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FACTORS AFFECTING CONSUMER PREFERENCES

Every enterprise faces many problems and one of them is the understanding of the consumer segment. It means that the company has to see social moods and create needed goods.

Companies divide people on several types and then define their ideal consumer. Usually these differences are based on the age, gender, culture, psychotype, paying capacity and social status. In clothing industry there are some additional factors: size, desire to follow trends, national difference (the body proportions, historical factors, economic status of the country, etc.). Thus first of all sociologists work with it: they do social polls, explore new kinds of divisions in society, do statistics. After that companies use it to fit new reality and increase their profit. Usually researching is connected with women. In comparison with men they purchase more goods for themselves, their family and children (clothes, pieces of interior, etc.) (1).

Regarding age difference it is clear that young people are more cheerful and inquisitive. Usually they follow their idols and imitate them. Due to it firms are concentrated on advertising on the Internet and having collaborations with famous people. As for adult people we can remark higher level of independence and earnestness. At this age they settle down and usually need outfits for work. We may add that in the countries of Commonwealth of Independent States middle aged women sometimes give priority to providing comfort of their children rather than buy more pieces of clothes for themselves. This fact takes its beginning from the USSR, when the phrase “I live for my children” was fundamental in society (4).

If we examine this question in more depth, we will discover that in plenty of cases preferences depend on the psychotype of a person. Sociologists in CIS countries define six psychographic types of consumers: a social climber, an intellectual, a common man, a hedonist, an independent man and a copycat (3, 2).

Social-climbers understand their social importance and try to fit their environmental society, confirm their prestige by garment. It is the main reason of their preferences in clothes of famous brands.

Intellectuals also choose clothes to fit the environment or event. They prefer more harmony, ingenuity and temperance. They don't like uncomfortable garment and are concerned with their appearance. This type of people more prefers to wear something comfortable and paler colours. The brand is not important for them, except the cases of great history of the company or its association with a famous person.

The common men is quite an economical and rational type. They don't like brand clothes as they don't see any sense to pay higher prices. Even if they purchase a brand piece of clothing, they would definitely choose companies basing on the reliability of their products.

Hedonists are people of mood. The representatives of this type are used to enjoying their lives and being in the spotlight. Their appearance is important for them, that is why hedonists follow fashion. Often they have impulsive behavior in buying.

An independent psychotype also likes to accentuate their uniqueness but on the contrary to hedonists they don't need to feel recognition of the public. They try to find garment which shows their originality. For representatives of this type it is not important to have brand clothes, they just need something unique or the only one.

Copycats imitate their idol or authority figure. Often they are the victims of advertisements or vogue. They can easily be influenced by more authoritative or self-confident people and blindly follow their advice. Copycats try not to buy anything on their own without approval of others.

In conclusion, we can say that enterprises should know these differences and feel their own consumer. It helps to concentrate on more important departments of entrepreneurship and design needed garment which depends on preferences of the region or country market.

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