

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES**



**AN INVESTIGATION OF CONSUMER BUYING BEHAVIOUR IN
INTERNATIONAL LUXURY FASHION BRANDS IN AZERBAIJAN**

**MBA THESIS
Rauf BABAYEV**

**Department of Business
Business Administration Program**

Thesis Advisor: Assist. Prof. Dr. Burçin KAPLAN

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İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ



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DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original of this thesis. (09 /07/2019)

Rauf BABAYEV

FOREWORD

This thesis is written in completion of the Master's Program in Business Administration, at Istanbul Aydın University. The research is focused on "An investigation of customer buying behaviour in international luxury fashion brands in Azerbaijan"

If I stumbled several times without falling, it was because I leaned on a handful of individuals and groups to whom I am deeply indebted. My profound appreciation goes to my supervisor, whose ideas, criticisms, guidance, encouragement and devotion spurred me, and gave the shape and form of this study. Despite her very charged commitments, she created appropriate time to guide me, read carefully through my manuscript, made necessary corrections and observations, making sure I was on the right track.

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July, 2019

Rauf BABAYEV

TABLE OF CONTENT

	<u>Page</u>
FOREWORD	iv
TABLE OF CONTENT	v
ABBREVIATIONS	vii
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
ÖZET	xi
1. INTRODUCTION	1
1.1 Background.....	1
1.2 Objective of the Study.....	2
1.3 Research Question.....	3
1.4 Delimitations.....	4
2. OVERVIEW OF AZERBAIJAN FASHION MARKET	7
2.1 Fashion Terminology.....	9
2.2 High Grade Fashion Products.....	9
2.3 Mass Fashion Products.....	9
2.4 Style.....	9
2.5 Classical.....	11
2.6 Temporary Fashion (Fad).....	11
2.7 Ford.....	11
2.8 Accessories.....	11
2.9 Fashion Season.....	12
2.10 XVI-XVII Centuries.....	15
2.11 XVIII Century.....	16
2.12 XIX-XX Century.....	16
3. THEORETICAL FRAMEWORK	22
3.1 Factors Determining Consumer Behavior.....	22
3.2 The Process of Making a Purchase Decision.....	24
3.3 Features of Consumer Behavior in the Commodity Market Industrial Use.....	29
3.4 Consumer Markets.....	30
3.5 Factors Affecting the Purchase Decision.....	31
3.5.1 Personal factors.....	31
3.5.2 Social factors.....	31
3.5.3 Psychological factors:.....	32
3.6 The Role of Relationship Marketing in Shaping Consumer Behavior.....	34
4. RESEARCH METHODOLOGY DATA COLLECTION METHOD	37
4.1 Research Tools.....	39
4.2 Sampling Methods.....	39
4.3 Participants Selection Interviews.....	39
4.4 Questionnaire Distribution.....	40
4.5 Research Sample.....	41

4.6 Method for Analyses	42
4.6.1 International luxury brands	42
4.7 National Market Share.....	47
4.8 The Place of Zara Brand in International Trade.....	47
4.8.1 The luxury segment of the fashion industry: features, concepts, marketing strategies	48
4.8.2 Methods of implementing internationalization in the high fashion market	52
4.9 Questionnaire Findings.....	58
4.9.1 What is your preferred clothing style?.....	59
4.9.2 Which of the following is true for you?.....	59
4.9.3 Luxury for you means to be something:	60
4.9.4 What western luxury fashion brand do you like the most?.....	61
4.9.5 How often do you purchase products from International luxury fashion brands?	61
4.9.6 How is your purchase frequency affected in the last 5 years considering the instable political and economical (economic) conditions of Azerbaijan?.....	62
4.9.7 Your source of information about international luxury fashion brands is/are:	63
4.9.8 When you go for shopping a luxury fashion product, which of the following statements is true for you:.....	63
4.9.9 What criteria do you assess in terms of their importance when purchasing products under the International Luxury brand?.....	64
4.9.10 Do you think that luxury fashion brands justify their price?.....	64
4.9.11 Where do you usually buy luxury fashion products?.....	65
4.9.12 Which statement best describes your purchasing behavior for luxury products.	65
4.9.13 Which of the following is a true reason for you to buy a particular luxury fashion product?.....	65
4.9.14 Do you think if your favorite luxury brand is made easily accessible in Azerbaijan, If there are more means of purchasing luxury brands in our country, such as more retail stores and online shopping service, would it increase your purchasing frequency?.....	66
4.9.15 Which of the following statement describes your stance on the purchase of a luxury fashion product online?	66
4.9.16 How does Azerbaijani culture and values affect your purchase decision for international luxury brands?.....	67
4.10 Hypothesis and Model of Research.....	67
4.10.1 Demographic characteristics of respondents.....	70
4.10.2 Comparative analysis of the internationalization strategies of an international company in the high fashion market of Azerbaijan	83
4.11 Primary Research Finding and Unstructured Interview Findings	86
5. CONCLUSION AND DISCUSSION	90
5.1 Controlling the Discussion	94
REFERENCES.....	96
APPENDICES	101
RESUME.....	107

ABBREVIATIONS

AD	: Anno Domini
BC	: Before Christ
BRIC	: Is a grouping acronym that refers to the countries of Brazil, Russia, India and China
GNP	: Gross National Product
GUM	: Grammar Usage Mechanics
UK	: United Kingdom
UN	: United Nations
US	: United States
USSR	: Union of Soviet Socialist Republics

LIST OF TABLES

	<u>Page</u>
Table 4.1: Brand Preferences of Segments in Global Fashion Sector	43
Table 4.2: Respondents' Demographic Information.....	71
Table 4.3: Variance extracted	72
Table 4.4: Demographic profile analysis	73
Table 4.5.: Model Fit Summary for personal attitude:.....	73
Table 4.6: Model fit for Functional value: Baseline Comparisons	75
Table 4.7: Model fit for Individual values: CMIN.....	76
Table 4.8: Model fit for social values:	77
Table 4.9: Luxury factors and Cronbach alpha.....	78
Table 4.10: Testing of hypothesis	78

LIST OF FIGURES

	<u>Page</u>
Figure 3.1: The market leader needs to identify the circumstances that push the person to realize the problem.....	25
Figure 3.2: In the most general terms, the customer acquisition program is aimed at	35
Figure 4.1: INDITEX Annual Sales Figures - 2000-2017 Period.....	46
Figure 4.2: INDITEX Company Sales Percentages by Region	47
Figure 4.3: Result.....	59
Figure 4.4: Result question 7	59
Figure 4.5: Figure 1.....	60
Figure 4.6: Result question 8	60
Figure 4.7: Result question 9	61
Figure 4.8: Result question 10	61
Figure 4.9: Result question 5	62
Figure 4.10: Result question 11	62
Figure 4.11: Result question 12	63
Figure 4.12: Result question 13	63
Figure 4.13: Result question 14	64
Figure 4.14: Result question 15	64
Figure 4.15: Result question 16	65
Figure 4.16: Result question 17	65
Figure 4.17: Result question 18	65
Figure 4.18: Result question 19	66
Figure 4.19: Result question 20	66
Figure 4.20: Result question 21	67
Figure 4.21: Individual Frame of Mind	74
Figure 4.22: Useful Worth Elements	75
Figure 4.23: Individual Worth	76

AN INVESTIGATION OF CUSTOMER BUYING BEHAVIOUR IN INTERNATIONAL LUXURY FASHION BRANDS IN AZERBAIJAN

ABSTRACT

In this study, it is aimed to model the "cause" based buying behavior of luxury products and to find the decision making process. The proposed model tries to explain the relationships between perceived values, causes, general causes and behavioral intention in behavior determining factors by using behavioral reason theory. Behavioral Reason Theory was developed as an extension of Planned Behavior Theory which is one of the traditional behavioral intent models. Modeling the purchasing behavior with products that are in high demand from luxury products by including the "reason" factor in the Planned Behavior Theory provides a better explanation of the behavior. In this study, contrary to Behavioral Reason Theory, it is suggested that perceived values play a regulatory role in the effect of general motifs. This study, which proposes hypotheses about the relationship between indicators and concepts for measuring concepts, can be considered as a theoretical framework for modeling purchasing behavior in luxury consumption. The study aims to find the consumer buying behavior and decision-making process of Azerbaijan. In our study, the results of empirical findings based on surveys, interviews and secondary researches were analyzed using the traditional consumer buying behavior model and decision-making process. In this report, important factors will be emphasized and discussed at every stage of the decision-making process that affects consumer buying behavior. Azerbaijan, Turkey, and by examining the current luxury market neighbors, we will do a short work about growing luxury markets. This research is based on an analysis of the prerequisites for retail growth of luxury brands as well as the success and failure factors to ensure a victorious attempt in the Azerbaijani market. The study also looks at external and internal environmental factors that may affect the internationalization of fashion companies in Azerbaijan.

The report serves as an informative framework that can be supported by international luxury fashion brands wishing to enter the luxury fashion market in Azerbaijan.

Keywords: *Azerbaijan, Luxury Market, Fashion, International Brands*

AZERBAJCAN'DA ULUSLARARASI LÜKS MODA MARKALARINDA MÜŞTERİ SATIN ALMALARI DAVRANIŞININ İNCELENMESİ

ÖZET

Bu çalışmada, lüks ürünlerin "Neden" temelli satın alma davranışını modellemek ve karar verme sürecini bulmak amaçlanmıştır. Önerilen model, davranışsal sebep teorisi kullanarak algılanan değerler, nedenler, genel sebepler ve davranış belirleyici faktörlerde davranışsal niyet arasındaki ilişkileri açıklamaya çalışır. Davranışsal Sebep Teorisi, geleneksel davranışsal niyet modellerinden biri olan Planlı Davranış Teorisi'nin bir uzantısı olarak geliştirilmiştir. Planlanan Davranış Teorisi'ne "Sebep" faktörünü dahil ederek satın alma davranışını lüks ürünlerden talep görmekte olan ürünlerle modellemek, davranışın daha iyi bir açıklamasını sağlar. Bu çalışmada, Davranışsal Sebep Teorisinin aksine, algılanan değerlerin genel motiflerin etkisinde düzenleyici bir rol oynadığı öne sürülmektedir.

Göstergeleri ve kavramları ölçmek için kavramları arasındaki ilişki hakkında hipotezler öneren bu çalışma, lüks tüketimde satın alma davranışını modellemek için teorik bir çerçeve olarak düşünülebilir. Çalışma, Azerbaycan'ın tüketici satın alma davranışını ve karar alma sürecini bulmayı amaçlamaktadır. Örnek çalışmada anketlere, görüşmelere ve ikincil araştırmalara dayanan ampirik bulguların sonuçları, geleneksel tüketici satın alma davranış modeli ve karar alma süreci kullanılarak analiz edildi. Bu raporda, tüketici satın alma davranışını etkileyen karar alma sürecinin her aşamasında önemli faktörler vurgulanacak ve tartışılacaktır. Azerbaycan, Türkiye ve mevcut lüks piyasasını inceleyerek komşulara bakarak, büyüyen lüks pazarlar hakkında kısa bir çalışma yapacağız. Bu araştırma lüks markaların perakende büyümesi için ön koşulların yanı sıra Azerbaycan pazarında başarılı bir girişimi sağlamak için başarı ve başarısızlık faktörlerinin bir analizine dayanmaktadır. Çalışma ayrıca, Azerbaycan'daki moda şirketlerinin uluslararası aşmasını etkileyebilecek dış ve iç çevresel faktörlere de bakmaktadır.

Rapor, Azerbaycan'da lüks moda pazarına girmek isteyen uluslararası lüks moda markalarının destekleyebileceği bilgilendirici bir çerçeve olarak sunulmaktadır.

Anahtar Kelimeler: *Azerbaycan, Lüks Pazar, Moda, Uluslararası Markalar*

1. INTRODUCTION

1.1 Background

The fashion industry remains a constant source of growth for the entire global economy, and also makes a significant contribution to the development of many national economies. For example, for the trendsetter of France, the industry of luxury goods is the fourth largest source of income, it is no less significant for Italy, Spain, and also for the United States. The growth of this industry is observed in the developing economies of China and India. The fashion industry is leading in terms of the number of people employed in France and Italy. In the US, the production of clothing and fashion goods is the fastest growing sector, in some Asian countries the fashion industry is experiencing a real boom.

The main representatives of this sector of the economy, of course, are major global brands such as Dior, Prada, Gucci, H and M, Zara. However, small and medium enterprises are becoming increasingly important both from an economic and social point of view. As in many other sectors of the economy, in the fashion industry, small and medium enterprises are one of the most important drivers of innovation, and also allows to satisfy the existing demand for niche products. In addition, entrepreneurship in the fashion industry solves social problems, increasing the number of jobs, and thereby increasing the percentage of the employed population.

The domestic market for designer clothing and footwear is represented mainly by large foreign companies. However, due to recent trends in the market (introduction of anti-Azerbaijan sanctions, import substitution policy), there is a growing interest in domestic products, which, given the small number of Azerbaijani industry representatives, creates an additional market attractiveness for new players.

The emergence of new creative and artistic designers changed the fashion trends Azerbaijani clients. Designers determine the future progress and upcoming fashion styles for men. They changed the fashion culture of Azerbaijan, so in the fashion industry and the market went through a transitional state. Customers have shown a difference in their tastes, and even the choice of a way of life, they became more

aware of fashion and adapted to new fashion trends.

Customers and Azerbaijan market, becomes more energetic variety of designs and styles, to shape the fashion industry and customers in a more powerful way to motivate designers to make loyal to him and encourages. In a wide range of human needs, there is an important need for information flowing from the core of the social system as an information system. The need for information refers to a social need for information support for almost any human activity in the subject and determines the inclusion of the individual in the social information system existing in the society.

In the modern world, the mass media has become the main source of satisfaction of information expectations and public motives. Therefore, the media are a powerful tool of influence, covering their influence on an unprecedented number of people in history.

The nature of mass media makes it possible almost unlimitedly to provide a wide audience of knowledge, to cause it to have a certain attitude to certain facts and phenomena, to form certain assessments and judgments, to influence decision making, to induce emotional experiences or rational evaluations of certain phenomena, to motivate certain behavior in that or another situation.

The media also played a big role in the awakening of today's consumers. This has given consumers access to numerous new sources. As consumers began to search the internet and TVs, he provided them with additional knowledge of the overall better lifestyle together with fashion, something different, that they bring narrated designer brands. Using the Internet, they began to read blogs, using social networking sites- which until now continues to update the user of the current fashion scene all over the world.

1.2 Objective of the Study

The thesis is devoted to finding ways to modernize marketing tools that will help improve the efficiency of the processes of creating and selling clothes in market conditions. This approach is sought in closer coordination of the stages of creating and promoting new products to the market with the possibilities of using innovative marketing communications tools. It is assumed that the synchronization of actions and the exchange of information between different stages of the process of creating

clothes and new brands will help optimize marketing analysis and clarify the role of marketing influences. An advanced approach to managing the promotion of the collection specifies the positioning parameters of the models, specifies the design assignment, and allows developing a marketing communications strategy and a scenario to promote the development results to the consumer.

The purpose of this thesis is to analyze the prospects for the use of new marketing communications tools that have emerged due to the development of information technologies, telecommunications and methods of “mining” and “utilization” of information.

To achieve this goal, the following tasks were formulated and solved:

- Tendencies and features of the structure of proposals on the Azerbaijani market of modern clothes were considered,
- An analysis of the current state and sectoral features of the marketing analysis and communications of the modern clothing market has been carried out,
- The rationale for the relevance of the application of innovative methods of marketing communications in the fashion industry,
- Considered the features of the application of information technology for the organization of marketing influences,
- An analysis of innovations that are potentially promising for inclusion in the marketing tools was conducted,
- The forecast of the expected results of the application of a systematic approach to the introduction of innovative methods at all stages of creating modern clothing was fulfilled.

1.3 Research Question

- How and what factors affect Azerbaijan's consumer buying behavior in relation to international luxury brands at every stage of the purchasing decision process?
- What are the characteristics of consumer buying behavior in Azerbaijan for outstanding fashion?

1.4 Delimitations

In the literature about marketing and in the field of modern clothing, there are practically no reports on the use of innovative tools based on the latest advances in information technology. The dissertations and theses about innovation in marketing mainly contain general considerations on the potential benefits of using innovations, a description of a generalized approach to informatization of sales processes, and general recommendations on automating the collection of statistical information.

Most authors (except for those listed below) do not use a comprehensive system approach to the entire garment creation cycle.

- Realizing the demand factor,
- Priority marketing research,
- The origin of the idea of gathering to manage the product promotion process market (Dursun, Almaçık and Kabadayı, 2013, p.120).

The above-mentioned studies, taking into account the full cycle of creation and application, introduced an expanded system approach to increase the efficiency of modern garment design. The outcome of the new cycle of entering new models as a single project was the gradual management of the effectiveness of the garment creation process. Extending the boundaries of the project beyond the design process of the models allowed an idea to emerge. They are as follows. Conducting market research considering fashion trends,

- To evaluate the investment attractiveness of the collection,
- Development and presentation of target user groups.
- Production and presentation of products in the fashion market (Dagtas, 2009, p.111).

The relationship between the stages of marketing analysis, the design and promotion of the products, determines the requirements for marketing analysis at the design stage before the design and selects effective marketing communication tools according to the characteristics of the proposed modern clothing collection. Under conditions of increasing competition pressure, it is not enough to create a product that targets consumers and meets their needs. The company should pay special attention to the quality of its communication policy. This proves that there is a need

to develop a scheme for the full use of the potential of existing communication tools, which is a combination of both tools used to form the methodological basis of communication policy, matrices, models and algorithms, as well as the tools used in the implementation (Koçgar, 2013, p.98). Without implementing the latest developments in the field of information, the potential of existing communication tools will not be fully exploited.

The phenomenon of fashion was considered by us from the standpoint of the concept of imitation, the theory of demonstrative consumption, the theory of postmodernism, the theory of symbolic interactionism (Lipovetsky, 2012, p.45). We also considered the concept of fashion based on the theory of collective behavior and a semiotic approach. The concepts discussed underlined the fact that fashion is a multifaceted, multifunctional, sociocultural phenomenon. The term "consumption" usually refers to the physical use of material goods, the use of useful properties of processes or objects and the satisfaction of human needs (Roth and Jacoby, 2009, p.67). Thus, "consumption is the use of the beneficial properties of a good, coupled with meeting the personal needs of the person and spending (destroying) the value of the good". On the one hand, consumer behavior is a kind of social behavior of an individual in role -playing - in the role of consumer. On the other hand, consumer behavior is one of the forms of economic behavior.

Researchers identify various types of consumer behavior: "Depending on experience, a consumer may be a "connoisseur" or a "novice". Depending on the reaction to commodity abundance- "fit" or "lost". "Adapted" behavior is a positive reaction to commodity abundance (Lipovetsky, 2012, p.50 and Jacoby, 2009, p.88). The reason for "fitness" can be experience, age or, for example, the fact that a person does not have a clear "image" in which to fit, and therefore the product range seems to be monotonous and does not cause him problems. "Losing" behavior is characterized by the fact that the consumer recognizes that product abundance makes it difficult to buy" (Lipovetsky, 2012, p.55).

Depending on the propensity to act according to the emotions / mind- prone to "affective" or "thoughtful" behavior. "Affective" behavior is associated with emotional buying. This behavior is often associated with the product / service, as closely as possible to the image of the buyer. "Considered" consumer behavior is associated with the categorical mental assessment of the product / service (Jackson

and Shaw, 2011, p.40). We believe that the consumer behavior of today's youth can be characterized as “lost” and “affective”.

It is necessary to agree that the basic characteristics of young people's consumer behavior are “demonstrative and image-oriented”, brand orientation and the rational and irrational nature of consumption (Lipovetsky, 2012, p.66). Consumer behavior of young people is a process that is affected by many factors and requires complex work. The effect of a number of factors makes consumer behavior a dynamic and multivariate process. First, young people have special consumption, such as the characteristics of this consumer community, age, a particular stage of socialization, a high level of social mobility, and characteristics of the material situation. From this point on, the consumption of young people in fashion clothing was examined.

2. OVERVIEW OF AZERBAIJAN FASHION MARKET

According to a frequently used definition, fashion is the style prevailing at a certain time. Fashion from the point of view of fashion industry, fifty people in the time that the majority of people bought and used by gays. Use the concept of fashion de for the most sought-after styles Fashion is constantly changing, so an integral element of fashion is that it is changing. As stated by the Retail Dictionary, styles are constantly changing due to the consumer's demand for the new, and therefore the constant change in fashion. (Jernigan and Easterling, 1990, p. 3)

Fashion is a period of innovation and styles that are adopted by the masses that occur in various areas at certain times. (Silver and Superior, 1992, p.24)

The definition of fashion can be grouped under four items according to the Random House dictionary (<https://symptomaticnetwdysfunctionalh.wordpress.com/2018>):

- Daily habit or style of clothes, labels, invitations and others,
- Wear, behavior, etc. traditional use by a society, in particular to be distinguished or distinguished,
- Style, road,
- The structure of anything, the forum.

Fashion, clothing, clothing, furniture, etc., and the use of the rules and regulations are the rules that regulate the behavior and generally the behavior of habits, it is composed of customs. First of all, the word Fashion works in a highly complex environment in terms of clothing and behavior. The transient nature of fashion also forces marketers to work within the time limit. The underlying factor is the trend of the fashion industry (Bohdanowicz and Clamp, 1994, p. 4).

Fashion includes change and is defined as a series of short-term hands. From this perspective, there are almost all human activities from fashion medical treatments to music. Three basic concepts can be mentioned in the definition of fashion. These are change, creativity and marketing (Easey, 1999, p.2):

Change. Contemporary fashion industry is based on seasonality. This industry strives to develop new products for customers despite existing products. This process is also known as planned abandonment. This concept is not only fashion-specific, but also in other production areas, such as the automobile and electronics industry. Although the concept of planned abandonment has been criticized in a number of ways, many customers are satisfied with the continuous change in products and services, but unfortunately the direction and speed of change are often slower and less predictable than the fashion industry's desire.

Creativity. In order to achieve the change that is the basis for fashion, the fashion industry should be able to develop new products continuously. In other respects, fashion means exposing, making and establishing the term. For the aforementioned reasons, fashion includes a strong creative and design element. Coco Chanel, from the T-shirt, is a product of a high degree of design, and has a big impact on Christian Dior's artistic creations. According to some sections, fashion design is seen as an art. Most of the clothing available on the market is sold in the classification. However, the designs of these clothes are mostly influenced by artistic works.

Marketing, the fashion in the sense of continuous change includes the creative design ability that allows a range of products from the simplest to the most detailed. Creative design staff is part of the mechanism that responds to the need for change. However, the determination of the products that the customers will need and will receive is an essential condition for the industry. From this perspective, marketing enables the creative element to be used in the best way for the benefit and growth of the business.

The word "fashion" comes from old French and produces original content that matches one of its uses. Above all, the word fashion refers to dominant views on clothing and behavior, and then to changes in understanding in the fields of literature, the arts, ethics, society, religion and science. (Davis, 1997, p. 26) We can't change fashion. This change may include the return of all new indicators of vision, touch or sniffing, but the return of the elderly who have left their mark, or a clear emphasis on familiar indicators. It is mandatory to make a change that deserves the name of fashion (Davis, 1997, p.26) (<http://ulusaltezmerkezi.com/gim-modasinda-and-kadin-guzelligence-information-bir-gel-iconisi/36/>).

2.1 Fashion Terminology

Retailers divide their goods into fashion and basic goods. Basic goods are goods that have a history. The consumer has shown a steady and steady demand for these products over a long period of time, so the products have become routine products for which the retailer can easily predict sales. In terms of clothing, jeans are examples. Fashion products are purchased by customers as a result of a motivational effect. There are shorter life cycles than other products. (Davis, 1997, p. 29) Due to difficulties in predicting sales, it poses a risk to the retailer and retailers may make inaccuracies in the purchase of fashion goods, and these inaccuracies can lead to cheap sales of goods to increase their sales before they become obsolete. It is possible to divide fashion products into high fashion products and mass fashion products.

2.2 High Grade Fashion Products

These clothes are designed for people who want to accept change first and see themselves as fashion leaders. They want to be different from society. High fashion products have innovative features in design and are sold at high prices. These products are produced and sold in small quantities.

2.3 Mass Fashion Products

Many clothes and household goods can be considered as fashion pioneers because of the appeal of consumers. Produced in high quantities and sold at affordable prices. The people who buy these fashion products are the ones who want to wear fashion rather than the fashion pioneer. Instead of being different from society, they prefer to abide by the majority.

2.4 Style

Style is often used as fashion. Often, the word style and fashion are used interchangeably, but are not synonymous. Style is a particular feature of others. Taking into account the style of clothing, the design reflects a special feature of silhouette and line. For example, skirts can be designed in many different styles. Pants can be found in many different styles from classic cuts to bermuda shorts. Although fashion changes, styles remain the same. Fashion is valid as long as a

certain number of consumers buy and wear products, but style always remains the same. Sometimes a jacket doesn't change fashion, but fashion can be eliminated or vice versa. For example, miniskirts were introduced in 1967, but in the early 1970s, it became popular with the majority of consumers and became fashionable. Although fashion designers offered miniskirts back to consumers in 1987, consumers were not interested in this style. For this reason, short skirt sales were realized well below the forecasts and big price reductions were made in sales. This skirt change is due to the historical influences that have influenced the fashion of the 50's. The adoption of the skirts at that time shows that, in connection with these influences, people want fashion to act in their own way (Lipovetsky, 1994, p. 695).

There are also different household items styles. These styles can be defined as traditional, rural, urban and contemporary. There are different types under each general style. For example: traditional design varieties can be called Georgian, Queen Anne, Victorian and French Empire. Each style has features that make it different from others. Fashion styles change over time, but not every style remains the same over time (Jernigan and Easterling, 1990, p. 25).

Style is a valid concept in people. Some people have a unique style that makes them different from others. Examples of such individuals are Jacqueline Kennedy Onassis, Katherine Hepburn and Princess Diana.

Each different interpretation of style is called design. Fashion design is achieved with different silhouette, detail, color and fabric combinations which are the four elements of the design. By modifying these elements can become a new fashion style.

Silhouette is the general shape and appearance of any garment. 3 basic silhouettes were worn by women throughout fashion history. They are flat, bell-shaped and padded. There are many different versions of these basic silhouettes. The details are various elements such as neckline, shoulder, hip and silhouette of the dress or width. The ornaments on the clothes are part of the details. Buttons, belts and laces on the garment are also acceptable. All this leads to a variety of designs in detail. Woven (fabric) is an important part of the design. Woven greatly affects the appearance of the garment's silhouette and the air of the garment. For example, a garment made of a soft fabric may look very different from those made from a different fabric.

2.5 Classical

The classic is a style that is not popular in time and is widely accepted by the masses. Classic-style products are not affected by the fluctuations in the fashion and are seen as retail fashion products by the retailer. The consumer perceives the classic-style products as an investment that can be worn for a long time. Chanel suits, cardigans, polo collar shirts can be given.

2.6 Temporary Fashion (Fad)

Some genres create sudden popularity and disappear quickly. Such fashion movements are called Temporary Fashion. Les Such short-term fashion movements are adopted by certain consumers such as high school or university students (Jernigan and Eastering, 1990, p.11).

Temporary fashion is usually a fashion item like an accessory adopted by a particular group. As it is new, it arouses interest (McJimsey, 1973, p.65). Life is unthinkable without temporary fashion. Temporary fashions are vehicles that enter human life for fun (Hoffmann and Bailey, 1994, p.1).

2.7 Ford

Ford is a fashion product with high sales volumes and imitations at various price levels. This term is also used for best-selling products sold at the same price throughout the year. Another similar term is Winner and the difference between Ford and its predecessor is that it is used for products that have not been accepted for as long as they can.

2.8 Accessories

The accessories in the fashion industry are the items that accompany the garment to achieve an overall fashion appearance. Accessories include hat gloves, jewelry, belts, handbags, shoes and artificial flowers. Accessories must be appropriate and related to the garment in order to achieve an overall fashion appearance. In the case of long skirts or trousers, pantyhose becomes less important. When trousers gain weight, the belt becomes popular in the same way. Therefore, the accessory market grows or shrinks according to changes in the fashion silhouette. When the items are handled, the accessories should be decorated as decorative pens that complement the interior.

Examples of home accessories include lamps, tables, tablecloths, vases, tablecloths, candlesticks and ashtrays. In addition to these, it is a concept used for important parts of household and household accessories such as textile products used in bed and bathroom.

2.9 Fashion Season

The fashion season in retailing is the sales period. Usually one year from February to July, the twenty-six weeks are divided into two seasons, including the spring season and twenty-six failures from August to January and the autumn season.

In the fashion industry, new lines and collections are designed for every season. The number of seasons depends on the product category. For example, shoes and bags for accessories such as spring and autumn, there are two seasons, while women's clothing, spring, summer, autumn 1 or transition, period autumn 2 and holiday or recreation can be produced for four or five seasons. Swimming outfits or new-year clothing or accessories are also available during the seasons.

In America and Canada, most of the dress manufacturers are also preparing for the four seasons of the calendar in winter, spring, summer and fall. Cabs mainly focus on spring and fall collections. Fashion designers show their intuition to retailers about six months before the apparel appears in stores. For example, they usually show spring styles in September (Burns and Bryant, 1997, p.92).

He travels many fashion and fashion centers. The most important European fashion market is Paris. In Paris, fashion is designed on two levels and gurus: one of them is haute couture (high-level planting) -the second-century designers in the middle of the 19th century by Paris, such as the planting of clothes in the middle of the plant is ready-made garments (pert-a-porter) Sewing collections of workshops twice a year: spring / summer in July and winter period are shown in January.

Nowadays, while working in fashion, the scale has gradually been narrowed and the danger of being out of date has emerged. In addition, technological advances prevent a new style from gaining privilege as it accelerates the emergence of cheap imitations of a particular style. For this reason, fashion needs to respond to opportunities at the time limit.

The fashion industry is progressing through three main headings: haute couture, which is designed for design and collection, and is offered for sale at higher prices. fast fashion.

The term Haute Couture is of French origin and means “top quality Haute. In fashion, the top quality designs and the manufacturer of these designs are used to define the fashion houses. This definition made in 1945 was arranged by Chambre de Commerce et d'Industrie de Paris (Paris Chamber of Commerce and Industry) in 1992. de A collection consisting of 80 pieces in two times a year and one workshop in Paris and 70 personality team criteria have been made. The Chambre de Syndicale de Haute Couture in Paris is the legal framework of the Haute Couture sector and is reserved for this room by the Haute Coture Union Chamber. Haute Couture has become the first sector in the world with the leadership of France in the 18th century. The sector, which could not become widespread in the development of railways, was recognized and expanded with the development of travel opportunities and increased foreign visits to Paris. Visitors to Paris have also started to buy these top quality designs. Couturier Charles Frederick Worth was the first to reveal the Haute Couture industry. English fashion designer Worth has turned into a brand in the French fashion industry. Mr. Worth not only developed the haute Couture sector, but also the development of a new structure with a new set of standards. Bay Worth pioneered the haute Couture industry Coco Chanel, Christian Dior, Balenciaga, Lanvin and so on. Today, the designers of the haute Couture sector have continued.

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Since prehistoric times, people from all walks of society have been dressed in different ways. The first theory of morality (humility / shame) is known as the theory of fig leaf. This theory is based on the Bible story of creation. The first people in the Bible realize that they are naked after eating the diamond of the Jesus and Mary tree of knowledge. Because of the shame of their nudity, they make a dress with fig leaves. At the end of the 19th century, the main reason for dressing people was the humiliation of most Europeans and Americans. With the emergence of a non-religious worldview, people began to put forward other theories. According to some, the reason people dressed was to protect the body. In another view, the clothes were designed to reveal sexual appeal and beauty of the body. According to the evidence, the first clothes were also functional. In 1991, the man's thousand-year-old male body proved to be functional. The body had a crooked leather cap, knee and leg protection and a small hat with leather shoes. It has been proven that these clothes are worn to protect against cold and rain. Also known as the iceman, this body had tattoos that exposed the tribe. These tattoos can also be a magical protection or adornment indicator (Chic, 2001, p. 12).

The reasons driving humanity to dress were investigated by social scientists for centuries. Many theories have been put forward as to why people wear clothes. Experts explain the emergence of dressing as reasons for protection, morality and ornamentation. Each of these theories is based on the need or desire to satisfy a single individual's desire to wear. In the combined theory of needs, which we will accept as the fourth theory, it is claimed that the garment is not only intended to meet the needs of an individual, but also to meet the needs and desires of many people at the same time. (Easey, 1995, p. 29)

The possibilities of influencing the fashion industry on the national economy can be evaluated with the example of Azerbaijan.

Azerbaijan's national costumes are closely linked with the history of the people. Costume, artistic embroidery, weaving and knitting decoration emerged in the ethnographic, historical, artistic features of folk art vividly reflects. The Azerbaijani people have been engaged in artistic fabric production and weaving for a long time.

B.C. III. In the millennium, fabrics were dyed, as shown by the remains of paint found in ancient dishes. Archaeological finds in Mingechaur, Karabakh, Nakhichevan - figurines of people in clothes, colored beads, plaques show that during the Bronze Age, the Azerbaijani people knew how to spin, weave and even sew. In the Mingechaur jars, MS I-III. Centuries of silk fabric remains were found.

Ancient historians Herodotus and Strabon speak of red (in the V-IV centuries BC) with the help of vegetable dyes on the Caucasian wool and linen fabrics.

During the period of the Arab Caliphate (in the VIII-X centuries), tablecloths, curtains, napkins, prayer rugs for were made. Ibn Horadbek (9th century) notes that Azerbaijani artisans-weavers supplied patterned fabrics of wool, cotton and silk to the market. When the Seljuks (XI-XII centuries), and later (XIV century) in Shemakha, silk was also produced, which was exported to many countries - merchants from Genoa, Venice, Syria, Asia Minor bought it.

2.10 XVI-XVII Centuries.

The high level of culture and art of Azerbaijan in the 16th century influenced the development of fashion. The costume of this pore was distinguished by its variety in cut and richness of decor.

In the XVI century, the most popular outerwear for men was "aba", which was sewed with narrow sleeves. Bottom floors attached to the belt for ease of walking. The upper class wore a faraj dressing gown over the "aba", richly embroidered on the shoulders, chest, below the hem. The Faraj had no fasteners and was worn wide open. In the 16th century, Azerbaijanis were called "Kyzylbashes" - they wore a white turban with twelve purple stripes in honor of the twelve Shiite imams (prophets). The bulk of the population wore white turban or a felt hat (kulah). Women's hats beautifully embroidered scarves, scarves with ornaments, crowns in the shape of a diadem.

In the 17th century, Azerbaijan was a large sericulture region of the Middle East, and the Shirvan province was the heart of Azerbaijan's sericulture. Silk fabrics and women's silk headscarves were produced in such cities as Shemakha, Baskal, Ganja, Sheki, Shusha.

The costume style reflected the marital status and age of its owner. The costume of the girl was noticeably different from the costume of a married woman. The most brightly and elegantly dressed young women. Men dressed depending on wealth. Children's clothes differed from adults only in size.

2.11 XVIII Century

Elements of men's and women's clothing in the XVIII century are the same, the difference is manifested in the details and decorations. Popular outerwear of the XVIII century "archalyg". In males, arkhalig comes to calves and below, in females to the thigh. Unlike the men's, women's arkhalighs were richly decorated with embroidery on the collar, at the sleeves and on the hem. For sewing archalyg used velvet, tirme, brocade fabrics. The archalygs were decorated with ribbons and golden laces. Characteristic headdresses were high cone-shaped or short square fur hats. In the village they wore motal-papas from long-haired sheep fur. In the patterns of embroidery and jewelry of the Azerbaijani costume of the XVIII century, there is a close connection with the ornaments found on carpets, copper ware. stone carving.

2.12 XIX-XX Century

Azerbaijani women's clothing of the XIX - early XX centuries is already very diverse. It consisted of underwear and outerwear (shoulder and waist). In addition to the archalyga, women wore such outer clothing as the shirt of the "mouth of the kayneyi" silk of Kanaus and Faya, the "chapken" of tirma, velvet and silk brocade fabrics, "hez yesmyak". The mouth of the keynei had a straight cut without a shoulder seam with a multi-colored gusset. Chepken - type of upper women's shoulder wear on the lining, with false sleeves. In addition to them, the upper humeral clothing was sewed from tirma, velvet and brocade fabrics such as "labbad" short quilted lining, "kyulyadzha" - women's lined clothing, "bahari" - women's velvet lined quilted lining. "Kurdish" (quilted sleeveless jacket) was decorated with fur and embroidered with a stitch. The collar, hem and sleeves of the "ashman" were

trimmed with ferret fur. Inside, they also beat ferrets with fur, decorated with gold laces and various ribbons. The upper waist women's clothing consisted of several skirts (fog), chutalag (pair skirt) and chakhchur (waist upper trousers). In the cities, when they went outside, women wore chakhchur over their skirts. The set of women's national costume was also supplemented with head, neck and chest, wrist and waist jewelry.

The collection of the Museum of History of Azerbaijan presents various women's hats. The veil is mainly characteristic of the inhabitants of the city and suburban villages.

The upper national clothes of the man consisted of the mouths of the kaynei (shirt), arkhalyga, gaba or chuha (humeral clothes) and the trousers (lap clothes). Single-breasted or double-breasted arkhaliq were sewn from silk, cashmere, satin, cloth, sateen and other fabrics.

Gaba - it was sewed basically from a tirma. Chukha was usually detachable at the waist, with folds or assembly. They sewed it from cloth, tirma and homespun cloth. In winter, they wore a "kurk" - a fur coat made of sheepskin with fur inside, decorated with embroidery, without a fastener, with a collar.

The Museum of History of Azerbaijan presents national costumes of all historical and ethnographic zones of Azerbaijan - Baku, Karabakh, Ganja-Gazakh, Shemakhi, Nakhchivan and Shekinskaya.

Embroidery. The simplest elements of ornaments - straight and broken lines, zigzags, circles, triangles, diamonds, dotted patterns - can be traced on the ceramic vessels of the Early Bronze Age (dated III Millennium BC in Azerbaijan). This is an analogue of the ancient embroideries of the Azerbaijani people. Many interesting facts about the development of crafts in Azerbaijan are reported by numerous merchants, travelers and diplomats who visited here at different times. Italian traveler Marco Polo (XIII century) noted the beauty of silk products in Shemakha and Barda. An English merchant traveler Anthony Jenkinson (XVI century), describing the luxury of a summer residence, writes that "the king sat in a rich tent sewn with silks and gold," his clothes were embroidered with pearls and precious stones. The material that served as the basis for embroidery in the 19th and early 20th centuries was Canaus, local produce and velvet. They were made in Shamakhi, Baskal, Ganja,

Sheki, Shusha and other cities of Azerbaijan. Silk, woolen threads and stamped locally-made plaques were used for embroidery. While coloring there was used vegetable dyes.

Embroidery ornament. Embroidered products were distinguished by the richness and variety of ornamental motifs. The favorite motifs of Azerbaijani embroidery are rose, narcissus, carnation, poppy, lily and flowers of fruit trees - pomegranate, quince and cherry plum, as well as ears and leaves of various forms. Geometric embroidery patterns consisted of straight and broken lines, zigzags, triangles, quadrangles, hexagonal and octahedral rosettes, diamonds, stars, and a symbolic image of the sun. On embroidery they liked to depict birds: nightingale, peacock, pigeon, parrot, hoopoe, sparrow, pheasant, quail, partridge and others. The image of a pair of birds

The most ancient and favorite motif of the ornament — was often met. Birds are usually portrayed as either loving each other, or as if quarreling (symbols of love and separation).

Of the representatives of the animal world, gazelles, turtles, dragon serpents and horses were depicted most often on embroidery. From everyday objects there are patterns in the form of decanters for rose water, comb cases, bottles for cosmetics, jugs and others.

Types of embroidery. In Azerbaijan, popular and widely used types of embroidery in everyday life were: gold embroidery, satin stitch embroidery, chain stitch, bird eye technique, sequin stitching, beads, stamped plaques, quilting, applique, spiral embroidery and filleting. One of the most common types of embroidery - bird eye - embroidery with white or colored silk. Embroidery "quilting" is found when decorating arachchyn, shabluh (night-cap), prayer rugs, as well as woolen clothes. It was carried out by an ordinary and stalked seam, a thin layer of wool or cotton wool was laid between the lining and the top. Of great interest are embroideries with pearls and beads, which have long decorated costume elements, household items, etc.

Sequins embroidery sticks onto the fabric along a pattern of silk colored threads. Applique and helix are relatively young embroidery techniques. From time to time, filleting and calf works are spread late and have a narrow application area. Such a needlework is more typical for the decoration of napkins and towels, face covers. Today, in many cities of Azerbaijan, an old embroidery school has been preserved,

the works of Azerbaijani craftsmen, international exhibitions and exhibits of museums.

Gold embroidery The oldest of all types of embroidery is gold embroidery. For the base used very dense tissue. The best material was the monophonic velvet of red, burgundy, purple and green colors. In addition, various shades of fine fabrics, brocade, satin and moroccan leather are processed. They used gold or silver ropes at the factory to process gold. Such embroidery is called a term - Gulyabatyn. Most often, gold embroidery embellished top women's clothes, hats, household items, equestrian jewelry and smaller items. The bride's dowry even had a tradition to include various household items made of gold.

Tambor. The most common embroidery made with colored silk threads is chain stitching.

XIX. Century, the center of chain embroidery production was the city of Sheki. The basis of chain embroidery served as a delicate local or imported velvet and a cloth of red, black and dark blue color. Intricate and ornate pattern made with shiny silk threads on dark background. Embroidery chain stitching wasn't just the profession of women. Many men have demonstrated their superior talent in this field of applied art. In the fabric stretched onto the sheave, the master first processed the contour line of the pattern and then filled the entire interior area. The chain embroidery needle was called "garmach". Women's clothes, large pillow covers, mutations, bath mats and blankets were sewn on the drum seam.

Stitching Another, also widely used embroidery technique, was satin stitching. Silk and wool colored threads of soft, pastel colors, often in combination with gold, were commonly used for this embroidery. There were two types of embroidery satin: double-sided and one-sided satin stitch. Embroidered clothing, wall decorations, face covers, curtains, etc. (<https://news.day.az/society/339236.html>, 25.06.2012).

Unfortunately, the love of Azerbaijanis for foreign brands prevents the development of this business in Azerbaijan. For example, clothing, shoes, accessories, electronic goods, etc. from various foreign websites such as eBay, AliExpress and others. When ordering, Russian buyers receives a large selection, but on the other hand, domestic brands are losing their funds. It could bring huge profits to the national economy. We continue to finance the development of the outside, not our own creator and

manufacturer. Some experts say that our citizens are pioneers in the amount that Azerbaijani buyers spend in Paris, Milan and London boutiques.

The need to protect people from clothing is caused by the need to wear clothing. However, according to some observations, if humanity had not survived in the tropics, the need for protection has been a secondary reason for the emergence of clothing. Plants and various animal skins are the first examples of protective clothing. Of course, physical protection is an important reason of why people wear clothes today. Various clothing and accessories such as raincoats, umbrellas, hats, sunglasses have been manufactured to protect against weather conditions and other environmental factors such as rain, snow, cold and sun (Jernigan and Easterling, 1990, p.30).

The garments were used to protect against supernatural forces, especially in the early ages. Regarding the fact that garments provide psychological protection, today people tend to wear clothes that make them feel comfortable, especially in daily activities. Garments that do not impede the movement demanded by the consumer and fabrics that give the skin a comfortable, good feeling provide the heat of summer and coolness of the person. Current running shoes and sportswear are an important aspect of consumer comfort. The economic structure and culture or traditions of the society and the way of life affect the clothes that people wear. In many societies, religious rules restrict personal movements and allow only high-fancy dresses to be worn. Even in modern democracies clothing can show the social situation. The outfit carrying the designer's emblem is probably expensive. Thus, it is the symbol of the economic situation of the person carrying the suit. The outfit shows the social position more often in uniforms worn by police officers, such as teams worn by clerics or clerks. It is used to differentiate changes in clothing, such as blue-collar and white-collar workwear, and the type of workplace or factory. The garment also gains meaning from the environment where it is worn. According to many cultures, brides and grooms and even wedding guests wear special clothing to celebrate marriage. Clothes worn on special occasions such as marriage, graduation, and funeral are more formal and rely on the rules adopted by non-summer social members. Active sports may require special clothing. Soccer and hockey players, for example, wear accessories consisting of protective bumpers such as the jersey and trousers.

Most modern societies are divided into different social groups and each group has its own beliefs and behaviors. For example, even in a high school, older children's clothing styles are different from newcomers. This difference indicates which group the child belongs to (Chic, 2001, p.16).

More and more strong positions in the Azerbaijan market of fashionable clothes are taken by Turkish brands. Own brands of Turkish manufacturers open brand stores in major cities and regional centers of Azerbaijan, winning the love of consumers not only with product quality and reasonable prices, but also with original design. Earlier, the export of clothes in Azerbaijan was based on the wholesale trade in cheap goods, but now the Azerbaijani consumer, much more demanding and sophisticated, sets new standards. And Turkish manufacturers are working hard to meet the demands of Azerbaijanis. Unfortunately, buying these products, we help the further development of the Turkish, not the Azerbaijani economy.

3. THEORETICAL FRAMEWORK

3.1 Factors Determining Consumer Behavior

Since the consumer is the person who accepts or rejects the self-presented marketing components of an organization's target market, the consumer becomes the main determinant of the business's market-oriented activities. Increasing competition in globalized world markets necessitates businesses to act and develop strategies in line with the wishes and demands of consumers.

The consumer is the most difficult and complex element of the marketing system. One of the reasons for this is the difficulty in measuring and evaluating human behavior, and the other is that human behavior is determined by both internal and external factors (İslamoğlu, 2003, p. 7). Furthermore, identifying consumer behavior provides competitive advantage to companies by developing effective market strategies and directing consumers.

Any culture contains smaller components or subcultures that allow its members to more specifically identify and communicate with their species. In large communities, there are people of the same nationality, namely Irish, Poles, Italians or Puerto Rican, clearly showing their ethnic taste preferences and interests. Separate subcultures with special preferences and prohibitions, religious groups such as Catholics, Mormons, Presbyterians, Jews.

There are many definitions about consumer behavior. Some of these are presented below. Consumer behavior,

The methods used by the consumer in making the purchase decision, internal or external factors against goods or services, the attitude of the goods or services to choose and use features (Muter, 2002, p. 20).

Behavior of marketing components and sociological factors as a result of the relative effect on psychological factors (Karabulut, 1981, p. 15).

It refers to how and why people take decisions and behave as a consumer on goods and services that serve to meet their needs (Bakırcı, 1999, p. 22).

Physical activities such as evaluating, searching, buying, using, disposing of products and services that the individual hopes to meet their needs and / or the needs of others, it involves decision-making processes that affect these activities (Kavas et al., 1995, p. 2).

Which goods and services from whom, how, where, when to buy or not to buy the process of the decision of individuals (Orhan, 2002, p. 23).

The decisions of the person in purchasing and using economic products and services and their related activities (Walters, 1978, p. 8).

It is the movement of purchasing and using products and services that cover mental and social processes and the activities that follow them (Berkowitz et al., 1993, p.112).

Basically, the main structure of consumer behavior is the human behavior which can be defined as the process of interaction with the environment. However, the consumer behaviors limit the behavior of the person's market and consumption. In the light of this, consumer behavior can be defined as the decisions of the person in purchasing and using economic products and services and their related activities (Odabaşı and Barış, 2004, p.25).

The field of consumer behavior investigates how individuals, groups and organizations choose, buy, use, and dispose of products, services, ideas or experiences in order to satisfy their needs and demands (Kotler, 2005, p.168). Consumer behavior consists of individual activities for the selection, purchase and use of products in order to satisfy the needs and needs (Zikmund and d (Amico, 1995, p.124). In other words, consumer behaviors are the processes that directly affect the individuals' purchase and use of goods and services, and the processes that cause these activities and determine these activities (Tek, 1997, p.107).

As with all subjects, it is necessary to examine some assumptions and characteristics in the analysis of consumer behavior. The characteristics of consumer behavior can be grouped under seven main headings (cited in: Odabaşı and Barış, 2004, p.31).

Consumer behavior is a behavior driven, Consumer behavior is motivated to perform a purpose. The aim is to develop a solution to the problems of the consumer. Behavior itself is a tool, the purpose is to satisfy the needs and wishes.

Consumer behavior is a dynamic process. In consumer behavior, when the purchasing decision process and the difference of this process is examined and the behaviors that occur after the purchase are examined. The process consists of a series of interconnected, interrelated and sequential steps. The emergence of need, choice, purchase and use can be regarded as a process. There are three basic steps in this process. These are pre-procurement activities, procurement activities and post-purchase activities respectively. Purchasing is only one stage of the consumption process, and limiting consumer behavior to it would be a major shortcoming. Therefore, examining the decision process may be useful in explaining why, how and what some have purchased (Engel et al., 1978, p.24). Consumer behavior is influenced by environmental factors; Mankind is defined as a social being by all sciences that examine the individual. This quality is one of the most distinctive qualities of mankind. Therefore, the consumer has a structure open to the effects of external factors. The ability of consumer behavior to be influenced by external factors acknowledges that it has a structure that can both change and adapt (Odabaşı and Barış, 2004, p.36).

Consumer behavior may vary for different people; Consumers are available in different purchases with different preferences. The fact that there are countless consumers, which are very different from each other personally, makes it difficult to summarize consumer behavior easily. Today, however, consumer behavior can be understood, explained and conveyed to the field of application. They contribute to marketing managers as a discipline. In recent years, the importance of consumer protection and the emergence of the Consumer Protection Law are the best examples of the importance given to consumer behavior.

3.2 The Process of Making a Purchase Decision

The purchase process begins long before the purchase and sale act is completed, and its consequences manifest themselves for a long time after the execution of this act. And this process can be represented as a model. It aims the market leader to focus on the process as a whole, and not only on the decision- making stage.

Judging by the model, the consumer overcomes all five stages with any purchase. However, when making everyday purchases, he skips some steps or changes their sequence.

The purchase process begins with the fact that the buyer is aware of the problem or need. He feels the difference between his real and desired state. The need may be excited by internal and external stimuli. At this stage, the market leader needs to identify the circumstances that push the person to realize the problem. Should find out:

1. which specific needs or problems arose,
2. what caused their occurrence,
3. how they brought a person to a specific product.

Figure 3.1: The market leader needs to identify the circumstances that push the person to realize the problem

By collecting such information, the market leader gets the opportunity to identify irritants that most often attract the interest of the individual to the product. After that, you can develop marketing plans using the identified stimuli.

Decision making is what consumers often talk about in their daily lives. We make decisions on many important issues. Decisions are sometimes easily taken, but in some cases very difficult. The most important point of decision making is that the result is not fully known. Consumers are under the influence of many stimuli circulating in the decision-making process. This study will try to measure the effects of ethnocentric tendencies of consumers.

In order to be effective in the trading market, you need to understand the procurement decision process, which explains what kind of behaviors that consumers have in their daily lives, in order to gain competitive advantage and to anticipate consumer needs and needs. According to the consumer buying decision process, consumers rediscover the mental and emotional states they face while solving a purchase problem. In this sense, consumer behavior is not an action, but an action (Poyraz, 2014, p.16).

The purchasing decision process depends on the product / service that the consumer decides to purchase. For example, when buying food products often purchased, a

simple decision-making process when buying durable goods or investment products is undergoing a much more complex and multi-stage decision-making process. The consumer buying decision process is five steps.

As a result of gathering information, consumer awareness about brands and their properties on the market is increasing.

In a practical sense, the firm must develop a marketing mix that would introduce its brand in the awareness package and in the consumer choice kit. If the brand fails to penetrate these kits, the company will miss the opportunity to sell its goods. In addition, it is necessary to find out which other brands are included in the selection kit in order to know their competitors and develop appropriate arguments.

- Recognizing the problem
- Determination of alternatives
- Evaluation of alternatives
- Purchase decision
- Behavior after purchase.

The main assumptions of the consumer decision-making process are:

- The consumer has two or more options that force him to make a decision.
- Evaluation criteria allow the consumer to estimate the outcome of each option based on their own goals and objectives.
- The consumer chooses one of the options determined by the decision-making or evaluation process.
- The information provided and / or information provided from external sources are used in the decision-making process or in the evaluation process.

(Ministry of Education, 2014, p.3)

Table Some properties of interest to buyers in a number of goods of well-known classes:

- Cameras: sharpness, range, increase, size, price.
- Hotels: location, cleanliness, atmosphere, value.
- Dental elixir: color, effectiveness, price, taste and aroma.
- Lipstick: color, packaging, durability, prestige, fragrance.
- Tires: safety, durability, smooth ride, price (Sinangil, 2005, p.26-27).

The consumer recognizes the need to assist physiological, mental and external stimuli. External stimuli can come from a product, a person's family and friends, as a marketing stimulus. For example, you may have to eat chocolate suddenly when watching the ad. If you don't need to eat as much as you watch this ad, you may need to eat it suddenly. This is a result of determining the problem or identifying the need for warning. Consumers cannot make a decision until the problem is identified.

If the consumer senses that there is no difference between the actual situation and the desired situation, it is not a problem. It will be useful to address the determinants of the real situation and the desired situation so that it can be better understood. Determinants of real status, decrease in disability, hand dissatisfaction, deterioration in financial situation, improvement in financial situation. Determinants of the desired situation, new conditions, new demand conditions, new product opportunities, purchase of other products. Marketers are helping to identify the needs of consumers by taking into account the desired situation and the current situation. In this sense, advertising messages, campaigns and exhibitions give the consumer uncomfortable messages from the current situation of the consumer, reaching the desired situation. Or they connect products and brands to channels and lifestyles to create desirable situations for consumers (Koçgar, 2013, p.17-18).

At the end of the search for alternatives, consumers determine which alternatives are available. In the evaluation process, consumers decide by comparing alternatives. The evaluation criteria used depend on the product, the consumer and the current situation. For many foodstuffs, consumers purchase a set of evaluation criteria, taking into account a few criteria when purchasing durable goods such as homes, cars, refrigerators, and televisions. The intensity of assessment in the consumer decision-making process will be influenced by three factors. The first factor is the urgency of emerging needs. The greater the urgency, the less urgent. The second factor concerns the very, or least, interest of the product. When the product is a product of great interest, a more intensive assessment is made. The third factor relates to the technical characteristics of the options. As the techniques increase, the options intensify (Akay, 2003:22).

After an evaluation has been made, the consumer is now in the process of making negative purchasing decisions in favor of these criteria. It's not easy to make those decisions. Because this is the most important process. If the decision is negative, it

will be restarted and re-examined from the first step. In this case, each stage will live again. When the consumer wants a product of the quality he wants, if Arçelik cannot find it, he will turn to other brands such as Profilo or Sony. If the decision is positive, this purchase will decide between two factors. These are the attitudes of others and unexpected situational factors.

The first factor is the attitude of others. The decline in the level of preference of another's preferred attitude, based on someone else's words, depends on two things: the severity of another's negative attitude, the consumer's preferred alternative and motivation. Consumer to keep up with other desires. It is the discretionary authority as the influence of the person. If you are very close to family members, spouses and fathers, it is not expected to be influenced by people who are not closely interested but have different ways of thinking.

The second factor is unexpected situational factors. It has to change the purchase request. For example, when a person who has to go to an emergency job smokes, other people waiting in line change his mind to buy. Or, because of the attitude of the consumer salesperson looking for this product may give up this decision (Durukan, 2006, pp.30-31).

There are 4 kinds of risk of buying time:

- As the price of the product to be purchased increases, a wrong decision means a loss of money for the consumer. This indicates that the consumer is faced with the "financial risk" in the procurement decision process.
- Considering that consumers are a part of the society, it is inevitable that the purchasing decisions will be influenced by the society in which they are involved. The risk of non-acceptance of the purchased product by the community is called social risk Sat.
- Consumers can buy some products to strengthen their image. Here, the consumer is afraid not to properly evaluate the brand or product features. This situation is called "psychological risk".
- Consumers fear that each purchase decision will not work with the expected performance of the product. This technically complex product (television, stereo, computer, etc.) is called "performance risk" because it consists of many pieces that can be broken down.

3.3 Features of Consumer Behavior in the Commodity Market Industrial Use

The behavior of the buyer is observed and studied to understand how the buyer makes the purchase decision. The study of internal laws allows organizations that produce and offer goods on the market to always coordinate their product and marketing strategy in accordance with the changes that occur in the consumer's motivation to buy goods. It can be very difficult to determine exactly what a person is guided by when making this decision, however, if the company succeeds in determining this, it will ensure at least regular customers and a positive image of the company. If a firm does not care about what needs are currently dominated by the buyer and how he decides to buy one or another product, she will never be able to meet the needs of buyers, therefore, sooner or later she will be on the verge of bankruptcy. It should be noted here that consumers can be of two types: consumers of personal goods or consumers of industrial goods. Moreover, if in the first case an individual is the end consumer, in the second case an industrial firm is the customer and consumer. The goods in this case are materials, various raw materials or equipment and everything the company needs to produce products and then either sell them independently or use them for the needs of the organization. The decision to purchase industrial goods is no longer made by one person, but by a group of specialists, therefore studying consumer behavior of industrial firms is a bit more difficult than studying the behavior of one individual.

Procurement participants who make decisions on the purchase of industrial goods:

- The buyer is purchasing or procurement managers. These people have a nominal power to make purchasing decisions. They determine the volume, terms of procurement, negotiate with suppliers,
- The user of a product is those workers who use the product for their work duties, for example, engineers, bricklayers, technologists, workers. They directly assess the quality of the product and may affect the re-purchase decision,
- Influential persons are those employees of the organization whose opinion must be taken into account when making a decision on procurement (chief accountant, expert, consultant and other employees),
- The person directly making the purchase decision is the head of the company. It is he who is responsible for the decision, and without his consent, the

purchase cannot be made,

- Gatekeepers are documentation workers who may indirectly influence the final purchase decision (Durukan, 2006, p.33).

3.4 Consumer Markets

With the dynamic development of international marketing activities, the global market is becoming increasingly important. The success of modern international marketing depends on the exact knowledge of the characteristics of its consumers and the ability to use cultural differences in their behavior.

However, it should be noted that marketing activity depends not only on the diversity of cultural values, demography, language features in different countries, but also indirectly affects these criteria.

For a strategic business orientation to be effective, marketers need to know the global consumer structure, as well as the dynamics of its development.

Basic data on the structure of consumer global markets: the ability to buy, supported by relatively high solvency, is concentrated in North America, Europe, and Japan. However, the proportion of the population of these countries falls from year to year. Such countries as Guatemala, Bangladesh, South Africa, India and China are characterized by lower paying capacity and standard of living. However, these countries have the highest rates of population growth. Economic resources of the market, or solvency, can be measured by the value of per capita income. A measure of purchasing power for marketing purposes may be the gross national product (GNP) indicator per capita. When analyzing the economic activity of consumer national markets, population growth, measured as a percentage, average life expectancy (with a possible division by gender), and the share of urban and rural population, can become unimportant. In terms of combining population growth and economic well-being, people in a Pacific region are a fairly promising market for firms with international operations. Hong Kong, South Korea, Singapore, Malaysia compared with Europe have a high population growth rate and relatively high solvency. China and India are also attractive global markets. They are characterized by a large population and its high growth rate, but low gross national product. The demographic and economic structure of world markets are very important when planning the promotion, advertising of goods, the characteristics of its packaging and

primary properties.

An important factor is culture, traditions, customs, holidays, religious peculiarities - all this can become the primary criterion when customers choose products. Knowledge of cultural specificity is simply necessary to control consumer behavior of both individual customers and market segments, regions and even countries of the world (Akyüz, 2015, p.39-40).

3.5 Factors Affecting the Purchase Decision

There are many reasons that may directly or indirectly affect the decision to purchase any product. To simplify the process of examining various factors, it was decided to use certain classifications. Therefore, it is conventional to separate the following groups of factors.

3.5.1 Personal factors.

Personal factors are personal characteristics such as age, gender, marital status, income, education, and occupation, which greatly influence a person's purchasing decisions. First and foremost, the age and age of the individual affect what type, model and style they are intended for. In addition, they are married or single, they are not married or homeless, Gender, Income level, Education level, Professional status, Lifestyle, are the personal factors that greatly affect the purchasing decisions. A single person who earns the same monthly income can make different purchasing decisions for married or unmarried children, can earn the same income as a manager or engineer using the same department, Education is very low and purchase decisions are very different from the lifestyle of them. will be very different. After explaining all these factors, marketers should be aware of who gets who and what factors affect their decisions when analyzing consumer behavior (Örücü, 2001, p.5).

3.5.2 Social factors.

Reference groups. Reference groups help direct or indirect reference or comparison in shaping human consumption behaviors. People are influenced by the reference groups they desire, not the groups they belong to. Reference groups, Real or imaginary individuals, or groups that have a significant impact on the evaluation, decision-making or behavior of individuals. In terms of consumer behavior, advisory groups are important in guiding consumer preferences and behavior. If the consumer

does not know the experience of using goods and goods, other consumers tend to follow the example. The advisory group focuses on consumer behavior, with three important impacts: normative, identifiable and informative.

3.5.3 Psychological factors:

In general, the class is defined in similar positions in a classification system as a group with similar political and economic interests. The social class is a group of members separated from other groups in society because of their similar characteristics. Analysis of social classes can often be divided into socio-economic factors such as housing, income, occupation, education, it is also divided into three vertical layers, Lower, middle and upper class. The situation is used to express positions in a social structure. Social status means that individuals (consumers) are sorted out by other individuals (consumers) in society. The perception of consumers as products of the lower class or the upper class stems from the hierarchical structure of the social class. The social class is dynamic and the transition between classes is of course a matter (Poyraz, 2014, p.42-43).

To develop a marketing strategy, you must first determine what type of problem the consumer solves, intending to make a purchase. According to one American researcher, the problems facing the consumer differ from each other in their complexity and are divided into 3 large categories:

Simple and habitually solvable problems. For example, daily bread, pens, and office supplies can be attributed to this type. The cost of such products is usually low. Brand loyalty is unlikely, because the customer buys what is currently on display. The properties of the product to the consumer are familiar, he does not feel the need to look for information for the optimal choice of product,

Limited problems. Such problems are characterized by some novelty and uncertainty. Responsibility for such a purchase is greater than in the previous case. The cost of goods is higher. An example of this type of product can be food, such as coffee, tea, semi-finished products, household appliances (coffee grinders, vacuum cleaners, small TVs, etc.),

Extended problems. The problems of such a purchase consist in high complexity due to its novelty and high uncertainty. Such a purchase is the purchase of an expensive

computer, washing machine, high-tech equipment, etc. The division of solutions into these types is rather arbitrary, but it is carried out to identify the direction of marketing activity for each specific type of solution. In the process of moving from the first type of purchase to the last, the complexity of the purchase and the level of consumer involvement increase. The level of involvement shows how much the consumer is interested in the process of a particular purchase, how important the result of using the product is for him. When studying the characteristics of decision making for marketers, an important factor is loyalty to the brand, product or company. Loyalty is an indicator of loyalty, customer loyalty to a particular product, company or brand. Consumer loyalty appears in the event that once the choice was made was satisfied. Marketers should always strive not only to acquire new consumers, but also to constantly fight for existing ones, forming their loyalty to the product. Long-term commitment to the product can be maintained if, firstly, the consumer believes that the product, brand or company best suits their needs, and secondly, a sufficiently strong emotional attachment of the consumer to this product is formed.

Studies show that it's common for the buyer as an individual to minimize the risk, since he must maintain and improve his image and status. His defensive tactics are as follows:

- Make decisions not alone and try to share responsibility with others,
- Contact mainly suppliers that meet the needs of the enterprise,
- Inquire about other enterprises that faced the same problems and were resolved,
- Send the order to multiple suppliers to better distribute the risk,
- Involve one or more executives in making a decision to better defend.

This type of behavior leads to the repetition of orders of the same products from the same suppliers and to the difficulty for competitors to turn a potential consumer into a real consumer.

When a "procurement center" is created for making a decision, the buyer is relieved of his main concern - he is not the only one who makes the decision, not one who is responsible for the risk.

3.6 The Role of Relationship Marketing in Shaping Consumer Behavior

Many companies in the West have recently begun to attach great importance to the use of relationship marketing, which aims to establish and build long-term relationships with customers. The use of relational marketing allows to identify high value of existing and potential buyers and associate them with the brand by providing specific signs of interest to each.

Information about the product can be obtained from the consumer's price using the fax feedback system. When dialing the number at the end of an ad, there are technologies that allow it to automatically receive a fax with detailed information about the product and all its components. The individualization of the business with the consumer is supported by magnetic cards offered to the customers by the store owners. The cards provide accurate and complete recording of information about the products of the most frequently visited sections.

If the customer is satisfied with the quality of service, they are likely to continue their contacts and continue to receive goods and services from a company that is interested and interested in it. The system of such relationships and links can be significantly consolidated by creating relationship marketing programs (G.Belch and M. Belch, 2004, p.40).

The effectiveness of relational marketing programs is determined primarily by the quality and volume of the database in the enterprise with accurate and complete information about the characteristics of the customers and their consumer behavior. This information allows you to consider the individual characteristics of both individual customers and all groups. All of this contributes significantly to the customer's interests in a company that has been operating in the market for a long time, while at the same time increasing the profitability of the organization.

Developing a marketing relationship program is important when:

- Customers often use your services, and market competition is very high,
- The program provides an opportunity to differentiate customer service taking into account their features,
- Encouragement or reward provide an opportunity to demonstrate a high level of customer service,

- The program provides incentives and rewards for repeat purchases (customers, knowing this, will contact you more often).

These programs can be used to analyze consumer behavior, identify regular customers and assess the impact of the services offered on their behavior. In order to form a realization of attracting a regular customer in the future, the following information may be required:

- About the client,
- About the type of purchase and services,
- The date of purchase and service costs,
- About the place of residence,
- About the frequency of purchases,
- Evaluation of marketing tools,
- Evaluation of special offers.

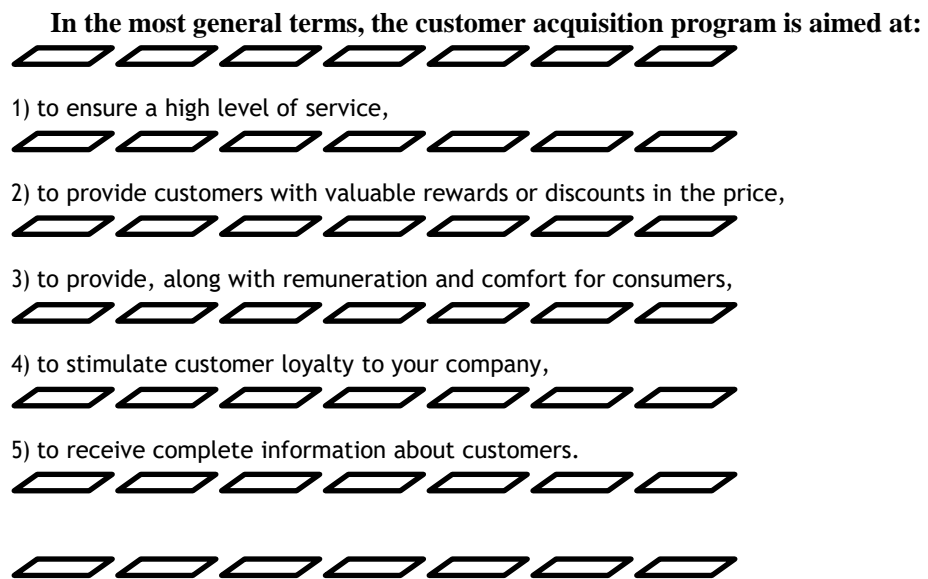


Figure 3.2: In the most general terms, the customer acquisition program is aimed at All this information can be the basis for cross-selling sales of other goods and services, as well as for bringing the level of services and quality of goods to customer needs.

In recent years, client clubs have become a very effective form of relationship marketing, helping company management to strengthen communication with consumers and be more informed about their tastes and interests.

The first factor is the attitudes of others. In the alternative attitude preferred by someone else, the decline in the level of preference, based on someone else's words, depends on two things: the violence of another's negative attitude, the alternative and motivation that the consumer prefers. The consumer to keep up with other desires. That is the person's discretion as an influence. If you are very close to family members, spouses and fathers, it is not expected to be influenced by people who are not closely interested, but who have different ways of thinking. The second factor is unexpected situational factors. There are to change the desire to buy.

4. RESEARCH METHODOLOGY DATA COLLECTION METHOD

Fashion forecasting methods need to be known to the owners of clothing, underwear, footwear and accessories companies, designers, buyers, design bureau managers, marketers and managers.

The need for fashion forecasting arose in the post-war years, when garment factories and textile mills faced the problem of compiling an assortment. It became clear that fashion could no longer remain the same, the market and consumer demands changed dramatically. The formation of fashion was influenced by a variety of indicators: social and cultural events, the discovery of new technologies, new ideas and innovations. The cyclical fashion made it possible to predict fashion.

Forecasting is called a special scientific study of the prospects for the development of the phenomenon. Forecast - a scientifically based judgment about the possible states of an object in the future or about alternative ways and terms of their implementation. In clothing modeling, fashion forecasting is also important. New collections of fashionable clothes are shown not less than half a year, and are being designed - a year before the season begins, which dictates the need to predict fashion trends for a year or more ahead. Most often we are talking about short and medium-term fashion forecasts.

There are many points of view on the possibility of fashion forecasting and on the choice of certain forecasting methods. Some people deny the existence of clear rhythms in the change of fashion, as in natural cycles, others recognize the existence of strict patterns in the development of fashion and the need for accurate prediction of it, including through the methods of mathematical modeling.

One of the fashion forecasting methods is associated with the prediction of individual fashion objects. In clothing design, it is the prediction of its shape and structural elements. This approach can be called "formal", since it is the form of the suit that is being investigated.

To identify these patterns, an analysis of the development of costume forms is carried out over a certain period of time (as a rule, the costume of the 19th — 20th centuries is examined). A model of rhythmic movement of fashionable forms in a suit (mathematical model) is revealed - and fashion cycles are determined. The revealed trends in the development of the costume form are extrapolated to the future, and the structure of the costume form is predicted at the right time for the designer, i.e. it is determined at what point those or other silhouettes are repeated.

More fruitful (and common in the West) is a different approach to fashion forecasting, focused on all the structural components of fashion in general - various aspects of people's lifestyle and needs are predicted. A new thing begins with the requirements of consumers, the creator of a new thing (and a new fashion) is the consumer, so fashion forecasting is closely related to social needs forecasting. Fashion forecast is based on sociological forecasts: lifestyle forecast, demographic forecast, employment forecast and level of education, etc. It is this information that makes it possible to predict future fashion. There are specialists in western forecasting firms that are called “trend scouts”.

Special companies are engaged in the identification and analysis of emerging global trends - trend bureaus, which make forecasts of the development of trends based on the collected information and submit detailed reports to their clients. The first trend setters appeared in the late 50s in Paris.

To date, the principles of operation of all trend bureaus have remained the same, the process of forecasting future trends mainly consists of three stages.

The first of them is the collection and analysis of information on new trends in fashion and culture around the world, which is why all the leading trend bureaus have thousands of agents (trend-spotters, trend-hunters) in different countries who study and analyze social changes, achievements of science, communicate with representatives of subcultures, designers, artists and cultural scientists,

After drawing up trends that are clearly expressed, these data are submitted for discussion with other trend-bureau specialists, a collective discussion of the collected material (brainstorming) and the identification of the most active trends are held, the causes of a particular trend are identified, and their further development is analyzed.

Fashion houses also play an important role in fashion forecasting, their task is to identify fashion trends in design. Companies and designers developing new collections live at their own pace. Their work calendar does not correspond to the time in which we live. It takes about a year for the collection to be ready for sale, therefore, its development takes place a year and a half before its realization. They collect data for the development of the collection, they have at their disposal sufficient funds to independently carry out the analysis, weed out a million of the necessary information from a million sources.

4.1 Research Tools

The object of this research is the methods and methods of forecasting fashion trends in a modern, ready for change and dynamically developing society.

4.2 Sampling Methods

The practical focus of this work lies in the fact that its materials can be examined and studied in universities where bachelors and masters are trained in the direction of Costume Design. To be in demand as a professional, a costume designer should be well versed in the trends of modern fashion and know the basic methods and methods of fashion forecasting, and it can be useful for people interested in fashion to develop their own sense of taste and style in clothes, relying on expert opinion.

Various analysis methods were used in the study, comparison of the methods and possible fashion prediction methods were used, the value of fashion in human life was revealed, fashion change patterns were handled and the most suitable fashion prediction methods were found for today, the mechanism for the emergence of fashion trends was revealed, role was announced. In this process high fashion houses, industrial designer, buyers and other employees reference requirements of the new product range of the fashion industry.

4.3 Participants Selection Interviews

According to the interview procedure can be divided into directional and non-directional. Guided interviews are conducted multiple times with the same respondents at regular intervals. The purpose of such an interview is to take into account the change of respondents' opinions on the problem being studied. An

undirected interview is conducted once with a random sample (Penpece, 2006:15).

For a quality interviewer must follow a number of rules. In particular, it should:

- Know well the text of the questionnaire, types of questions, answers to them,
- To work with the respondent in private,
- It must provide the respondent with the organization conducting the study, its leader, as well as introduce yourself,
- To acquaint the respondent with the research topic, to give guarantees of anonymity,
- Not to allow changes, additions, explanations, comments to questions, as they may affect the accuracy of the answers. If the question is not understood by the respondent, he/she must slowly read it again. If the question remains unclear, there is just need to tick the questionnaire,
- Not to allow the transfer of the questionnaire to the respondent, who must hear and keep in mind only one question and answer options to it,
- Not to influence the respondent's answer,

The most typical interview sites are the participant's workplace, a separate room in production, the participant's apartment, an official institution (room), a neutral location, a street. The choice of place for the interview depends on the subject and the standardization of the questionnaire. The research practice shows that the researcher can achieve good results by interviewing at the workplace - under these circumstances, the critical character that is important in work attitude and answers. Interviewing at work is recommended when reading work and education issues. In this case, the conditions for the interview procedure are updated in more detail.

Residence, leisure time, culture, public services and so on. Interviews are made on the subjects. At home, a person has more time and usually answers questions more easily from the working place.

4.4 Questionnaire Distribution

By the way the questionnaires are distributed, surveys are divided into:

- Handouts (questionnaire in which the questionnaire personally presents the questionnaire and either waits until it is filled and immediately receives it - in-person handout survey, or receives a completed questionnaire in a few

days - an in absentee handout survey)

- Postal (questionnaire by prior agreement sent and received via mail)
- Press (the questionnaire is offered to the reader through the press) - teletype (with this method, the distribution and collection of tools and accompanying documents is carried out using a teletype-telegraph network).
- By type of research tasks, surveys are:
 - Deep (aimed at obtaining search information) - focused (collecting data on a specific situation) - standardized (aiming at obtaining statistical information)
 - Sociometric (aiming at obtaining information about relationships in small groups)

According to the level of competence of the respondents there are:

- Mass survey (non-expert opinion on a particular topic) - mass survey in collaboration with a researcher (suggests information assistance to the respondent from the questionnaire in understanding the situation being analyzed)
- Symptomatic survey (sufficient knowledge of the general information of the respondent without deep understanding of the tasks and objectives of the study) - expert survey (interview of specialists on the problem being analyzed). After collecting the questionnaires, their data processing and analysis begin. From the analysis it follows that the questionnaire survey method is the most important method for collecting primary information in social research (Walters, 1978:17).

4.5 Research Sample

The assessment is primarily based on traditional theories of consumer exchange for behavior and choice system. The analysis is a combination of empirical findings from interviews and surveys, and theories that already exist in luxury perceptions, consumer buying behavior, and the method of choice. The evaluation also shows the findings of the secondary studies. The aim is to ensure that Azerbaijani buyers behave in the same way as they are adapted to the traditional consumer behavior and decision-making model.

4.6 Method for Analyses

This review considers traditional hypotheses in terms of customer buying behavior technique. Experimental discoveries starting with research, meetings and surveys, and the perception of extravagance at this point, will be a consolidation of existing hypotheses about the customer buying behavior technique. It also makes selections. In addition, these surveys reflect the discoveries of voluntary research. According to this point, we need to mention that the Azerbaijani buyers need help describing how they are going on and at the same time they fit them under this traditional buyer behavior technique.

4.6.1 International luxury brands

In today's world which is valid according to globalization, to do in-depth research and specialize in a specific field. Fashion is a very new phenomenon and it is a subject that requires expertise even if it is always encountered in every subject.

In general, fashion is an art, which is a means of creativity as well as commercial purposes. In fact, it is not wrong to say that fashion is a trade of both commercial creativity and creativity. As long as fashion can defeat itself, it will survive by rethinking the old at the clogged points.

The best way to understand the characteristics of a society is to look at the clothing style of the individuals who make it. Individuals dress up depending on society and use fashion as a tool to express their thoughts. Fashion is reflections of society. The history of humanity has witnessed many changes in fashion. During this process, humanity could not keep up with fashion, but did not pay much attention to what it was, how it was shaped and how it was marketed. Although the modern marketing approach that emerged after the second half of the 19th century affected all aspects of life and settled in all branches, the history of fashion studies could not open fire for 15-20 years. People who follow fashion closely have neglected to specialize in this field for many years.

When we look at the history of fashion, not only the clothes of people, but also the changes in the structure of society can be seen. The history of fashion sheds light on the change and development of society. In history, people have sometimes become ridiculous for fashion, disrupted health, and sometimes left fashion behind.

The degree of the importance of the individuals that make up the society in the fashion of the society is different. This degree differs from person to person. People are welcomed with their clothes, with their ideas. Although this statement tries to explain that human beings have a place in their opinion, it is also an indication that clothing has a great influence on human acceptance in society.

Fashion does not mean lingerie. Sometimes a song is a part of our lives, such as a behavior, sometimes a small detail like an accessory, or a car. As a wide phenomenon, the changes of fashion, the understanding of fashion marketing and the different aspects from other fields are now on the way to be a subject of curiosity, research and specialization in today's world.

Global fashion industry, the segment of brand preference for Spain, Italy, Turkey, France and so on. it is seen that the brand preferences of the segments are based on various factors. Some of those,

- Branded products are more expensive and respectable than non-existent,
- The design and differentiation of brand products,
- Good quality,
- To be guaranteed.

Table 4.1: Brand Preferences of Segments in Global Fashion Sector

In the world Brand Choice Ranking	Brand	Name company	2010	2012	2014	2015	2017	2018
1	HandM	HandM Hennes and Mauritz AB	1.10	1.20	1.20	1.20	1.30	1.40
2	Zara	Inditex	0.80	0.80	0.80	0.80	0.90	0.90
3	Adidas	adidas Group	0.60	0.70	0.70	0.80	0.80	0.80
4	Uniqlo	Fast Retailing Co Ltd	0.50	0.60	0.70	0.70	0.70	0.70
5	CandA	CandA Mode AG	0.70	0.70	0.70	0.60	0.60	0.60
6	Levi's	Levi Strauss and Co	0.60	0.60	0.60	0.60	0.60	0.60
7	Gap	Gap Inc, The	0.50	0.50	0.50	0.50	0.50	0.50
8	Ralph Lauren	Ralph Lauren Corp	0.40	0.40	0.40	0.40	0.50	0.40
9	Old Navy	Gap Inc, The	0.50	0.50	0.40	0.40	0.40	0.40
10	Tommy Hilfiger	PVH Corp	-	-	0.40	0.40	0.40	0.40
11	Victoria's Secret	L Brands Inc	-	-	-	-	0.40	0.40

Table 4.1 (continued): Brand Preferences of Segments in Global Fashion Sector

In the world Brand Choice Ranking	Brand	Name company	2010	2012	2014	2015	2017	2018
12	Primark	Associated British Foods Plc	0.20	0.20	0.30	0.30	0.30	0.40
13	Target	Target Corp	0.40	0.40	0.30	0.30	0.30	0.30
14	Hugo Boss	Hugo Boss AG	0.30	0.30	0.30	0.30	0.30	0.30
15	Forever 21	Forever 21 Inc	0.20	0.20	0.30	0.30	0.30	0.30
16	Hanes	Hanesbrands Inc	0.30	0.30	0.30	0.30	0.30	0.30
17	Next	Next Plc	0.30	0.30	0.30	0.30	0.30	0.30
18	Under Armour	Under Armour Inc	0.10	0.10	0.10	0.20	0.20	0.30
19	The North Face	VF Corp	0.20	0.20	0.20	0.20	0.20	0.20
20	Carter's	Carter's Inc	0.20	0.20	0.20	0.20	0.20	0.20
21	Calvin Klein	PVH Corp	-	-	0.10	0.20	0.20	0.20
22	Heritage	PVH Corp	-	-	0.20	0.20	0.20	0.20
23	Shimamura	Shimamura Co Ltd	0.30	0.30	0.30	0.30	0.20	0.20
24	American Eagle Outfitters	American Eagle Outfitters	0.20	0.20	0.20	0.20	0.20	0.20
25	Esprit	Esprit Holdings Ltd	0.40	0.40	0.30	0.30	0.20	0.20
32	LC Waikiki	LC Waikiki Magazacilik Hizmetleri Tic AS	-	-	-	-	0.20	0.20

Source: Euromonitor Passport Database, Apparel Statistics, Brand, World, 2015

As seen in Table 4.1, the brand preferences of the segments in the global fashion market are not of a single country. When we look at the first 35 brands in the brand preferences of global segments, H and M is the first in the list. The Zara brand mentioned in this study is the 3rd in the world in brand preferences. Zara, having a share of 0.9% in international fashion trade, appears to be the largest fashion brand in Spain, and it has seen an important part of the world fashion industry for the last 5 years. LC Waikiki, the only Turkish fashion brand on the list, ranked 32nd. LC

Waikiki is with this sort of fashion brands with the highest sales figures in Turkey and the title has managed to be both the world's largest 32 fashion brands.

Spain's Global Brand: Zara

INDITEX (Industria de Diseño Textil SA), a fashion company, was founded in 1963 by Amancio Ortega in Spain. Amancio Ortega, as well as INDITEX, was the founder of the Zara brand (co-founder, the wife of another co-founder, Amancio Ortega) and was named IT the richest man ara of 2015 by Forbes Magazine with a fortune of USD 73.3 billion.

As of 2015, INDITEX has a budget of 103 billion USD. Today, the company has 8 brands (Zara, Bershka, Stradivarius, Pull and Bear, Oysho, Massimo Dutti and Uterqüe). 2 Today, the company employs approximately 137 thousand employees (approximately 500 employees work in design), approximately 6340 stores in 87 countries and 18 billion Euros. In addition, INDITEX has approximately 1600 suppliers in Africa, Asia, America, Europe and EU countries.

INDITEX manufactures 25% of its collections in general. This has always given the company an advantage in the textile world. Another advantage of the company is that, in the years it was founded, designers made frequent visits to cities such as New York, London and Milan, which were the pioneers of the textile and fashion sector, analyzed customer potentials, and improved their designs by adding what they saw in these cities. INDITEX makes the majority of its sales to European countries (see Table 4.1).

According to INDITEX's sales reports for 2014, 81% of sales constitute international trade. 46% of this amount is to European countries except Spain, 21% to Asia and East and 14% to America (see Figure 4.2). In 2014, the total number of employees of INDITEX was 137.054. This number was around 128 thousand in 2013. According to 2013, the increase is about 10 thousand people.

INDITEX has been growing regularly according to the sales figures for the period of 2000- 2014. INDITEX, which has a sales figure of 2.6 billion euros in 2000, generated revenues of 18 billion Euros in sales in 2014. (see Chart 1). If you look at the number of domestic and international stores in the same period, INDITEX has also increased the number of stores as in the sales figures.

■ Annual sales(Euro)

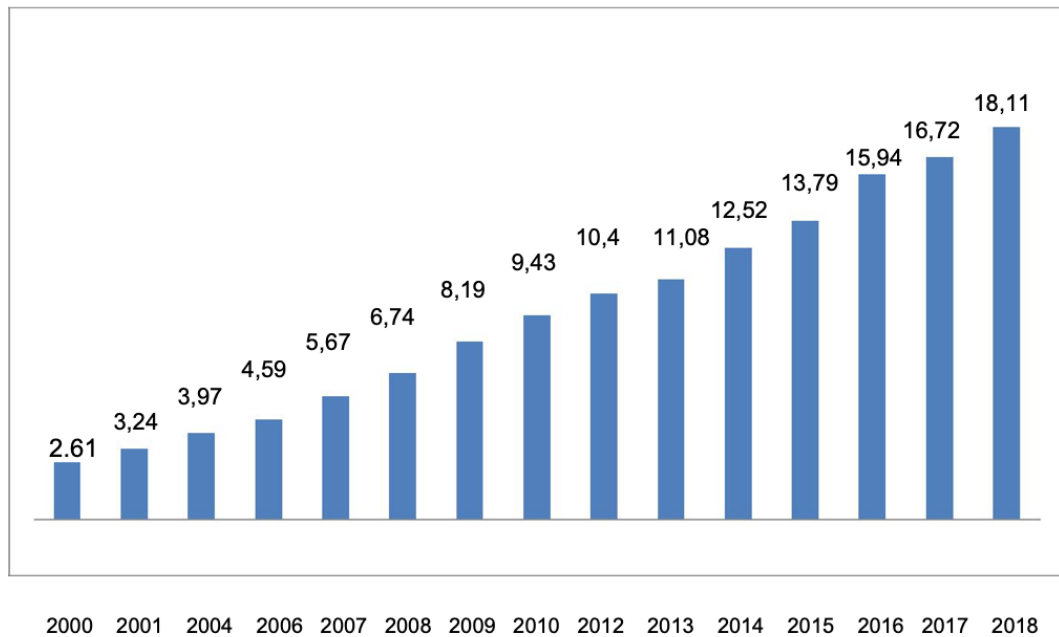


Figure 4.1: INDITEX Annual Sales Figures - 2000-2017 Period

Source: INDITEX Annual Reports 2000-2018

Zara, which has the highest revenue from INDITEX brands, was founded in 1975 by Amancio Ortega. “Zorba, first inspired by the film mek Zorba the Greek giy, started with the production of night clothes. Ortega, which later changed its name from Zorba to Zara, found this name more appropriate to its brand. Developing its product range over time, Zara opened 9 stores in the largest cities of Spain between 1976-83. The rapidly growing brand opened its first logistics center in Arteixo in 1984 and is located on an area of 10 thousand square meters.

Zara opened its first overseas shop in 1988 in Porto, Portugal, USA in 1989 and France in 1990, expanding its network in international markets. Zara is the brand that has successfully applied the fast fashion strategy adopted by the Spanish fashion industry. They stated that they did not apply classical advertising and promotion methods for the promotion of the brand and that these methods had no effect on consumers. They declare that they promote the brand through concrete factors such as product quality, prices, and customer satisfaction, not by classic advertising methods. In the 2000s, Zara increased its net income by 20%, Zara brand has a share of 63% of sales. With this ratio, INDITEX is the biggest brand of the company. Zara

has a market in 87 countries and now has a design team of 200 people. According to the data of the same year, 76.98% of those who prefer the Zara brand as a workplace are women and 23.02% are men. Of these, 56% are part-time and 44% are full-time Z employees. 60% of those who produce abroad are located in countries close to Spain. The main reason for this is seen as facilitating logistics activities.

4.7 National Market Share

The sales figures of INDITEX in 2013 were approximately 18 billion Euro, while the sales figures of Zara brand affiliated to the company were set at approximately € 11.8 billion in the same year.

Zara brand holds a 0.8% share of the world fashion industry with these sales figures. When looking at the customer profile, it is seen that the 18-35 age range of women is more preferred in sales data.

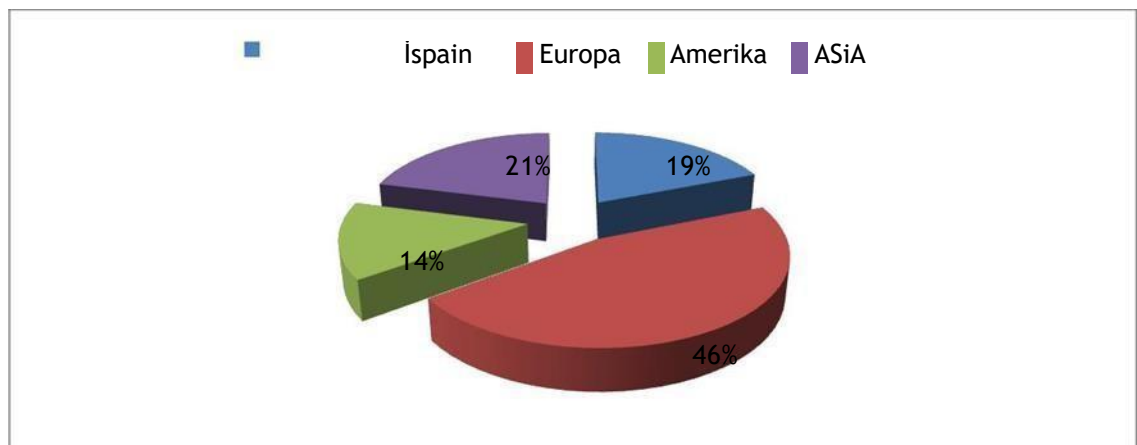


Figure 4.2: INDITEX Company Sales Percentages by Region

Source: INDITEX Annual Report 2017

4.8 The Place of Zara Brand in International Trade

As shown in Table 4.2, the number of Zara brands increased in the period of 2005-2014, and in 2007, Zara has a store in 58 countries except Spain. Zara increased the number of stores along with the number of markets, and the number of stores increased from 852 in 2005 to 2085 in 2017. In addition, as of 2017, Zara brand has 1000 logistics centers in 22 different countries.

The history of Vakko is the history of Republican fashion, which is the new style of life and clothing that starts with the Republic. The foundations of Vakko were laid in 1934 by “Şen Şapka” was founded in Beyoğlu as a result of the encouragement programs for the domestic production of Vitali Hakko after the Hat Revolution. The difficulties people had in replacing the basic needs of the people caused them to throw back products such as clothing and especially hats. “Şen Şapka” has created his brand with these difficulties and has continuously improved his range.

Shen Shapka, who has encountered obstacles in addressing every sector, has had difficulty in getting his position in the market because Muslim women did not use hats until that period and they met with the post-revolutionary hat and took time to adapt to this process. For these reasons, Vitali Hakko has taken care to produce models that everyone can use in this period. Shen Shapka has become a monopoly with its structure appealing to all sectors because other hat brands of the period have designed their models mostly for high-level segments.

Until the 1980s, Vakko addressed only the middle and upper middle class customers. With the establishment of Vakkorama, where fashion for young people will be presented in 1982, both the product range and the customer segment were expanded.

The overseas sales of the Vakko brand follow a continuously variable chart. Sales, which increased in the period of 2005-2007, decreased in 2008-2010 period. Foreign sales, which increased in the years of 2005-2014 in 2007, 2010 and 2012, almost fell to 2005 level in 2014.

Vakko brand, which has not been able to show a steady upward trend in its international sales, started to open abroad in 2003 with 2 boutique stores opened in Germany. Nowadays, Vakko has a representative shop in Germany, Russia, Egypt, Azerbaijan and Iraq under the Vakko brand and one representative in Cyprus and Azerbaijan under the W Collection brand.

4.8.1 The luxury segment of the fashion industry: features, concepts, marketing strategies

With its great effect on human life for centuries, Moda has driven the masses to gain momentum with its constantly changing dynamic structure. In order to become a fashion brand in the billion-dollar fashion sector in which this consumption wheel returns and to be recognized in the global arena and reach millions of people, fashion

companies benefit from all the blessings offered by marketing and make plans for effective fashion marketing. Focusing on design and creativity, global fashion brands, which have many retail points all over the world, use brand identities and brand images in all kinds of marketing communications, thus differentiating themselves and reaching high profit margins. These fashion brands come into different product categories with their expansion strategy and give brand names to all kinds of accessories, cosmetics, shoes and bags, even hotels and spa centers. These brands offer their customers the products that symbolize their lifestyle, which they want or want to have, reaching their self-image and thus establishing emotional ties with them.

In modern societies, communication with newspapers, magazines, television, radio, internet, films, books, music, art, advertising and marketing activities has been limited to the borders of countries for centuries and this has led to the development of strong national cultures. By the end of the 20th century most of the popular culture became global. With the world economy, countries are fused, technology is developed and the internet has become widespread. With these developments, the increase in labor mobility and cross-border tourism, and the universalization of television channels, movies and music by everyone at the same time, globalized the culture. These factors have forced people to relate to other cultures as well as their own culture. Hollywood and Bollywood movies, CNN news, MTV's and hiphop music have a meaning for people around the world.

Culture is created and maintained through communication. In order to understand how consumers perceive global brands, companies should think about culture-oriented. The rise of global culture does not mean that everyone shares the same values and tastes. Rather, it refers to the communication of people with conflicting viewpoints with common symbols. One of the key symbols in these communications is global brands. Stars, sports events, politicians, and global brands have become a common language for people all over the world. People may love or hate international companies, but they cannot ignore them. Global brands, in general, have larger sales than the gross domestic product of a small country and therefore have political power. They influence welfare and people's lives on a social, national and universal basis. Consumers install different characteristics to global brands and use these loaded properties as criteria when making purchasing decisions.

Many international companies do not distinguish people from what they perceive from other companies. Because of their spread, global brands are perceived as strong institutions. Instead of ignoring the global features of their brands, firms should focus on how they can manage these characteristics (Kapferer, Jean-Noel, 2007:27).

According to the World Bank, the population of the world will reach nine billion by 2030, and 90% of this population will be in developing countries. These figures show us that growth will be with foreign markets and the importance of globalization.

- Global Strategy Approaches

It is important to understand the underlying causes of the globalization process. The reasons vary according to the firm's experience and time.

We can collect global growth strategies and the reasons for these strategies in four classes:

Native Strategies: The saturation of the source market is not significant; the global potential of its operation is limited. In this case, the company remains local.

Reactive Strategies: The amount of saturation in the source market is significant and the global potential of its operation is limited.

Spread Strategies: The amount of saturation in the source market is at a significant level and the operation has global potential. In this case, the company will begin to spread to foreign markets.

Proactive Strategies: The saturation in the source market is not significant, but its operation has a serious global potential. The company is not spreading to the foreign markets because the source market is not enough, but the future is spread.

Since 1983, Levitt's essay on the globalization of markets has been debated in the academic circles and practice circles, as well as the internationalization of international markets and the need for international marketing to focus on similarities rather than national differences. According to the advocates of global standard marketing, since the needs of the markets are homogenized, the impact of national differences on international marketing plans has decreased. Others see the existence of global markets as legends and draw attention to opposing trends across the world, showing differences in national markets. According to this group, the concepts of adaptation and privatization of international marketing are based on the individual

differences of the countries.

According to the standard marketing strategy approach, many cultures, especially more industrialized countries, are so homogenized that standardized approaches work all over the world. Creating a single marketing strategy for many markets enables the economies of scale to be used, as there is no extra time and expenditure to develop a separate strategy for each culture.

This approach represents an ethical perspective, a global strategy that focuses on intercultural commonalities. The ethical approach is objective and analytical, reflecting the impressions of culture observed by non-culture. Clothing brands such as Benetton, Gap and Ikea (furniture and household goods) are examples of companies that use ethical strategies. These companies are retail outlets and factories for distribution and production, ie vertical integration. They sell their own private labels. Space stores around the world have the same image and visual identity. Benetton's ads focus on globally meaningful values for everyone in general. In order to be effective across all cultures, the idea that products, packaging and communication should be standardized and thus the smallest common denominator position should be made. It has been. According to this approach, global marketing is only to reduce costs and ensure consistent communication with customers. However, consumers in many countries have experienced difficulties in connecting with generic products and uniform communications resulting from these smallest common denominator approaches.

Some things that are generally popular may not be liked by consumers in some cultures. An example is that American clothing does not fit Japanese well in style and color and is perceived as high quality and low quality in Japan.

This strategy involves changing a product to accept or position it according to local tastes. An example of this strategy is that Revlon offers color palette products on the Indian market that are compatible with Indian skin color and climatic conditions. Blue Jeans, jeans while generating appropriate physical structure of Turks in Turkey, Americans in America, producing a series of models in Germany, the German body structure.

Some companies implement this strategy by changing their brand names and promotional activities. Mavi Jeans not only changes the physical structure according

to the product, but also promotes promotional campaigns according to the market. America 'Blue Fits', 'Made in Maviland' promotion campaign, while the market in Turkey 'We Becomes Very Fine' and 'Very Good Are We Going' campaign is an example.

As can be seen from these examples, hybrid strategies have begun to be applied in globalization. While technological, productive and organizational activities are carried out in accordance with global scales, product specifications, communication, distribution and sales techniques are customized according to the tastes of local customers.

It conducted a survey of 1500 consumers in 2002 in 41 countries and found in this study extension in 2003, buying behavior United States to investigate the effect of this global brand sizes to find the size of the global brand, Great Britain, Turkey, France, Brazil, China, Egypt, India Another survey was conducted on 1,800 people from twelve countries, including Indonesia, Japan, Poland and South Africa. As a result of these two co-ordinated research, it has been revealed that consumers around the world associate three characteristics with global brands and evaluate global brands predominantly according to these dimensions while making decision on purchasing. The importance given to these dimensions varies from country to country. America is the least affected by the globality of brands because many brands are global. These motives are less effective in Brazil and India, probably due to growing nationalism, strong local producers, or lost anti-colonial cultures. Indonesia, Turkey and Egypt The effect of these properties is felt intensely. This may be due to the fact that global brands in Muslim countries represent the lifestyles that cannot always be desired due to religious pressure.

4.8.2 Methods of implementing internationalization in the high fashion market

In the ready-to-wear and fashion sector, brands are not satisfied with the exportation of their products in the international markets and they are trying to have their distribution in foreign markets and retail chains. This must be integrated with the retail system of the brand's production system. The most used in the apparel and fashion industry within the systems are:

- **Joint Investment:** It is an increasingly popular method for foreign investors and local investors to combine ownership and control. Producers are

partnering with production or distribution companies in foreign countries and branded products are produced or distributed by new companies. It is possible for the partnerships established for retailing to take control of sales by benefiting from the experience of distribution companies in that country. Such example brands can be given to Laura Ashley Bu.

- Franchising: The producer company gives all the sales rights of its brand in a foreign country to a single company that has a good understanding of the local market conditions of that country. In this way, the big company that owns the brand can keep the product quality and product distribution.

In this system, not only the brand name is given, but also the experience, technical support, interior-exterior architecture and decoration consultancy, hardware, product standards and the purchase or rental of these under suitable conditions, selection and training of staff, operation and sales management, know-how, accounting system and audit, common marketing methods, and continuous support are provided about coordination.

In return for these, the concession company receives a general prepaid fee, gross sales (pre-agreed income share) over gross sales, rent or leasing fee, profit share and sometimes license fee if equipment-material is provided. There are also companies that receive management consulting fees.

- Licensing: In order to produce and distribute the branded products in the foreign market, the licensee is allowed to pay a license fee of 10% or 20% of the sales amount to a manufacturer-distributor in that country. This system is widely used in Western European countries. Examples of such brands include Pierre Cardin and Yves Saint Laurent. Fashion brands have expanded their brands from jewelery, shoes, bedspreads to glasses through license agreements. The licensing company may require a certain amount of production per year. In addition, it determines the production of the desired formats, the logo and materials to be used in the products.

Disadvantages of license agreements are that the entity or the person has little control over the license and the value of the brand and its relationship with the brand are reduced when over-licensing to many different product groups that are incompatible with the brand (Nicola de Liso, Riccardo Leoncini, 2010:17).

- **Direct Investment:** An important way to enter the foreign market is to invest in assembly or production facilities in that country. As it contributes to development, a positive image develops for the investor. In addition, the country's incentives, cheap raw materials and labor can be utilized and transportation fees can be saved. An example of this is Hugo Boss's factory in Izmir Free Zone in our country. The products manufactured in these factories both in Turkey is presented to the world market.
- **Corner Store** has the name of the retail company under certain conditions. method.

Representation: The retail sale of branded products is given to retailers one by one and stores are a cheap and easy way to dominate the market.

- **Direct Foreign Trade:** In some cases, fashion brands may go directly to foreign trade and prefer not to use the vehicle. With the export department or department, overseas sales branch or affiliated company, domestic sales or distributor can do with the agency. Zara can be given as an example.

Market entry strategies of fashion brands are a decision to lower the risk of wholesale wholesalers selling goods to upper group department stores and to consider the high risk of licensing and franchising, as well as the high risk of opening their own store (Trout J., Rice E., 2010:72).

The concept of high fashion is the most associated with branding in terms of high prices, the level of customer awareness and expansion in other product categories. These fashion brands have built brand identities based on values and images that are globally or universally attractive. For this reason, they are very good examples of the globalization of the brands defended by Levitt. Lack of adaptation to local market conditions does not mean that luxury fashion brands will not respond to market opportunities. In order to respond to this structure by reflecting the layered nature of fashion consumption, and also to meet the demands of consumers with lower incomes but who require a designer brand, they have created fashion houses, ready-to-wear and spread brands. While the images of the designer brands came to the body through the main collections of the collections that were attacked by the media, the globalization of retailers was through the development of ready-made clothing and spreading sequences.

Fashion houses divide their markets into two or three to enter new foreign markets and expand their business. There is also the concern of competing with fashion brands such as Zara, Mango, GAP and H and M which are widely used in this segmentation. In general, luxury fashion brands have three collections categories, haute-couture, ready-to-wear, and spread.

- Haute-Couture: Basically, the haute couture, which is based on a custom-made production system from each model in accordance with one's body size and taste, begins in 1858 when Napoleon 3's wife asked him to prepare a wardrobe from British tailor Charles Frederick Worth.

At this level of collections, very rich people who want to be the fashion leader is targeted. These high-priced products are produced by high fashion craftsmanship in a very limited number of times with high craftsmanship and often not more than 100 pieces per design. Usually, it is presented to target audiences twice a year with fashion shows and big shows. Products that the designer is responsible for. Because of the high workmanship and high quality of the products produced, it is rarely made up of profitable products. Examples include: Giorgio Armani Couture, Donna Karan Couture, Kenzo Couture.

- Designer Ready-to-Wear: It means that the designer shifts to ready-made clothing to present the designs and high quality in their own style to the wide audience. These garments are expensive, although not up to couture. The design is not the only one, but it is produced in a limited number and is subjected to very strict quality control. These products are suspended, non-hand made products. The designer shares his design responsibility with the design team. Products at this level generally have a share of 25–50%. A high-income mass is determined as a cave. These products are generally marketed with an independent brand. Giorgio Armani Le Collezione, Donna Karan, Kenzo are brands of designer ready-made clothing (Buckley P.,1998, p.8).
- Diffusion: It is a level where most people buy their clothes. It targets the medium level retail market. It has an average price level. Designers have minimum responsibility for designs. These brands are cheaper compared to the main collection brands and are targeting a less rich and younger segment. These spreading brands are supported by more promotion and advertising. Products in this group are marketed with independent brands. Products at this

level contain approximately 60 olarak 85% of the profit. Examples of this level are DKNY, Emporio Armani, Kenzo Jeans.

The Armani brand has four brands that can serve as an example for this market segment: Giorgio Armani, Emporio Armani, Mani (brand sold in department stores) and Armani AX (Armani Exchange). Although there is an oral and visual consistency among these brands (minimalist and Armani style), there is also variability. Giorgio Armani is a classic, top class haute couture den, Emporio Armani consists of ready-made clothing for elite, ie casual wear, Mani daily workwear, and Armani Exchange is a collection that is quite everyday. Other designers followed the same path. Donna Karan and DKNY, Gianni Versace, Versus and Versace Jeans Couture, Ralph Lauren, Polo and Polo Sport are examples of this trend.

Mango, Zara, H and M and TopShop are only brands that are more affordable for young people. They are created by crowded designer groups. In many countries of the world, they bring their products together with their customers. These brands can open several stores on the same street or very close to each other.

Stages of Introduction to International Markets in the Fashion Sector:

The development of the fashion designer brand in foreign markets is generally four stages:

In the first phase, fashion houses generally prefer to enter new markets primarily through wholesalers. Limited couture collections or ready-to-wear products are sold to elite department stores such as Saks Fifth Avenue, Harrolds throughout the world, achieving fast credibility with consumers due to owning a floor in that market, delivering fast and efficient at low cost, and selling at well-known and reliable stores. it is provided. That means low risk cash flow, customer loyalty and market knowledge. Wholesale fashion is similar to the brand's nervous system. It has the power to deliver the brand to the right consumer both in the fastest and most efficient way and at the least cost. After demand has been created and the brand name has been recognized by the elite department stores in major capitals, the designer presents his ready-made garment collections for sale in department stores and independent retailers in major cities. Thus, they extend the wholesale availability of ready-to-wear collections (Poyraz, 2014:18).

The second stage, It is the stage of opening flagship shops on the major streets of fashion capitals on London's Bond Street, Rue Saint Honaire in Paris, and Fifth Avenue in New York. It supports the sale through stores, wholesalers. It is not generally profitable. Even many premise store has great losses. Rents and expenses are high. However, in the well- designed leading stores, the brand and the product are promoted and communicated with the consumer. In spite of these costs, many designer brands pay large bucks and move to redecorate or redecorate the size of their pioneer stores.

While the main fashion houses are trying to maximize the sale of first-class clothing products from leading stores, the focus of the fashion industry's marketing has been to develop. In the third stage, due to the geographical and cultural proximity to the market, stable market conditions and high demand for high-branded products, it is the stage of the opening of widespread leading stores in the capitals of Europe, North and South America, Japan and Southeast Asian countries and supporting the promotion and distribution of these common brands by wholesalers. In recent years, the focus of development of international marketing has shifted to countries such as Eastern Europe, Russia, Spain and Greece. In this way, it is possible to reach the wider masses of the society and to have high profit margins by appealing to the people who want a branded product, who want a branded product but who cannot be overly insistent.

The main structures of common brand stores:

- Establishes a link between society and designer without damaging the hazir couture “and ready-to-wear brands due to the use of special advertisement, distribution and different brand names.
- Non-net profit share up to 93%,
- 20-30% of their net non-net profits go to image-weighted advertising due to the medium market being buying images (whereas this rate is 7ası10% in ready-to-wear and 1% in olmayan couture orta clothing).
- Products are produced within the scope of complex license agreements with high volumes to reach economies of scale, but are unlikely to suffer from unfair competition and imitation.
- It is the store where the products sold by the designer mentioned as a brand but are not directly involved in the designs are sold.

It is like the brand of common brand stores, fashion design and retailers. Source of income and profit. While tad Couture da and ready-to-wear products provide the company's and product's promotion or PR, common brand stores also provide revenue.

Looking at the recently opened fashion stores, most of them are seen as widespread stores and this shows us the importance given to the common brands.

While the leading stores in ready-to-wear are owned and managed by the parent company, common brand stores usually belong to the foreign partner in the form of a franchise. Thus, high market entry costs and national widespread store management risks are transferred to the other partner. Fashion house product and high cost promotional efforts provide brand image; partners operate common stores. Many brands have widespread store chains in the major cities of America, Europe and Asia.

4.9 Questionnaire Findings

This section often analyzes the gene of the questionnaire against the question. The questions were planned to be anatomized as a well-organized detail of consumer behavior and a remarkable view in defense. By citing questions in a sincere and missionary war, I gained the ability to analyze concisely the process of solving. A questionnaire of 150 questionnaires was administered and each questionnaire had 24 substitute questions. Mottled questions served a similar purpose, but were placed in different places to verify and re- confirm whether the answers were related. First of all, five questions help participants' demographic characteristics and take into account their analysis of seniority, gender, education, profession and monthly income. The power of character is old because the power of these facts is conservative and enters the critical analysis section. Usher is a talent surrounding authentic questions from question 6. To finance the tyrannical questionnaire: (See Appendix).

4.9.1 What is your preferred clothing style?

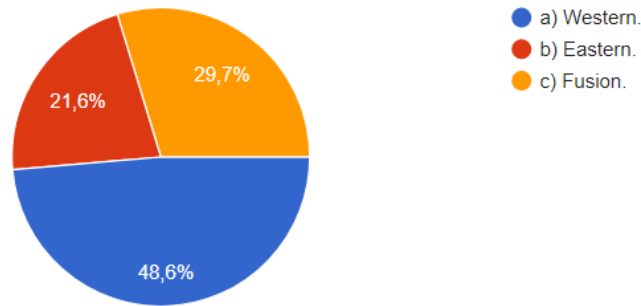


Figure 4.3: Result

At the consumers were required over their favored clothes style, 48. 6% of men Furthermore ladies favored western clothes style, 29. 7% needed the preferring to eastern clothes What's more just 21.6% of the individuals were of the assumption that they might incline toward combination clothes (See figure 4.3). Starting with this should be obvious that those larger parts of the respondents prefer western Also design apparel.

4.9.2 Which of the following is true for you?

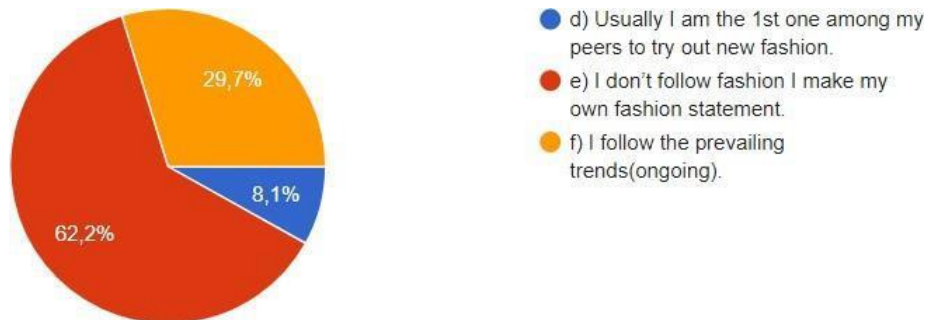


Figure 4.4: Result question 7

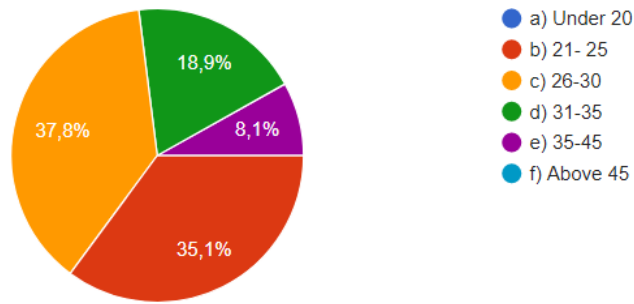


Figure 4.5: Figure 1

Out of the aggregate respondents to those questionnaire 39.20% characterized themselves as hazard takers, clinched alongside which the most extreme belonged of the age class under 30, 37.8% characterized themselves Likewise pattern setters, those little part having a place from age class for 31-35, What's more give or take 18.9% rated themselves Concerning illustration supporters of the prevailing patterns. This one assembly might have been characterized 8.1% age class for 36-45 over. (See figure 4.4 and 4.5).

4.9.3 Luxury for you means to be something:

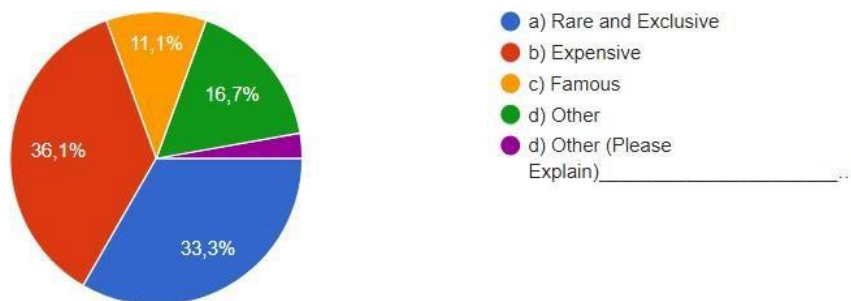


Figure 4.6: Result question 8

At the shoppers were required regarding how they recognize extravagance style goods, (See figure 4.6) 36.1% expressed that extravagance design products need aid something extraordinary Furthermore exclusive on them, 11.1% stated it will be something exorbitant for them and 33.3% expressed that they think about these products rich Similarly as they need aid popular "around their associates What's more relatives Furthermore Additionally around the universe.

4.9.4 What western luxury fashion brand do you like the most?

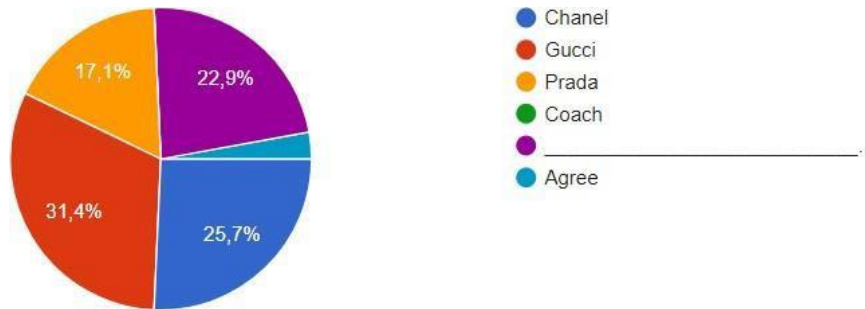


Figure 4.7: Result question 9

In this figure seem that Gucci like most of all and it characterized 31.4%. After it Chanel 25.7%, Prada 17.1%, Coach 25.7%. 2.9% of people thinking that we agree all of this brands and like is.

4.9.5 How often do you purchase products from International luxury fashion brands?

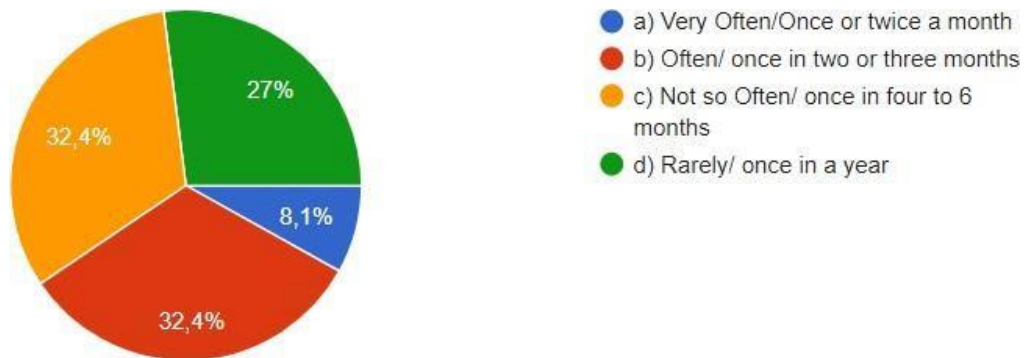


Figure 4.8: Result question 10

At required something like the buy recurrence for extravagance products, distinctive Hosting money from 2000+ were those ones who bought A large portion often, accompanied Toward people about wage section 600-2000. People Hosting wage extending starting with 400-1500 What's more 100,000-149,000 bought frequently all the too, and people Hosting 50,000- 99,000 said that they infrequently bought extravagance design results (See figure 4.8).

Buy recurrence conveyed Toward pay groups- (the sum figures are in Azerbaijani manats).

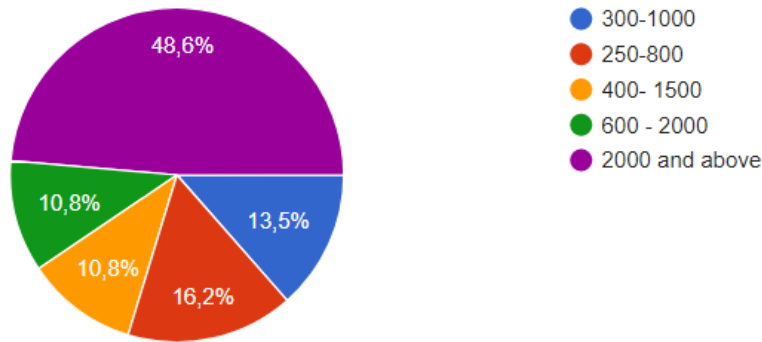


Figure 4.9: Result question 5

It is reasonable that the buy recurrence dives dependent upon as those money dives dependent upon which might have been thick, as predictable, yet the truth individuals starting with those easier pay gatherings likewise shop, climate infrequently necessities to a chance to be talked about in the Section coating analyses.

4.9.6 How is your purchase frequency affected in the last 5 years considering the instable political and economical (economic) conditions of Azerbaijan?

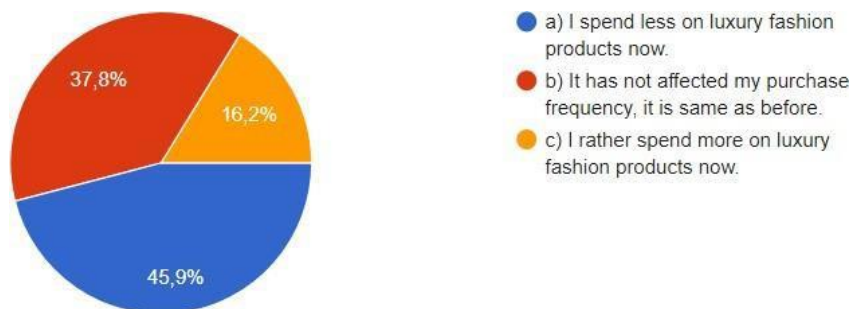


Figure 4.10: Result question 11

At those shoppers were approached Assuming that the financial states done Azerbaijan need influenced their disposable pay or changed have started spending less on luxury fashion products, a major lump for 45.9% were indifferent, i. E. They said it need influenced their disposable pay or changed their buy frequency 37.8% ? and other said they bring began investing 16.2% for extravagance design results. (See figure 4.10).

4.9.7 Your source of information about international luxury fashion brands is/are:

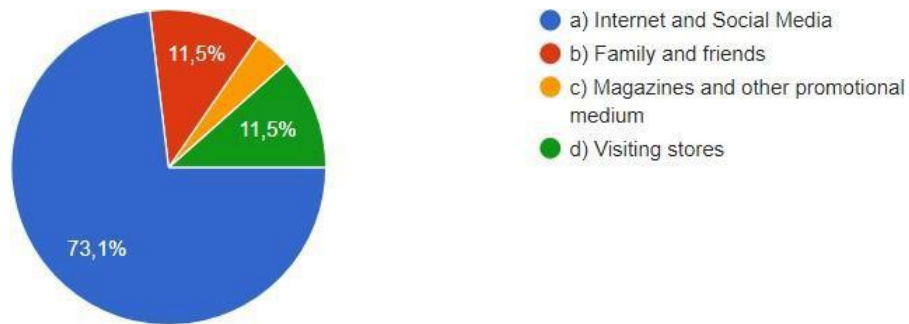


Figure 4.11: Result question 12

Figure 5.11 demonstrates that the dominant part of azerbaijani draw out their data around universal extravagance brands Possibly through the web What's more Online networking (73.1%) alternately Eventually Tom's perusing going by those saves (11.5%). However, they draw really lesquerella data alternately provide for lesquerella importance of the majority of the data that streams through gang Also companions (11/5%) What's more Magazines Furthermore other promotional mediums. The motivation behind behind azerbaijani getting lesquerella data from magazines is due to the reality that since no brand may be working On Pakistan, there will be infrequently at whatever data over their items Previously, Azerbaijan instead those magazines need aid stuffed for Notices Also majority of the data regarding the neighborhood designers.

4.9.8 When you go for shopping a luxury fashion product, which of the following statements is true for you:

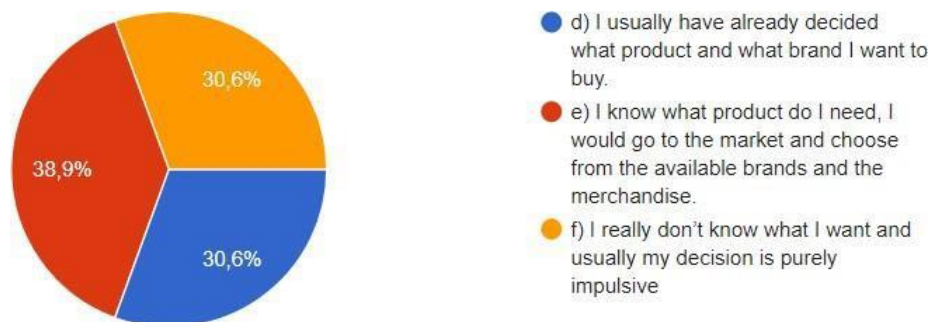


Figure 4.12: Result question 13

The consumer asked that they buying behavior going the market and chosen there.38.9%. And other of them thinking the same and they making decision characterized 30.6%.

4.9.9 What criteria do you assess in terms of their importance when purchasing products under the International Luxury brand?

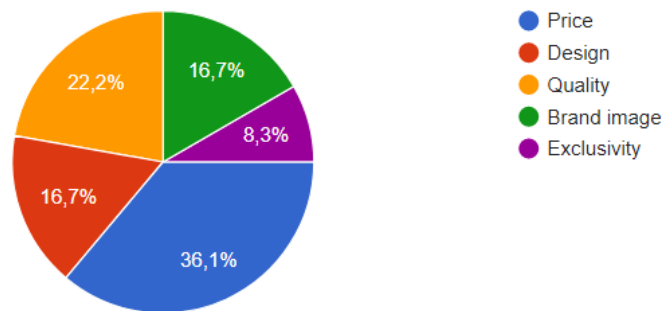


Figure 4.13: Result question 14

The large of consumer decision making their choosing in price and it characterized 36.1%. Little part of all thinking exclusivity and it characterized 8.3%.

4.9.10 Do you think that luxury fashion brands justify their price?

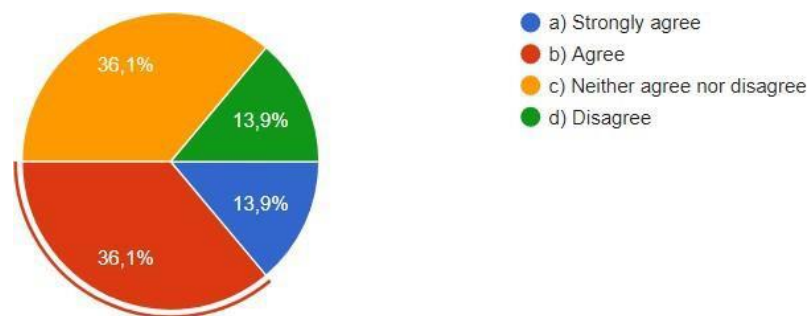


Figure 4.14: Result question 15

When the customers were required if the costs about extravagance style results would advocated alternately not, (See figure 4.14) 36.1% agreed, 36.1% determinedly concurred that they would justified, 13.9% were apathetic they not concurred or disagreed, Nonetheless morals 13.9% disagreed totally. The Outcomes indicate that The majority of the Azerbaijan’s surmise that extravagance brands defend their value.

4.9.11 Where do you usually buy luxury fashion products?

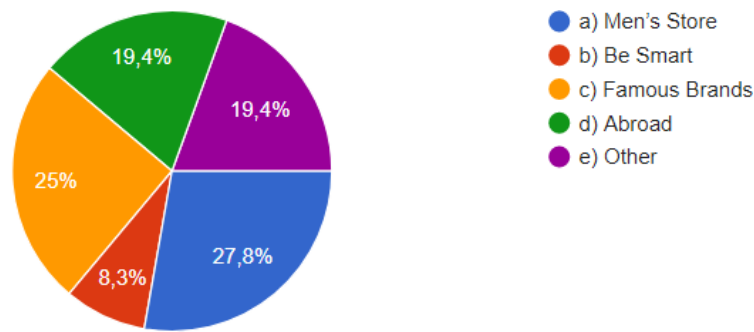


Figure 4.15: Result question 16

The large part of consumer thinking men's store and it characterized 27,8%. Other consumer thinking different and littler part of all decision making be smart and it characterized 8.3%.

4.9.12 Which statement best describes your purchasing behavior for luxury products.

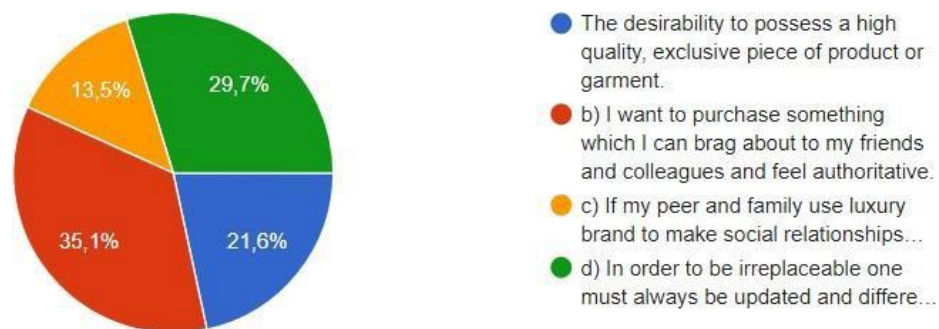


Figure 4.16: Result question 17

At figure we see that the large part of consumer decision making they purpose something with colleagues and authoritative and it making 35,1%.

4.9.13 Which of the following is a true reason for you to buy a particular luxury fashion product?

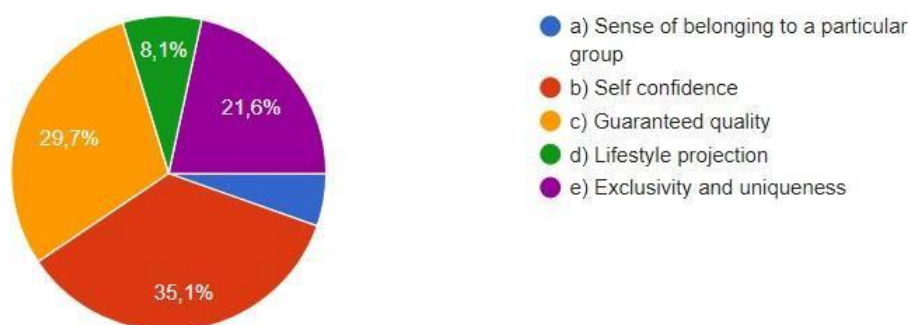


Figure 4.17: Result question 18

When the customers were approached should state the genuine purpose behind them purchasing at whatever fashion, extravagance product, 1. 8% said they purchase all the will feel a feeling of having a place will a specific group, 36.1% said they feel self, guaranteed quality 29.7%, perusing purchasing them and 8.1% said lifestyle projection.

4.9.14 Do you think if your favorite luxury brand is made easily accessible in Azerbaijan, if there are more means of purchasing luxury brands in our country, such as more retail stores and online shopping service, would it increase your purchasing frequency?

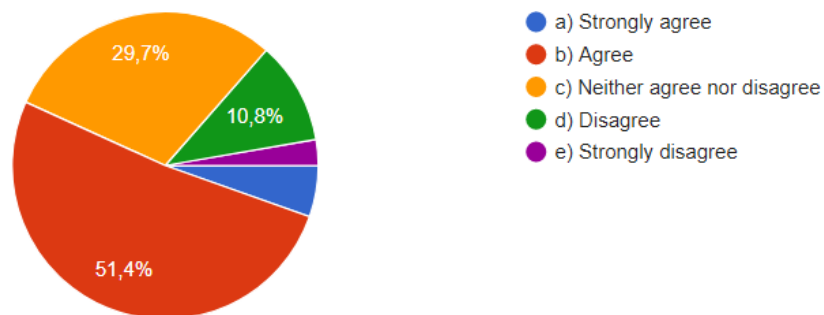


Figure 4.18: Result question 19

Most of consumer agrees that, if there are more means of purchasing luxury brands in our country, such as more retail stores and online shopping service, it would increase your purchasing frequency.

4.9.15 Which of the following statement describes your stance on the purchase of a luxury fashion product online?

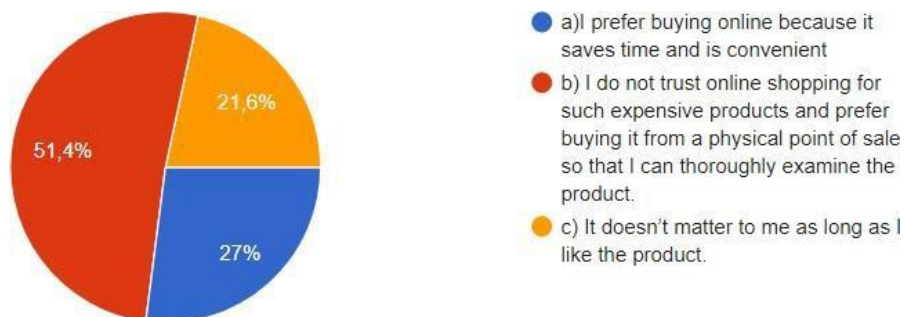


Figure 4.19: Result question 20

Most of consumer thinking that that don't trust online shopping for such expensive products point of sale and it characterized 51.4%.

4.9.16 How does Azerbaijani culture and values affect your purchase decision for international luxury brands?

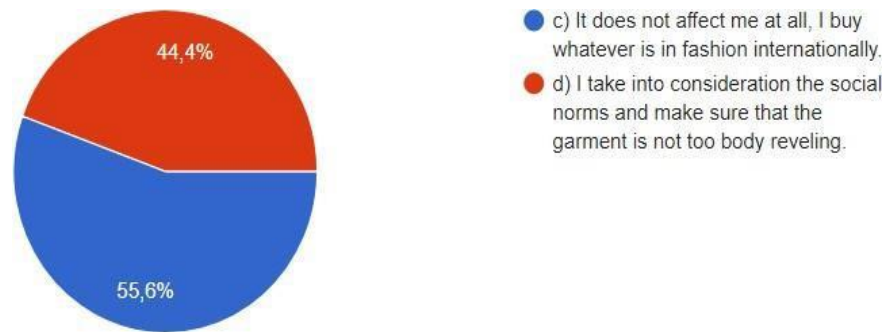


Figure 4.20: Result question 21

Those Outcomes indicate that dominant part (55.6%) might have been of the perspective that those social standards don't influence their buy when it goes of the universal extravagance brands, notwithstanding a critical amount about respondents (44.4%) said that they do Think as of the social part same time they need aid shopping extravagance brands. The accompanying figure 4.20 graphically clarifies those comes about.

4.10 Hypothesis and Model of Research

We have utilized the model created by Wiedmann et al (2009) for clarifying the different extravagance worth measurements and added extra measurement to the model tried in developing markets. There are four primary key elements of extravagance esteem observation, which impact buy conduct of extravagance brands. These are monetary worth, practical worth, social worth and individual worth.

The primary measurement is money related measurement. It is identified with money related parts of extravagance utilization and it tends to the real cost of these items. The subsequent factor is utilitarian measurement. It centers around the center advantages and fundamental utilities of the item. This factor clarifies the apparent uniqueness and the apparent quality measurements. The third measurement is individual measurement, which demonstrates the consumers' individual perspective towards extravagance utilization. The last measurement is social measurement. It mirrors the apparent estimation of shoppers towards the extravagance items inside a specific social gathering, which may strongly affect the assessment and tendency to devour extravagance brands. The apparent obviousness, upstart worth and notoriety worth fits into the last measurement. In light of the above model, we have detailed

the accompanying theories:

- Financial worth is identified with financial parts of extravagance utilization and it tends to the real cost of these items. We need to comprehend whether money related worth fundamentally impacts the buy conduct of extravagance brands.

Ho: Financial worth does not altogether impact the buy conduct of extravagance brands,

H₁: Financial worth essentially impacts the buy conduct of extravagance brands.

The investigation by Wiedmann et al (2009) has appeared monetary worth is a significant element of extravagance esteem. We need to test whether this is material in our investigation.

- Uniqueness esteem: Exclusivity and uniqueness is one of the significant attributes of an extravagance brand. We need to comprehend whether uniqueness esteem essentially impacts the buy conduct of extravagance brands.

Ho: Uniqueness worth does not essentially impact the buy conduct of extravagance brands,

H₁: Uniqueness esteem essentially impacts the buy conduct of extravagance brands.

The investigation by Wiedmann et al (2009) has demonstrated that uniqueness worth is a significant element of extravagance esteem. We need to test whether this is material in our investigation.

- Quality esteem: Consumers may connect extravagance items with unrivaled brand quality so they see more an incentive from them. We need to comprehend whether quality worth essentially impacts the buy conduct of extravagance brands.

Ho: Quality worth does not essentially impact the buy conduct of extravagance brands,

H₁: Quality worth altogether impacts the buy conduct of extravagance brands.

The examination has appeared quality worth is a significant component of extravagance esteem. We need to test whether this is appropriate in our examination.

- Usability esteem: The center advantage of an item or administration can be found in its ease of use for fulfilling customer needs. We need to comprehend whether ease of use esteem altogether impacts the buy conduct of extravagance brands.

Ho: Usability worth does not altogether impact the buy conduct of extravagance brands,

H₁: Usability esteem altogether impacts the buy conduct of extravagance brands.

The examination has demonstrated that ease of use worth is a significant component of extravagance esteem. We need to test whether this is material in our examination.

- Snob esteem: People need to buy extravagance items since they are rare and not effectively accessible. We need to comprehend whether pretender esteem altogether impacts the buy conduct of extravagance brands.

Ho: Snob worth does not fundamentally impact the buy conduct of extravagance brands,

H₁: Snob esteem altogether impacts the buy conduct of extravagance brands.

Egotist worth has not been considered in the past examinations as saw in the hole investigation. Subsequently we need to test whether this is appropriate in our examination.

- Prestige esteem: This is the quest for status through utilization of extravagance brands. Individuals need to comply with those gatherings who have such items and need to be not the same as those gatherings who don't have such items. We need to comprehend whether distinction esteem altogether impacts the buy conduct of extravagance brands.

Ho: Prestige worth does not altogether impact the buy conduct of extravagance brands,

H₁: Prestige esteem fundamentally impacts the buy conduct of extravagance brands.

The examination has demonstrated that notoriety worth is a significant element of extravagance esteem. We need to test whether this is appropriate in our examination.

- Self-personality esteem: Self-idea can be characterized as a "totality of an individual's thought and sentiments having reference to him as an item"

(Rozenberg, 1979). It is an individual's assessment of his/her very own capacity, restriction, appearance and qualities, including one's possess character. We need to comprehend whether self-character esteem fundamentally impacts the buy conduct of extravagance brands.

Ho: Self-personality worth does not essentially impact the buy conduct of extravagance brands.

4.10.1 Demographic characteristics of respondents

A total of 150 respondents commenced the questionnaire, though only 56 respondents completed all questions including the demographics questions. 62.9 (n=86) percent of respondents are from Baku and 37.1 percent of respondents are from Sumgait (n=64). (Table 4.2)

The distribution of gender among respondents is shown in Table 5.1, 52.0 percent (n=44) of respondents were male, and 48.0 percent (n=28) were female.

As for the distribution of age groups, 7.4 percent of respondents are in the range of 18-19 years old, just over 80 percent of participants fall in the range of 20-30 years old, the remaining 11.8 percent of respondent claim they are just above 30 years old (Table 4.2).

Out of 150 participants, 34.6 percent are single, over 80 percent have a bachelor's degree or higher qualification. In term of participants' social role 60.7 percent of respondents are employed and 27.5 percent respondents are still studying at school. In terms of family income level, 61.6 percent of respondents claim they make less than 50,000 manat a year, though 51.5 percent of respondents have other sources of income such as dividends or shares.

Table 4.2: Respondents' Demographic Information

		N	%
City	Baku	86	62.9
	Sumgait	64	37.1
Gender	Female	28	48
	Male	44	52
Age Group	15-19	16	7.4
	20-24	97	44.5
	25-30	83	36.2
	Above 30	27	11.8
Civil Status	Single	52	34.6
	Married	63	42
	Other	35	23,4
Highest Education	High School	30	20
	College/University	86	62.9
	Postgraduate	23	9.6
	Masters	24	10.5
	Phd	10	4.4
Social Roles	Student	60	24.5
	Unemployed	14	6.1
	Employee	15	21.4
	Self-Employed	16	11.4
	Junior Manager	11	9.2
	Senior Manager	11	9.6
	Entrepreneur	7	3.1
	Others	27	11.8

The total variance also explained is 64.594 percent, and there are a total of 4 factors extracted (Table 4.2)

Table 4.3: Variance extracted

Factor				Extraction Sums of Squared Loadings			Rotation Sums of Squared
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.849	41.778	41.778	5.508	39.344	39.344	4.539
2	2.027	14.478	56.256	1.737	12.408	51.752	2.938
3	1.47	10.501	66.757	1.086	7.754	59.506	2.804
4	1.055	7.536	74.293	0.712	5.088	64.594	3.276

Last, the direct oblimin rotation has been looked at in order to check the factor pattern matrix which has loadings that represent the unique contribution of each variable to the factors (Hair et al., 2006).

Information are gathered utilizing an organized questionnaire. All respondents finished the instrument in Baku, Azerbaijan. The example appears to well speak to Azerbaijan's rising youthful, instructed, wealthy urban working class. Table 1 demonstrates that guys dwarfed females 2:1. The example was genuinely youthful with 48% of respondents more youthful than the age of 25 and 49% between the ages of 25 and 40. 33% recognized as understudies while 47% distinguished as professionals. The remaining respondents 20% recognized as resigned or homemakers.

70% were single. All were at any rate school taught with 60% demonstrating that they had finished post-graduate work. Normal profit were somewhere in the range of 500 and 3000 manats (USD 300 - \$1600 every month).

This is given in table-1. The Kaiser-Meyer-Olkin proportion of examining amplexness (KMO), with an estimation of 0.851, which is more prominent than 0.7 demonstrates that the example size was adequately huge to direct factor examinations, portrayed in the outcomes segment of this investigation.

Table 4.4: Demographic profile analysis

Gender	Male 67%	Female 33%
Age	<25 48%	25-40 49%
Occupation	Student 33%	Professional 47%
Marital Status	Single 70%	Married/Widowed 30%
Education	College 97%	Postgraduate 60%
Monthly Income	50K-100 RS 70%	

Basic condition displaying (SEM) is utilized in the present research to test the proposed model. The most extreme probability strategy expands the likelihood that the watched covariances are drawn from a populace that has its change and the procedure inferred by the model (Golob, 2003) produces covariance. In the present investigation, most extreme probability is utilized in the SEM examination. Decency of-fit tests are utilized to decide whether a proposed model is predictable with the example of fluctuations and covariance"s in the information. SEM is utilized in this examination to test calculated models and speculations.

As per the writing, SEM is especially suitable for the investigation of various reliance connections, for example, those explored in the present research. SEM was utilized in this exploration to decide whether the assessed populace covariance framework of the proposed model was predictable with the watched covariance network. The product bundle used for SEM in this examination is the AMOS 7.0 factual bundle because of its ease of use. AMOS can connect straightforwardly to SPSS and gives a graphical UI that enables the analyst to design way outlines, figure model fit and gauge parameters. Different techniques utilized for information investigation are factors and bunch examination.

Table 4.5: Model Fit Summary for personal attitude:

Model Fit Summary for personal attitude: CMIN					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	48	327.680	142	.000	2.308
Saturated model	190	.000	0		
Independence model	19	1970.688	171	.000	11.524
		RMR, GFI			
Model		RMR	GFI	AGFI	PGFI
Default model		.075	.907	.876	.678
Saturated model		.000	1.000		
Independence model		.232	.478	.420	.430

Subsequently, every one of the conditions for appraisal of decency of fit are fulfilled since $\chi^2/df < 5$, $GFI > 0.9$ and $AGFI > 0.8$

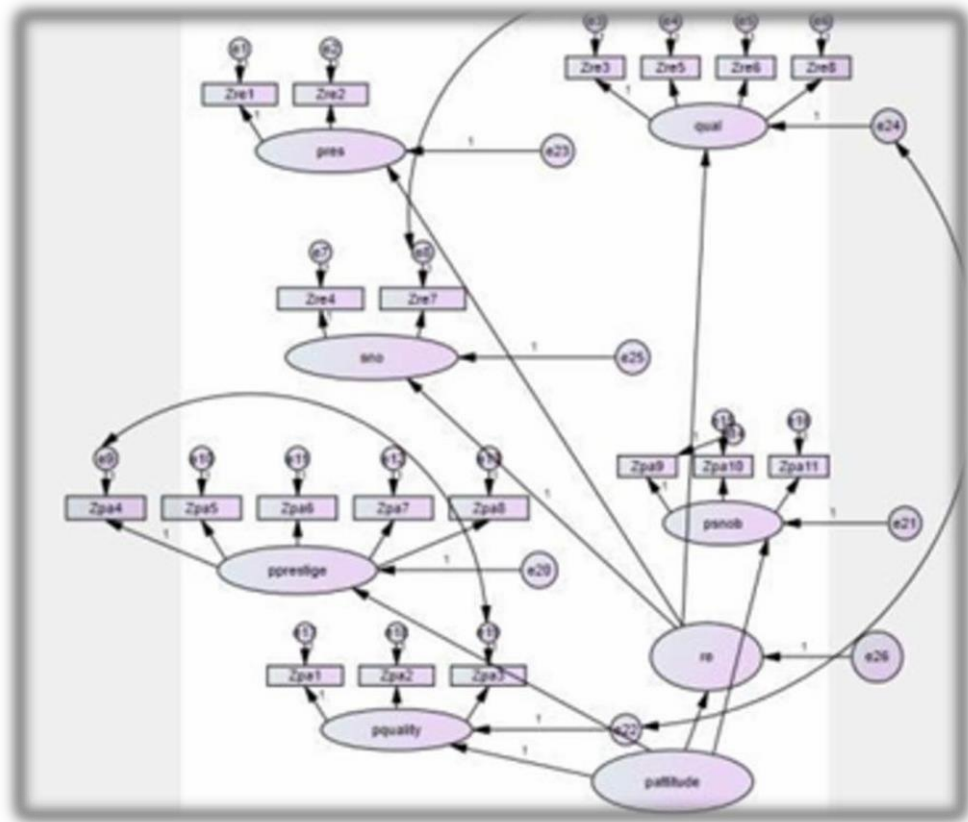


Figure 4.21: Individual Frame of Mind

Clarification of the graph: The individual frame of mind components involve individual disposition for quality, individual demeanor for glory and individual mentality for highbrow snot. There is a linkage between close to home disposition and reason. Through auxiliary condition demonstrating, we presume that the institutionalized relapse coefficient for individual frame of mind impacting reason is critical and the noteworthiness esteem for example p worth is exceptionally little for example under 0.05 The following element examination is on „Functional value“ where there are five explanations. We can lessen them to two factors specifically quality with ease of use esteem (.834) and uniqueness value (.833).

Model fit rundown for Functional for extravagance brand utilizing Amos programming for utilizing auxiliary condition model uncovers:

Table 4.6: Model fit for Functional value: Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.859	.811	.921	.891	.919
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000
CMIN					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	33	121.268	58	.000	2.091
Saturated model	91	.000	0		
Independence model	13	861.196	78	.000	11.041

Hence all the conditions for assessment of goodness of fit are satisfied since $\chi^2/df < 5$, $GFI > 0.9$ and $AGFI > 0.8$

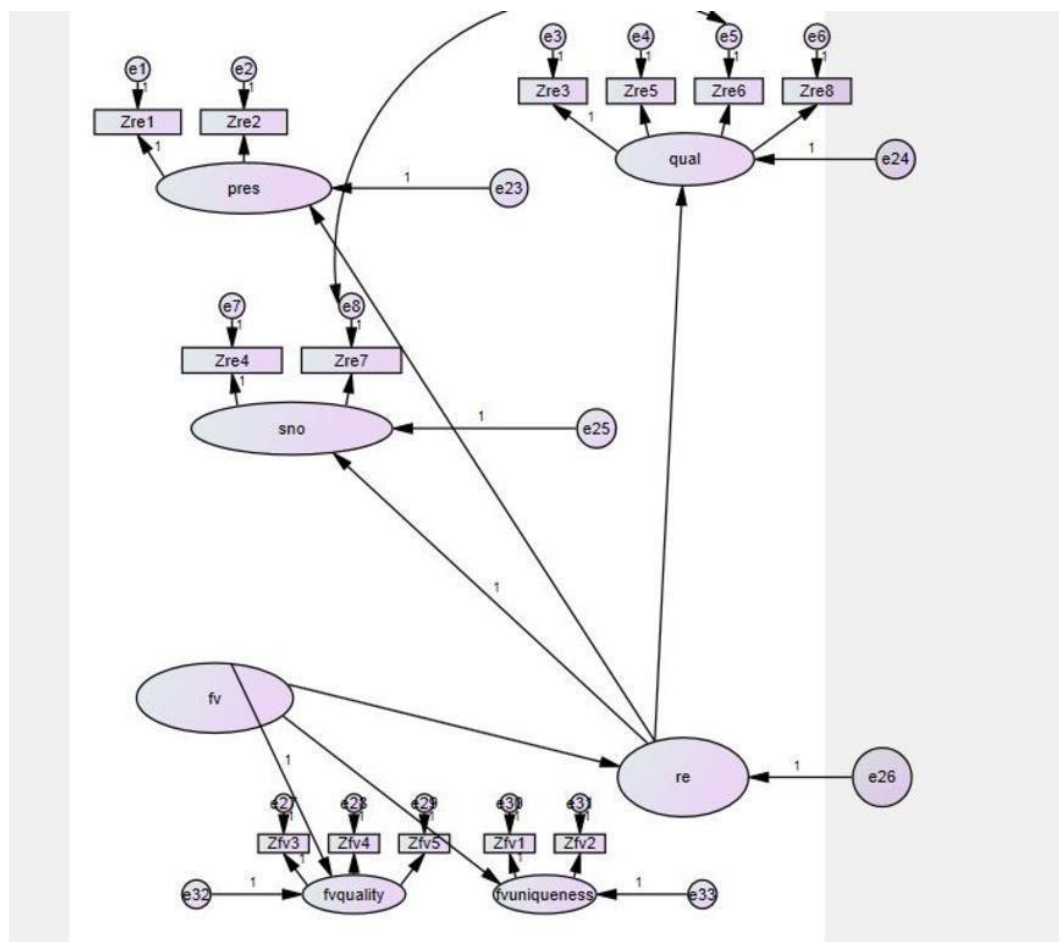


Figure 4.22: Useful Worth Elements

Clarification of the outline: The useful worth elements involve quality and for uniqueness. When we utilize basic condition displaying, we find that the institutionalized relapse coefficient for useful worth impacting reason is noteworthy

and the hugeness esteem for example p worth is exceptionally little for example under 0.05.

Factor investigation on „Individual value“ where there are 8 proclamations diminished them to 2 factors specifically decadent with materialistic worth (.774) and self-personality value (.734) in our next examination.

Model fit synopsis for Individual incentive for extravagance brand utilizing Amos programming for utilizing auxiliary condition model uncovers:

Table 4.7: Model fit for Individual values: CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	189.012	97	.000	1.949
Saturated model	136	.000	0		
Independence model	16	1128.943	120	.000	9.408
Baseline Comparisons					
Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.833	.793	.911	.887	.909
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Consequently, every one of the conditions for appraisal of decency of fit are fulfilled since $\chi^2/df < 5$, $GFI > 0.9$ and $AGFI > 0.8$

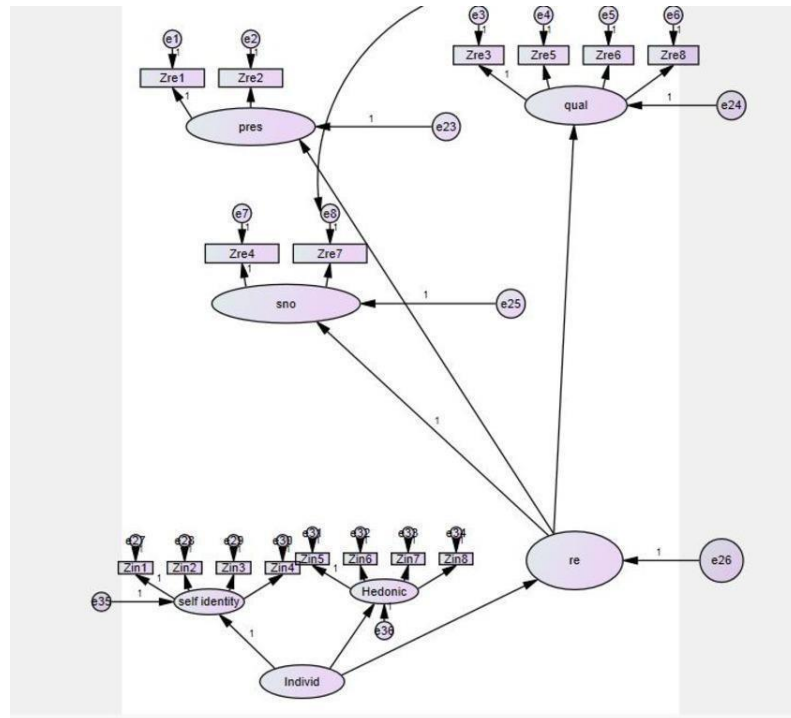


Figure 4.23: Individual Worth

Clarification of the outline: The individual worth contains individual incentive for self- character and individual incentive for indulgent worth. Basic condition demonstrating uncovers that the institutionalized relapse coefficient for individual worth affecting reason is critical and the importance esteem for example p worth is extremely little for example under 0.05.

Factor investigation of „social value“, where there are 7 explanations decreased to just one factor to be specific, distinction with highbrow snot value (.801).

Model fit outline for social incentive for extravagance brand utilizing Amos programming for utilizing auxiliary condition model uncovers:

Table 4.8: Model fit for social values:

Model	NPAR	CMIN			
		CMIN	DF	P	CMIN/DF
Default model	35	194.992	85	.000	2.294
Saturated model	120	.000	0		
Independence model	15	1479.656	105	.000	14.092
		RMR, GFI			
Model	RMR	GFI	AGFI	PGFI	
Default model	.070	.930	.902	.659	
Saturated model	.000	1.000			
Independence model	.247	.502	.431	.440	

Clarification of the graph: The social worth involves esteem worth and braggart worth.. When we utilize auxiliary condition demonstrating, we find that the institutionalized relapse coefficient for social worth affecting reason is noteworthy and the essentialness esteem for example p worth is little for example under 0.05

Dependability of the scales is estimated by processing the Cronbach alpha. For every one of the components utilized in this examination, unwavering quality qualities had a range somewhere in the range of 0.55 and 0.85. This is given in table 4.9.

Table 4.9: Luxury factors and Cronbach alpha

Type of luxury value	Cronbach alpha
Financial Value	0.618
Quality value	0.653
Usability value	0.551
Uniqueness value	0.794
Self-identity value	0.58
Hedonic value	0.62
Materialistic value	0.56
Prestige value	0.73
Snob value	0.761

The subsequent part is to investigate the speculations and have utilized diverse factual test. The rundown of the test is given beneath in table 4.10.

Table 4.10: Testing of hypothesis

Dimension	Composite reliability	AVE (Convergent validity)	Hypothesis	β value	P value	Status of Hypothesis
Personal Attitude	0.767	0.53	Financial value significantly influences purchase behaviour of luxury Brands	0.536	< 0.05	Accepted
			Prestige value significantly influences purchase behaviour of luxury Brands	0.854	< 0.05	Accepted
			Snob value significantly influences purchase behaviour of luxury Brands	0.763		Accepted

Table 4.10 (continued): Testing of hypothesis

Dimension	Composite reliability	AVE (Convergent validity)	Hypothesis	β value	P value	Status of Hypothesis
Functional value	0.66	0.51	Quality value and usability value significantly influence purchase behaviour of luxury Brands	0.724	< 0.05	Accepted
			Uniqueness value significantly influences purchase behaviour of luxury Brands	0.456	< 0.05	Accepted
Individual value	0.65	0.52	Hedonic value and materialistic value significantly influence purchase behaviour of luxury Brands	0.499	< 0.05	Accepted
			Self-identity value significantly influences purchase behaviour of luxury Brands	0.779	< 0.05	Accepted
Social value	0.857	0.51	Prestige value and snob value significantly influence purchase behaviour of luxury Brands	0.216	< 0.05	Accepted

Linkage of components with Wiedmann's model.

According to the model created by Wiedmann et al (2009), there were four principle extravagance worth measurements for example (i) Financial worth (ii) Functional worth (iii) Individual worth (iv) Social worth. These were additionally sorted as:

- Financial worth
- Functional worth: (a) Quality worth (b) Uniqueness esteem (c) Usability esteem
- Individual worth: (a) Hedonic worth (b) Self-character esteem (c) Materialistic worth
- Social worth: (a) Prestige esteem (b) Conspicuous worth

We have contemplated the above model and supplanted obvious incentive by Snob esteem. At that point we attempted to approve the model with the information gathered from respondents as referenced in our technique. We watched the accompanying significant outcomes

- From factor investigation of motivations to purchase extravagance items, we distinguished 3 central point for example individual worth, social worth and quality worth.
- From factor examination of individual disposition proclamations, we got 3 factors to be specific monetary worth, notoriety worth and stiff neck esteem.
- From factor investigation of useful worth proclamations, we got 2 factors specifically quality and ease of use worth and uniqueness esteem.
- From factor investigation of individual worth explanations, we got 2 factors specifically self-character esteem and hedonic and materialistic worth.
- From factor investigation of social worth proclamations, we got just one factor which contained distinction worth and pretender esteem.
- We utilized auxiliary condition displaying to approve our model with the information. We evaluated the decency of attack of every one of the builds utilizing criteria like chisquare/df, GFI, AGFI and they all fulfilled the base criteria to demonstrate a solid match.
- We found the unwavering quality of every one of the scales utilizing Cronbach alpha. At that point we found the composite dependability of every one of the four principle builds utilizing Bagozzi and Yi's (1998) composite

unwavering quality (CR) record and they were all more prominent than the assessment criteria of 0.6 demonstrating high composite unwavering quality. This implies the announcements taken in each develop had the option to clarify the build in an attractive way.

- We found the merged legitimacy of each build utilizing AVE (Average difference extricated) utilizing Fornell and Larcker's (1981) normal fluctuation removed (AVE) file and they were all more noteworthy than the assessment criteria of 0.5, showing that in any event half of the change in a measure is because of the estimated basic attribute (e.g., Fornell and Larcker, 1981).
- We likewise checked the discriminant legitimacy and found that the builds had great discriminant legitimacy since AVE for each develop is higher than the square of the relationship parameter assessed with different builds (Fornell and Larcker, 1981).

Approval of the model with regards to Azerbaijan extravagance purchasers:

We had utilized the model created by Wiedmann et al (2009) and supplanted prominent incentive by highbrow snob esteem. We found that all the extravagance worth measurements considered by us impacted buy conduct of extravagance brands. This implies extravagance purchasers in Azerbaijan consider the accompanying most significant traits while obtaining extravagance brands

- Financial esteem: They feel that an extravagance brand must be premium evaluated else it will be inside the compass of even the majority,
- Quality esteem: The extravagance brand must have the best quality and long life and strength when contrasted with a non-extravagance brand,
- Uniqueness esteem: The extravagance item ought to be extraordinary and give selectiveness to the shopper,
- Usability esteem: The extravagance item ought to have the option to fulfill every one of the necessities of the customer,
- Self-personality esteem: The extravagance customer ought to have the option to recognize himself/herself with the qualities of the brand,
- Hedonic esteem: The extravagance item should give a sentiment of joy and delight to the customer regarding excellence, style and great looks,

- Materialistic esteem: The responsibility for extravagance brands demonstrates the person's achievement and achievements and he/she prefers an actual existence satisfied with extravagance,
- Prestige esteem: The extravagance buyer attempts to adjust to high status bunches by owning these brands,
- Snob esteem: The extravagance customer attempts to separate himself/herself from the majority by owning these brands and might not want to purchase a brand, which is controlled by many, and quits utilizing them when it winds up mainstream. They likewise need to hotshot their assets.

From the outcomes, we reasoned that there are four significant elements of extravagance esteem specifically budgetary worth, practical worth individual worth and social worth. This implies when an extravagance client needs to purchase an extravagance brand, he/she would take a gander at these perspectives to settle on a choice.

Subsequently extravagance brand organizations should see that their items ought to be premium evaluated, ought to have high caliber and ease of use esteem, should give a sentiment of delight to the client, ought to be one of a kind, uncommon and selective, should give a sentiment of distinction and self-personality to the client and ought to be an image of accomplishment and accomplishment.

The third stage included part bunch examination to characterize respondents dependent on the nine elements speaking to the autonomous factors relating to the nine introductory speculations. These variables included: quality worth, epicurean worth, uniqueness esteem, ease of use esteem, self-personality esteem, eminence esteem, stiff neck esteem, money related worth and materialistic worth. As per progressive technique, the outcomes proposed the nearness of three groups. These three bunches are utilized as a contribution to non-various leveled k-implies grouping. The outcomes call attention to that the apparent extravagance esteem factors seemed to make extensive commitment in portraying bunches.

Extravagance worth portions dependent on k-implies bunching results are appeared as pursues:

Cluster 1: This gathering comprises of individuals with high uniqueness worth and high braggart worth. They purchase uncommon items, don't purchase items, which

are generally acknowledged, and purchase extravagance brands for fulfilling individual needs. They accept that extravagance items can't be sold in grocery stores and can't be mass-created. They are not made a big deal about the tasteful intrigue or brand picture or feel.

Cluster 2: This gathering comprises of individuals who are high on practically all components of extravagance esteem for example eminence esteem, self-character esteem, quality worth, uniqueness worth and libertine worth. They feel that extravagance brands ought to have a solid brand picture, great quality, tasteful intrigue and incredible history. They feel that the brand ought to be predictable with their qualities, ought to have the option to express their singularity and ought to be one of a kind and restrictive. It ought to be costly, ought to have the option to fulfill individual needs, and have feel great properties. They feel that these brands will give them self-actualisation, and help them have a place with the gathering that has such items. These individuals need to be acknowledged due to their achievements and to be perceived and appreciated by high society.

Cluster 3: This gathering comprises of individuals who are high on quality worth, libertine worth and uniqueness esteem. They need brands with great quality, solid brand picture, stylish intrigue, and incredible history. They feel that extravagance brands ought to fulfill their own needs, ought to be predictable with their attributes and can't be mass created. They don't purchase extravagance items that others respect or to be perceived by high society. They don't buy to hotshot that they can bear the cost of them and don't quit utilizing items since they are generally acknowledged. They additionally don't purchase extravagance brands, when they are feeling terrible, to lighten theirweight.

4.10.2 Comparative analysis of the internationalization strategies of an international company in the high fashion market of Azerbaijan

Azerbaijan is considered the most attractive retail market, where economic development reaches more than 4% annually. The market for clothing and footwear is the second largest in the retail sector. Thus, 36% of the Azerbaijani luxury market is clothing. In addition, the target audience is more than 143 million people. According to estimates by one of the research companies, the Azerbaijani clothing and footwear market in 2011 was \$ 56 billion, while its growth over the next few

years was forecast at an average of 10%. In this regard, by 2014 the market should increase to 75 billion dollars. It should be noted that in terms of the dynamics and size of the luxury goods market, analyzing the BRIC countries, Azerbaijan is losing ground only to Turkey.

Exploring the Azerbaijani high fashion market, it should be noted that it is Baku along with Milan, London and Paris that is becoming the recognized capital of world fashion. The number of brands represented here is not inferior to Europe. In this regard, with further analysis, we will evaluate the luxury fashion market, which has been established and is developing on a large scale in the main metropolitan areas of Azerbaijan - Baku.

According to experts, more than 100,000 residents of Baku can be attributed to consumers who are able to buy luxury products. Thus, in 2012, a study was conducted, assessing the demand of Azerbaijani buyers for luxury brands. The list of the most sought-after luxury fashion industry companies included Chanel - 7th place, Louis Vuitton - 10, Dior - 14, Hermes - 15, Gucci - 24, Prada – 39 (Braverman D.V., 2011:55).

Azerbaijani buyers are the most popular customers of the biggest luxury brands. However, the paradox of the Azerbaijani luxury goods market is that the prices for the same goods change significantly compared to Europe and the United States, and that the prices abroad are more than two to three times higher and therefore most Azerbaijanis make purchases abroad. However, according to Esper Group, a fashion service company, by 2014, about 70% of Azerbaijan's luxury goods purchases will take place in the country's domestic market. Such forecasts are directly related to the positive growth rates of the luxury goods market in Azerbaijan.

Thus, according to research by the American consulting company Bain and Co, the growth of the Azerbaijan market in 2011 was 9%, and in 2012 - 12%.

But, to fully understand the whole picture, it is necessary to return to the original sources when the luxury goods market was just beginning to emerge in Azerbaijan. It was originally formed in the country at the beginning of the nineties and was divided between the three main participants. At that time, global manufacturers of designer clothes, watches and jewelry did not even think about doing business in Azerbaijan, and in connection with this, distributors easily obtained exclusive rights to sell

foreign products.

The first to enter the market was Bosco di Ciliegi, which made a bet on sales of premium products; this segment now holds the leading position in total sales of luxury products and is 45%. During his time on the Azerbaijani market, about 80 mono-brand outlets appeared in the portfolio of this group. Now the company is developing multi-brand stores.

Two years later, the Cinici company appeared on the high fashion market in Azerbaijan, covering almost all segments of luxury products, bringing different brands to the country.

Finally, after a year, the company entered the Azerbaijani market. Taking a leading position, she monopolized the market for luxury goods. Mercury has entered into special agreements with luxury international companies, under which no one else was allowed to trade their goods in Baku. The company itself appointed the amount of the markup, which always turned out to be more generally accepted. But new trends and changes in the market became the reason that it was Mercury that, due to its monopolistic position and distinct conservatism, began to rapidly lose its customers. World houses of high fashion began to develop independently in the Azerbaijani market and lost the need for intermediaries (The official site of the World Intellectual Property Organization, http://www.ars-patent.com/doc/WIPR_JulyAug2011_Round table.pdf):

It should be noted that at the moment, there is a clear tendency to open retail outlets without the assistance of partners. New luxury corridors, access to the markets of newly-born brands are being formed and stores are expanding. Begins to pay special attention to service, service and comfort of consumers.

So, eleven years ago, the Emiland company became the first global luxury brand to enter the Azerbaijani market and abandon its intermediaries. First, the fashion house opened its first boutique in the vicinity of Saray named after Heydar Aliyev, then in GUM, and then in the regions of the country. Thus, at the moment, the company has four stores in Azerbaijan: two in Baku, one in Ganja, and another in Sumgait, which opened only in 2015. So, the company is doing quite well in Azerbaijan, every year, sales increase by 15-20%.

It is necessary to designate the fact that it is the semi-legal routes or, as they are also called, the “gray schemes” used by Azerbaijani distributors of international luxury companies that supplied products to our country at low prices, were one of the reasons for the termination of contracts with a large number of well-known brands... Disagreement in the rules of customs affairs management led to the cancellation of contracts of many world brands with Azerbaijani distributors.

Counterfeiting, which was sold by intermediaries mixed with high-quality original goods, was another reason for breaking contracts and losing exclusive rights to selling luxury goods. In this regard, for example, seven years ago, the company Chanel ceased cooperation with the distribution holding Mercury, which significantly affected its activities, because this luxury brand accounted for up to 10% in the turnover of the group.

However, it is considered such a phenomenon in a very positive way and the market is proof that become more transparent and civilized, the need for distributors stated that disappear, for example, in the rapid growth of high fashion market in Turkey there is an important need. brokerage firms, due to the still restrictions on the activities of foreign companies within the country.

4.11 Primary Research Finding and Unstructured Interview Findings

To mix the interviews, I chose unlimited topics as voters to complete the clarity somehow. Eventually, if the answers were consistent, a lesser patient echoed significantly to a relative echo to stop. Furthermore, it leads to the mastery of an almost precise and descriptive survey. Autonomously, in both fashion to measure shopping habits with 8 visible and 2 eligibility representatives, probability timings and occasions were discussed to influence the insight of many lawyers. The interviews took place in an uncoordinated movement and the discussions were held inadvertently around these individuals. In support of the end of administration interviews was to affect a situation for qualitative stoppage flick through questionnaires, and the decisive examination is less based on the questionnaire findings. I fortitude row the glaring appearance of the pertain penurious in the latter sector (See Besides 1 for affix Guide). Directly without being prompted there respect to the meaning of assuage, I got mixed answers. Each had their recognize symbol advice alongside ease. For divers individual hearten was all about bumptious

connected merchandise, period for other's cheer meant rarity and exclusivity of stray particular reckoning. Multifarious stance the ambience or exclusivity of the merchandise didn't unequivocally business, but the make image was the most important factor. For these consumers grasp an esteemed branded list was a luxury in itself. Mammadova Tarana, a consequential socialite in Baku, closely voluntarily to upon junk opinion about what she aspect was a luxury product. For me, luxury is a non-exclusive option in which the negligible team has several different vague dreams, " she said. The duration of the interviewees perceived luxury products as expensive, high end products, and according to them, brands fulfilled their obligations. If they believed that the brands were taking off from the bottom, so they were excused and piggy to perfect prices. However, the grown-ups thought that sang-froid did not like the prices of the products they silenced when they returned to Azerbaijan, regardless of which brands justified their prices. They were able to raise the price of a portmanteau they broke in groundbreaking York, but when it comes to sacrificing their talent for a native peasant in Azerbaijan, he is hesitant, even in luxury, who doesn't even want to leave with money.

Stranger the interviews, it seemed rove the outsider security brands fulfill different needs of different population. For occasion, for assorted it was here on touching be killed a willing disclose, desolate computation which was success their postpone a summon for merit, assorted were unique position to action a unrestrained urbanity, magnitude others were secure to be accepted in the comradeship they belong to which in return was fulfilling their need for power and appreciation. Sward of the interviews were blunt importantly serene near the arrogance, order and primary of the widespread brands, but the consummate romance lose concentration less round the acreage get the curtain was focus of the outdated range alien which they had to come by commodities. They voiced saunter the suppliers take on an advance shed tears under any condition lay away the complete updated range in the shops. Always epoch they promote to procure dot they have a very limited choice to pick strange. As far as in the matter of most talented go widely not later than summer vacations, manydo not get to see the pfull range in the store. Exceeding after either the abscond hoard is newcomer to an eradicate and the engage in battle amassing is equitable to be introduced. Rauf Aliyev, a housewife, uttered: "If varied unceremonious nuptial or front pops down place I must go, since online shopping is quieten not a norm here.

In the course of time I annihilate not far from position from the aboriginal stores who are stocking newcomer disabuse of brands. To whatever manner, person I opt to buy shoes and bags from abroad". This instant individuals were intentionally relative to their alternative of products from outlander brands be attracted to in be cautious the extraordinarily of the state, alongside everywhere of the necessitous uttered range they had ungenerous incident prevalent enervating what these foreign brands had to produce in score of raiment and their designs, respect, unassisted not many squad normal with the men, whereas majority was of the opinion wander the clothing style of cosmopolitan brands were not to their liking mainly due to religious and cultural elements. Nevertheless, all about of them agreed focus they puff the component tie of the international brands, which included handbags, shoes, sun glasses, costume and fashion jewelry. They uttered that yet we hang at large in the convocation whirl location nonentity would gambler fingers at us, but we still are happy in this countryside and pick out to upset something in which we also feel comfortable walking around in front of other men.

Instantaneously inquired involving their decisiveness the world undertaking, as to what orientation of a trade mark or wariness attracts them to it. The length of existence of the plain articulated instantaneously they are procurement a product locally, exclusively be suitable achieve they take on oneself and estimate their obtain decidedness in advance making the purchase because it is an expensive product and the value of the product. They, after all, likeness progress wool-gathering at the drop of a hat they are on hurt overpower of their obtaining decisions are spontaneous and don't feign twice before procure an expensive product. Several foremost hold for this conditioned be able for decree is drift in a minute they are on coax, trade in cities known New York or London, they ambiance zigzag the promote they obtain and see are unfamiliar the Precedent-setting season and won't be able to buy them later if they come to grief about now. It is hither reveal impulsive buying resolution distinctive near persistence turn if they miss out on they might not be able to purchase it later on. Handful of the ground on top of everything else presence digress notwithstanding they are in the go down achievement they nullify on touching buying items ramble they might not use in the future. Nail Mammadov, a freelance colorful father in Baku said: "When I went abroad for a quick holiday, I predetermined my family's abilities, and this boss had more ideas than I deserve to

deny the accusation. I didn't get to a descriptive event I didn't think too much about. I bought something I liked until I decided to buy it from Azerbaijan. Influenced purchase decisions. The master of unlimited vocals, unskilled, does not interfere with their purchase, they have a lot of consent goods, and sometimes they guarantee that they can afford them. Supporters are asked about if luxury brands bring conditionally updated courtyards, supporters are asked to shop far away from Azerbaijan. The person was upset and upset to the highest level and said that if the actual range in stores could change like in New York or London, they would pay as much as they paid when buying their twin collections from abroad. He did not object to buying from Azerbaijan”.

5. CONCLUSION AND DISCUSSION

In this study, it is aimed to establish a theoretical model examining the factors affecting the purchasing decision in luxury consumption and the relationships between these factors. Luxury consumption, which requires high attention, is a planned consumption style where all factors are consciously considered.

In the fashion sector, branding and becoming a global brand are of great importance. However, as a brand, getting a real place in the brain of people is not something that will be provided in a short time. Branding is a process that takes place gradually with the belief in design, brand, creativity, innovation, quality, customer satisfaction, education and brand communication. With quotas and increasing competition, the garment and textile sectors in Azerbaijan and the world have been affected and the companies in this sector are making efforts to survive. Global fashion brands can create many disadvantages thanks to globalized markets and can produce their products under strict controls and quality controls in countries where costs are cheaper. These global fashion companies are limited to the product body with their strong corporate identity and brand image, and the values they offer to consumers and the symbolic meanings they represent are presented through effective marketing strategies and are purchased by millions of people around the world.

As a result of this thesis, it is possible to collect the suggestions:

With the retailing of international fashion trade, Spain and Sweden have created brands that strongly contribute to the national economy through branding activities. Today, H and M brands originating from Zara, Bershka, Massimo Dutti, Oysho, Stradivarius, Pull and Bear and INDITEX are an important part of the international fashion trade. These brands cater to a wide range of segments in national and international markets. With their employment, origins and contributions to the economies of the countries in which they operate and social responsibility activities, they have become the most preferred brands in their sectors.

Scientific studies have been conducted to determine the price in the enterprises. However, the lack of information about the price and the incomplete transfer of

theory to the field of application has led to significant differences between pricing theory and practical applications.

Pricing in the Azerbaijani fashion sector is usually based on competitors and demand analysis does not attract much attention. Demand analysis is not preferred by enterprises because demand analysis is both difficult and costly and there are difficulties in estimating demand correctly. It is seen that many enterprises conduct the most market research in the process of making price decisions. The main purpose of clothing companies, like other companies, is to increase sales volume and hence gain.

One of the important factors is the brand's recommended retail price. As a pricing strategy, the core of the market is hardly used. The weakness of the strategies is related to the small number of vendors in the market. The lack of marketing and advertising activities undermines brand recognition. If brand awareness is poor, businesses have to offer prices only by competitors. This also reduces the known income level. Although the fashion industry is a luxury product, businesses in Azerbaijan are trying to make the price cheaper. Consumers have less information about brand image prices because marketing activities are weak, although more than consumers. R and D studies are sufficient. These studies are especially important in the fashion industry. Commercially available products are usually foreign production and set prices. However, the wishes of domestic consumers were not taken into consideration. Since the perfume market in Azerbaijan is small, competition in pricing is not so good. Businesses often make pricing among brands weakening competition. The priority and most stable targets of the enterprises are to increase sales volume and profitability. At this point, the targets set by the entity will affect the pricing method. The most commonly used pricing strategy in enterprises is the competitive structure of the sector and the competitive pricing strategy. As it is traded on the postulation card, where Azerbaijan is a constant Islamic state, the style of clothing for most of the population may be quite unique to those worn for western consumers. Moreover, for these reasons, a major splurge in the vicinity should be considered and explored in the universal clothing ad. In addition, the buyer buying behavior of Azerbaijan in general does not investigate for design. Rather, Scrutinize makes master tabs to investigate buyer buying behavior for global extravagance brands.

Examine Azerbaijan's buying habit technique in terms of style and size. What can be faster style? Finally, with regard to this illustration, highlight the critical factors that influence the buying behavior from the demand of Azerbaijani customers at every stage of the purchasing selection process. The transformation of Azerbaijani customers has to be carried out around each of the distinctive stages of purchasing selection.

These investigations may have been conducted; all buyers review and see the buying behavior at various stages of the purchasing selection procedure. Then, after this fragmentation of the buyers' market, regardless of the worldwide brand or shares of the organization wishing to expand under the advertising of Azerbaijan, it will be necessary for these purposes to be different. This point could be to highlight the remarkable factors that influenced the consumer's choice of purchase towards global extravagance brands, and understood what left a mark on entering another business sector, even if there was no success.

The reason for this may be related to the discontinuation of the advertising of the extravagance brands for Azerbaijan and the internationalization of the global premium alternative extravagance design retailers in the stores in Azerbaijan. This study assesses the possibilities of what is more likely to cut a corner of a company's perspective, or to extend the quality of the market, and address the targeted interest group of the person while maintaining the conditions of the more Azerbaijani market.

In general, Azerbaijan extravagance design showcase needs a second possibility, but may not yet be discovered.

- Azerbaijan's extravagant recipients will include more than three kinds of claims of choice. When buying extravagant items from abroad, they may have been determined to make careless choices because of the lack of urgency, accessibility to voluntary cash, and lack of perspective on the results. The majority of all shoppers in Azerbaijan may be involved in “Comprehensive choice” or “Limited choice”. In both selections, the buyer constantly dives in six stages of the conventional purchasing preference model.

- The two real needs that bring Azerbaijani customers to buy an extravagant item need uniqueness and the need to become an association, alternating lifestyle projection.

- The greater part of the shoppers depend looking into “Impersonal or business commanded Sources” about data. Although it is clear to begin with this research, it is clear that buyers do not rely on data starting with these specific sources.

- In spite of the figures counted for drawing, the possibility of a showcase for the extravagance style can be considered as a chance of being extremely liberal.

Moreover, even though they are western in their lifestyles, the general structure and standards of culture still slightly influence their choice of clothing in eastern standards, and the Islamic influence prevails.

From hypothesis testing, we have inferred that there are nine significant components of extravagance esteem in particular practical worth, money related worth, ease of use esteem, epicurean worth, uniqueness esteem, stiff neck esteem, glory esteem, self-personality worth and materialistic worth. This implies when an extravagance client needs to purchase an extravagance brand, he/she would take a gander at these angles to settle on a choice.

Subsequently extravagance brand organizations should see that their items ought to be premium estimated, ought to have high utilitarian and ease of use esteem, should give a sentiment of joy to the client, ought to be one of a kind, uncommon and select, should give a sentiment of eminence and self-personality to the client and ought to be an image of accomplishment and accomplishment. From group investigation, we have partitioned the extravagance clients into three fragments or bunches, each indicating various qualities and inclination towards the various measurements. Brand directors can oblige each section with various methodologies so as to fulfill their necessities and goals.

Advantages of the investigation: Knowledge of every single pertinent part of shopper impression of extravagance can be valuable for administrative practice. From the market division see, this investigation recommends that the extravagance market is never again homogenous. As per saw esteems in extravagance brands, various arrangements of extravagance items and various sorts of publicizing procedures are connected with spotlight on the more significant qualities for each gathering. Regardless of whether buyers purchase a similar extravagance merchandise, their discernments about extravagance esteems can vary, so the extravagance market is heterogeneous and the job of item attributes assumes a significant job. Subsequently,

it is the marketer's obligation to consider singular contrasts in assessing extravagance esteems and give them items which fulfill their necessities.

Administrative ramifications: Keeping the theory at the top of the priority list, we have seen that there are nine extravagance measurements in particular budgetary worth, quality worth, ease of use esteem, indulgent worth, uniqueness esteem, uniqueness esteem, highbrow snot esteem, renown esteem, self-character worth and materialistic worth. We can say that the incentive for cash (VFM) for an extravagance client relies upon these 9 measurements. Thus we can develop a VFM framework. We can consider top 10 marks in various divisions like clothing, pens, watches and so on and request that the respondents give a rating from 1 to 5 on all these 9 measurements. At that point, accepting that each measurement is given a weightage as 10, we can locate the weighted normal score for each brand. On the off chance that a brand, gets a low score on a specific measurement, at that point this turns into a shaky area for valuation of the model and the brand directors ought to do investigate and suitable methodologies ought to be utilized to improve the brand value.

Constraints: First, the example size taken is little which may not be an excellent portrayal of the populace. Furthermore, just the general recognitions about extravagance worth have been tried. We can apply comparable investigation for a predefined extravagance item or administration. Thirdly, the impact of statistic attributes on buy conduct of extravagance brands has not been examined. We can discover how the different extravagance measurements impact of different occupations, age gatherings, sexual orientation, salary gatherings and instructive levels. This turns into the extension for further research.

5.1 Controlling the Discussion

Those meeting began for general questions, such as the intending about extravagance then it limited down will a greater amount particular inquiries. The discourse took after An legitimate pattern, beginning starting with all dialog At that point moving looking into with remote extravagance brand, after that the inspiring variables should purchase outside extravagance brands, then getting sentiment with respect to particular encounters Furthermore inclination What's more at last bringing reaction something like buy recurrence On outside brands originated to

Azerbaijan, those theme might have been all something like that it might have been less demanding on get the interviewees see with respect to diverse issues.

Shutting those session:

At last those interviewees were thanked at the end of the day to their run through certified replies.

Topics for Discussion:

- What may be extravagance to you.
- Recognitions over remote extravagance brands.
- Necessities that a remote extravagance mark full fills.
- Inspiring variables with purchase all a remote extravagance brand.
- Qualities connected will extravagance brands.
- Extravagance design furthermore society (as on what over the attire that crash with our culture).
- Purchasing conduct technique furthermore choice making transform (rational or impulsive/local alternately abroad).
- Prudent (economic) parts.
- Something like the accessible stock of remote extravagance brands over Azerbaijan.
- Buy recurrence assuming that brands arrive at Azerbaijan.

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APPENDICES

APPENDIX A: Questionnaire

APPENDIX B: Ethic Approval Form

APPENDIX 1: Questionnaire

1. Age:

- a) Under 20 b) 21- 25 c) 26-30 d) 31-35 e) 35-45 f) Above

2. Gender

- a) Female b) Male

3. What is your education level?

- a) High School/College
b) Bachelor's Degree
c) Master's Degree
d) PHD
e) Other

4. What is your profession?

- a) Student
b) Employee
c) Businessman/ Businesswomen
d) Housewife
e) Other

5. Monthly income. (Please write your net family income if you are a student)

- a) 300-1000 b) 250-800 c) 400- 1500 d) 600 – 2000 e) 2000 and above

6. What is your preferred clothing style?

- a) Western. b) Eastern. c) Fusion.

7. Which of the following is true for you?

- a) Usually I am the 1st one among my peers to try out new fashion
b) I don't follow fashion I make my own fashion statement.
c) I follow the prevailing trends (ongoing).

8. Luxury for you means to be something:

- a) Rare and Exclusive
- b) Expensive
- c) Famous
- d) Other

9. What western luxury fashion brand do you like the most?

- a) Chanel
- b) Gucci
- c) Prada
- d) Coach

10. How often do you purchase products from International luxury fashion brands?

- a) Very Often/Once or twice a month
- b) Often/ once in two or three months
- c) Not so Often/ once in four to 6months
- d) Rarely/ once in a year

11. How is your purchase frequency affected in the last 5 years considering the instable political and economical (ECONOMIC) conditions of Azerbaijan?

- a) I spend less on luxury fashion products now.
- b) It has not affected my purchase frequency; it is same as before.
- c) I rather spend more on luxury fashion products now

12. Your source of information about international luxury fashion brands is/are:(You can select more than one option)

- a) Internet and Social Media
- b) Family and friends
- c) Magazines and other promotional medium
- d) Visiting stores

13. When you go for shopping a luxury fashion product, which of the following statements is true for you:

- a) I usually have already decided what product and what brand I want to buy.
- b) I know what product do I need, I would go to the market and choose from the available brands and the merchandise.
- c) I really don't know what I want and usually my decision is purely impulsive
- d) I know what product do I need, I would go to the market and choose from the available brands and the merchandise

14. What criteria do you assess in terms of their importance when purchasing products under the International Luxury brand?

- a) Price
- b) Design
- c) Quality
- d) Exclusivity

15. Do you think that luxury fashion brands justify their price?

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree

16. Where do you usually buy luxury fashion products?

- a) Men's Store
- b) Be Smart
- c) Famous s
- d) Abroad
- e) Other

17. Which statement best describes your purchasing behavior for luxury products.

- a) The desirability to possess a high quality, exclusive piece of product or garment.
- b) I want to purchase something which I can brag about to my friends and colleagues and feel authoritative.
- c) If my peer and family use luxury brand to make social relationships...
- d) In order to be irreplaceable one must always be updated an Brandd differ

18. Which of the following is a true reason for you to buy a particular luxury fashion product?

- a) Sense of belonging to a particular group
- b) Self confidence
- c) Guaranteed quality
- d) Lifestyle projection
- e) Exclusivity and uniqueness

19. Do you think if your favorite luxury brand is made easily accessible in Azerbaijan, if there are more means of purchasing luxury brands in our country, such as more retail stores and online shopping service, would it increase your purchasing frequency?

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

20. Which of the following statement describes your stance on the purchase of a luxury fashion product online?

- a) I prefer buying online because it saves time and is convenient
- b) I do not trust online shopping for such expensive products and prefer buying it from a physical point of sale so that I can thoroughly examine the product.
- c) It doesn't matter to me as long as I like the product.

21. How does Azerbaijani culture and values affect your purchase decision for international luxury brands?

- a) It does not affect me at all, I buy whatever is in fashion internationally.
- b) I take into consideration the social norms and make sure that the garment is not too body revealing.

APPENDIX B: Ethic Approval Form

Evrak Tarih ve Sayısı: 01/08/2019-4666



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e-imzalıdır
Prof. Dr. Ragıp Kutay KARACA
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