million workers (including 80 percent women workers and almost another 20 million people directly or indirectly engaged in this industry). They have huge buyers like Nike, IKEA, H&M, MANGO, ZARA and so on. Though they have faced a lot of challenges and problems regarding trade bans, political issues and competitive market (Anam Ullah, 2014).

YEAR	EXPORT OF RMG (IN MILLION US$)	TOTAL EXPORT OF BANGLADESH (IN MILLION US$)	% OF RMG'S TO TOTAL EXPORT
1983-84	31.57	811.00	3.89
1984-85	116.2	934.43	12.44
1985-86	131.48	819.21	16.05
1986-87	298.67	1076.61	27.74
1987-88	433.92	1231.2	35.24
1988-89	471.09	1291.56	36.47
1989-90	624.16	1923.70	32.45
1990-91	866.82	1717.55	50.47
1991-92	1182.57	1993.90	59.31
1992-93	1445.02	2382.89	60.64
1993-94	1555.79	2533.90	61.40
1994-95	2228.35	3472.56	64.17
1995-96	2547.13	3882.42	65.61
1996-97	3001.25	4418.28	67.93
1997-98	3781.94	5161.20	73.28
1998-99	4019.98	5312.86	75.67
1999-00	4349.41	5752.20	75.61
2000-01	4859.83	6467.30	75.14
2001-02	4583.75	5986.09	76.57
2002-03	4912.09	6548.44	75.01
2003-04	5686.09	7602.99	74.79
2004-05	6417.67	8654.52	74.15
2005-06	7900.80	10526.16	75.06
2006-07	9211.23	12177.86	75.64
2007-08	10699.80	14110.80	75.83
2008-09	12347.77	15565.19	79.33
2009-10	12496.72	16204.65	77.12
2010-11	17914.46	22924.38	78.15
2011-12	19089.69	24287.66	78.60
2012-13	21515.73	27018.26	79.63

Figure 2.7. Share in Revenue of Apparel sector in Bangladesh.

2.5. Profiles of Global Apparel Industries

There is no such country where the apparel industry has not penetrated completely. This section covers three major areas, based on facts and figures, about the globalization of textile industry:

1) Apparel Industry Market share in 2014
2) Market share according to geography
3) Future Predictions till 2019

A) TURKEY:

By accounting 62% of the total market share of turkey industries, apparel industry became the largest sector in 2014.

Category	2014	%
apparel	5,991.8	62.0%
non-apparel products	3,678.7	38.0%
Total	9,670.5	100%

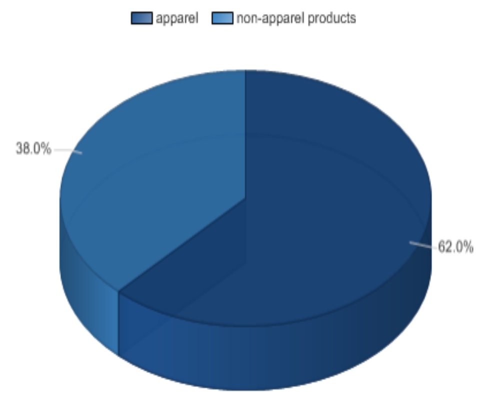

Figure 2.8: Market share of apparel industry in Turkey

Turkey accounts for 6.8% of the European apparel & non-apparel manufacturing market value.

Geography	2014	%
Russia	13,502.6	9.5
Turkey	9,670.5	6.8
Poland	2,364.4	1.7
Rest of Europe	116,986.4	82.1
Total	142,523.9	100.1%

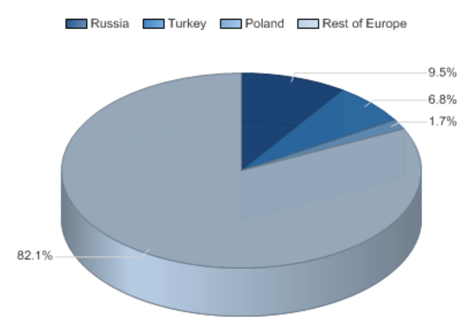

Figure 2.9: Market share of Turkey apparels in Europe market

In 2019, the Turkish apparel & non-apparel manufacturing market is forecast to have a value of $12,235.4 million, an increase of 26.5% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 4.8%.

Year	$ million	TL million	€ million	% Growth
2014	9,670.5	21,153.3	7,286.0	(7.1%)
2015	10,183.2	22,274.7	7,672.2	5.3%
2016	10,538.5	23,052.0	7,939.9	3.5%
2017	11,076.3	24,228.3	8,345.1	5.1%
2018	11,589.9	25,351.8	8,732.1	4.6%
201	12,235.4	26,763.8	9,218.4	5.6%
CAGR: 2014–19				4.8%

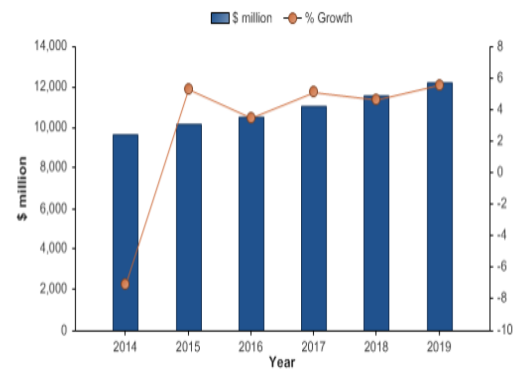

Figure 2.10: Future Prediction of Turkey apparels in 2019

Market Line Industry Profile, “Apparel and Non Apparel Manufacturing in Turkey”, (October, 2015).

B) SOUTH KOREA

Apparel is the largest segment of the apparel & non-apparel manufacturing market in South Korea, accounting for 76.6% of the market's total value.

Category	2014	%
apparel	25,085.1	76.6%
non-apparel products	7,665.8	23.4%
Total	32,750.9	100%

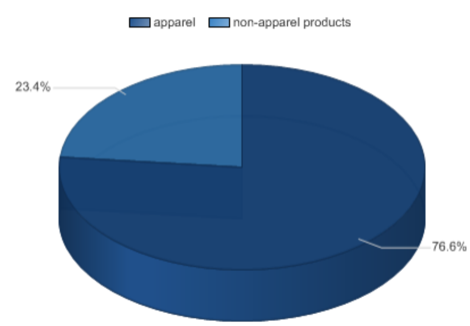

Figure 2.11: Market share of apparel industry in South Korea

South Korea accounts for 6.8% of the Asia-Pacific apparel & non-apparel manufacturing market value. China accounts for a further 63.2% of the Asia-Pacific market.

Geography	2014	%
China	303,961.4	63.2
India	52,641.4	10.9
Japan	47,398.4	9.8
South Korea	32,750.9	6.8
Thailand	3,600.8	0.7
Rest of Asia-Pacific	40,917.2	8.5
Total	481,270.1	99.9%

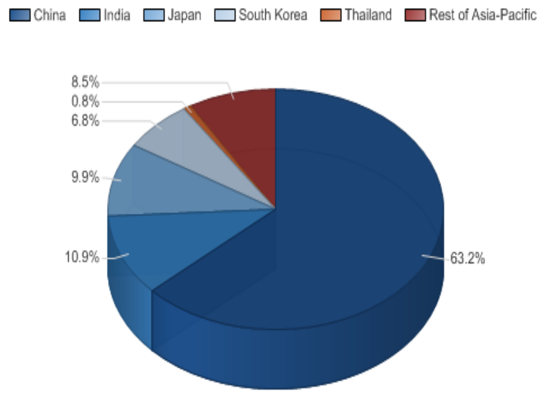

Figure 2.12 : Market share of South Korea in Asia Pacific Market

In 2019, the Korean apparel & non-apparel manufacturing market is forecast to have a value of $37,513 million, an increase of 14.5% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 2.8%.

Year	$ million	KRW million	€ million	% Growth
2014	32,750.9	34,497,170.7	24,721.0	4.7%
2015	33,845.7	35,650,348.2	25,547.4	3.3%
2016	34,866.2	36,725,220.9	26,317.6	3.0%
2017	35,824.3	37,734,491.3	27,040.9	2.7%
2018	36,706.1	38,663,288.3	27,706.5	2.5%
2019	37,513.0	39,513,144.7	28,315.5	2.2%
CAGR: 2014–19				2.8%

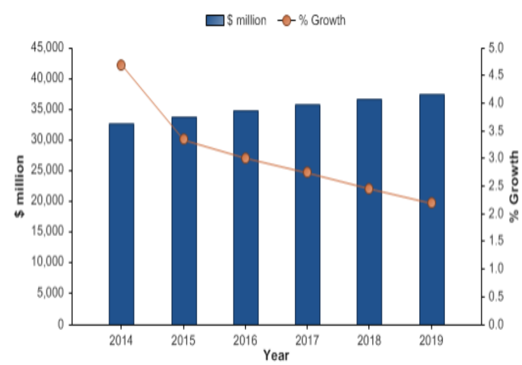

Figure 2.13: Future prediction of South Korea apparels in 2019

Market Line Industry Profile, “Apparel and Non Apparel Manufacturing in South Korea”, (October, 2015).

C) CHINA

Apparel is the largest segment of the apparel & non-apparel manufacturing market in China, accounting for 50.6% of the market's total value.

Category	2014	%
apparel	153,763.1	50.6%
non-apparel products	150,198.3	49.4%
Total	303,961.4	100%

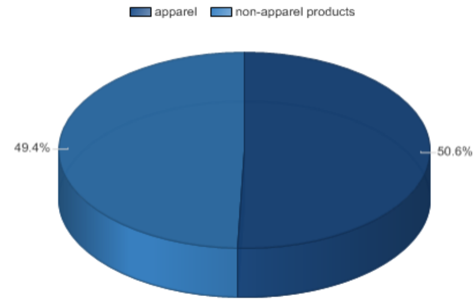

Figure 2.14: Market share of apparel industry in China

China accounts for 63.2% of the Asia-Pacific apparel & non-apparel manufacturing market value. India accounts for a further 10.9% of the Asia-Pacific market.

Geography	2014	%
China	303,961.4	63.2
India	52,641.4	10.9
Japan	47,398.4	9.8
South Korea	32,750.9	6.8
Singapore	4,858.4	1.0
Rest of Asia-Pacific	39,659.6	8.2
Total	481,270.1	99.9%

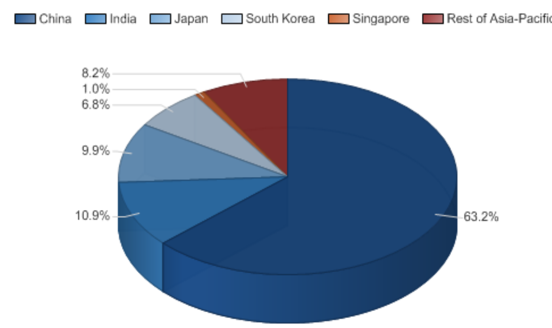

Figure 2.15: Market share of China in Asia Pacific Market

In 2019, the Chinese apparel & non-apparel manufacturing market is forecast to have a value of $434,332.5 million, an increase of 42.9% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 7.4%.

Year	$ million	CNY million	€ illion	% Growth
2014	303,961.4	1,868,025.2	228,804.1	4.3%
2015	327,313.9	2,011,540.5	246,382.5	7.7%
2016	351,398.6	2,159,555.5	264,512.0	7.4%
2017	377,585.3	2,320,488.4	284,223.8	7.5%
2018	405,233.6	2,490,403.9	305,035.8	7.3%
2019	434,332.5	2,669 233.6	326,939.7	7.2%
CAGR: 2014–19				7.4%

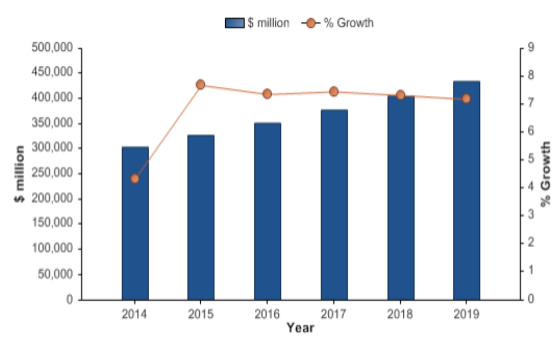

Figure 2.16: Future prediction of Chinese market in 2019

Market Line Industry Profile, "Apparel and Non Apparel Manufacturing in China", (October, 2015).

D) RUSSIA

Apparel is the largest segment of the apparel & non-apparel manufacturing market in Russia, accounting for 73.2% of the market's total value.

Category	2014	%
apparel	9,888.0	73.2%
non-apparel products	3,614.6	26.8%
Total	13,502.6	100%

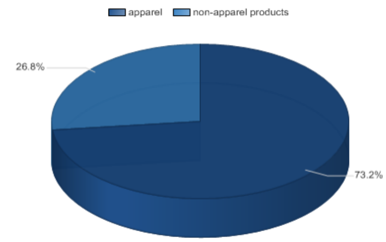

Figure 2.17: Market share of apparels in Russia

Russia accounts for 9.5% of the European apparel & non-apparel manufacturing market value.

Geography	2014	%
Germany	24,186.5	17.0
United Kingdom	20,770.9	14.6
Russia	13,502.6	9.5
Poland	2,364.4	1.7
Czech Republic	2,167.9	1.5
Rest of Europe	79,531.6	55.8
Total	142,523.9	100.1%

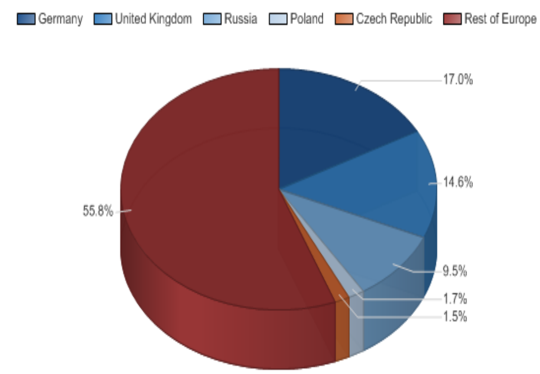

Figure 2.18: Market share of Russia in European market

In 2019, the Russian apparel & non-apparel manufacturing market is forecast to have a value of $19,153.4 million, an increase of 41.8% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 7.2%.

Year	$ million	RUB million	€ million	% Growth
2014	13,502.6	520,078.5	10,224.3	23.1%
2015	14,320.3	551,575.7	10,843.5	6.1%
2016	15,317.8	589,994.9	11,598.8	7.0%
2017	16,398.6	631,625.4	12,417.2	7.1%
2018	17,654.6	680,002.6	13,368.3	7.7%
2019	19,153.4	737,729.8	14,503.1	8.5%
CAGR: 2014–19				7.2%

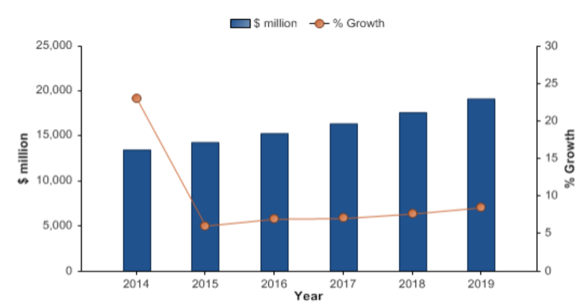

Figure 2.19: Future Prediction of Russian Market by 2019

Market Line Industry Profile, "Apparel and Non Apparel Manufacturing in Russia", (October, 2015).

E) NORTH AMERICA

Apparel is the largest segment of the apparel & non-apparel manufacturing market in North America, accounting for 60.9% of the market's total value.

Category	2014	%
apparel	67,361.9	60.9%
non-apparel products	43,194.4	39.1%
Total	110,556.3	100%

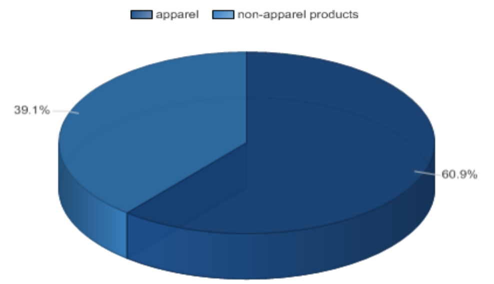

Figure 2.20: Market share of Apparels in North America

The United States accounts for 85.6% of the North American apparel & non-apparel manufacturing market value. Canada accounts for a further 8.8% of the North American market.

Geography	2014	%
United States	94,667.7	85.6
Canada	9,738.1	8.8
Mexico	6,150.5	5.6
Total	110,556.3	100%

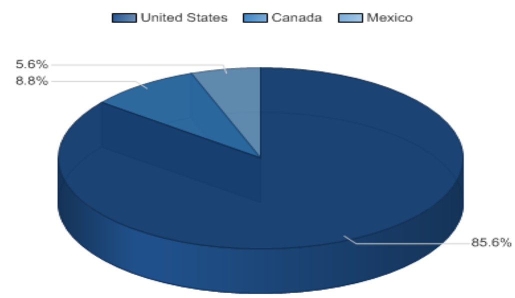

Figure 2.21: Market share of USA in North American Market

In 2019, the North American apparel & non-apparel manufacturing market is forecast to have a value of $143,227.4 million, an increase of 29.6% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 5.3%.

Year	$ million	€ million	% Growth
2014	110,556.4	83,187.6	4.4%
2015	115,373.9	86,812.6	4.4%
2016	122,061.8	91,844.9	5.8%
2017	129,222.0	97,232.5	5.9%
2018	136,376.1	102,615.6	5.5%
2019	143,227.4	107,770.8	5.0%
CAGR: 2014–19			5.3%

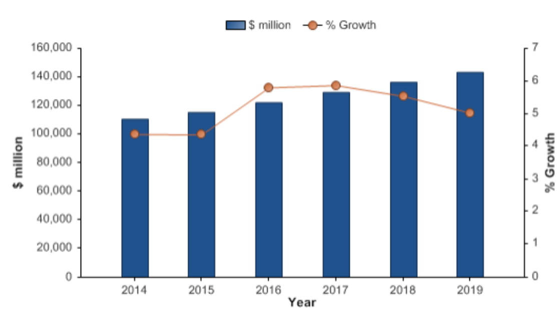

Figure 2.22: Future prediction of North American Market by 2019

Market Line Industry Profile, "Apparel and Non Apparel Manufacturing in North America", (October, 2015).

F) FRANCE

Apparel is the largest segment of the apparel & non-apparel manufacturing market in France, accounting for 64.1% of the market's total value.

Category	2014	%
apparel	15,053.2	64.1%
non-apparel products	8,433.0	35.9%
Total	23,486.2	100%

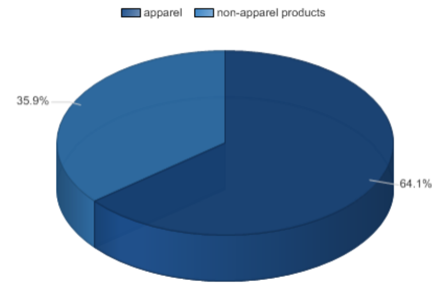

Figure 2.23: Market share of apparels in France Market

France accounts for 16.5% of the European apparel & non-apparel manufacturing market value.

Geography	2014	%
Germany	24,186.5	17.0
France	23,486.2	16.5
United Kingdom	20,770.9	14.6
Italy	12,488.7	8.8
Spain	10,174.0	7.1
Rest of Europe	51,417.6	36.1
Total	142,523.9	100.1%

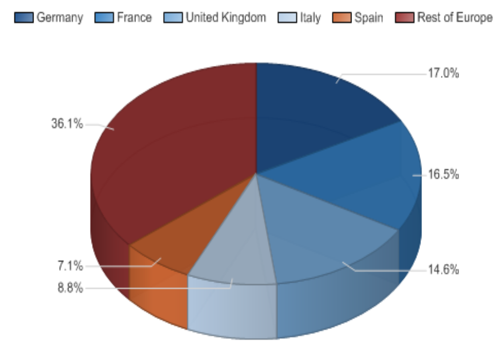

Figure 2.24: Market share of France in European Market

In 2019, the French apparel & non-apparel manufacturing market is forecast to have a value of $27,397 million, an increase of 16.7% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 3.1%.

Year	$ million	€ million	% Growth
2014	110,556.4	83,187.6	4.4%
2015	115,373.9	86,812.6	4.4%
2016	122,061.8	91,844.9	5.8%
2017	129,222.0	97,232.5	5.9%
2018	136,376.1	102,615.6	5.5%
2019	143,227.4	107,770.8	5.0%
CAGR: 2014–19			5.3%

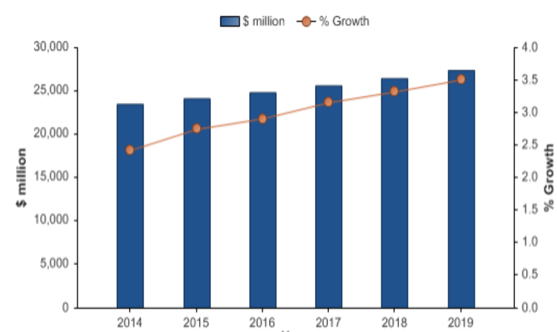

Figure 2.25: Future Prediction of FRANCE Market by 2019

Market Line Industry Profile, "Apparel and Non Apparel Manufacturing in France", (October, 2015).

G) BRAZIL

Apparel is the largest segment of the apparel & non-apparel manufacturing market in Brazil, accounting for 84% of the market's total value.

Category	2014	%
apparel	36,248.0	84.0%
non-apparel products	6,907.4	16.0%
Total	43,155.4	100%

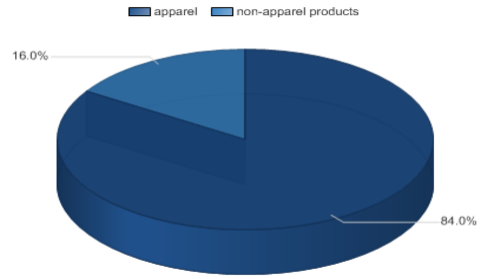

Figure 2.26: Market share of apparels in Brazil Market

Brazil accounts for 22.3% of the Americas apparel & non-apparel manufacturing market value.

Geography	2014	%
United States	94,667.7	48.8
Brazil	43,155.4	22.3
Canada	9,738.1	5.0
Mexico	6,150.5	3.2
Rest of the Americas	40,225.4	20.7
Total	193,937.1	100%

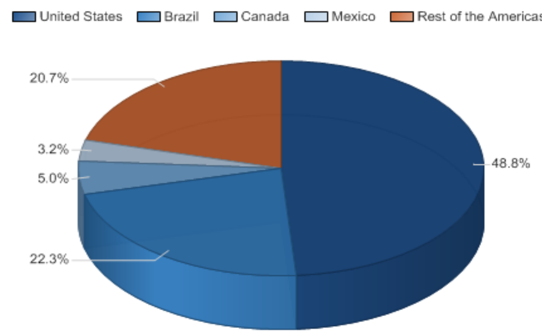

Figure 2.27: Market share of Brazil in American Market

In 2019, the Brazilian apparel & non-apparel manufacturing market is forecast to have a value of $57,411.2 million, an increase of 33% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 5.9%.

Year	$ million	BRL million	€ million	% Growth
2014	43,155.4	101,505.8	32,595.5	13.6%
2015	45,438.7	106,876.4	34,320.2	5.3%
2016	48,007.5	112,918.3	36,260.3	5.7%
2017	50,874.1	119,660.9	38,425.5	6.0%
2018	53,964.9	126,930.9	40,760.1	6.1%
2019	57,411.2	135,037.0	43,363.1	6.4%
CAGR: 2014–19				5.9%

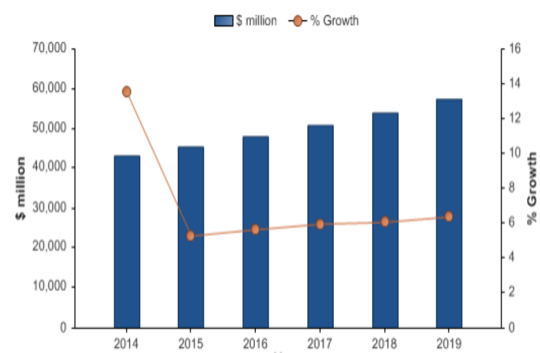

Figure 2.28: Future Prediction of Brazil Market by 2019

Market Line Industry Profile, "Apparel and Non Apparel Manufacturing in Brazil", (October, 2015).

H) JAPAN

Apparel is the largest segment of the apparel & non-apparel manufacturing market in Japan, accounting for 75.8% of the market's total value.

Category	2014	%
apparel	35,935.0	75.8%
non-apparel products	11,463.4	24.2%
Total	47,398.4	100%

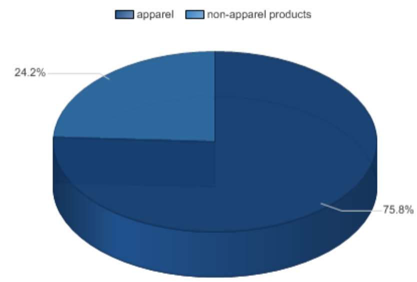

Figure 2.29: Market share of Apparels in Japan

Japan accounts for 9.8% of the Asia-Pacific apparel & non-apparel manufacturing market value.

Geography	2014	%
China	303,961.4	63.2
Japan	47,398.4	9.8
South Korea	32,750.9	6.8
Singapore	4,858.4	1.0
Taiwan	2,584.1	0.5
Rest of Asia-Pacific	89,716.9	18.6
Total	481,270.1	99.9%

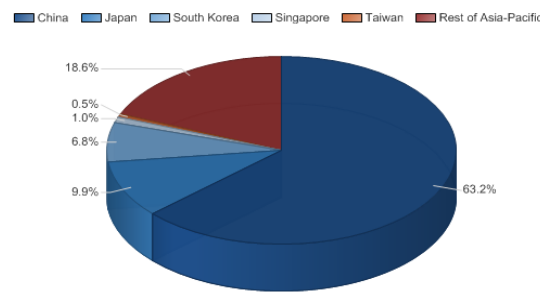

Figure 2.30: Market share of Japan in Asia Pacific market

In 2019, the Japanese apparel & non-apparel manufacturing market is forecast to have a value of $67,266 million, an increase of 41.9% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 7.3%.

Year	$ million	¥ million	€ million	% Growth
2014	47,398.4	5,017,120.9	35,739.6	5.8%
2015	50,592.0	5,355,160.2	38,147.6	6.7%
2016	54,361.4	5,754,151.8	40,989.8	7.5%
2017	58,258.5	6,166,657.1	43,928.3	7.2%
2018	62,634.4	6,629,849.8	47,227.9	7.5%
2019	67,266.0	7,120,111.4	50,7 0.3	7.4%
CAGR: 2014–19				7.3%

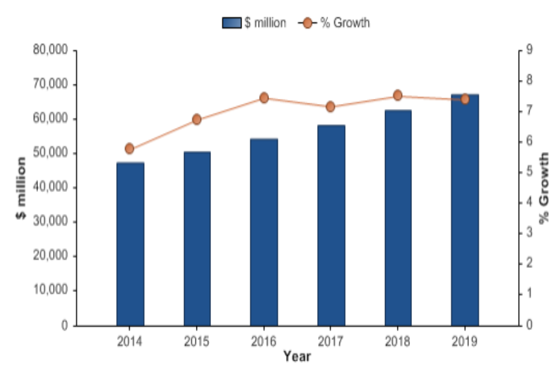

Figure 2.31: Future Prediction of Japan Market by 2019

Market Line Industry Profile, "Apparel and Non Apparel Manufacturing in Japan", (October, 2015).

I) INDIA

Apparel is the largest segment of the apparel & non-apparel manufacturing market in India, accounting for 66.6% of the market's total value.

Category	2014	%
apparel	35,037.1	66.6%
non-apparel products	17,604.4	33.4%
Total	52,641.5	100%

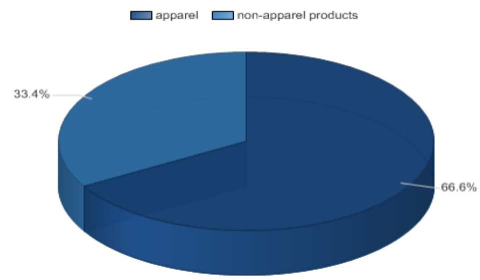

Figure 2.32: Market share of apparels in India Market

India accounts for 10.9% of the Asia-Pacific apparel & non-apparel manufacturing market value.

Geography	2014	%
China	303,961.4	63.2
India	52,641.4	10.9
Japan	47,398.4	9.8
South Korea	32,750.9	6.8
Taiwan	2,584.1	0.5
Rest of Asia-Pacific	41,933.9	8.7
Total	481,270.1	99.9%

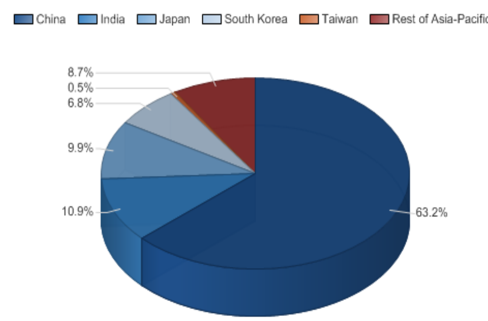

Figure 2.33: Market share of India in Asia Pacific Market

In 2019, the Indian apparel & non-apparel manufacturing market is forecast to have a value of $82,740.7 million, an increase of 57.2% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 9.5%.

Year	$ million	Rs. million	€ million	% Growth
2014	52,641.4	3,209,127.2	39,670.9	(4.4%)
2015	57,455.2	3,502,583.4	43,298.5	9.1%
2016	62,911.7	3,835,221.1	47,410.6	9.5%
20 7	68,697.1	4,187,911.9	51,770.5	9.2%
2018	75,267.0	4,588,425.7	56,721.6	9.6%
2019	82,740.7	5,044,035.9	62,353.8	9.9%
CAGR: 2014–19				9.5%

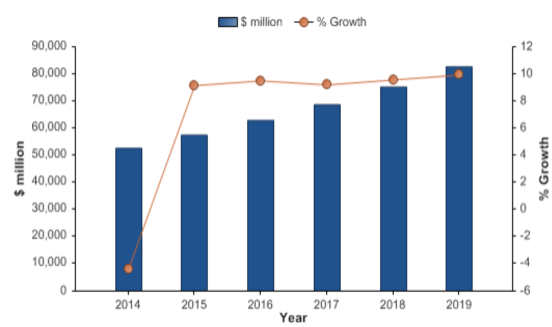

Figure 2.34: Future Prediction of India Market by 2019

Market Line Industry Profile, "Apparel and Non Apparel Manufacturing in India", (October, 2015).

J) ITALY

Apparel is the largest segment of the apparel & non-apparel manufacturing market in Italy, accounting for 69.5% of the market's total value.

Category	2014	%
apparel	8,681.1	69.5%
non-apparel products	3,807.6	30.5%
Total	12,488.7	100%

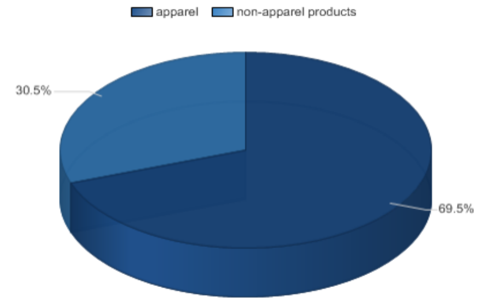

Figure 2.35: Market share of apparels in Italy Market

Italy accounts for 8.8% of the European apparel & non-apparel manufacturing market value. Germany accounts for a further 17% of the European market.

Geography	2014	%
Germany	24,186.5	17.0
France	23,486.2	16.5
United Kingdom	20,770.9	14.6
Italy	12,488.7	8.8
Rest of Europe	61,591.6	43.2
Total	142,523.9	100.1%

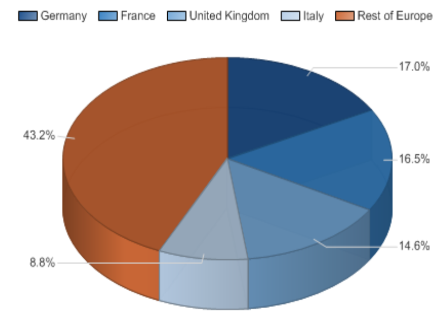

Figure 2.36: Market share of Italy in European Market

In 2019, the Italian apparel & non-apparel manufacturing market is forecast to have a value of $13,980 million, an increase of 11.9% since 2014. The compound annual growth rate of the market in the period 2014–19 is predicted to be 2.3%.

Year	$ million	€ million	% Growth
2014	12,488.7	9,410.2	0.6%
2015	12,684.1	9,557.4	1.6%
2016	12,992.3	9,789.7	2.4%
2017	13,310.3	10,029.3	2.4%
2018	13,634.5	10,273.6	2.4%
2019	13,980.0	10,533.9	2.5%
CAGR: 2014–19			2.3%

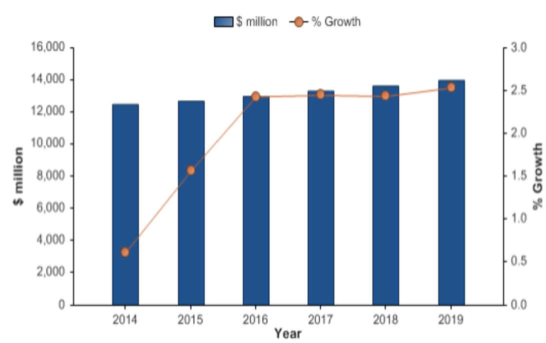

Figure 2.37: Future Prediction of Italian Market by 2019

Market Line Industry Profile, “Apparel and Non Apparel Manufacturing in Italy”, (October, 2015).

2.6. Importance of Textile and clothing Industry

Eric Hobsbawm very confidently says that: "Whoever says industrial revolution, says cotton". There is no doubt that textile industry has been the center of attraction. Of the whole world, in the late eighteenth; nineteenth and twentieth century. It won't be wrong if it is said that Textile and clothing (T&C) industry has always highly contributed to the global trade. T&C industry has been a basic pillar of most of the countries' economy and it has been the bread and butter for a lot of families. The American economist quotes:
"There are children who are working in textile businesses in Asia who would be prostitutes on the streets if they did not have those jobs."

The importance of textile industry can be proven to an extent by some facts and figures collected by Business Vibes (2015):

- The net worth of global textile and garment industry (including textile, clothing and luxury fashion) is currently nearly $3,000 trillion.
- The world market for textiles made from organically grown cotton was worth over $5 billion in 2010.
- The global fashion apparel industry has surpassed the market size of US$1 trillion since 2013, now it represents nearly 2% of the world GDP, and almost 75% of world's fashion market is concentrated in Europe, USA, China and Japan.
- Vietnam is 5th largest textile exporter in the world, now Vietnam's textile and garment industry is aiming at total exports of $28.5 billion in 2015.

(Business Vibes, "30 shocking Figures and Facts in Global Textile and Apparel Industry", http://www.business2community.com/fashion-beauty/30-shocking-figures-facts-global-textile-apparel-industry-01222057#DAvuK5UeyAF6c7r3.97 ,May 2015).

According to the report of World Trade Organization (WTO), in 2006, the textile and clothing sector generated US$ 479 billion in world exports which is actually 4.6% of total world exports. The three reasons behind T7C industry being considered important and unique are:

1) It is acting as a building bridge for the newly industrialized countries towards their development journey. Also it acts as a ladder for least developed countries to step

up on the development path. It is helping vanish the concept of one bread earner in a family.

2) As the basic capital investment is very low hence anyone is welcome to easily enter this industrialization phase.
3) This industry has a huge back hand, means that it is the most protected industry of global economy in terms of rights, rules and regulations.

(Ratnakar Adhikari and Yumiko Yamamoto, “The textile and clothing Industry: Adjusting to the post-quota world”, Industrial Development for the 21st Century)

A major contribution in the Textile and Clothing industry was seen in 2013. 70% of world exports of textiles and clothing was contributed by newly industrialized countries (NIC’s) and least developed countries (LDC’s) (WTO DDG Xiaozhun Yi., ITMF 2014 ANNUAL CONFERENCE, Beijing, China, 16-18 October 2014, World Textiles Trade and the WTO).

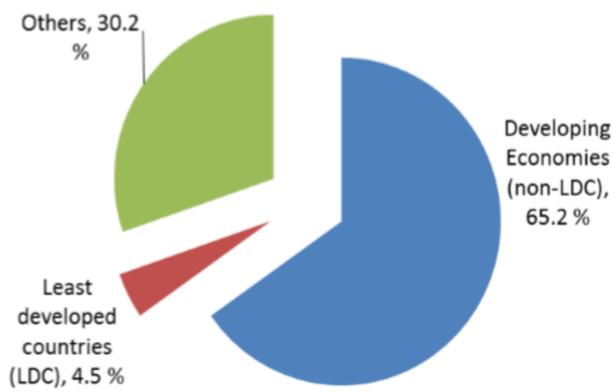

Figure 2.38: Contribution of Textiles in 2013

WTO DDG Xiaozhun Yi.,ITMF 2014 ANNUAL CONFERENCE, Beijing, China, 16-18 October 2014,World Textiles Trade and the WTO

CHAPTER 3 MILLENIALS AND THEIR ATTITUDES

3.1. Millennials

3.1.1. Definition

Since this world has come into existence and research-work has advanced widely, we come across several new terms on daily basis. So is the case with generations. Generations are being categorized according to their age, time period, cohorts and traits. Later they are termed as a specific word. According to the American social scientists the generations are broadly classified as: the G.I. generation, the silent generation, Younger Baby boomers, Older Baby Boomers Generation Y and Generation X. 3 different opinions about these generations have been given:

1) According to US Census Bureau, below is the categorization of these generations and their demographics overview:

Homeland Generation	Millennials	Generation X	Baby Boomers
born 2001 - present	born 1980 - 2000	born 1965 - 1979	born 1946 - 1964
current age range 0 - 14	current age range 15 - 35	current age range 36 - 50	current age range 51 - 69
average age 7	average age 25	average age 43	average age 60

Figure 3.1: Demographics of different generations

2) On the contrary, Sharon A. DeVaney (2015) writes in her article "Understanding the Millennial Generation" that there are four generations in the American society:

a) People born between 1930 and 1945 were termed as silent generation. They were the witnesses of World War II and the great depression.
b) People born between 1946 and 1964 were named as Baby boomers. Early events in the boomers' lives were economic prosperity and the growth of the suburban middle class.
c) People born between 1965 and 1979 or 1981 were Generation X. Vietnam War and the energy crisis were the highlighted events of this generation.
d) People born between 1980 and 2000 were known as Millennials. Early events in the millennials' lives were globalism and the Internet Age (National Endowment for Financial Education, 2015)

3) There are also some researchers who think that classification of millennials is affected by regions. David Hole, Le Zhong and Jeff Schwartz, have formed demographics of different generations in "Talking About Whose Generation, Why Western Generational Models Can't Account for a Global Workforce", On Talent, The Talent Paradox: A 21st Century talent and leadership agenda, Deloitte University Press (2010, p.100)).

This thesis covers the group of people whose ages range from 15-35 (till 2015). Such a group has been named as generation Y or Millennials. It is said by Scott Hess that:

Global Generation Overview

		1950	1960		1970		1980		1990	2000
China		Post 50s generation	Post 60s generation		Post 70s generation		Post 80s generation		Post 90s generation	
India	Traditional generation				Non-traditional generation		Gen Y			
South Korea		475 generation	386 generation		Gen X and Gen Y					
Japan	1st Boomer	Danso generation	Shinjinrui generation		2nd Boomer	Post bubble		Shinjinrui junior	Yutori	
Russia	Baby boomers			Gen X				Gen y (Gen "Pu")		
Bulgaria	Post war generation			Communist generation			Democracy generation			
Czech Republic	Baby boomers			Gen X – Husak's children generation			Gen Y			
South Africa	Baby boomers				Gen X				Gen Y	
Brazil	Baby boomers			Gen X			Gen Y			

Figure 3.2: Global Generation Overview

"Millennials are the new target and they are considered to be entitled and lazy and just not fit to live." Millennials has become one the most discussed and highly researched topic of these days. This generation is also named as "Generation Y" or "Net Generation". There has always been a lot of debate over the issues as to who should be included in the millennial group. There are several sources which define the term millennials and below are all listed accordingly:

1) According to the definition of the analysts at Goldman Sachs: "The demographic group born between 1980-2000, are known as millennials". (http://www.goldmansachs.com/our-thinking/pages/millennials/)
2) This term is actually applicable to those who reached their adulthood in the turnaround of 21st century. So, it actually means that they are those people who have their date of births in the years ranging from 1980-2000 (Douglas Maine, July 2013).
3) A consumer research firm known as Iconoclast claims that it was the year 1978 when the first millennial stepped in this world (WhatIs.com).
4) According to a report published by Newsweek magazine, it was the year 1977 to 1994, when the millennials came into existence (Matthew and Margaret, 2015).
5) Placement of millennials in an article of Time magazine was seen to be between the years 1980-2000 (DANIEL D'ADDARIO, May 2013).
6) It was stated that by the author of an article published in "Law Practice Today" that millennials were born between 1977-1988 (Diane and Devon, August 2004).

3.1.2. History

Neil Howe and William Strauss, authors of the 1991 book Generations: The History of America's Future, 1584 to 2069, are often credited with coining the term. Howe and Strauss define the millennial cohort as consisting of individuals born between 1982 and 2004. In August 1993, the word "Generation Y" was witnessed for the very first time in the publication of Ad Age but this term did not age well and was replaced by the term "millennial". Though both of them bare the same meaning. Millennials are the second biggest population in the history of the world (Neil Howe and Bill Strauss, Millennials Rising: The Next Great Generation, New York Vintage Books, 2000). The idea of studying and publishing about different generations was initiated by Karl Manheim back in 1923 and was termed as "generation's theory". Keeping this theory as a base, Eastman further elaborated that all the people could be categorized into various generations according to their attributes and life experiences. The vital point about all these generations is that the older ones all around the globe have almost the same traits but the younger ones share exactly the same attributes. Technology and Globalization are the two major reasons behind it. It feels that the recent generations are more socially connected turning each other identical (Anca Bucuta, 2015).

3.2. Traits of different generations

Generation X characteristics include: self-supporting, flexible to changes, skeptical, distrustful regarding authorities, have preference for self-owned businesses, have plentiful resources and are technologically literate. Baby boomers are attributed as people who have immense love for work and keep it as their first priority always, believes in idealization, trustworthy, challenging, obsessed about material and believes in self-satisfaction to an extreme level. The designations and office at a certain work place matters a lot to baby boomers. Silent generation are devoted to their motherland, reliable, authoritative (kind of bossy), socially and economically traditionalist and a brick in the wall. But above all they have no competition when it comes to ethics and values. (Sharon A. DeVaney, 2015)

Guven categorizes the features of different generations as follows:

- Baby Boomers: They believe on individuality, competing to achieve their targets and personally groom themselves. They are famous for their enthusiasm in movements of Civil Rights as well as transformation of society. Their work ethics and dedication to their jobs are exemplary. They think brain storming in a team brings out the best results. For them work is a cycle which only moves in a designated direction. They believe that success is the result of hard work and sacrifices. They are completely loyal and committed to their company. They are not welcoming to new work environments.
- Generation X: The generation for whom education matters a lot. They are the kind of people who are frustrated by the cultural influences and the excessively obsessing internet era. In fact they would prefer to simplify things and give

priorities to their relationships. Self-government and freedom comes number one on their list. They make an effort to socialize and make work relations, as for those actions speak louder than words. They also believe that one needs to be an expert of their related field and for that they should be in an all-time learning process. On the contrary, they think that one should keep on switching their companies, as it is well said that love your work not your company. It is not so with their relationships, in which they are extremely loyal and well balanced. They do not show much interest in taking up a role as a leader. In addition they think that depending on credit systems is a maniac and would rather prefer debits (Guven Ordun, 2015).

- According to a study done by Lynne C. Lancaster, 2004:

	Traditionalists	Baby Boomers	Generation Xers	Millennials (Gen Y, GeNext)
Traits	Patriotic; loyal; heads down, onward and upward attitude; polite; fiscally conservative; faith in institutions; high work ethic; graciousness; experience; keepers of institutional memory; may feel overlooked and unappreciated ("I've acquired wisdom over the years but there doesn't seem to be much demand for it.")	Idealistic and optimistic; highly competitive; overwhelming need to succeed; question authority; the "sandwich generation" with elder-care concerns; responding to healthcare issues, divorce, death of parent, kids in college; may be turning inward; have difficulty admitting something is wrong; don't like to ask for help; at risk for burnout; experienced; team-workers; skilled at mentoring	Eclectic; resourceful; comfortable with change; self-reliant; adaptable; skeptical about relationships and distrust institutions; high divorce rate; info-highway pioneers; entrepreneurial and independent; innovative; full of energy; fun at work; the generation that "got rid of the box"	Aka "The Digital Generation"; globally concerned; integrated; cyber literate; media and technology savvy; expect 24-hour info; realistic; probably have too much stuff to sort through; acknowledge diversity and expect others to do so; environmentally conscious; will try anything
Negative Stereotypes	Can't learn technology; refuse to give up the reins; non-engaged	Materialistic; work hard not smart; sold out their ideals; heavily in debt; not loyal	Haven't paid their dues; too young for management; say what they think; slackers; aggressive; annoying; loud	Unaware of lack of skills; require excessive affirmation; MTV generation
Values	Job stability; long-term careers; great reputation; fiscal responsibility; take care of possessions and responsibilities	Who am I? Where did my passion go? Is it too late to get it back? Seek organizations with integrity; politically correct; eager to put their own stamp on things; good pay; community involvement	Be my own boss; team environment contrasted with entrepreneurial spirit; advancement oportunity	High value on education; high value on life style balance; work is not the most important thing; stepping stone for future opportunities; high tech, innovative; diverse workforce; Be my own boss

Figure 3.3: Traits of different generations.

3.3. Aspects about millennials

Millennials are considered to be the most influential consumers. The reason behind this title is because they are adaptable to new changes, self-expressive and welcome innovative ideas open heartedly (Vouchilas and Ulasewicz, 2014). A very catchy statement was made by a researcher that it is useless to target market the millennials as they are unable to buy branded commodities due to light-weight pockets. (Brendish, Lynda, Jan/Feb 2015). Some of the researchers also consider the very positive aspects of millennials which are being concerned about their social moves and responsibilities. They actually do care about the civil life, society's wellness, betterment and sustainability. Not only this millennials are highly contributing in the recycling campaigns that is they have no hesitance in consuming second hand or recycled products. (Vouchilas and Ulasewicz, 2014). The post usage of disposed products is supported by millennials at maximum level. (Vouchilas and Ulasewicz, 2013). Though millennials, in general, are studied as one single generation; there are certain researches which show that they are further classified as older millennials and younger millennials. Though when we see the millennials generation from an eagle's eye, the traits are absolutely the same but then there are minor differences between the two classes. (Vouchilas and Ulasewicz, 2014).

The millennial generation is one-and-one half times as large as Generation X and almost equal in size to the baby boomer generation. There is clear evidence of millennials being socially responsible, which is sometimes a huge challenge for them. Back in 2013, they were involved in major protests which was a major response to recession and drastic economic changes. They took responsibility on their shoulders by delaying marriages, delaying buying new stuff, staring new business and contributed to economy as much a possible (Sharon A. DeVaney, 2015). As they have witnessed a real drastic change in the economy they are very price conscious during their shopping visits (Kristin Sprague, May 2015). The most important thing that the millennials are concerned about while apparel-purchase is price (Karen, Ruoh-Nan Yan, Jennifer and Julianne, 2011). This aspect is also supported by further studies which quotes that millennials for sure are entitled, positive approachers, civic-minded, emotionally attached with parents, multi-taskers who are fully aware of keeping a balance between personal and professional life; awesome team players and impatient (Sharon A. DeVaney, 2015). Millennials are used to of working as a collaborative team so it gets real difficult for them to work as an individual. This means that opinions of their peers matters a lot in decision making. The trait of being reliant on co-millennials while making a decision have taken away an individual's innovation and decision power (Joy and Kim, 2013).

Millennials self-confidence and capabilities are appreciated at each and every level. And if they are not bucked-up they could fall into trouble in decision-making. Also millennials are termed as very "demanding" and "open to new opportunities". It is said that the best quality of millennials is that they know how to keep a perfect balance in their lives. They are highly affected by emotions and relations in their family, friends and social life (Sharon A. DeVaney, 2015). Family and friends are good agents for brand recommendations (Syed, Bilal and Amit; April 2014). For valuable or worthy purchases, they would always take a major span of time as they would first consult their family, friends and co-workers (Anca Bucuta, 2015). Similarly, they are influenced by the technological world advancements, but the best part is that they are able to figure out a solution to each and every challenge of their life. It won't be wrong if it is said that they have connected both aspects of life digitally (Sharon A. DeVaney, 2015).Another very readable research about millennials is related to the strong bonding they have amongst themselves. Either it is the technological developments or their personalities, each and every one not only stays connected at all times but also are good problem solvers. They are well aware of the art of keeping balance between their physical and virtual groups (Anca Bucuta, 2015).

Millennials have become a bonanza generation, as they are super independent and empowered. It has been found during a research that an amount of $600 billion a year is spent by U.S. millennials and by 2020 this amount might reach up to a level of $1.4 trillion which in one-third proportion of the total U.S. retail sales. All the major and minor brands are working real hard to reach up the expectations of generation Y. The reason behind this particular approach is that this generation Y is a massive segment which could enhance a brand's growth (Joel Warner, 2015).

A research showed that millennials are highly self-interested, selfie freaks and passive about their personal profits (Brendish, Lynda, Jan/Feb 2015). Negative traits of generation Y were also noticed as disrespectful, selfish, lazy, and unhygienic (Guven Ordun, 2015). The worst scenario that the technological development has created in millennials is that they are unable to concentrate on a particular task for a span. In addition, they are unpunctual and have undefined limitation between private public information sharing (Howe and Strauss, 2000). On the other hand they were observed to be the most caring, reliable, responsible and observant generation till date (Brendish, Lynda, Jan/Feb 2015).

3.4. Millennials Shopping Traits

A very heart-touching theory about generation Y was read, which said that few parents co-signed their credit cards with their millennial kids. The logic behind such an act was that the shopping of millennials is very family oriented. This means that it is for the family or affects the family in one way or another (Beth and Wi-Suk, 2012). The characteristic of a product which attracts the millennials the most during shopping is it “uniqueness”. When buying the certain product, the most important observation of the retailers is the expenditure on that particular product: the older millennials because of their higher income ranges are observed to spend more than the younger millennials. Older millennials, if have any chance, would prefer to shop from the B&Ms (brick and mortar store). They do not prefer price as a highly important factor but yes they would love to save as much as possible by buying the affordable product (Vouchilas and Ulasewicz, 2014).

They elect these kind of stores for self-gratification or satisfaction and look forward to some royal treatment as well. Not only this, they want to be 100% sure about the commodity that they are going to buy as they don’t want their money to go in vain. This proves how conscious shoppers they are (Kristin Sprague, May 2015). The millennials are super smart in making purchase decisions thus are sometimes misunderstood for being “confused” and “lazy”. Though, in reality they are the most cautious decision makers. The more the worth of the commodity to be purchased, the more they would spend time on it for analysis and reaching the right decision. Specifically, millennials are very choosy when buying something that reflects their image and personality in their society (Anca Bucuta, 2015). This is the reason the brands have become super cautious in their online retailing websites as well as stores. They are making a lot of efforts in printing pictures of products and mentioning the features too. The apparels are presented on websites using mix and match functions and 3-D modeling so that choosing the best option gets easier for them. This is a new technique where consumers are attracted via online material and later satisfied and retained through stores (Ann Marie Fiore and Hyun-Jeong Jin, 2003).

On the contrary, another study says that as older millennials are more mature and have experienced the ups and downs of life, they prefer saving more than the younger millennials. Millennials ranging from age 27-31 would save more because of their careful or efficient nature. Whereas, younger millennials go through a feeling of entitlement. When it came to shop apparels, no one was much interested in using the second-hand clothes. Out of 456 people 397, that is around 87%, opted 1st hand apparels, as the first hand stuff is cleaner than the second hand products. In addition to this they also thought that second hand things are not up-to-date, trendy and well organized. Though they are price-conscious and environmental friendly, still they do not show up any chance of buying a second hand apparel. Another interesting fact about millennials is that very few tell about their shopping destinations themselves. They prefer that their social circle or friends inquire about it and then later they might elaborate or give all major and minor details about it. (Vouchilas and Ulasewicz, 2014).

As millennials are considered to be very determinant, nothing brings their motivation level down. Hence, they have come up with new shopping techniques that is they would do a survey about the product foremost and then add it to their collection. Also, if the product does not fit their economic budgets, they would rent it for a while or find online bargain options taking advantage of their technological world. This concept has been entitled as "prioritize access over ownership" (Suddath, Claire, 2014). Sometimes, understanding the psychology of the millennial shoppers could be tricky. Their first perception is that millennials demand economical and easily-accessible or easily-available products. While another perception is them being quality-conscious and buying environmental friendly commodities. Though they are deeply attached to technological aspects of their life, still human emotions value a lot to them. Talking about the shopping behavior of millennials, the salient feature which matters to them a lot is time. They are people who think that shopping shouldn't be time-consuming, as their lives are pretty busy and tightly scheduled (Joel Warner, 2015).

Millennials are way too smart enough to thoroughly research about the merchandising they would do. They do not give any retailer a bit of a chance to take advantage of them. This clearly shows how strategically they shop (Kristin Sprague, May 2015). The expectations of 58% millennials from brands is the content publishing online prior their purchasing. Besides this, 43% were much interested in authenticity of the publication (Erik J. Martin, October 2015).

3.5. Marketing Influences on Millennials

A research about generation Y declared millennials as self-absorbed, anti-corporate and are not affected by advertising techniques much, especially if they are classical. (Bonnie, Teresa, Yingjiao and Raul, 2007). Millennials have always been a part of the technological world, which is extremely fast and revolves around computers and cellphones. This has put the retailers in a major confusion as to how much social networking influences them. The retailers always have to think out of the box and then make a final decision whether to share a certain information or not. Internet, friends' tweets and Facebook advertisements have a huge impact on millennials as far as product recommendations is concerned (Vouchilas and Ulasewicz, 2014). The percentage of millennials who trust the marketing done by their friends about a certain brand is 95%. Whereas, 98% would actually believe a friend's post than believing a post done by the brand itself (Erick J. Martin, 2015). Also casual verbal discussions and customized messages act as a seal of approval for them, before they buy a certain commodity. Another point noted here is that the advertising cohorts are differential in younger and older millennials. Younger millennials prefer using Instagram and messenger/WhatsApp messages, while older millennials would go for emails and Facebook (Vouchilas and Ulasewicz, 2014).

A well-known celebrity involvement in the marketing of a certain apparel brand does not have much impact on their buying behaviors (Syed, Bilal and Amit; April 2014). The advertisements on social networks like YouTube, Facebook, twitter, groupon, foursquare, Instagram and tumbler have quicker and deeper effects on millennials as the creators of all these companies were also millennials. In such a scenario each and every member of generation Y thinks that it is like an obligation to follow them and socialize via these technological developments. (Sharon A. DeVaney, 2015)

It has been quoted: "Millennials are the most educated generation in the history of the world." There are different reasons behind this solid claim which are: they are hungry for acquiring knowledge and also sharing it with others (Joel Warner, 2015). Undoubtedly, millennials are extensively educated but they have their own approaches of learning and acquiring knowledge. These approaches are all noted to be trivial as they are the pampered kids (Anca Bucuta, 2015).

Moreover, the whole world lies under their fingertips as they are technological savvy people. They have access to all the information whenever and wherever they desire. This is a clear indication to the brands and retailers that they should majorly focus on websites, Facebook and other social networks besides focusing on in-store and various marketing techniques (Joel Warner, 2015). Elite Daily studied the priorities of millennials and found out that Facebook was the most influential (43%), followed by (22%) Instagram and (12%) Pinterest. Marketing quality attacks millennials more as compared to marketing quantity. This quality comprises of relevance, simplicity and connectivity with them (Erik J. Martin, October 2015). Clearly displayed, perfect pictures, detailed information, availability, ease and swift updates is all what millennials are looking forward to on a brand's online advertisement. Not only this, they prefer using applications and websites which suits their smart phones. Millennials are also said to be a brand's biggest marketing executive. This happens when they publically share their shopping experiences online or write a review about a certain brand. In addition to this, they could help the retailers understand the mindset of millennials so that they could organize themselves accordingly. Nowadays, retailers are approaching millennials with various interactive activities during marketing campaigns, in this way the millennials do free- marketing for these retailers on social media (Joel Warner, 2015). For a brand, the best marketing advocate is a millennial to another millennial (Erik J. Martin, October 2015).

Millennials are not responsive to any of the advertisements which are fake or meaningless. The channel of marketing does not matter much to them but whatever is being displayed or aired should be genuine and believable (Brendish, Lynda; Jan/Feb 2015). It is also seen that the e-commerce that is the retailing through social media has made things really difficult for brands to keep up in the race of retaining generation Y consumers (Buhlendweni, 2015) so a lot of research in this field is always a helping hand.

3.6. Millennials clothing Psychology

Bonnie and co-researchers analyzed the theory of reasoned action with regards to millennials and apparels. The model proposed regarding the apparel psychology of millennials' intentions was:

$B \sim BI = w1\ (Ab) + w2\ (SN)$ where $Ab = \Sigma biei$ and $SN = \Sigma NBj\ Mcj$.

The intention behind a millennials purchase is observed to be at a high level if the respondent's attitude is more favorable. Subjective norm and other external variables had no influence on this group's purchase intention. It involved the attitude towards purchasing the product of interest, media usage, fashion involvement and personal attributes like self-confidence and self-consciousness. The results state that apparels on television shows were noticed by 80%, whereas 89% noted them on store display windows. Magazines also contributed to 83% of the sample's apparel information. 60% people responded to the newspaper advertisements about clothing and fashion. 86% millennials respondents noted the apparels displayed on mannequins, and 73% noticed clothing featured on billboard ads. Fashion shows are not much accessible to them so only 20% of the participants had an influence by them, and almost 60% agreed that the Internet is an important media tool for getting information regarding fashion. Over all these researchers think that these variables do not have much effects on buying behavior of millennials. The only variable that had huge variance was fashion, which made a little confusion for them as t-tests were very high (Bonnie, Teresa, Yingjiao and Raul, 2007).

According to Seattle times (2005), millennials are the most well-dressed generation. But it wasn't agreed as today's world economy do not allow them to shop well and remain well-classed. All they are doing day-night long is working hard enough to fulfill their basic needs. This was also proved by a study done by the intelligence group, part of the creative artists agency. Another report from Urban Institute (2010) came up with conclusions that the people back in 1983 who aged from 20-30 have 7% more wealth and earning level than current generation Y. It was also observed that millennials will firstly evaluate re-sale price and then invest in a certain commodity. This habit eventually led to a noticeable rise in the profits of online buy/sell businesses (Suddath, Claire, 2014).

Young consumers are deviated more towards branded apparels regardless of price. They are willing to pay any price for them as it offers good quality, exclusivity in their social circle and fashion sense (Syed, Bilal and Amit; April 2014). A 2014 merchant ware-house and retail pro international survey claimed that 73% millennials go for in-store shopping of apparels while 76% millennials go for in-store shopping of footwear (Kristin Sprague, May 2015).

It has been observed that Generation Y spend around 12% of their savings on apparels shopping in which ratio of males to females is around 52:75. And the money that they would be saving is saliently spent on purchasing branded apparels. While purchasing and consuming any brand, these shoppers make sure that all the back processes are fair enough and no illegal aspect is included in the supply chain (Karen, Ruoh-Nan Yan and Jennifer, 2009).

3.7. Millennials Apparels Brand Perception and Decision making.

Firstly an overview of the factors involved in decision making of a millennial were analyzed:

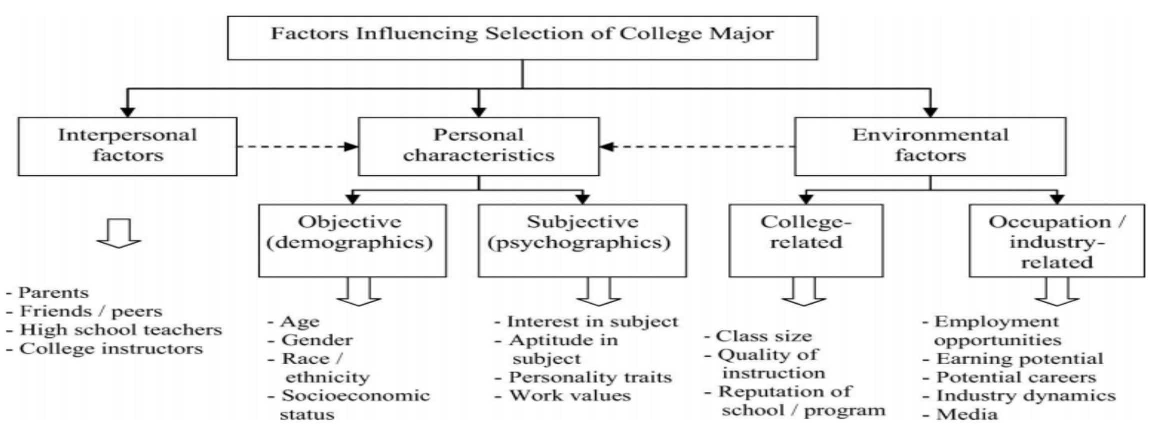

Figure 3.4 Factors influencing a millennial's decision making
Nancy Hodges and Elena Karpova, 2011

Millennials have been influential in each and every sector of this world “Consumerism” and “brand-awareness” runs in their blood and this is the reason why they are considered as the most dominant consumers or shoppers. Retailers work on the logic that millennials are trend-setters, superb purchasers with commendable purchasing power, broad minded about creative merchandise and turn out to be life-time loyal customers. (Bonnie, Teresa, Yingjiao and Raul, 2007). Talking about the creativity of millennials, another brilliant idea proposed by this population was that apparels is a technique for expressions. If they urge the apparels brand to be super careful about responsibilities towards the society, they can do two jobs in a go. One they can wear good clothes and as well as pass on the message of importance of Green World (Jessica and Hyun-Hwa, June 2015).

In addition, the purpose of millennial buying an apparel brand could be charity, if the brand is involved in any such activity. Or if a brand comes up with a certain social cause, most of the millennials will be psychologically convinced to purchase that particular brand (Karen, Ruoh-Nan Yan, Jennifer and Julianne, 2011). Millennials are accredited to be civic-minded people, which means that they are vastly involved in cause-related marketing. The retailers are making a lot of efforts in targeting this generation via maximum donation size, description and duration. In this scenario, whenever the millennials buy anything they are self-satisfied that they have acquired something for themselves as well as parallel fulfilled their duty towards their society (Malin and Florentine, May 2015).

The best trait about the current generation Y is that they are very touchy about their social responsibilities. One of the reasons of not being brand loyal is that they would prefer to shop from a brand who fulfills its social responsibilities. For instance brand A and brand B both had equal quality and price but brand A is more socially responsible, so they won’t care about loyalty to brand B. this was proved by Cone millennial cause study back in 2006 (Beth and Wi-Suk, 2012). Millennials have great knowledge about the environmental issues caused by apparel industry sector. Female millennials were very particular about the fact that whatever brand they go for should be eco-friendly. That is also one of the reason that millennials are not expected to be brand loyal (Dinele, Bertha and Nadine, 2012).

Fashion branding has been one of the major key components in the past days as it was considered a status symbol. Trendy clothes has been considered a way for self-expression. It has been revealed through various studies that generation Y is supremely captivated by materialism that is they feel pride in showing off their luxurious possessions. Not only this they would discourse about each other's personalities and social classes on the basis of these. Millennials believe that if you belong to a certain group you need to clearly portray it via your clothes and accessories. Or if you intend to enter in a social class, you need to follow the same norms and then only you can do so. Parallel, they do not agree to the concept that brands bring achievements or success. But they are convinced by the fact that branded stuff holds immense importance in their world. Some of them also have an opinion that clothes is a basic necessity so it being branded or unbranded does not matter at all. For them brands are important for the commodities that are high investments (Allie and Tricia, December 2012). They also believe that luxury brands are a key to success and materialism is one way to get their dreams. May it be pleasing themselves or any other person associated with their success (Sara Kamal, Shu-Chuan Chu and Mahmood Pedram, 2013).

Jacqueline, Rajesh and Stephanie, through their model, tried to figure out whether millennials are status consumers or not. They demonstrates relationships between millennials attributes towards eight different shopping styles that were: brand consciousness, novelty and fashion consciousness, recreational and shopping consciousness, impulsive/careless, and habitual/brand loyalty, characteristics of perfectionist, confused by over choice, and price consciousness. As a result they came up with the conclusions that millennials were highly brand conscious and believed in brand loyalty; had good fashion sense and liked uniqueness; shopping was also a fun activity or time-pass for them and they were used to of habitual or impulsive shopping (Jacqueline, Rajesh and Stephanie, 2013). Millennials consider shopping as an activity for leisure time or sport or one of the best ways to socialize (Anca Bucuta, 2015). All this was done to maintain their status. It was concluded that they believed that to go classy and according to the society status needs branding was an important factor. In addition, this model also focused on two things: status consumption by millennials was not at all related with quality consciousness, perfection in the apparels and being double minded about brands and their information. A lot of variety of brands could confuse a person but that is not at all in any way related to the generation Y being class consumers. It is believed that millennials are very sophisticated shoppers who can make very positive and firm decisions. The last aspect of price being an influential factor or not was left out from the model (Jacqueline, Rajesh and Stephanie, 2013).

Brand Loyalty is not considered as a compulsion in the generation Y (Syed, Bilal and Amit; April 2014). A research done on millennials clothing psychology shows that they prefer long-lasting apparel brands. For instance they would go for durable styles and fashions which would stay for life-time. Also, when shopping they would prefer simple black or blue jeans rather than a flashy printed one. This is because they are sure that the fashion won't last long and their investment would be useless. Furthermore, millennials would go shopping to stores of brands who would offer apparels online and in-store at the same time. (Suddath, Claire, 2014). Millennials are also very demanding regarding the authenticity of brands. (Brendish, Lynda, Jan/Feb 2015)

Marks and Spencer's, H&M and Topshop know how deeply generation Y is affected by ethical clothing and green marketing (Hye-Shin Kim and Mary Lynn Damhorst, 1998), therefore they have made new strategies regarding them. It was observed that female millennials exhibit more sensitivity towards the issue of environment and ethics as compared to males. It has been revealed that the millennials also check the tags of "RECYCLE"; "FAIR TRADE" and "ORGANIC" when buying a branded apparel and are fully aware of the meanings and prospects of these terms. Millennials are keen learners and are curious to know about things, therefore they prefer apparel brands who give them plenty-full knowledge about the social responsible activities being taken place in the apparel industry (Chanmi, Young and Sonai; January 2015).

There is a concept that millennials are not brand loyal. It is not so, the minute opinion that makes them different is that they believe in researching about the best quality. In cheapest range. They do not want the most out of their money expenditure, in fact they opt for the best economical product. As they are considered to be an acute generation, the retailer have to make an effort and give them a reason to stay brand loyal. They could do it either by offering economical discounted deals or offer excellent customer services. It was one of the conclusions of a survey (Merchant ware-house and retail pro international survey) in 2014 that millennials would go to avail the 20% discount offer coupon, despite wherever the store is located. Talking about the services, as most of the millennials are social-butterflies they choose to go shopping in stores rather than online shopping. This amount is around 90% according to a 2014 survey merchant ware-house and retail pro international survey (Kristin Sprague, May 2015).

Millennials truly understand that branded apparels have emerged in the market for profit making but on the other hand they are very strict about their value of keeping a balance between profits and eco-friendly status. Furthermore, there are millennials who think that this should not be a necessity as keeping the balance is very hard. The argument behind it is that the more the apparels brand become socially responsible, the more they would increase the price of the product. So some of the folks of this generation are fine with compromising this attribute for a better price. (Jessica and Hyun-Hwa, June 2015).

It has been noticed that millennials would not be thinking about shopping from just one brand. What they care about is what apparels reflect their personalities and traits. They are much concerned about on-the-go shopping rather than planning out a shopping day and go buy the product. If they like an apparels trend, look, quality, price and accessibility they would buy it that instant irrespective of seeing which brand offers it to them (Guven Ordun, 2015). The most challenging situation for a brand is to retain its generation Y consumers. It has been notified that millennials cling to a brand till their personal needs (self-expressions, fashion and trends) are being fulfilled or else they would switch. Inspiration, customization, comfort and one-to-one interactions should be the key factors for a brand if they want millennials to stay loyal to them (Anca Bucuta, 2015).
Another interesting aspect that has been studied is that nationalities which include cultures, lifestyles and ethnicity affect the attitude of millennials towards branded apparel.

The only evidence has been provided that yes it matters to an extent (Lynne Hammond, David Hawkins and Maria Alice V. Rocha 2005). Also the effects of culture is highly prominent in decision making processes (Pascale G. Quester, Amal Karunaratna, and Irene Chong 2001).

CHAPTER 4 METHODOLOGY

4.1. Introduction

This research aimed to be a building bridge between two major leagues of the society. In other words, the research highlights two major debatable aspects of present-day. The first one is millennials or generation Y: people currently aged from 16-36, whereas the second is the apparel industry. Both, being a global topic of discussion, carry immense importance in today's world. There are various reasons behind studying the two aspects and bringing them under one umbrella.

Talking about the generation Y, retailers think that they are the most complexed consumers that they have come across ever. The millennials have been analyzed and researched on the basis of generation theory. According to the generation theory, there is a hierarchy that if an individual wants to study about the traits of a certain generation they can do an overall scrutiny, but this does not fit the millennials at all. Undoubtedly, any analyst will observe that the personality of a millennial would be way different from the other millennial. Generalizing facts and figures for them is not an easy task for the retailers as they can be divide into unlimited market segments.

Taking an over view of both the themes, a study was conducted on how do the millennials reacted towards branded apparels. For this purpose, their attitudes towards life was thoroughly read, particularly their shopping behavior was deeply investigated. To achieve the results both qualitative and quantitative study was carried out. The qualitative study was all about the previous researches done in all fields of life regarding millennials. While the quantitative part consisted of the facts and figures gained after the millennial market research.

Merging both, this study has been done to help retailers understand the psychology and shopping traits of millennials towards branded clothing. Once they would have such a study with them, it might get easier for them to plan out their marketing strategies and supply chains. This thesis could be helpful for apparels industry during every stage of their supply chain that is from fashion designing to distribution to consumption by millennials.

4.2. The research paradigm

In order to become a helping hand for the apparel brands, we had to be very pragmatic so that we could achieve the maximum amount of quantitative and qualitative data from all available resources and come up with the most efficient and realistic results. The major paradigm adopted in this study was the use of mixed methods. It highly focused on the on the most appropriate lines of actions and useful points connecting the demands of millennials towards branded apparels.

Such research methods meant that the obtained results only represented millennials priorities and what they valued in their lifestyles. Hence the researcher does not need to identify invariant prior knowledge, laws, or rules governing what was recognized as true or valid at any stage. As it is a completely new study, very few evidences were found supportive.

4.3. Mixed Methods

The two categories of mixed method implemented in the research work are quantitative and qualitative analysis. The quantitative analysis was conducted using primary data sources which involved two steps: first one was to conduct a face-to-face interview whereas the second was conducting a survey by a self-made and administered questionnaire to get to know the traits of millennials towards branded apparels in the best possible manner. Whereas the qualitative analysis was made possible with the help of usage of secondary data which was collected using all existing data or researches done previously. It included various books, case studies, histories from Encyclopedias as well as online sources including social media, blogs, articles and research papers, projects and so on. A holistic image of millennial attributes was identified by both the techniques. The compiled data was basically a scattered piece of information which needed a whole set of treatment in order to get a transparent picture of the research.

In the following paragraphs, the notions of primary and secondary data would be developed. As far as the qualitative research is concerned, the previous two chapters that is the literature review is evident enough to prove the thesis statement. In this regard researches and articles from all around the world and from various databases have been collected and highlighted. Whereas, the quantitative research comprises of the well-organized questionnaire which was used as a tool for carrying out a survey. Later each and every data was entered into a statistical tool and was analyzed in different perspectives like univariate and multivariate descriptive statistics.

4.3.1. Data Collection

A good research comprises of two major categories of data. Luckily, if both of these types of data weigh heavily and are valid enough, the research turns out to be a success. In this particular study, the data was collected using two major steps. In the first step, a personal interview was done using placards and some face to face personal questioning at various streets of the island. This method was not effective enough because it only involved a few present people on the island. This actually means that they did not represent a wide variety of nationalities. So the second and more authentic step was to make a well patterned questionnaire which included each and every aspect of the thesis and was assumed to be supporting the hypothesis statement. The questionnaire consisted of 15 different questions which were mostly qualitative data. Only priorities towards attributes of an apparel was recorded on a Likert scale which had a scoring of 1-5 that is very important to very unimportant respectively. Rest was all based on the personal preferences ad experiences as an apparel consumer.

4.3.2. Socio-Demographic Information Gathering

One of the section of the questionnaire included personal information. Assistance was taken using sociodemographic questions about gender, age, nationality, monthly income (self-earned or pocket money) and expenditure on apparel shopping. They were also asked about their recent apparel purchase and the frequency with which they go for apparel shopping. Later they were tested psychologically if they were self-centered or not.

4.4. Instruments and tests

For performing quantitative analysis, a five scale Likert scale was used. It evaluated the observee's priority from being very important to very unimportant. Several different aspects were recorded based on the same scale. This included price, quality, discounts, fashion or styles, location, service, atmosphere of store, need of product and status consciousness. The people were asked to rate their priorities for these attributes as they see it while apparels shopping. Respondents were asked to rate their priority level on a Likert scale of 1-5. 1 was "very unimportant" and 5 was "very important". The questionnaire was handed over to the students in person as well as was uploaded on Google forms and was forwarded to all countries possible.

Later the responses was input in a software was analysis. The SPSS (software package for social sciences was used all over for getting the results and finalizing the model for this thesis. The response of 513 respondents was input as an individual under 14 variables. Further, the data was analyzed with an eagle's eye using frequency tables. Secondly, contingency tables were made to see relationship between independent and dependent variables. At the later stage the tests were done to finalize a model. The tests conducted were Chi-square, ANOVA and logistic Regression. Firstly Pearson Chi-Square test was done to see significance of demographic attributes (gender, age and income) towards the dependent variable "compulsion of buying branded apparel". Later ANOVA and Post-HOC tests were done to see significance of priorities of apparel's attributes with respect to gender, age and income. Binary logistic regression was used to analyze the impact of gender, income, frequency of purchase, obsession, research, brand preferred and brand loyalty on compulsion of buying branded apparels. Dependent variable was a dichotomous variable showing whether a person preferred branded apparel or not or not. "People who thought it was not compulsory" was coded as 0 whereas "people who thought it was compulsory" was coded as 1. Covariates were demographic variables such as gender, income, frequency of purchase, obsession, research, brand preferred and brand loyalty. Covariates were coded as categorical variables. Lastly, the variables who had significance with the hypothesis were set up in a model form too.

4.5. Sample

A sample of around 513 millennials was collected. The best perspective about the sample was that all these students borne different nationalities, cultures, religions, languages and personalities. Most of them were students studying abroad in different countries other than their own homelands. They belonged to different levels of academics that is either masters or bachelors. Future engineers, doctors, nurses, psychologists, economists and so on were included. Some of them were also working part-time to overcome their personal expenses. Also a few samples were obtained from professional career-oriented millennials to observe their reactions towards the research paradigm. The people involved were both young and old millennials.

4.6. Hypothesis

Table 4.1: Hypothesis Table

H1	Compulsion of buying branded apparels	Gender	Significant or insignificant
H2	Compulsion of buying branded apparels	Impulsive shopping	Significant or insignificant
H3	Compulsion of buying branded apparels	Income	Significant or insignificant
H4	Compulsion of buying branded apparels	Cheap brands	Significant or insignificant
H5	Compulsion of buying branded apparels	Age	Significant or insignificant
H6	Compulsion of buying branded apparels	Fashion Uniqueness	Significant or insignificant
H7	Compulsion of buying branded apparels	Status Symbol	Significant or insignificant
H8	Compulsion of buying branded apparels	Quality and Service	Significant or insignificant
H9	Compulsion of buying branded apparels	Self-obsession	Significant or insignificant
H10	Compulsion of buying branded apparels	Research	Significant or insignificant
H11	Compulsion of buying branded apparels	Brand Loyalty	Significant or insignificant
H12	Compulsion of buying branded apparels	Marketing Technique	Significant or insignificant
H13	Compulsion of buying branded apparels	Social Responsibility	Significant or insignificant

H1: Female millennials are more brand conscious than male millennials.

H2: Millennials are impulsive shoppers about branded apparels.

H3: Millennials with higher income level are more brand conscious.

H4: Millennials prefer cheaper apparel brands.

H5: Younger millennials are more brand conscious than older millennials.

H6: Millennials prefer branded apparels because of fashion uniqueness.

H7: Millennials prefer branded apparels because it is a status symbol.

H8: Millennials prefer branded apparels because of their quality and service.

H9: Millennials prefer branded apparels for themselves as they are self-obsessed.

H10: Millennials always research before buying a branded apparel.

H11: Millennials are brand loyal.

H12: Social media is the most effective marketing technique for millennials.

H13: Social responsibility of brands affects the millennials a lot.

4.7. Conclusion

The research was carried out in order to understand the psychology of millennials, their shopping attitudes towards branded apparels. As it is a new study, the quantitative analysis might not exactly support literature review that is the qualitative analysis of the research. The next chapter is a practical implementation of all what has been discussed in this chapter. It shows the questionnaire used for quantitative analysis as well as the output from it.

CHAPTER 5 RESULTS AND ANALYSIS

5.1. Introduction

The research involved 513 millennials from different countries all around the world. Various millennials responded from 25 different countries which includes: Azerbaijan, Australia, Bangladesh, Canada, Egypt, Germany, India, Iraq, Iran ,KKTC, Kryghistan, Kurdistan, Libya, Moldova, Nigeria, Pakistan, Russia, Sudan, Syria, Turkey, Turkmenistan, Ukraine, Uzbekistan, Yemen and Zimbabwe .The data was collected by conducting a survey and have been noted and analyzed using SPSS (Statistical Package for Social Sciences).

5.2. Frequency Tables

The frequency tables below shows the millennials involved and their preferences about various aspects of the research.

Table 5.1: Frequency Distribution according to Demographic Characteristics

Demographic Characteristics		
n = 513	Frequency	Percent (%)
Age		
15-21	137	26.7
22-28	270	52.6
29-35	69	13.5
35 and above	37	7.2
Gender		
Female	203	39.6
Male	310	60.4
Nationality		
Pakistani	61	11.9
Turkish	73	14.2
Kurd	23	4.5
Nigerian	50	9.7
Zimbabwean	20	3.9
Syrian	29	5.7
Irani	5	1.0
Sudani	7	1.4
German	34	6.6

Table 5.1-Continuing

Australian	19	3.7
Libyan	5	1.0
Canadian	17	3.3
Egyptian	7	1.4
Bangladeshi	19	3.7
Krygh	12	2.3
Iraqi	7	1.4
Moldovan	9	1.8
Yemeni	9	1.8
KKTC	19	3.7
Azerbaijan	16	3.1
Uzbekistan	12	2.3
Turkmenistan	9	1.8
Russia	18	3.5
Ukraine	15	2.9
Indian	18	3.5
Income $		
$150-350	173	33.7
$350-500	132	25.7
$500-700	74	14.4
$700 and above	134	26.1

Though it is not a perfect heterogeneous data, still 60% Males Vs 40% Females response was helpful enough in concluding the results. As the survey form was mostly distributed amongst the students, the age range of millennials which was highly prominent was 22-28 followed by 15-21. Nationality was for sure a homogenous data collection. Turkish was on the top as this research was basically conducted in Turkish Republic of North Cyprus so it was easier to get information from them. A lot of efforts were done to keep the data unbiased. As the frequencies are a lot dispersed it shows the involvement of international students too. Regarding the frequency distribution of Income of the observed millennials, the response frequencies look more alike (hovering around 100 or 150 respondents in 3 or 75% categories). The most respondents had an income range of $150-350 followed by $700 and above.

Table 5.2: Frequency distribution according to the behavior of millennials towards buying apparels.

Behavior towards buying apparels (n=513)		
Items	No. of Respondents	Percent (%)
Recent Purchase of Apparels		
Tops	148	28.8
Bottoms	53	10.3
Jeans	103	20.1
Socks	45	8.8
Jacket	49	9.6
Coat	53	10.3
Others	62	12.1
Frequency of shopping		
Weekly	23	4.5
Monthly	221	43.1
Yearly	51	9.9
only when needed	218	42.5
Expenditure on shopping ($)		
$20-35	119	23.2
$40-150	241	47.0
$175-350	101	19.7
$350-550	52	10.1
Buying branded apparel for		
self-consumed	296	57.7
Family	142	27.7
Friends	61	11.9
Acquaintances	14	2.7
Research about branded apparel		
Yes	153	29.8
No	180	35.1
Sometimes	180	35.1
Being Brand Loyal		
yes always	108	21.1
No	232	45.2
Sometimes	173	33.7

Table 5.2-Continuing

Type of Marketing		
TV commercials	84	16.4
Billboards	58	11.3
Social Media	283	55.2
Emails	29	5.7
magazines and newspapers	59	11.5
Brands being socially responsible		
Always	275	53.6
Never	80	15.6
don't bother	158	30.8

Most of the millennials preferred having trendy tops (28.8%) followed by jeans purchase (20.1%). It is seen that millennials are not impulsive buyers as either they bought only when needed (42.5%) or on a regular monthly (43.1%) basis. So it can be said they are balanced sophisticated shoppers. Also, millennials are said to be price conscious people who spend wisely and it is seen in the table as well. Most of the generation Y (47.0%) would be spending $40-150 on apparels shopping whereas 23.2% would spend $20-35. These are likely to be the least ranges of expenditures.

Millennials are highly self-obsessed which has been proved by the table above as it says that around 58% of them would shop for themselves if they did buy a branded apparel. Only 27.7% would shop for their families, whereas 11.9% would prefer shopping it for their friends. When inquired about doing a research about apparels before buying them; a well distributed frequency could be seen that is around 30% for each category. The categories were termed as no (35.1%), sometimes (35.1%) and yes (29.8%). Millennials are not at all brand loyal as the frequency table shows 45.2% of them had response as No. Whereas, 33.7% said sometimes and 21.2% turned out to be brand loyal. Regarding the most influential marketing technique, social media stood highlighted with 55.2% followed by 16.4% TV commercials. Socially responsibility of branded apparels had been given immense importance by 54% millennials whereas 30.8% didn’t bother about it.

Table 5.3: Frequency distribution according to the response of millennials towards compulsion of buying branded apparels.

Compulsion of buying brands (N=276)		
Response	No. of Respondents	Percent (%)
Yes	142	48.6
No	134	51.4

According to the frequency table above, 48.6% millennials though that buying branded apparels is a compulsion, whereas 51.4% thought it was not so.

5.3. Graphical Representation

The most emphasis of the millennials was shown towards tops, followed by Jeans.

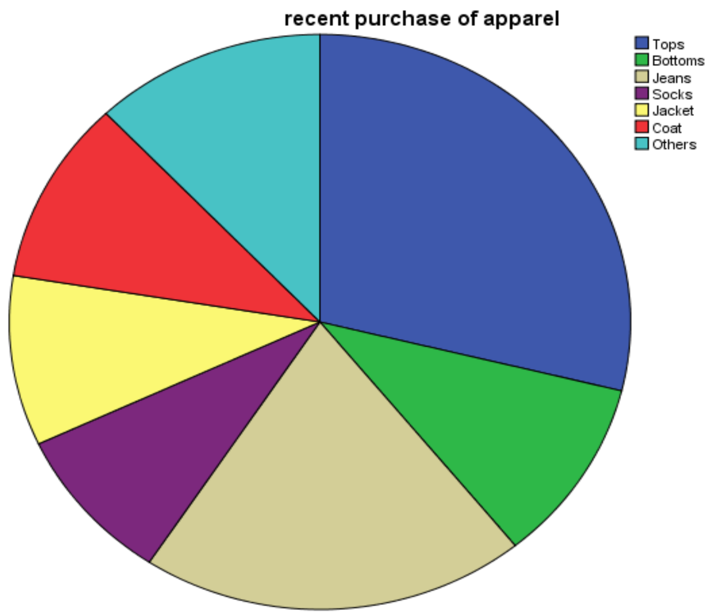

Figure 5.1 Pie Chart for Recent purchase of apparel

The pie chart clearly shows that millennials are not impulsive shoppers as they only buy when needed or can also be called as strategized shoppers as they but it according to their schedule that is monthly.

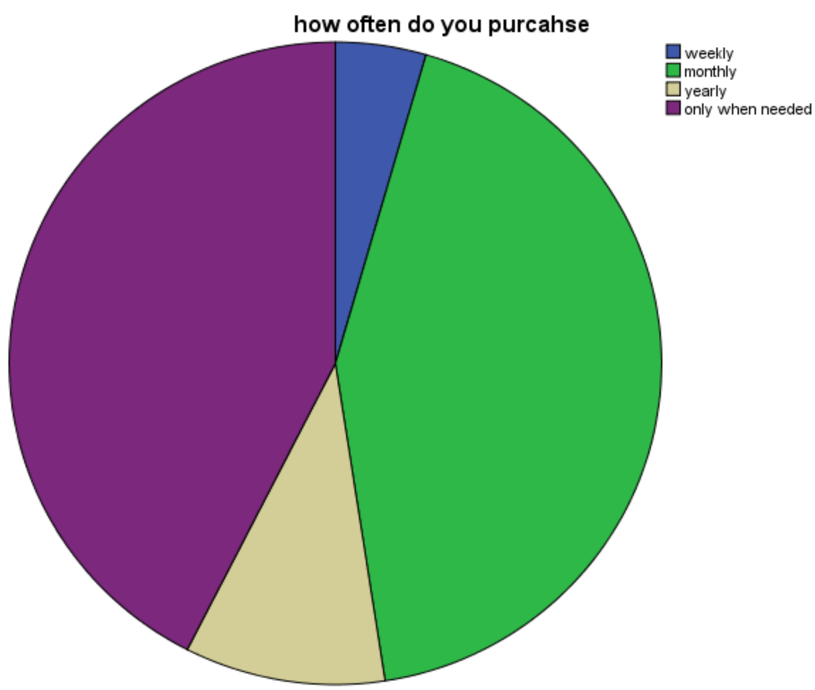

Figure 5.2: Pie Chart for How often do you purchase apparels.

The average expenditure of millennials on apparels was found to be $40-150, which seems to be like an understandable margin. Also this shows that they are not spend thrifts.

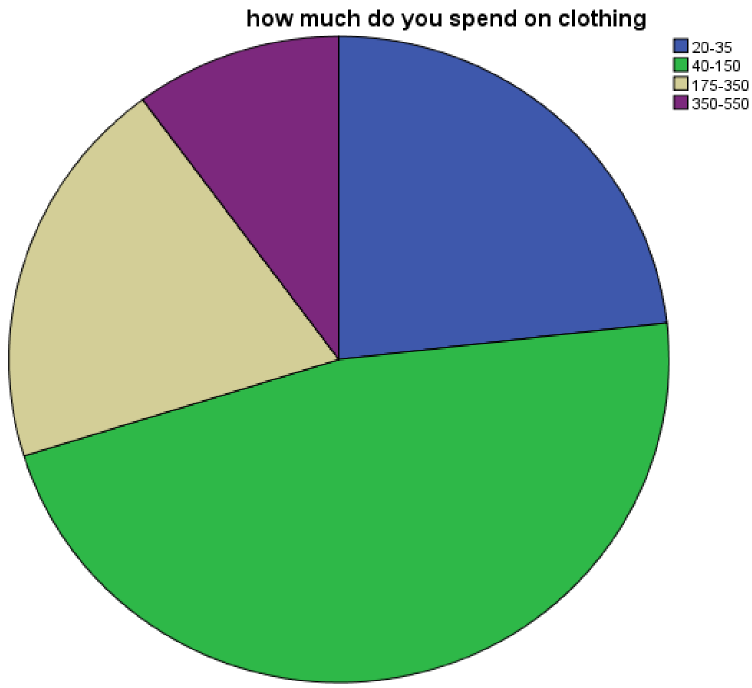

Figure 5.3: Pie Chart for How much do you spend on apparels.

From the pie chart it can be seen that the generation Y are highly self –obsessed. If they plan to buy a branded apparel, they would buy it with an intention of self-consumption. The next in line is the family if they would buy branded apparels.

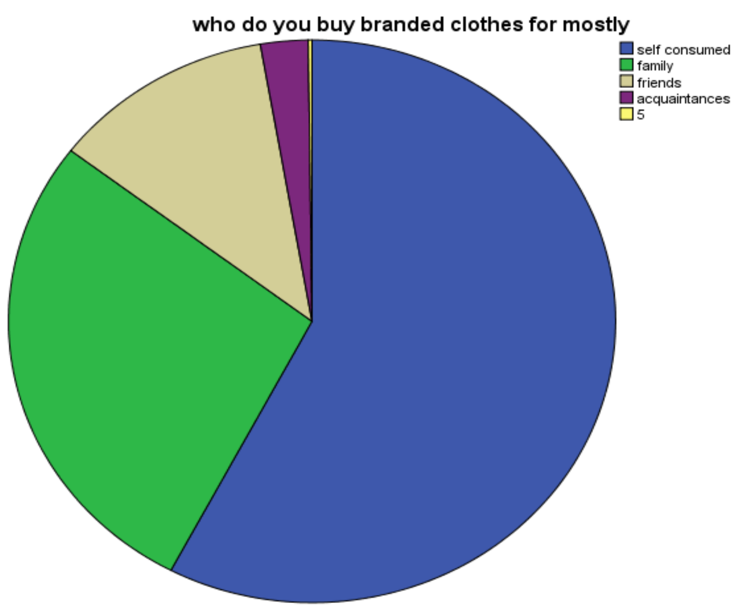

Figure 5.4: Pie Chart for who do you buy branded apparels for.

Millennials are said to be a generation with extreme thirst of knowledge. They won't shop anything without researching about the brand. According to the pie-chart there is an equal ratio of millennials who would, wouldn't or sometime research about apparel brands.

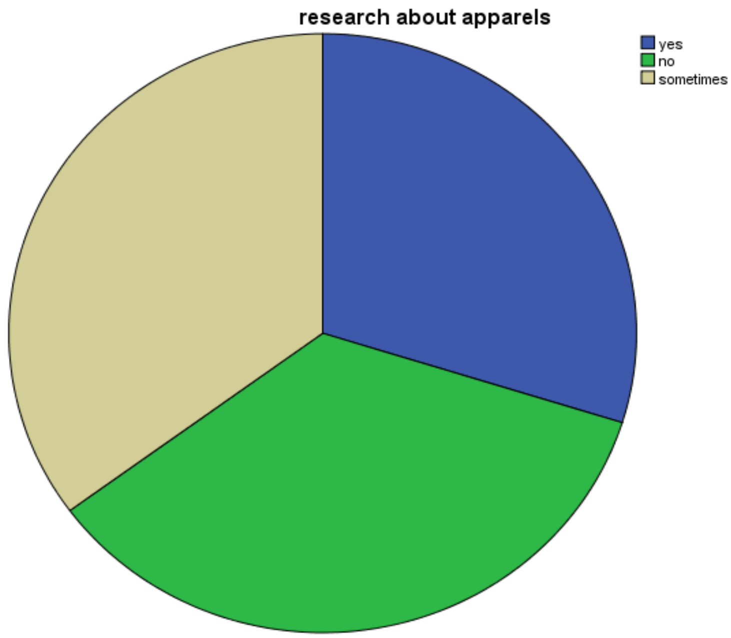

Figure 5.5: Pie Chart for do you research about apparels.

Today's world has become a world of brands, so it is very difficult to induce which brand of apparels would a millennial prefer. The most highlighted came out to be "OTHERS" which includes a lot of branded apparels.

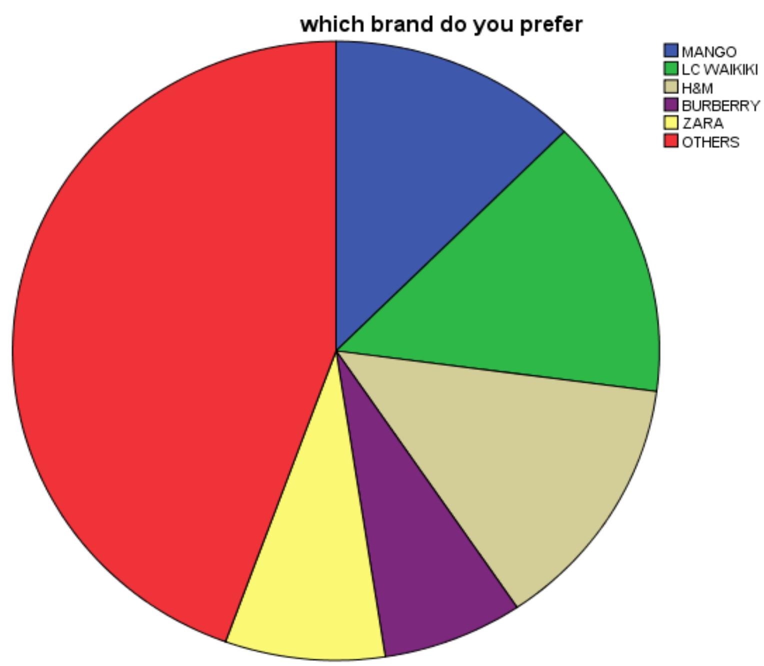

Figure 5.6: Pie Chart for which apparel brand do you prefer.

Millennials are said to be very complicated generation, which are hard to be found as brand loyal. This study also confirms this verdict that yes millennials are not brand loyal when considering branded apparels.

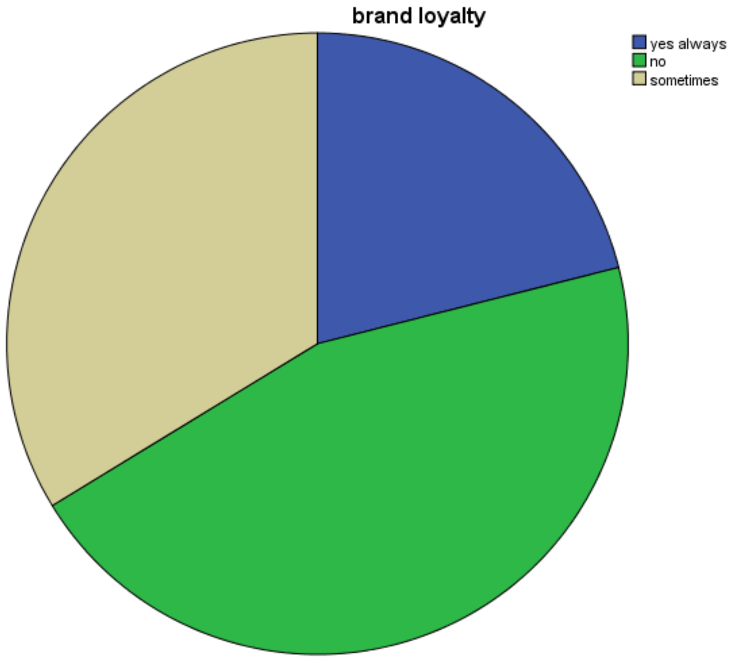

Figure 5.7: Pie Chart for brand loyalty

Generation Y is called as technological savvy people and are highly influenced by any material published on-line. 95% of them are connected via social media. Also in the pie chart above it is visible enough that social media marketing is the best form to grab their attention, so apparel brands should focus on it more and more.

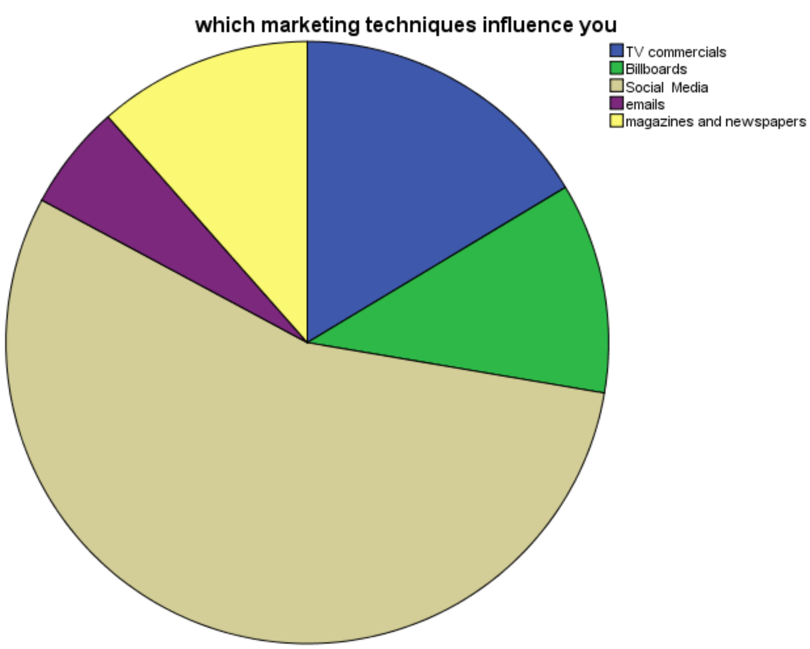

Figure 5.8: Pie Chart for marketing techniques

Millennials are considered to be civic-minded people and the above pie chart depicts this fact as well. They are very cautious about apparels being socially responsible.

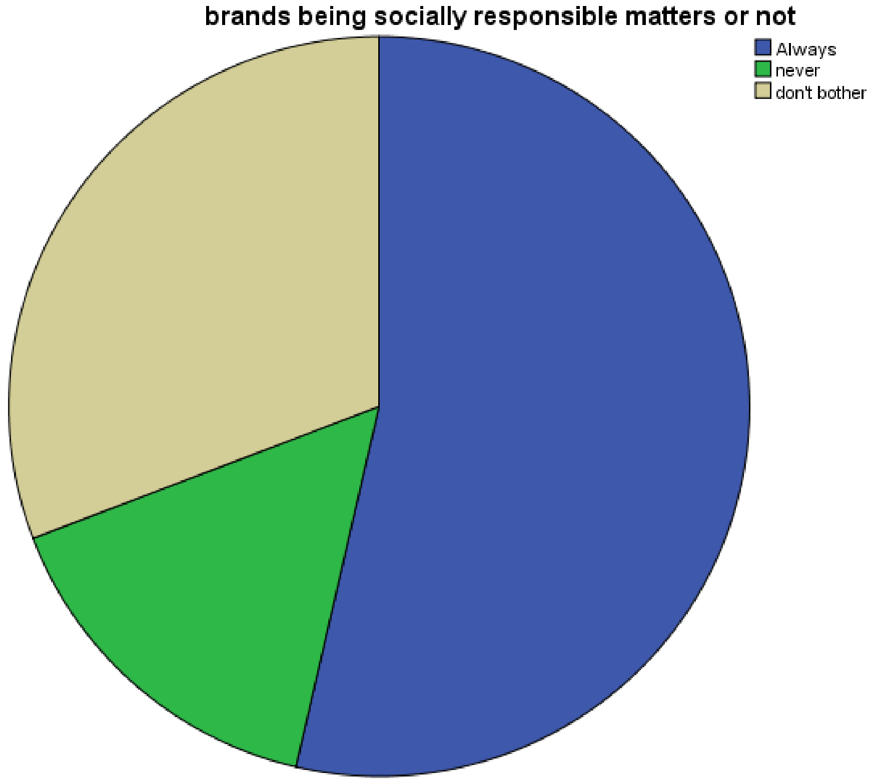

Figure 5.9: Pie Chart for brands being socially responsible

5.4. Tests and Analysis

First of all a Pearson-Chi square test was done to check the significance of the demographic aspects with respect to the response given by millennials on compulsion of buying branded apparels. The results are shown below:

Table 5.4: Pearson Chi-Square Test

Demographic Characteristics of millennials					
n = 276	Agree (n=142)		Disagree (n=134)		
	Frequency	Percent (%)	Frequency	Percent (%)	Pearson Chi-Square (df)
Age					
15-21	44[a]	15.9%	35[b]	12.7%	

Table 5.4-Continuing

22-28	68[a]	24.6	64[b]	23.2	1.376 (df=3) P=0.711
29-35	19[a]	6.9	21[b]	7.6	
35 and above	11[a]	4.0	14[b]	5.1	
Gender					
Male	78[a]	28.3%	91[b]	33.0%	4.894 (df=1) P=0.027*
Female	64[a]	23.2	43[b]	15.6	
Income $					
$150-350	44[a]	15.9%	50[b]	18.1%	6.183 (df=3) P=0.103
$ 350-500	39[a]	14.1	25[b]	9.1	
$ 500-700	17[a]	6.2	26[b]	9.4	
$ 700 and above	42[a]	15.2	33[b]	12.0	

Notes. * p <0.05; ** p<0.01; ***p<0.001
a and b =Columns with different subscripts have significant different column proportions.

From above table, we can see that X(3) = 1.376, *p* = 0.711. This tells us that there is no statistically significant association between Age and compulsion of buying branded apparel; that is, all age groups have equal opinion towards it. Further, same is the case with income as X(3)= 6.183, p=0.103. It means that there is no significant relationship between income and compulsion of buying branded apparels. The only significant variable is Gender, X(1) = 4.894, p=0.027 (p<0.05). This actually means both males and females have different opinions about it.

5.5. ANOVA / WELCH and POST HOC tests

Later ANOVA or WELCH tests were performed against the priorities given by millennials to different aspects of an apparel. These aspects included Price, Discount/Sales, Quality, Fashion, Status Symbol, Convenient Location, Service, Need of Product and Time Reduction. It was done against the demographics; Age, Gender and Income. Later, Games-Howell Post HOC tests were performed to see difference clearly. The results are shown below:

Table 5.5: ANOVA/ Welch tests for Price

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	3.96	1.104			
22-28	270	3.88	1.184		0.823	0.481
29-35	69	4.12	1.078			
35 and above	37	3.97	1.166			
Gender						
Female	203	3.93	1.160	-0.184		0.854
Male	310	3.95	1.141			
Income $						
$150-350	173	3.70	1.272			
$ 350-500	132	3.83	1.050		9.771[1]	0.000***
$ 500-700	74	4.42	0.907			
$ 700 and above	134	4.08	1.097			
Notes: 1 = Welch Test performed * p <0.05; ** p<0.01; ***p<0.001						

Firstly, the Levene's test for equality of variances was done and it was observed that ($p \geq 0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, males participants were more price-conscious (M=3.95, SD=1.141) as compared to female participants (M=3.93, SD=1.160). This difference was not significant as $t(511)= -0.184$, ($p > 0.05$); however the effect size is r=0.0081. The Anova results showed that there was no statistically significant difference in price preferences for different age groups $F(3,509)=0.823$, ($p>0.05$). Thus, age groups had no effect on price preferences of millennials.

The homogeneity of variance assumption of the Anova test was rejected as ($p< 0.05$) for different income groups regarding price thus, the Welch test was used. The Welch test results showed that there was a significant difference in price preferences for millennials of different income groups F (3, 251.377) = 9.771, ($p<0.05$). Thus, income groups had an effect on price preferences of millennials.

Table 5.6: ANOVA/ Welch tests for Discount/ sales

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	3.84	1.238			
22-28	270	3.76	1.281		0.478	0.697
29-35	69	3.77	1.1.78			
35 and above	37	4.00	1.054			
Gender						
Female	203	3.85	1.270	0.784		0.434
Male	310	3.76	1.220			
Income $						
$150-350	173	3.53	1.375			
$ 350-500	132	3.68	1.231		10.633[1]	0.000^{***}
$ 500-700	74	4.35	0.985			
$ 700 and above	134	3.96	1.068			
Notes: 1 = Welch Test performed * p <0.05; ** p<0.01; ***p<0.001						

Firstly, the Levene's test for equality of variances was done and it was observed that, ($p\geq0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, female participants were more sales/discount conscious (M=3.85, SD=1.270) as compared to male participants (M=3.76, SD=1.220). This difference was not significant as t(511)= 0.784, ($p>0.05$); however the effect size is r=0.03. The Anova results showed that there was no statistically significant difference in discount/sales preferences for different age groups F(3,509)=0.478, ($p>0.05$). Thus, age groups had no effect on discount/sales preferences of millennials.

The homogeneity of variance assumption of the Anova test was rejected as ($p< 0.05$) for different income groups regarding discount/sales thus, the Welch test was used. The Welch test results showed that there was a significant difference in discount/sales preferences for millennials of different income groups F (3, 250.338) = 10.633, ($p<0.05$). Thus, income groups had an effect on discount/sales preferences of millennials.

Table 5.7: Welch tests for Quality

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	4.13	1.013			
22-28	270	4.06	1.179		9.503[1]	0.000***
29-35	69	4.30	1.089			
35 and above	37	4.73	0.652			
Gender						
Female	203	4.19	1.074	0.421		0.674
Male	310	4.15	1.127			
Income $						
$150-350	173	3.82	1.177			
$ 350-500	132	4.06	1.061		14.292[1]	0.000***
$ 500-700	74	4.45	0.924			
$ 700 and above	134	4.55	0.985			
Notes: 1 = Welch Test performed * p <0.05; ** p<0.01; ***p<0.001						

Firstly, the Levene's test for equality of variances was done and it was observed that , ($p \geq 0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, female participants were more quality conscious (M=4.19, SD=1.074) as compared to male participants (M=4.15, SD=1.127). This difference was not significant as t(511)= 0.421, ($p > 0.05$); however the effect size is r=0.02. The homogeneity of variance assumption of the Anova test was rejected ($p < 0.001$) for different age groups regarding quality thus, the Welch test was used. The Welch test results showed that there was a significant difference in quality preferences for millennials of different ages F (3, 143.348) = 9.503, ($p<0.001$). Age levels had an effect on quality preferences of millennials

The homogeneity of variance assumption of the Anova test was rejected ($p < 0.001$) for different income groups regarding quality thus, the Welch test was used. The Welch test results showed that there was a significant difference in quality preferences for millennials of different income groups F (3, 247.357) = 14.292,($p<0.001$). Thus, income groups had an effect on quality preferences of millennials.

Table 5.8: ANOVA tests for Fashion

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	3.69	1.123			
22-28	270	3.53	1.156		1.628	0.182
29-35	69	3.74	1.133			
35 and above	37	3.89	1.048			
Gender						
Female	203	3.79	1.133	2.679		0.008**
Male	310	3.52	1.131			
Income $						
$150-350	173	3.36	1.017			
$ 350-500	132	3.57	1.127		7.270	0.000***
$ 500-700	74	3.88	1.134			
$ 700 and above	134	3.90	1.222			
* p <0.05; ** p<0.01; *** p<0.001						

Firstly, the Levene's test for equality of variances was done and it was observed that, ($p \geq 0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, female participants were more fashion conscious (M=3.79, SD=1.133) as compared to male participants (M=3.52, SD=1.131). This difference was significant as $t(511) = 2.679$, ($p > 0.05$); however the effect size is $r = 0.18$. The Anova results showed that there was no statistically significant difference in fashion preferences for different age groups $F(3,509) = 1.628$, ($p > 0.05$). Thus, age groups had no effect on fashion preferences of millennials.

The Anova results showed that there was a statistically significant difference in fashion preferences for different income groups $F(3,509) = 7.270$, ($p < 0.001$). Thus, income group had an effect on fashion preferences of millennials.

Table 5.9: Welch tests for Status Symbol

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	3.17	1.234			
22-28	270	3.00	1.283		0.827[1]	0.481
29-35	69	3.10	1.457			
35 and above	37	3.32	1.617			
Gender						
Female	203	3.18	1.271	1.367		0.172
Male	310	3.02	1.351			
Income $						
$150-350	173	2.95	1.160			
$ 350-500	132	3.13	1.155		1.072[1]	0.362
$ 500-700	74	3.07	1.446			
$ 700 and above	134	3.22	1.572			
Notes: 1 = Welch Test performed						

Firstly, the Levene's test for equality of variances was done and it was observed that, ($p \geq 0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, female participants were more status conscious (M=3.18, SD=1.271) as compared to male participants (M=3.02, SD=1.351). This difference was not significant as $t(511)= 1.367$, ($p > 0.05$); however the effect size is r=0.06. The homogeneity of variance assumption of the Anova test was rejected ($p< 0.01$) for different age groups regarding status symbol thus, the Welch test was used. The Welch test results showed that there was not a significant difference in status symbol preferences for millennials of different ages $F (3, 121.071) = 0.827$, ($p>0.05$). Age levels had no effect on status symbol preferences of millennials.

The homogeneity of variance assumption of the Anova test was rejected ($p< 0.001$) for different income groups regarding status symbol thus, the Welch test was used. The Welch test results showed that there was no significant difference in status symbol preferences for millennials of different income groups $F (3, 230.981) = 1.072$, ($p<0.001$). Thus, income groups had no effect on status symbol preferences of millennials.

Table 5.10: ANOVA tests for Convenient Location

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	3.23	1.373			
22-28	270	3.21	1.251		0.819	0.484
29-35	69	3.03	1.328			
35 and above	37	2.95	1.490			
Gender						
Female	203	3.29	1.293	1.639		0.102
Male	310	3.10	1.321			
Income $						
$150-350	173	3.37	1.206			
$ 350-500	132	3.38	1.233		6.176	0.000***
$ 500-700	74	2.80	1.365			
$ 700 and above	134	2.93	1.412			
* p <0.05; ** p<0.01; ***p<0.001						

Firstly, the Levene's test for equality of variances was done and it was observed that, ($p \geq 0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, female participants looked up to more convenient location (M=3.29, SD=1.293) as compared to male participants (M=3.10, SD=1.321). This difference was not significant as t(511)= 1.639, ($p > 0.05$); however the effect size is r=0.07. The Anova results showed that there was no statistically significant difference in convenient location preferences for different age groups $F(3,509)=0.819$, ($p>0.05$). Thus, age group had no effect on convenient location preferences of millennials.

The Anova results showed that there was a statistically significant difference in convenient location preferences for different age groups $F(3,509)=6.176$, ($p<0.001$).Thus, income group had an effect on convenient location preferences of millennials.

Table 5.11: ANOVA/ Welch tests for Service

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	3.26	1.243			
22-28	270	3.31	1.192		0.202	0.895
29-35	69	3.25	1.288			
35 and above	37	3.41	1.481			
Gender						
Female	203	3.42	1.168	1.890		0.059
Male	310	3.21	1.277			
Income $						
$150-350	173	3.32	1.125			
$ 350-500	132	3.37	1.149		1.968[1]	0.120
$ 500-700	74	2.96	1.318			
$ 700 and above	134	3.38	1.392			
Notes: 1 = Welch Test performed						

Firstly, the Levene's test for equality of variances was done and it was observed that, ($p \geq 0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, female participants were more service conscious (M=3.42, SD=1.168) as compared to male participants (M=3.21, SD=1.277). This difference was not significant as $t(511)= 1.890$, ($p > 0.05$); however the effect size is r=0.08. The Anova results showed that there was no statistically significant difference in services preferences for different age groups $F(3,509)=0.202$, ($p>0.05$).Thus, age groups had no effect on services preferences of millennials.

The homogeneity of variance assumption of the Anova test was rejected ($p< 0.01$) for different income groups regarding service thus, the Welch test was used. The Welch test results showed that there was no significant difference in service preferences for millennials of different income groups $F(3, 233.487) = 1.968$, ($p>0.05$). Thus, income groups had no effect on service preferences of millennials.

Table 5.12: ANOVA/ Welch tests for Need of Product

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	3.34	1.196			
22-28	270	3.42	1.198		0.282	0.839
29-35	69	3.32	1.289			
35 and above	37	3.30	1.309			
Gender						
Female	203	3.37	1.225	-0.102		0.919
Male	310	3.38	1.211			
Income $						
$150-350	173	3.49	1.260			
$ 350-500	132	3.50	1.052		2.697[1]	0.047**
$ 500-700	74	3.12	1.158			
$ 700 and above	134	3.25	1.312			
Notes: 1 = Welch Test performed * p <0.05; ** p<0.01; ***p<0.001						

Firstly, the Levene's test for equality of variances was done and it was observed that, ($p \geq 0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, male participants were more cautious about need of product (M=3.38, SD=1.211) as compared to female participants (M=3.37, SD=1.225). This difference was not significant as $t(511) = -0.102$, ($p > 0.05$); however the effect size is $r=0.0045$. The Anova results showed that there was no statistically significant difference in need of product preferences for different age groups $F(3,509)=0.282$, ($p>0.05$). Thus, age had no effect on need of product preferences of millennials.

The homogeneity of variance assumption of the Anova test was rejected ($p< 0.01$) for different income groups regarding need of product thus, the Welch test was used. The Welch test results showed that there was a significant difference in need of product preferences for millennials of different income groups $F(3, 241.298) = 2.697$, ($p<0.05$). Thus, income groups had an effect on need of product preferences of millennials.

Table 5.13: Welch tests for Time reduction

Variable (n=513)	N	Mean	SD	t-Value	F	Sig
Age						
15-21	137	3.01	1.131			
22-28	270	3.07	1.114		0.282[1]	0.838
29-35	69	2.91	1.380			
35 and above	37	3.03	1.424			
Gender						
Female	203	3.05	1.174	0.357		0.721
Male	310	3.02	1.184			
Income $						
$150-350	173	3.08	1.059			
$ 350-500	132	3.13	1.007		1.342[1]	0.261
$ 500-700	74	2.81	1.213			
$ 700 and above	134	2.99	1.433			
Notes: 1 = Welch Test performed						

Firstly, the Levene's test for equality of variances was done and it was observed that, ($p \geq 0.05$) so Levene's test is not significant, hence equal variances assumed are read. On average, female participants were more cautious about time reduction (M=3.05, SD=1.174) as compared to male participants (M=3.02, SD=1.184). This difference was not significant as $t(511)= 0.357$, ($p > 0.05$); however the effect size is $r=0.015$. The homogeneity of variance assumption of the Anova test was rejected ($p< 0.05$) for different age groups regarding time reduction thus, the Welch test was used. The Welch test results showed that there was not a significant difference in time reduction preferences for millennials of different ages $F(3, 120.020) = 0.282$, ($p>0.05$). Age levels had no effect on time reduction preferences of millennials

The homogeneity of variance assumption of the Anova test was rejected ($p< 0.001$) for different income groups regarding time reduction thus, the Welch test was used. The Welch test results showed that there was no significant difference in service preferences for millennials of different income groups $F(3, 233.614) = 1.342$, ($p>0.05$). Thus, income groups had no effect on time reduction preferences of millennials.

Table 5.14: GAMES-HOWELL POST HOC TESTS RESULTS FOR AGE

Age		Price	Discount/ Sales	Quality	Fashion	Status Symbol	Convenient Location	Service	Need of product	Time reduction
15-21	22-28	0.912	0.929	0.929	0.574	0.595	0.999	0.967	0.901	0.965
	29-35	0.752	0.978	0.690	0.989	0.988	0.731	1.000	1.000	0.952
	35 and above	1.000	0.858	**0.000**	0.725	0.947	0.716	0.942	0.998	1.000
22-28	15-21	0.912	0.929	0.929	0.574	0.595	0.999	0.967	0.901	0.965
	29-35	0.380	1.000	0.374	0.539	0.957	0.733	0.978	0.931	0.817
	35 and above	0.966	0.588	**0.000**	0.231	0.657	0.731	0.984	0.946	0.998
29-35	15-21	0.752	0.978	0.690	0.989	0.988	0.731	1.000	1.000	0.952
	22-28	0.380	1.000	0.374	0.539	0.957	0.733	0.978	0.931	0.817
	35 and above	0.926	0.729	0.064	0.899	0.897	0.992	0.946	1.000	0.979
35 and above	15-21	1.000	0.858	**0.000**	0.725	0.947	0.716	0.942	0.998	1.000
	22-28	0.966	0.588	**0.000**	0.231	0.657	0.731	0.984	0.946	0.998
	35 and above	0.926	0.729	0.064	0.899	0.897	0.992	0.946	1.000	0.979

- A Games-Howell post-hoc test revealed that priority given to price was found to be statistically significantly lower in the age group 22-28 (M=3.88) and 15-21 (M=3.96). The highest was found to be in age group 29-35 (M= 4.12) followed by 35 and above (M=3.97). We can see from the table above that there is no significant difference in any of the age groups as all have p> 0.05.
- A Games-Howell post-hoc test revealed that priority given to discount/sales was found to be statistically significantly lower in the age group 22-28 (M=3.76) and 29-35 (M=3.77). The highest was found to be in age group 35 and above (M= 4.00) followed by 15-21 (M=3.84). We can see from the table above that there is no significant difference in any of the age groups as all have p> 0.05.

- A Games-Howell post-hoc test revealed that priority given to quality was found to be statistically significantly lower in the age group 22-28 (M=4.06) and 15-21 (M=4.13). The highest was found to be in age group 35 and above (M= 4.73) followed by 29-35 (M=4.30). We can see from the table above that there is a significant difference in quality perception between the age groups 15-21 ($p<0.001$) and 22-28 ($p<0.001$) with 35 and above.
- A Games-Howell post-hoc test revealed that priority given to fashion was found to be statistically significantly lower in the age group 22-28 (M=3.53) and 15-21 (M=3.69). The highest was found to be in age group 35 and above (M= 3.89) followed by 29-35 (M=3.89). We can see from the table above that there is no significant difference in any of the age groups as all have $p> 0.05$.
- A Games-Howell post-hoc test revealed that priority given to status symbol was found to be statistically significantly lower in the age group 22-28 (M=3.00) and 29-35 (M=3.10). The highest was found to be in age group 35 and above (M= 3.32) followed by 15-21 (M=3.17). We can see from the table above that there is no significant difference in any of the age groups as all have $p> 0.05$.
- A Games-Howell post-hoc test revealed that priority given to convenient location was found to be statistically significantly lower in the age group 35 and above (M=2.95) and 29-35 (M=3.03). The highest was found to be in age group 15-21 (M= 3.23) followed by 22-28 (M=3.21). We can see from the table above that there is no significant difference in any of the age groups as all have $p> 0.05$.
- A Games-Howell post-hoc test revealed that priority given to service was found to be statistically significantly lower in the age group 29-35 (M=3.25) and 15-22 (M=3.26). The highest was found to be in age group 35 and above (M= 3.41) followed by 22-28 (M=3.31). We can see from the table above that there is no significant difference in any of the age groups as all have $p> 0.05$.
- A Games-Howell post-hoc test revealed that priority given to need of product was found to be statistically significantly lower in the age group 35and above (M=3.30) and 29-35 (M=3.32). The highest was found to be in age group 22-28 (M= 3.42) followed by 15-21 (M=3.34). We can see from the table above that there is no significant difference in any of the age groups as all have $p> 0.05$.
- A Games-Howell post-hoc test revealed that priority given to time reduction was found to be statistically significantly lower in the age group 29-35 (M=2.91) and 15-22 (M=3.01). The highest was found to be in age group 22-28(M= 3.07) followed by 35 and above (M=3.03). We can see from the table above that there is no significant difference in any of the age groups as all have $p> 0.05$.

Table 5.15: GAMES-HOWELL POST HOC TESTS RESULTS FOR INCOME

Income ($)		Price	Discount/ Sales	Quality	Fashion	Status Symbol	Convenient Location	Service	Need of product	Time reduction
$150-350	$350-500	0.746	0.748	0.226	0.336	0.558	1.000	0.977	1.000	0.978
	$500-700	**0.000**	**0.000**	**0.000**	**0.005**	0.932	**0.012**	0.178	0.118	0.347
	$700 and above	**0.026**	**0.014**	**0.000**	**0.000**	0.368	**0.020**	0.974	0.352	0.932
$350-500	$150-350	0.746	0.748	0.226	0.336	0.558	1.000	0.977	1.000	0.978
	$500-700	**0.000**	**0.000**	**0.036**	0.238	0.989	**0.015**	0.115	0.098	0.227
	$700 and above	0.235	0.217	**0.001**	0.107	0.955	**0.029**	1.000	0.304	0.806
$500-700	$150-350	**0.000**	**0.000**	**0.000**	**0.005**	0.932	**0.012**	0.178	0.118	0.347
	$350-500	**0.000**	**0.000**	**0.036**	0.238	0.989	**0.015**	0.115	0.098	0.227
	$700 and above	0.085	**0.039**	0.865	1.000	0.901	0.919	0.138	0.894	0.767
$700 and above	$150-350	**0.026**	**0.014**	**0.000**	**0.000**	0.368	**0.020**	0.974	0.352	0.932
	$350-500	0.235	0.217	**0.001**	0.107	0.955	**0.029**	1.000	0.304	0.806
	$500 and above	0.085	**0.039**	0.865	1.000	0.901	0.919	0.138	0.894	0.767

- A Games-Howell post-hoc test revealed that priority given to price was found to be statistically significantly lower in the income group $150-350 (M=3.70) and $350-500 (M=3.83). The highest was found to be in income group $500-700 (M= 4.42) followed by $700 and above (M=4.08). We can see from the table above that there is a significant difference in in price preference between the income groups $500-700 (p<0.001) and $700 and above (p<0.05) with $150-350. Also there is a significant difference between $350-500 (p<0.001) with $500-700.
- A Games-Howell post-hoc test revealed that priority given to discount and sales was found to be statistically significantly lower in the income group $150-350

(M=3.53) and \$350-500 (M=3.68). The highest was found to be in income group \$500-700 (M= 4.35) followed by \$700 and above (M=3.96). We can see from the table above that there is a significant difference in sales/discount preference between the income groups \$500-700 ($p<0.001$) and \$700 and above ($p<0.05$) with \$150-350. Also there is a significant difference between \$350-500 ($p<0.001$) and 700 and above ($p<0.05$) with \$500-700.

- A Games-Howell post-hoc test revealed that priority given to quality was found to be statistically significantly lower in the income group \$150-350 (M=3.82) and \$350-500 (M=4.06). The highest was found to be in income group \$700 and above (M= 4.55) followed by \$500-700(M=4.45). We can see from the table above that there is a significant difference in sales/discount preference between the income groups \$500-700 ($p<0.001$) and \$700 and above ($p<0.001$) with \$150-350. Also there is a significant difference between \$500-700 ($p<0.05$) and 700 and above ($p<0.01$) with \$350-500.
- A Games-Howell post-hoc test revealed that priority given to fashion was found to be statistically significantly lower in the income group \$150-350 (M=3.36) and \$350-500 (M=3.57). The highest was found to be in income group \$700 and above (M= 3.90) followed by \$500-700 (M=3.90). We can see from the table above that there is a significant difference in fashion preference between the income groups \$500-700 ($p<0.01$) and \$700 and above ($p<0.001$) with \$150-350.
- A Games-Howell post-hoc test revealed that priority given to quality was found to be statistically significantly lower in the income group \$150-350 (M=2.95) and \$500-700 (M=3.07). The highest was found to be in income group \$700 and above (M= 3.22) followed by \$350-500(M=3.13). We can see from the table above that there is no significant difference in status symbol preference between the income groups as all $p>0.05$.
- A Games-Howell post-hoc test revealed that priority given to convenient location was found to be statistically significantly lower in the income group \$500-700 (M=2.80) and \$700 and above (M=2.93). The highest was found to be in income group \$350-500(M= 3.38) followed by \$150-350(M=3.37). We can see from the table above that there is a significant difference in convenient location preference between the income groups \$500-700 ($p<0.05$) and \$700 and above ($p<0.05$) with \$150-350. Also there is a significant difference between \$500-700 ($p<0.05$) and 700 and above ($p<0.05$) with \$350-500.
- A Games-Howell post-hoc test revealed that priority given to service was found to be statistically significantly lower in the income group \$500-700 (M=2.96) and \$150-350 (M=3.32). The highest was found to be in income group \$700 and above (M= 3.38) followed by \$350-500(M=3.37). We can see from the table above that there is no significant difference in status symbol preference between the income groups as all $p>0.05$.

- A Games-Howell post-hoc test revealed that priority given to need of product was found to be statistically significantly lower in the income group $500-700 (M=3.12) and $700 and above (M=3.12). The highest was found to be in income group $150-350(M= 3.49) followed by $350-500(M=3.50). We can see from the table above that there is no significant difference in status symbol preference between the income groups as all p>0.05.
- A Games-Howell post-hoc test revealed that priority given to time reduction was found to be statistically significantly lower in the income group $500-700 (M=2.81) and $700 and above (M=2.99). The highest was found to be in income group $350-500(M= 3.13) followed by $150-350(M=3.08). We can see from the table above that there is no significant difference in status symbol preference between the income groups as all p>0.05.

Table 5.16: Games-Howell Post HOC for Compulsion with respect to Age

Age		Compulsion
15-21	22-28	0.936
	29-35	0.836
	35 and above	0.745
22-28	15-21	0.936
	29-35	0.971
	35 and above	0.904
29-35	15-21	0.836
	22-28	0.971
	35 and above	0.993
35 and above	15-21	0.745
	22-28	0.904
	35 and above	0.993

A Games-Howell post-hoc test revealed that to buy branded apparels compulsion was found to be statistically significantly lower in the age group 29-35 (M=0.44) and 35 and above (M=0.44). The highest was found to be in age group 15-21 (M= 0.56) followed by 22-28 (M=0.52). We can see from the table above that there is no significant difference in any of the age groups as all have p> 0.05.

Table 5.17: Games-Howell Post HOC for Compulsion with respect to Income

Income ($)		Compulsion
$150-350	$350-500	0.298
	$500-700	0.856
	$700 and above	0.637
$350-500	$150-350	0.298
	$500-700	0.131
	$700 and above	0.936
$500-700	$150-350	0.856
	$350-500	0.131
	$700 and above	0.313
$700 and above	$150-350	0.637
	$350-500	0.936
	$500 and above	0.313

A Games-Howell post-hoc test revealed that to buy branded apparels compulsion was found to be statistically significantly lower in the income group $500-700 (M=0.40) and $150-350 (M=0.47). The highest was found to be in income group $350-500 (M= 0.61) followed by $700 and above (M=0.56). We can see from the table above that there is no significant difference in any of the income groups as all have p> 0.05.

5.6. Logistic Regression

The last step was to make a well-defined model which could elaborate the relationship between the independent variables and dependent variable. It was done using Binary-logistic regression method. The model could well define significance of each variable with respect to the independent variables as well as amongst themselves. The results have been shown in the table below:

Table 5.18: LOGISTIC REGRESSION MODEL PREDICTING COMPULSION OF BRANDED APPARELS

Variable	β	SE	Wald	P	OR
Constant	-1.690	0.571	8.742	0.003**	0.185
Gender					
(Male)					
Female	0.484	0.342	2.004	0.157	1.623
Income					
$150-350			5.521	0.137	
$350-500	0.370	0.433	0.731	0.392	1.448
$500-$700	-0.914	0.506	3.255	0.071	0.401
$700 and above	0.051	0.424	0.014	0.905	1.052
How often					

(only when needed)			21.053	0.000***	
Yearly	-0.157	0.531	0.088	0.767	0.854
Monthly	1.448	0.349	17.206	0.000***	4.256
Weekly	1.537	0.777	3.917	0.048*	4.652
Obsession					
(Self)			11.633	0.009**	
Family	-1.007	0.380	7.016	0.008**	0.365
Friends	-1.428	0.499	8.171	0.004**	0.240
Acquaintances	-0.755	0.951	0.630	0.427	0.470
Research					
(No)			12.855	0.002**	
Yes	0.479	0.381	1.583	0.208	1.615
Sometimes	1.518	0.423	12.843	0.000***	4.561
Brands					
(LC Waikiki)			16.973	0.005**	
H&M	0.167	0.558	0.089	0.765	1.182
MANGO	0.050	0.577	0.008	0.931	1.051
Burberry	2.304	0.740	9.690	0.002**	10.017
ZARA	0.890	0.713	1.560	0.212	2.436
Others	-0.353	0.483	0.533	0.466	0.703
Brand Loyalty					
(No)			21.067	0.000***	
Yes Always	1.946	0.428	20.701	0.000***	6.998
Sometimes	0.866	0.379	5.224	0.022*	2.377
Notes. Dependent variable: compulsion of buying branded apparels. OR = odds ratio, SE = standard error. *p < 0.05 ; **p < 0.01; *** p < 0.001					

The table above shows the binomial regression results on factors predicting compulsion of buying branded apparels. The full model was statistically significant ($\chi^2 (19) = 118.062$, $p < 0.001$). Thus, the model was successfully able to distinguish between respondents who thought buying branded apparels was compulsory and respondents who did not. The Cox and Snell R^2 value was 0.348 whereas Nagelkerke R^2 was 0.464. The model also correctly classified 74.6% of cases.

It can be seen from the table that gender and income both of the independent variables are not significantly linked to the dependent variable compulsion of buying branded apparels ($p>0.05$). H1 and H3 are rejected.

The results indicate that how often do millennials purchase apparels was significantly linked with compulsion of buying branded apparels ($p < 0.001$). However, only yearly was not significant and had a negative relationship. Whereas, weekly was significant ($p<0.05$) and was linked positively. It could be seen that there was a chance that brand conscious people are 4.6times more likely to shop weekly than only when needed. Also, it was evident from the table that monthly ($p<0.001$) was significant and positively linked. There is a chance that brand conscious millennials are 4.3 times more likely to shop monthly than those who shop only when needed. H2 is rejected.

The effect of self-obsession on compulsion of buying branded apparels was significant ($p< 0.05$) and positive. Acquaintances have no significance at all and are linked negatively. Whereas Family was significant but had a negative relationship ($p<0.05$). It could be inferred that brand conscious millennials are 6.3times less likely to buy apparels for their family than themselves. Another variable that was significant was friends ($p<0.01$) and it was also linked negatively. It can be seen that millennials are 7.6 times less likely to buy it for their friends than themselves. H9 is accepted.

From the results shown in the table, it can be deduced that research was a significant variable affecting compulsion of buying branded apparels. There was no significance found regarding yes and it was positively linked. Whereas, it could be seen that sometimes was significant and positively linked. Brand conscious millennials were 4.5 times more likely to sometimes research about the branded apparels before buying them as compared to not researching at all. H10 is rejected.

There was a significant overall effect of brands on compulsion of buying branded apparels. Most of the brands: H&M, Mango, Zara and others were found to be insignificant. The only significant was Burberry ($p<0.01$) which was positively related. Millennials would 10.017 times more likely prefer to buy the brand "'Burberry" as compared to LC Waikiki.H4 is rejected.

The strongest predictor of compulsion of buying branded apparels was brand loyalty as all aspects were significant ($p<0.05$) and positively related. When buying branded apparels, millennials are 2.3 times more likely to be brand loyal sometimes as compared to not being one at all. However, it was found that they were 6.9 times more likely of always being brand loyal as compared to not being one. H11 is accepted.

5.7. Result Model

It was concluded that out of 14 variables noted in questionnaire, 5 of them turned out to be significant which means had relationship with the dependent variable. Keeping the significance level of the variables in notification, a model was prepared to prove the hypothesis statement:

"Is it compulsory to buy and consume a branded apparel?"

Figure 5.10: The thesis model

5.8. Limitations

Considering the topic of the research, the most difficult and challenging thing was to collect the data from the people. The biggest limitations is that it was evident that people will not fill up the questionnaire on the basis of 100% reality. They would never display their personal incomes and expenditures as they might feel insecure about their images. Also, it has been noted that millennials are more status conscious people so they would not want their current class to be publicized. Hence they must have manipulated a lot of choices while filling up the questionnaire. Secondly, the nationals of different countries were not in an equal ratio. As it was conducted in the Turkish Republic of North Cyprus, the most dominant were the Turkish nationals. Whereas, other nationalities were only accessible through online questionnaire so it was only possible to collect a short sample from each country. The last thing was also noted that there are thousands and thousands of apparel brands being consumed these days so it was difficult to actually get to know which brand the millennials preferred.

Keeping all the limitations in mind, this study has been concluded in this particular manner. It has also been observed that this study was a vast one whose parameters needs to be shrink down and studied well.

5.9. Conclusion

As per all the conducted tests and analyzed data it has been concluded that the:

Y = f (X1,X2,X3,X,X5,X6,X7,X8,X9)

Where,

Y = is it compulsory to buy a branded apparel

X_1 = Frequency of apparel purchase

X_2 = who do you usually buy an apparel brand for

X_3 = Research about apparel brand before buying it

X_4 = which brand was bought lately

X_5 = Brand loyalty

In the next chapter each and every aspect of the analysis and results will be discussed in full detail.

CHAPTER 6 RESULTS AND DISCUSSIONS

This Chapter focuses upon the final results recorded in the previous chapter and interpretation of those results with respect to the literature review. Talking about millennials and apparels, keen interest has been shown by the researchers to analyze both of the topics. So was the main target of this thesis, I wanted to analyze the attitude of the millennials towards branded apparel. The major question was that do the millennials prefer to buy and consume branded apparel or this is one of ignorant aspects of their life. The reason behind doing this study was to understand the objectives, strategies and target market of the branded apparels.

The most shocking finding of this thesis were that most of the male millennials were more open towards sharing their personal information and preferences as compared to males. Therefore the ratio of respondents was 60:40 respectively. Moving further, during the literature review it was observed that millennials were being classified into younger and older millennials categories. In this thesis 80% were younger millennials ranging from 15-21 and 22-28 whereas 20% were older millennials aged from 29-35 and above 35 (all those entering Generation X were excluded). It was observed that 25 different countries people got involved in this survey out of which Turkey (14%) was at the leading position followed by Pakistan (12%). Rest of them were all lying in the range of 1-10%. The income range of most of these millennials was $150-350 monthly whereas they spent $40-150 on apparels. This shows that the millennials are shopaholics as said by Seattle times that Generation Y is the most well-dressed and fashion conscious generation. Moreover, the research done by Joel Warner which says that US millennials will be spending $1.4 trillion by 2020 seems to be a true prediction. In addition, Sharon supported it by saying that millennials are massive contributors to any country’s economy.

They are shopaholics that doesn’t mean they do not care about price, as it was seen by the data analysis that 43% millennials rated price as a very important factor when buying. This evidence was found in the researches of several people which includes: Guvan Ordun, Kristin Sprague and Karen-Ruoh-Nan. They were also termed as economical shoppers for such strategical shopping. It was backed up by the merchant ware-house and retail-pro international survey 2014 that if millennials would get to know about a discount or sales anywhere, they would definitely reach there despite of its location, which means all they want to do is save money. This factor was observed in the questionnaire too and the response was that 39% responded it as a very important priority when buying an apparel. Whereas on the other side Syed-Bilal-Amit and Vouchilas said that as the millennials are trendier and quality-conscious people, they would pay any price for the brand they like. Not only this, it was observed in the research that they are not impulsive shoppers as most of them just shopped monthly (like a planned or routine stuff) or only when needed having an equal percentage of 43%. Therefore, the claim made in the literature review by Guvan Ordun and Anca Bucuta was not well supported. They had a point-of-view that millennials shopped apparels on-the-go or to pass leisure time or to socialize.

After an overview of the millennials, here I would state now the main hypothesis which turned out to be true. Yes, the millennials prefer buying and consuming branded apparels as 28% answered yes whereas 15% said no. It was also seen that male millennials (32%) are more brand conscious than female millennials (25%). Hence, the studies of Karen-Ruoh-Nan; Bonnie-Teresa-Yingjiao; Allie-Tricia and Jacqueline-Rajesh-Stephanie was proved authentic who said that millennials were highly brand-conscious. In fact they would spend their savings to buy branded apparels; in which ratio of females to males is more 75:25. On the contrary, Brendish-Lynda and Urban Institute research showed negativity saying that the income levels of millennials has decreased to such an extent that it is very difficult to afford any kind of brand consumption. The basics have to be kept as a priority instead of going of luxurious branded apparels. The cherry on the top was the research conclusion made by Joel Warner who said that buying branded apparels is compulsory as the lives these days are on a tight schedule so it is better to buy it once and for all. This aspect could not be clarified much in the thesis as millennials had a mixed attitude of neutralism towards this topic. This was on a better stance supported by Suddath-Claire who stated that brands is all about quality so it should be a compulsion. When an analysis of quality was done in this thesis work, it was seen that 53% millennials considered quality as a very important priority when buying a buying apparel.

Moreover, there was also a considerable amount of people who replied that sometimes depending on the situation it is compulsory to buy branded apparels. The reason behind this confused scenario was explained by Jacqueline-Rajesh-Stephanie and Allie and Tricia said so too that millennials are highly class and status conscious people, they would do if the people around them are doing so; or else they would buy a branded apparel just because they will be discussed in their social circle. When it was observed in the survey, it was seen as a neutral response. As it was a global research, nationals from 25 different countries were asked to come up with their opinions about the suggested hypothesis. It was seen that the most consistent people who thought that it should be compulsory came from Turkey followed by Germany as these are the places where the fashion takes birth. When we see other countries they are just brand followers. This aspect need to be studied more vastly.

Taking into account the variable age, all the younger millennials are observed to be more brand conscious than older millennials. It can be figured out from the results that the most respondents who said that buying branded apparels is a compulsion laid in the age range of 22-28 (47%) followed by 15-21 years old (31%). So this made a total of 78% of younger millennials who are highly brand conscious whereas only 22% older millennials supported the thinking of branded apparels being a compulsion. The logic presented in the literature review by Vouchilas-Ulasewiz makes it an authentic conclusion for they said that the older millennials are more price conscious because they have actually passed through a grooming and self-earning stage already so they are well aware of the worth of money. They would prefer buying at B&M stores where they could get royal treatment so they prefer service rather than branding in apparels. Also there are high chances of bargain there so they can save to some extent.

Another reason of being highly brand conscious is that millennials are very fashion conscious people. According to Vouchilas-Ulasewiz; Seattle Times; Jacqueline-Rajesh-Stephanie and Bonnie-Teresa-Yingjiao they always prefer branded apparels because they are sure that whatever will be introduced by the brands would be unique, well-styled and would fit their fashion taste. Not only this, the generation Y are innovative and creative-minded people who believe in being trend setters rather than trend followers so they would go shop for something different. And for this purpose they trust the brands. Looking at our results we got to know that 30% respondents termed this aspect as important whereas 27% rated it as very important. Only 16% were the ones who thought that it is unimportant or very unimportant. Parallel, millennial generation is also tagged as being civic minded and multi-taskers. When it is said so by researchers they actually mean that the generation Y is extremely socially responsible. Eventually they would prefer branded clothes because they are sure that this brand's supply chain is not involved in any illegal practice or something. This fact has been elaborated by Vouchilas-Ulasewiz; Karen-Ruoh-Nan; Malin-Florentine and Jessica-Hyun Hwa. When it was seen in the research work, it was proved to be right, as 54% millennials said that they were always very cautious before buying the brand that it has tags which describes the brand being socially responsible. One another interesting thing is that most millennials are multi-taskers: they would wear branded clothes and in this manner they would fulfill their personal needs as well as society needs. The logic behind is simple: if you buy a branded apparel whose sale is for some charity work then you become a part of that charity too. If the apparel supports any child-labor campaign you become a part of that campaign too, so as millennials are very smart, they would definitely buy branded clothes to make their life easier. Eco-friendly and social responsible apparel brands affect the male millennials more than the females as seen by the statistical results but Dinele-Bertha-Nadine and Chanmi-Young-Sonai all of them said the opposite of this study. According to them females are more conscious and would encourage the men to do so as well.

Being brand conscious is a classy aspect of a millennials life but retaining to that particular brand only and being called brand loyal is a living nightmare for them. Both of the aspects were studied in the literature and the results were shockingly different. Taking into consideration the Literature review: Cone millennials cause study; Syed-Bilal-Amit and Dinele-Bertha-Nadine stated that millennials are not brand loyal whereas Jacqueline-Rajesh-Stephanie were totally against this statement. Later the statistical results state that 44% millennials not just said that they should buy brands but also suggested to stick to the mentioned brand. Only 26% believed in trying every other brand and not sticking to one only. There was also a ratio saying sometimes which involved the influential factors discussed earlier. Hence, millennials are brand loyal when it comes to apparels, they do trust brands. If they are brand loyal, does that also mean that they are not self-obsessed? Guven Ordun; Bonnie-Teresa-Yingjiao-Raul and Brendish-Lynda didn't seem much happy with the millennials therefore passed catty remarks about them as being selfish, self-absorbed and lazy when it came to shopping traits of millennials. Whereas Sharon did not agree, in fact Beth and Wi-suk claimed that millennials shopping as family oriented. The results of this thesis proved the prior writers to be correct. The reason is that the results were: self (17%), family (5%); friends (3%) and acquaintances (4%).

Now the next raised question was that is there any technique that the apparel brands can use to convince millennials to stick along with them and help them flourish their business. So a short study to get the answer to this question was done related to the marketing influences of branded apparels. The results were as expected and up to the literature: Vouchilas-Ulasewicz; Erick J Martio; Sharon. De Vany; Joel Warner; Brendish-Lynda and Bonnie-Teresa-Yingjiao all of them shared the same school of thought that if there is anything that the apparel brands should be doing is to focus more and more on social media marketing because it is the best way to get to the millennial consumers. They said that millennials are technology-savvy people hence they are bonded with each other through it. Millennials are said to be brand’s biggest marketing executive. It has been said so because of their instant sharing of information and recommendations. They would believe more the marketing done by their friends rather than the brand itself. Another important factor which was highlighted was that emails were quiet influential in older millennials as compared to younger millennials. Looking at the research results, 56% millennials were influenced by brands who used social media for marketing their apparels. One of the most logical reasoning behind it is that the creators of social media marketing were millennials so the generation Y thinks it as their responsibility to follow it and promote it in every possible manner.

Millennials are said to be highly educated generation who have a thirst for knowledge these were the remarks given by Joel Warner and Kristin Sprague. This is the reason that most of the millennials would read all the content available regarding that branded apparel, do a complete research about it and then finally buy it after full-satisfaction. The thesis result was neutralized like evenly distributed as to people did or did not research before buying.

CHAPTER 7 CONCLUSION

Millennials are one of the most confusing generation to be studied. Each and every individual is different from another and it gets very difficult to analyze them as a group or a generational cohort. Characterizing them with respect to age that is younger millennials or older millennials or maybe with respect to nationalities or income: expenditure ratio won't describe the attributes of the whole generation. Yet it can provide minor details which might be helpful to the brand to strategize their business. The first portion of the thesis gives an overview of the textile industry and how it has become a guarantee factor for a lot of developing and flourishing economies. Not only this, the business has not limited to one particular country, in fact the supply chain has spread all over the world breaking down all boundaries. Indeed textile is one of the basic pillars of globalization.

The second part of the thesis consists of study done to analyze the traits of Generation Y and the rest of the other generations including Generation X, Baby boomers and so on. Later it has been seen how the Generation Y responds towards the shopping of branded apparels. The basic question was that do they think that buying and consuming them is a compulsion or not. After analysis of literature and statistical results, it was seen that nine different variables were significant towards this hypothesis. This included nationality, recent purchase, frequency of purchase, who to buy a branded apparel for, research about apparel, brand, brand loyalty, marketing techniques and social responsibility of brands. The factors that could not be part of the final model were gender, age, income, expenditure and prioritization while buying branded apparels. Out of the nine attributes that became part of the model nationality was not a well-justified attribute. The reason behind it was the unavailability of various nationalities in a defined manner (some of them were more than the others). Another variable which was not very effective was brand, the reason was that now a days there are numerous apparel brands spread worldwide. Then came the variables which had a neutralized behavior according to an individual's personality. This involved he research process done before buying any branded apparel. It was a ratio of 50:50 but yet it as an independent variable affecting the hypothesis.

The aspect of recent purchase and how often were interlinked with each other. It clearly stated that the millennials were much strategized shoppers and did not indulge in impulsive shopping. They were very scheduled and particular about what to buy and when to buy it. When they were asked about the fact that was their branded apparel shopping self-centered, they were found to be extremely self-obsessed and selfish. Though the millennials were tagged as not being brand loyal, this thesis had some different conclusions. Millennials not just only believed in shopping branded apparels, they were found to be extremely brand loyal with their clothing brand.

The reason behind it is that these days brand are making a lot of efforts in retaining their millennial customers. For doing that they have worked vastly in the field of social media marketing. This technique is highly influential and this fact has been proved by literature as well as thesis results. The millennials are said to be the most efficient brand advocates of the apparel brands. This is not only the effort that these brand are making, they are being highly involved in social activities and eco-friendly campaigns. The reason behind it is that the generation Y is highly educated and are civic minded people. This support was also shown during the survey.

Conclusively, the millennial generation is not a piece of cake. They could be extremely tricky when it comes to understanding their traits and attributes. This thesis has discussed a few aspects of it but a lot still needs to be studied well.

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APPENDIX I

The Attitudes of Millennials around the globe towards branded apparels.

QUESTIONNAIRE

1. Gender:
- Male
- Female

2. Nationality:
- KKTC
- Turk
- Pakistani
- Nigerian
- Syrian
- Zimbabwean
- Others --------------------------------------

3. Age:
- 15 to 21
- 22 to 28
- 29 to 35
- 35 and above

4. What is your monthly income ($)? (Pocket money / Self-earning)
- 150-350
- 350-500
- 500-700
- 700 and above

5. Which of the following did you purchase recently?
- Tops
- Bottoms
- Jeans

- Socks
- Jacket
- Coat
- Others ---

6. How often do you purchase any type of apparel?
- Weekly
- Monthly
- Yearly
- Only when needed

7. On average how much do you spend on clothing? ($)
- 20-35
- 40-150
- 175-350
- 350-550

8. Please rate your priorities when buying an apparel:

Features	**Very important**	**Important**	**Neutral**	**Unimportant**	**Very unimportant**
Price					
Discounts/Sales					
Quality					
On-Trend/Styles/Fashion					
Status symbol					
Convenient Location (store/online)					
Store atmosphere/ Service					
Need of product					
Reduces time					

9. Do you think buying a branded apparel is important?
- Yes
- No

10. When you buy a branded apparel, who do you usually buy it for?
- Self-consumed
- Family
- Friends
- Acquaintance (colleagues)

11. Do you research about an apparel brand before buying it?
- Yes
- No
- Sometimes

12. Which one have you visited in the past 3 months?
- MANGO
- LC WAIKIKI
- H&M
- BURBERRY
- Others

13. Do you stick to the above mentioned brand?
- Yes always
- No
- Sometimes

14. What type of marketing done by a brand influences you?
- TV commercials
- Bill boards
- Social Media (Facebook/ Twitter/Instagram)
- Emails
- Magazines/ Newspapers

15. Does a brand’s being socially responsible (No child labor, involved in charity activities, eco-friendly etc.) matters to you?

- Always
- Never
- Don’t bother

APPENDIX II

Markalı giysilerin karşı dünya çapında Millennials Tutumları

ANKET

1) Cinsiyet iniz :
   - Erkek
   - Kadın

2) Milliyet:
   - KKTC
   - Türk
   - Pakistan
   - Nijeryalı
   - Suriye
   - Zimbabwe
   - Diğer --------------------------------------

3) Yaşiniz:
   - 15 to 21
   - 22 to 28
   - 29 to 35
   - 35 and above

4) Aylık geliriniz nedir? (Turkish Lira) (Harçlık / Öz kazanç)
   - 500-1000
   - 1000-1500
   - 1500-2000
   - 2000 and above

5) Son zamanlarda aşağıdaki tekstil ürününün satın aldınız?
   - gömlek
   - pantolon
   - Kot
   - Çoraplar
   - Ceket
   - Diğerleri---

6) Ne kadar sıklıkla giyim aliyorsunuz?
- Haftalık
- Aylık
- Yıllık
- Sadece gerektiğinde

7) Ortalama olarak ne kadar giyime harcama yapiyorsunuz? (Turkish Lira)
- 50-100
- 100-500
- 500-1000
- 1000-1500

8) Bir giyim satın alırken önceliklerinizi belirtin

Özellikler	Çok önemli	Önemli	Nötr	Önemsiz	çok önemsiz
Fiyat					
İndirimler / Satış					
Kalite					
Moda					
statü sembolü					
Elverişli konumu (mağaza / online)					
Mağaza atmosferi / Hizmet					
Ürünün ihtiyacı					
süresini kısaltır					

9) Markanin giyiminin önemli oldugunu **düşünüyormusunuz**?
- Evet
- Hayır
- Bazen
- Asla
- Bilmiyorum

10) Marka alışverişlerinde genellikle kimin için aliyorsunuz?
- Kendinden tüketilen
- Aile
- Arkadaşlar
- Tanıdık (arkadaşları)

11) satın almadan önce bir konfeksiyon markası hakkında araştırma yapiyor musunuz?
- Evet
- Hayır
- Bazen

12) Son 3 ayda hangi markardan alışveriş yaptiniz
- MANGO
- LC WAIKIKI
- H&M
- BURBERRY
- Diğerleri

13) Yukarıda belirtilen marka sizce önemlimidir?
- Evet herzaman
- Hayır
- Bazen

14) Pazarlama tekniklerinden hangisi sizi etkiliyor?
- televizyon reklamları
- billboardlar
- Sosyal Medya (Facebook / Twitter / Instagram)
- E-postalar
- Dergiler / Gazeteler

15) markalar sosyal sorumluluk olmanini (sadaka faaliyetlerine katılan Hiçbir çocuk işçiliğini , çevre dostu vs.) size hususlar var mı?
- Her zaman
- Asla
- Rahatsız etmeyin

APPENDIX III

Contingency Tables

Below are the contingency tables:

Table 1: Participant's gender Vs is it compulsory to buy branded clothes

			is it compulsory to buy branded clothes					Total
			yes	No	Sometimes	Never	I don't know	
participant's gender	Female	Count	64	23	87	20	9	203
		% within participant's gender	31.5%	11.3%	42.9%	9.9%	4.4%	100.0%
		% within is it compulsory to buy branded clothes	45.1%	29.5%	40.3%	35.7%	42.9%	39.6%
		% of Total	12.5%	4.5%	17.0%	3.9%	1.8%	39.6%
	Male	Count	78	55	129	36	12	310
		% within participant's gender	25.2%	17.7%	41.6%	11.6%	3.9%	100.0%
		% within is it compulsory to buy branded clothes	54.9%	70.5%	59.7%	64.3%	57.1%	60.4%
		% of Total	15.2%	10.7%	25.1%	7.0%	2.3%	60.4%
Total		Count	142	78	216	56	21	513
		% within participant's gender	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%
		% within is it compulsory to buy branded clothes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%

Table 2: Participant's age Vs is it compulsory to buy branded clothes

			is it compulsory to buy branded clothes					
			yes	no	sometimes	Never	I don't know	Total
Participant's age	15-21	Count	44	22	57	13	1	137
		% within Participant's age	32.1%	16.1%	41.6%	9.5%	0.7%	100.0%
		% within is it compulsory to buy branded clothes	31.0%	28.2%	26.4%	23.2%	4.8%	26.7%
		% of Total	8.6%	4.3%	11.1%	2.5%	0.2%	26.7%
	22-28	Count	68	38	124	26	14	270
		% within Participant's age	25.2%	14.1%	45.9%	9.6%	5.2%	100.0%
		% within is it compulsory to buy branded clothes	47.9%	48.7%	57.4%	46.4%	66.7%	52.6%
		% of Total	13.3%	7.4%	24.2%	5.1%	2.7%	52.6%
	29-35	Count	19	10	25	11	4	69
		% within Participant's age	27.5%	14.5%	36.2%	15.9%	5.8%	100.0%
		% within is it compulsory to buy branded clothes	13.4%	12.8%	11.6%	19.6%	19.0%	13.5%
		% of Total	3.7%	1.9%	4.9%	2.1%	0.8%	13.5%
	35 and above	Count	11	8	10	6	2	37
		% within Participant's age	29.7%	21.6%	27.0%	16.2%	5.4%	100.0%
		% within is it compulsory to buy branded clothes	7.7%	10.3%	4.6%	10.7%	9.5%	7.2%
		% of Total	2.1%	1.6%	1.9%	1.2%	0.4%	7.2%
Total		Count	142	78	216	56	21	513
		% within Participant's age	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%
		% within is it compulsory to buy branded clothes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%

Table 3: Participant's monthly income Vs is it compulsory to buy branded clothes

			is it compulsory to buy branded clothes					Total
			yes	No	sometimes	never	I don't know	
monthly income	150-350	Count	44	32	70	18	9	173
		% within monthly income	25.4%	18.5%	40.5%	10.4%	5.2%	100.0%
		% within is it compulsory to buy branded clothes	31.0%	41.0%	32.4%	32.1%	42.9%	33.7%
		% of Total	8.6%	6.2%	13.6%	3.5%	1.8%	33.7%
	350-500	Count	39	17	62	8	6	132
		% within monthly income	29.5%	12.9%	47.0%	6.1%	4.5%	100.0%
		% within is it compulsory to buy branded clothes	27.5%	21.8%	28.7%	14.3%	28.6%	25.7%
		% of Total	7.6%	3.3%	12.1%	1.6%	1.2%	25.7%
	500-700	Count	17	13	29	13	2	74
		% within monthly income	23.0%	17.6%	39.2%	17.6%	2.7%	100.0%
		% within is it compulsory to buy branded clothes	12.0%	16.7%	13.4%	23.2%	9.5%	14.4%
		% of Total	3.3%	2.5%	5.7%	2.5%	0.4%	14.4%
	700 and above	Count	42	16	55	17	4	134
		% within monthly income	31.3%	11.9%	41.0%	12.7%	3.0%	100.0%
		% within is it compulsory to buy branded clothes	29.6%	20.5%	25.5%	30.4%	19.0%	26.1%
		% of Total	8.2%	3.1%	10.7%	3.3%	0.8%	26.1%
Total		Count	142	78	216	56	21	513
		% within monthly income	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%
		% within is it compulsory to buy branded clothes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%

Table 4: How often do you purchase Vs Is it compulsory to buy branded clothes

			is it compulsory to buy branded clothes					
			yes	No	Sometimes	never	I don't know	Total
how often do you Purchase	Weekly	Count	11	4	8	0	0	23
		% within how often do you purchase	47.8%	17.4%	34.8%	0.0%	0.0%	100.0%
		% within is it compulsory to buy branded clothes	7.7%	5.1%	3.7%	0.0%	0.0%	4.5%
		% of Total	2.1%	0.8%	1.6%	0.0%	0.0%	4.5%
	Monthly	Count	76	23	100	12	10	221
		% within how often do you Purchase	34.4%	10.4%	45.2%	5.4%	4.5%	100.0%
		% within is it compulsory to buy branded clothes	53.5%	29.5%	46.3%	21.4%	47.6%	43.1%
		% of Total	14.8%	4.5%	19.5%	2.3%	1.9%	43.1%
	Yearly	Count	13	15	15	4	4	51
		% within how often do you Purchase	25.5%	29.4%	29.4%	7.8%	7.8%	100.0%
		% within is it compulsory to buy branded clothes	9.2%	19.2%	6.9%	7.1%	19.0%	9.9%
		% of Total	2.5%	2.9%	2.9%	0.8%	0.8%	9.9%
	only when needed	Count	42	36	93	40	7	218
		% within how often do you Purchase	19.3%	16.5%	42.7%	18.3%	3.2%	100.0%
		% within is it compulsory to buy branded clothes	29.6%	46.2%	43.1%	71.4%	33.3%	42.5%
		% of Total	8.2%	7.0%	18.1%	7.8%	1.4%	42.5%

Table 4-Continuing

Total	Count	142	78	216	56	21	513
	% within how often do you Purchase	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%
	% within is it compulsory to buy branded clothes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%

Table 5: Who do you buy branded clothes for mostly Vs is it compulsory to buy branded clothes

			is it compulsory to buy branded clothes					Total
			yes	no	sometimes	never	I don't know	
who do you buy branded clothes for mostly	self-consumed	Count	91	36	137	26	6	296
		% within who do you buy branded clothes for mostly	30.7%	12.2%	46.3%	8.8%	2.0%	100.0%
		% within is it compulsory to buy branded clothes	64.1%	46.2%	63.4%	46.4%	28.6%	57.7%
		% of Total	17.7%	7.0%	26.7%	5.1%	1.2%	57.7%
	Family	Count	26	26	64	20	6	142
		% within who do you buy branded clothes for mostly	18.3%	18.3%	45.1%	14.1%	4.2%	100.0%
		% within is it compulsory to buy branded clothes	18.3%	33.3%	29.6%	35.7%	28.6%	27.7%
		% of Total	5.1%	5.1%	12.5%	3.9%	1.2%	27.7%
	friends	Count	19	13	12	10	7	61

Table 5-Continuing

		% within who do you buy branded clothes for mostly	31.1%	21.3%	19.7%	16.4%	11.5%	100.0%
		% within is it compulsory to buy branded clothes	13.4%	16.7%	5.6%	17.9%	33.3%	11.9%
		% of Total	3.7%	2.5%	2.3%	1.9%	1.4%	11.9%
	acquaintances	Count	6	3	3	0	1	13
		% within who do you buy branded clothes for mostly	46.2%	23.1%	23.1%	0.0%	7.7%	100.0%
		% within is it compulsory to buy branded clothes	4.2%	3.8%	1.4%	0.0%	4.8%	2.5%
		% of Total	1.2%	0.6%	0.6%	0.0%	0.2%	2.5%
	5	Count	0	0	0	0	1	1
		% within who do you buy branded clothes for mostly	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
		% within is it compulsory to buy branded clothes	0.0%	0.0%	0.0%	0.0%	4.8%	0.2%
		% of Total	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Total		Count	142	78	216	56	21	513
		% within who do you buy branded clothes for mostly	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%
		% within is it compulsory to buy branded clothes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%

Table 6: Research Vs is it compulsory to buy branded clothes

			is it compulsory to buy branded clothes					Total
			Yes	No	sometimes	never	I don't know	
Research	Yes	Count	58	25	49	15	6	153
		% within research	37.9%	16.3%	32.0%	9.8%	3.9%	100.0%
		% within is it compulsory to buy branded clothes	40.8%	32.1%	22.7%	26.8%	28.6%	29.8%
		% of Total	11.3%	4.9%	9.6%	2.9%	1.2%	29.8%
	No	Count	41	40	58	34	7	180
		% within research	22.8%	22.2%	32.2%	18.9%	3.9%	100.0%
		% within is it compulsory to buy branded clothes	28.9%	51.3%	26.9%	60.7%	33.3%	35.1%
		% of Total	8.0%	7.8%	11.3%	6.6%	1.4%	35.1%
	sometimes	Count	43	13	109	7	8	180
		% within research	23.9%	7.2%	60.6%	3.9%	4.4%	100.0%
		% within is it compulsory to buy branded clothes	30.3%	16.7%	50.5%	12.5%	38.1%	35.1%
		% of Total	8.4%	2.5%	21.2%	1.4%	1.6%	35.1%
Total		Count	142	78	216	56	21	513
		% within research	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%
		% within is it compulsory to buy branded clothes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%

Table 7: Which brand do you prefer Vs is it compulsory to buy branded clothes

			is it compulsory to buy branded clothes					
			yes	no	sometimes	never	I don't know	Total
which brand do you prefer	MANGO	Count	24	13	24	2	1	64
		% within which brand do you prefer	37.5%	20.3%	37.5%	3.1%	1.6%	100.0%
		% within is it compulsory to buy branded clothes	16.9%	16.7%	11.1%	3.6%	4.8%	12.5%
		% of Total	4.7%	2.5%	4.7%	0.4%	0.2%	12.5%
	LC WAIKIKI	Count	22	16	30	5	2	75
		% within which brand do you prefer	29.3%	21.3%	40.0%	6.7%	2.7%	100.0%
		% within is it compulsory to buy branded clothes	15.5%	20.5%	13.9%	8.9%	9.5%	14.6%
		% of Total	4.3%	3.1%	5.8%	1.0%	0.4%	14.6%
	H&M	Count	19	12	26	5	7	69
		% within which brand do you prefer	27.5%	17.4%	37.7%	7.2%	10.1%	100.0%
		% within is it compulsory to buy branded clothes	13.4%	15.4%	12.0%	8.9%	33.3%	13.5%
		% of Total	3.7%	2.3%	5.1%	1.0%	1.4%	13.5%
	BURBERRY	Count	18	2	9	3	4	36
		% within which brand do you prefer	50.0%	5.6%	25.0%	8.3%	11.1%	100.0%

		% within is it compulsory to buy branded clothes	12.7%	2.6%	4.2%	5.4%	19.0%	7.0%
		% of Total	3.5%	0.4%	1.8%	0.6%	0.8%	7.0%
	ZARA	Count	19	5	15	1	1	41
		% within which brand do you prefer	46.3%	12.2%	36.6%	2.4%	2.4%	100.0%
		% within is it compulsory to buy branded clothes	13.4%	6.4%	6.9%	1.8%	4.8%	8.0%
		% of Total	3.7%	1.0%	2.9%	0.2%	0.2%	8.0%
	OTHERS	Count	40	30	112	40	6	228
		% within which brand do you prefer	17.5%	13.2%	49.1%	17.5%	2.6%	100.0%
		% within is it compulsory to buy branded clothes	28.2%	38.5%	51.9%	71.4%	28.6%	44.4%
		% of Total	7.8%	5.8%	21.8%	7.8%	1.2%	44.4%
Total		Count	142	78	216	56	21	513
		% within which brand do you prefer	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%
		% within is it compulsory to buy branded clothes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%

Table8 : Brand loyalty Vs is it compulsory to buy branded clothes

			is it compulsory to buy branded clothes					
			yes	no	sometimes	never	I don't know	Total
brand loyalty	yes always	Count	62	16	17	5	8	108
		% within brand loyalty	57.4%	14.8%	15.7%	4.6%	7.4%	100.0%
		% within is it compulsory to buy branded clothes	43.7%	20.5%	7.9%	8.9%	38.1%	21.1%
		% of Total	12.1%	3.1%	3.3%	1.0%	1.6%	21.1%
	No	Count	38	44	102	40	8	232
		% within brand loyalty	16.4%	19.0%	44.0%	17.2%	3.4%	100.0%
		% within is it compulsory to buy branded clothes	26.8%	56.4%	47.2%	71.4%	38.1%	45.2%
		% of Total	7.4%	8.6%	19.9%	7.8%	1.6%	45.2%
	sometimes	Count	42	18	97	11	5	173
		% within brand loyalty	24.3%	10.4%	56.1%	6.4%	2.9%	100.0%
		% within is it compulsory to buy branded clothes	29.6%	23.1%	44.9%	19.6%	23.8%	33.7%
		% of Total	8.2%	3.5%	18.9%	2.1%	1.0%	33.7%
Total		Count	142	78	216	56	21	513
		% within brand loyalty	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%
		% within is it compulsory to buy branded clothes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	27.7%	15.2%	42.1%	10.9%	4.1%	100.0%

APPENDIX IV

Logistic Regression

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	276	100.0
	Missing Cases	0	.0
	Total	276	100.0
Unselected Cases		0	.0
Total		276	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
0	0
Yes	1

Categorical Variables Codings

			Parameter coding				
		Frequency	(1)	(2)	(3)	(4)	(5)
brandnew	LC Waikiki	43	.000	.000	.000	.000	.000
	H&M	36	1.000	.000	.000	.000	.000
	Mango	39	.000	1.000	.000	.000	.000
	Burberry	23	.000	.000	1.000	.000	.000
	Zara	25	.000	.000	.000	1.000	.000
	others	110	.000	.000	.000	.000	1.000
who do you buy branded clothes for mostly	self consumed	153	.000	.000	.000		
	family	72	1.000	.000	.000		
	friends	42	.000	1.000	.000		
	acquaintances	9	.000	.000	1.000		
monthly income	150-350	94	.000	.000	.000		
	350-500	64	1.000	.000	.000		
	500-700	43	.000	1.000	.000		
	700 and above	75	.000	.000	1.000		
howoftennew	only when needed	118	.000	.000	.000		
	yearly	32	1.000	.000	.000		
	monthly	111	.000	1.000	.000		

	weekly	15	.000	.000	1.000		
loyaltynew	no	122	.000	.000			
	yes always	83	1.000	.000			
	soemtimes	71	.000	1.000			
researchnew	no	115	.000	.000			
	yes	98	1.000	.000			
	sometimes	63	.000	1.000			
gendernew	male	169	.000				
	female	107	1.000				

Block 0: Beginning Block

Iteration History[a,b,c]

Iteration		-2 Log likelihood	Coefficients Constant
Step 0	1	382.385	.058
	2	382.385	.058

a. Constant is included in the model.

b. Initial -2 Log Likelihood: 382.385

c. Estimation terminated at iteration number 2 because parameter estimates changed by less than .001.

Classification Table[a,b]

	Observed		Predicted: is it compulsory to buy branded clothes 0	Predicted: is it compulsory to buy branded clothes yes	Predicted: Percentage Correct
Step 0	is it compulsory to buy branded clothes	0	0	134	.0
		yes	0	142	100.0
	Overall Percentage				51.4

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	.058	.120	.232	1	.630	1.060

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	gendernew(1)	4.894	1	.027
		Income	6.183	3	.103
		Income(1)	3.003	1	.083
		Income(2)	2.895	1	.089
		Income(3)	.854	1	.355
		howoftennew	29.125	3	.000
		howoftennew(1)	1.698	1	.193
		howoftennew(2)	21.530	1	.000
		howoftennew(3)	3.041	1	.081
		obsession	12.212	3	.007
		obsession(1)	9.175	1	.002
		obsession(2)	.765	1	.382
		obsession(3)	.862	1	.353
		researchnew	20.958	2	.000
		researchnew(1)	3.639	1	.056
		researchnew(2)	9.229	1	.002
		brandnew	24.289	5	.000
		brandnew(1)	.029	1	.864
		brandnew(2)	1.851	1	.174
		brandnew(3)	7.221	1	.007
		brandnew(4)	6.633	1	.010
		brandnew(5)	16.663	1	.000
		loyaltynew	39.779	2	.000
		loyaltynew(1)	25.685	1	.000
		loyaltynew(2)	2.272	1	.132
	Overall Statistics		99.097	19	.000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	118.062	19	.000
	Block	118.062	19	.000
	Model	118.062	19	.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	264.324[a]	.348	.464

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	3.820	8	.873

Contingency Table for Hosmer and Lemeshow Test

		is it compulsory to buy branded clothes = 0		is it compulsory to buy branded clothes = yes		
		Observed	Expected	Observed	Expected	Total
Step 1	1	26	26.392	2	1.608	28
	2	24	24.499	4	3.501	28
	3	23	21.745	5	6.255	28
	4	17	18.038	11	9.962	28
	5	13	14.438	15	13.562	28
	6	12	11.067	17	17.933	29
	7	9	8.257	19	19.743	28
	8	8	5.625	20	22.375	28
	9	2	2.957	26	25.043	28
	10	0	.982	23	22.018	23

Classification Table[a]

		Predicted		
		is it compulsory to buy branded clothes		Percentage Correct
	Observed	0	yes	

Step 1	is it compulsory to buy branded clothes	0	98	36	73.1
		yes	34	108	76.1
	Overall Percentage				74.6

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	gendernew(1)	.484	.342	2.004	1	.157	1.623	.830	3.174
	Income			5.521	3	.137			
	Income(1)	.370	.433	.731	1	.392	1.448	.620	3.386
	Income(2)	-.914	.506	3.255	1	.071	.401	.149	1.082
	Income(3)	.051	.424	.014	1	.905	1.052	.458	2.416
	howoftennew			21.053	3	.000			
	howoftennew(1)	-.157	.531	.088	1	.767	.854	.302	2.420
	howoftennew(2)	1.448	.349	17.206	1	.000	4.256	2.147	8.438
	howoftennew(3)	1.537	.777	3.917	1	.048	4.652	1.015	21.317
	obsession			11.633	3	.009			
	obsession(1)	-1.007	.380	7.016	1	.008	.365	.173	.770
	obsession(2)	-1.428	.499	8.171	1	.004	.240	.090	.638
	obsession(3)	-.755	.951	.630	1	.427	.470	.073	3.030
	researchnew			12.855	2	.002			
	researchnew(1)	.479	.381	1.583	1	.208	1.615	.765	3.408
	researchnew(2)	1.518	.423	12.843	1	.000	4.561	1.989	10.459
	brandnew			16.973	5	.005			
	brandnew(1)	.167	.558	.089	1	.765	1.182	.396	3.527
	brandnew(2)	.050	.577	.008	1	.931	1.051	.340	3.255
	brandnew(3)	2.304	.740	9.690	1	.002	10.017	2.348	42.738
	brandnew(4)	.890	.713	1.560	1	.212	2.436	.603	9.848
	brandnew(5)	-.353	.483	.533	1	.466	.703	.272	1.812
	loyaltynew			21.067	2	.000			
	loyaltynew(1)	1.946	.428	20.701	1	.000	6.998	3.027	16.178
	loyaltynew(2)	.866	.379	5.224	1	.022	2.377	1.131	4.993
	Constant	-1.690	.571	8.742	1	.003	.185		

a. Variable(s) entered on step 1: gendernew, Income, howoftennew, obsession, researchnew, brandnew, loyaltynew.

BACKGROUND

PERSONAL INFORMATION

Name-Surname:	Sidra Tariq
Date of Birth:	01/08/1990
Birth Place:	Pakistan
Nationality:	Pakistani
Marital Status:	Single
Address Information:	Karachi, Pakistan
Email:	sidrat@live.com

EDUCATION

- **Masters in International Business (2014 onwards)**
  NEAR EAST UNIVERSITY
- **B.E. in TEXTILE ENGINEERING (2009-2012)**
  N.E.D. UNIVERSITY OF ENGINEERING AND TECHNOLOGY
- **H.S.C INTERMEDIATE (2006-2008)**
  Pre-Engineering, ARMY PUBLIC COLLEGE
- **IGCSE CAMBRIDGE (2006)**
  KARACHI PUBLIC SCHOOL

WORK EXPERIENCE:

- Asst. Merchandiser at **C & A SOURCING INTERNATIONAL** – May 2013 till September, 2014.
- Management Trainee at **ARTISTIC MILLINERS** --- February 2013 till May 2013

INTERNSHIPS/ TRAININGS:

ARTISTIC FABRIC MILLS	July,2010
AL-KARAM TEXTILES	December,2010
GUL AHMED TEXTILES	June,2011
J & M CLOTHING Co.	December,2011
ARP Trading House	December, 2011

SOCIETIES/ORGANIZATIONS

- Pakistan Engineering Council (2014)
- Member of American Association of Textile Chemists and Colorists. (2010)
- MOSAIC in NED (2011)
- ASHRAE N.E.D. Chapter (2011-2012)

PROJECTS

- Introducing a flexible lamp which was a real life example of replacement of wires by conductive fabric.
- Designing and fabricating a Portable and flexible solar charger.

EXTRACURRICULAR PARTICIPATION

- **EVENT & WORKSHOP ORGANIZATION:** Organizer of KHOAJ 1 &2, SENTEC 2012, NED Spring Festival, ASHRAE student conference & exhibition 2011 and various others.
- **VOLUNTEERING EXPERIENCE:** Have a strong passion towards volunteering; have been volunteering in many different events organized in University and outside, Mainly IEARN-YES CDGK Summer Camps, NED Spring Festival, Hamdard university convocation, and different ASHRAE events.
- **PARTICIPATION:** Participated in more than 30 various skill and development workshops, mainly “Occupation Health and Safety Workshop”, “Learn Production through KAIZEN 5’ S”, “Meaningful Career Planning”, “Youth-EXPO”, “Neuro Linguistic Programming and Visionary Counseling” etc.

SKILLS AND INTERESTS

- Learned DEUTSCH (GOETHE INSTITUTE)
- IELTS cleared (7.5 Band)
- Strong interactive and communication (Written & Verbal) skills.
- Hard working and multitasking
- Great ability of working under pressure
- Proficient in MS Office , learnt AUTOCAD and C Language
- Good internet and computing skills.
- Quick learner and creative.
- Proficient in English and Urdu.
- Learning Turkish.