THE EFFECT OF CULTURE OF DIFFERENT COUNTRIES IN UNIVERSITY STUDENTS WHILE WEARING CLOTHES AND MAKING CHOICES FOR THEIR CLOTHES

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ABSTRACT

This study aims to determine the differences amongst countries in terms of students' preferences of buying clothes and getting dressed who are at the same age and are from the cultures of various countries. The sample of the research consists of 389 students coming from Liverpool of Britain, Nicosia of Cyprus and Turkic Republics who attend the universities in Ankara. The data of the research have been collected by means of the survey which has been prepared in order to determine demographic attributes of the students, their behaviors of buying clothes and their preferences of getting dressed. The collected data have been analyzed by using Statistical Package for the Social Sciences (SPSS 15,0). The relation between the behaviors of the students – to buy clothes- from the cultures of various countries has been evaluated on $p<0,05$ significance level by using Chi-square ($\chi2$) test. Whether or not there is a difference based on the education, sex and the country regarding the average points of the factors that affect the students' preferences of getting dressed, has been evaluated statistically by making one-way variance analysis (ANOVA) [$p<0,05$]. In the end of the research, it has been observed that there is significant difference amongst the countries based on the students' meeting their need for dressing, their preparation for shopping for the clothes, their behaviors of keeping pace with the fashion, the reasons for preferring the fashionable clothes and their clothing style. Although there is difference in their preferences for dressing and selection of clothes in terms of sex, there is no significant difference in terms of being affected by environmental factors in selecting clothes. Also, it has been observed that the average points are different from each other based on the countries in getting dressed in terms of their preferences for dressing, the criteria in selecting clothes and the issue of being affected by the environment when getting dressed.

Key Words: Decisions to buy clothes, Preferences for dressing, Criteria for selecting clothes, Cultures of various countries, University students

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1. INTRODUCTION

People have always been in need of getting dressed because of the fundamental and physiologic needs such as covering, protection, showing the difference in sex, reflecting the social environment they are in, carrying the culture they are from, and getting in contact with others. Therefore, dressing has come out as a requirement for being a human and existing in a society (1). Today, many consumers regard dressing something far more beyond a basic need and they use it for defining themselves in a social class, presenting a positive image and improving it by adding more sense to their general appearance. So, there are many reasons for dressing which are complicated and connected to each other (2).

Dressing not only protects the physical health of individuals, but also meets their many psychological and social needs (3). Therefore, the behavior of buying clothes not only meets the need of people but also it is manipulated by various factors such as acquiring status in the society, being different, having an identity, keeping pace with the fashion (4). It is possible to specify fewer than three main titles the variants which shape consumers' behaviors of buying, their preferences and habits of consuming:

Demographic factors (age, sex, income status, professional status, education level, geographical features, marital status, etc)

Psychological factors (needs and motivation, learning, sensing, personality, attitude and beliefs)

Socio-cultural factors (culture and subculture, family, consultation groups, social classes) (5).

It is of utmost importance that the companies should know about the consumers' behaviors including their preferences, usage habits, and ways of buying in order to please their customers who are the most important source of them for a living in the scope of today's customer-based management understanding. To provide service and please consumers require that one should know about many things regarding the target consumers. The primary questions about the target consumers can be asked as follows; who are the consumers?, what are their requirements and what do they want?, what are their targets?, who has the final word in their decision to buy?, how do they make their decisions to buy?, when are they regarded as almost ready for buying?, etc. (5).

For ages, the issue of dressing and fashion has been in the area of interest of the researches on consumers' be-

haviors (6). Many academic studies and marketing researches are conducted worldwide in order to reveal consumers' preference for dressing. These studies examine the tendencies of consumers on the issues such as the factors that motivate consumers to buy new clothes, whether or not consumers keep pace with fashion, where do they buy their clothes, where do they select the shops for clothes, what do the various age groups prefer to wear, the factors affecting the selection of brand and the country, and the features that consumers attribute importance when they prefer to buy clothes (2). These questions have the features which reveal the basic habits of buying and consuming (5).

In order for the companies in the clothing sector to be successful in the global market, they should have an understanding about the way by which the consumers of various nations evaluate goods and services (7), because the competition within the sector increases every single day both for countries and the companies, and the companies that can create or catch the trends in consumers' preferences can have the advantage to compete (2). Making researches on consumers' behaviours is important for creating and improving the image of brand and the corporation, creating the dependence of brand, determining the marketing and advertising strategies based on consumers and creating positive attitudes (5). As for understanding the behaviors of consumers, it is important that one should determine the differences in culture, because, the different cultural features of various countries and the society in which consumers live have big effect on the shape of consumers' behaviors. An individual learns how to become a consumer, the consumption models and the behaviors of buying, that is, consumers' behaviors, by means of the influence of the environment and the culture in which they live. So, one should know about the cultural values in which consumers exist and which affect the consumers' behavior (5).

The aim of the study is to determine the factors affecting the youth's preferences for getting clothes and dressing who are from the cultures of various countries. Other sub-aims which are targeted by this study are as follows;

- to research the relation amongst the preferences of young consumers

from various countries for getting their clothes

- to research the factors affecting the preferences of young consumers from various countries for dressing.

2. MATERIAL AND METHOD

The survey method is applied in the study, which was conducted in order to determine the factors affecting the preferences of young consumers - from cultures of various countries- for getting their clothes and dressing. The relevant literature and the researches which were previously made about the subject were benefited from in improving the survey form, which is used in the research as a means of collecting data. A pilot application was made for the survey form which consists of the closed-end, multiple-option questions that require sorting based on the level of importance, and the modifications deemed necessary were also made. The forms were copied in Turkish and English, and the stage of collecting the data by means of the surveyors performed.

The questions on the survey form consist of three parts. The multiple-option questions were asked in the first part to determine the students' demographic features such as country, sex, age, education level and in the second part to find out the factors that determine preferences of the students for getting (buying) their clothes. In the third part, the participants are asked to sort the questions based on their level of importance in order to determine the factors that play a role on the students' preferences for dressing.

The data which were collected by means of the survey forms were evaluated by using SPSS 15.0. In reporting, evaluating and interpreting the data, the following statistical values and the statistical methods were benefited from respectively, such as frequency, percentage distribution, average, standard deviation and Chi-square relation test, independent sampling t test and one-way variance analysis (ANOVA).

The research universe consists of the youth who are aged between 17-29 and attending universities. In creating the sampling group, the countries which various social environments were selected in order to evaluate - based on the country - the factors which play a role in the students' preferences for

dressing. The sample consists of 389 students who are randomly selected and are coming from Liverpool of Britain, Nicosia of Cyprus and Turkic Republics (Kyrgyzstan, Uzbekistan, Azerbaijan, Tajikistan, Turkmenistan, and Kazakhstan) and attending the universities in Ankara. The distribution of the sample group based on the sex and the countries are given in Table 1, and their distribution based on the age and education status is given in Table 2.

3. FINDINGS

In this part are the findings - along with the comments - which were obtained by the statistical analyses made about the sub-aims of the study.

3.1. Student Preferences for Purchasing Clothes

In this part of the study, for the first sub-aim of the research, there are the findings which reveal the factors affecting the students' preference for getting (Buying) their clothes

When Table 3 is examined, it is observed that %88,2 of the students buy ready-made clothes. When the way students meet their needs for dressing by their countries, it is observed that the %5,1 of both Turkish and British students prefer not only buying ready-made clothes but also having a tailor make it or making it by themselves.

When Table 4 is examined, it is observed that generally the %26,2 of the students give the answer "I make my decision by seeing the windows", when it is evaluated by the countries, it is observed that the %4,9 of the Turkish students "check their wardrobe and determine what clothes they need" and that the %5,1 of those in Britain "make a list of what they are going to buy" and the %6,9 "I visit many shops because I can't easily like one". The study suggests is that the students perform the actual buying behavior in the stage on which they are aware of the need. According to the results of Chi-square test, the difference amongst the students' behaviors of preparation for shopping for clothes based on their countries has been found significant [$\chi^2 = 64,925$ p=0 ,000].

According to Lee and Burns; the attributions of style, fashion, brand, easy maintenance, comfort and production of the cloth will determine the prefer-

Table 1. Students by the countries

Country	Sex				Total	
	Female		Male			
	f	%	f	%	f	%
Turkey	109	28,0	8	2,1	117	30,1
Turkic Republics	70	18,0	11	2,8	81	20,8
Cyprus	39	10,0	48	12,3	87	22,4
Britain	70	18,0	34	8,7	104	26,7
Total	288	74,0	101	26,0	389	100,0

Table 2. Students by their age and educational status

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Age	Education								Total	
	Vocational School		Under-graduate		Master Degree		Doctorate			
	f	%	f	%	f	%	f	%	f	%
17 – 19	2	0,5	65	16,7	0	-	0	-	67	17,2
20 – 22	14	3,6	179	46,0	7	1,8	1	0,3	201	51,7
23 – 25	1	0,3	86	22,1	9	2,3	0	-	96	24,7
26 – 29	1	0,3	16	4,1	4	1,0	4	1,0	25	6,4
Total	18	4,6	346	88,9	20	5,1	5	1,3	389	100,0

Table 3. The way students meet their needs for dressing by their countries, results of chi – square (χ^2) test

Options	Country								Total	
	Turkey		Turkic Republics		Cyprus		Britain			
	f	%	f	%	f	%	f	%	f	%
I buy ready-made clothes	97	24,9	78	20,1	84	21,6	84	21,6	343	88,2
I have a tailor make it or I make it myself	20	5,1	3	0,8	3	0,8	20	5,1	46	11,8
Total	117	30,1	81	20,8	87	22,4	104	26,7	389	100,0

(0 cell (0.0%) expected frequency is not smaller than 5. The smallest expected frequency is 9.58)
χ^2 = 19,564   Level of significance (P) = 0,000

ence criteria of the customer in the process of buying (8).

When Table 5 is examined, regarding the criteria preferred when buying clothes, it is observed that generally the % 37,5 of students attribute importance to "the quality of the cloth", and the %26,7 of the students attribute importance to "whether it is the most recent fashion". When these criteria are evaluated based on the countries, it is observed that although the % 18,0 of the Turkish students and the %7,7 of the Cyprus students attribute importance to "the quality of the cloth", %8,2 of the British students prefer their clothes based on "whether it is the most recent fashion" and the %6,2 of them prefer their clothes based on "its being cheap". According to the study

which was held by Jenkins and Dickey in 1976, the criteria of evaluating clothes were classified in two dimensions as appearance centered and usability centered (9). Therefore, according to the result obtained from table 5; the expectations of its being the most recent fashion, which is about the appearance, and the issue of quality of the cloth, which is about the usability seem to be parallel with it.

In a study (10) in which the factors that consumers considered when buying clothes are researched, various ethnic groups and market segments were worked on in order to determine universal criteria. The study was conducted in various environments and by using many products (10). The Chi-square test results suggest that

the difference which is observed with respect to the criteria that are sought by the students buying clothes by their countries is significant [χ^2= 70,958 p = 0,000].

According to the findings which are obtained from table 5 about the features which are preferred in buying clothes; when the fact that the %26,7 of the students attribute importance to "its being the most recent fashion" is considered, it is understood that the fashion serves as an important factor in behaviors of buying. The statistical evaluation results on the students' behaviors of keeping pace with fashion and the reasons for their preferring the fashionable clothes are given Table 6 and Table 7.

When Table 6 is examined, regarding the behaviors of keeping pace with the fashion, the % 43,4 of the students say that they are inside the group "who always follow the fashion". When the behaviors of students to keep pace with the fashion based on the countries, it is observed that ratio of the section of "those who always follow the fashion" among Turkish and Cyprus students was %12,6, and that they are followed by the students from the Turkic Republics with the ratio of % 4,4. The difference which is observed in terms of statistics with respect to whether there is a significant relation between the countries and the behaviors of keeping pace with the fashion is significant [χ^2 = 84,585 p= 0,000].

When Table 7 is examined, the % 47,3 of the students stated their reason for preferring the fashionable clothes, "because they are new and different". When the students' reason for preferring the fashionable clothes based on the country factor, it is observed that the %7,5 of the British students and the %5,7 of the Cyprus students wanted "to be different from everyone else and attract others", and the %5,1 of the Turkish students preferred the fashionable clothes, "because it positively affects their psychological situation". The results of the chi-square test show that the difference observed in the students' reasons for preferring fashionable clothes based on their country is significant [χ^2= 41,822 p=0 ,000].

Table 4. Behaviors of preparation before going for shopping for clothes by the countries, results of chi – square (χ^2) test

Options	Country								Total	
	Turkey		Turkic Republics		Cyprus		Britain			
	f	%	f	%	f	%	f	%	f	%
I make my decision by seeing the windows	38	9,8	24	6,2	29	7,5	11	2,8	102	26,2
I check my wardrobe and determine what clothes I need	19	4,9	9	2,3	5	1,3	13	3,3	46	11,8
I make a list of what I am going to buy	5	1,3	10	2,6	7	1,8	20	5,1	42	10,8
Shopping after a planning restrains me	6	1,5	1	0,3	6	1,5	7	1,8	20	5,1
I don't visit many shops for buying- I buy from the first shop I go	9	2,3	6	1,5	7	1,8	13	3,3	35	9,0
I visit many shops because I can't easily like one	13	3,3	15	3,9	5	1,3	27	6,9	60	15,4
I visit many shops to find a more economical one	9	2,3	7	1,8	6	1,5	6	1,5	28	7,2
I consider the model and colour pattern in advance.	13	3,3	7	1,8	13	3,3	4	1,0	37	9,5
Without previous planning, I buy what I see on the window.	5	1,3	2	0,5	9	2,3	3	0,8	19	4,9
Total	117	30,1	81	20,8	87	22,4	104	26,7	389	100,0

(4 cell (11.1%) expected frequency is not smaller than 5. The smallest expected frequency is 3,96)
$\chi^2 = 64,925$ Level of significance (P) = 0,000

Table 5. Features preferred when buying ready-made clothes by the country, results of chi – square (χ^2) test

Options	Country								Total	
	Turkey		Turkic Republics		Cyprus		Britain			
	f	%	f	%	f	%	f	%	f	%
I prefer the most recent fashion	28	7,2	19	4,9	25	6,4	32	8,2	104	26,7
I prefer quality of the cloth	70	18,0	23	5,9	30	7,7	23	5,9	146	37,5
I prefer the quality in sewing	6	1,5	14	3,6	10	2,6	9	2,3	39	10,0
I prefer the cheaper one	4	1,0	7	1,8	9	2,3	24	6,2	44	11,3
I prefer the name of the company	2	0,5	14	3,6	5	1,3	7	1,8	28	7,2
I prefer its being fit to my body, it model or whether or not it suits me	7	1,8	4	1,0	8	2,1	9	2,3	28	7,2
Total	117	30,1	81	20,8	87	22,4	104	26,7	389	100,0

(0 cell (0,0%) expected frequency is not smaller than 5. The smallest expected frequency is 5,83)
$\chi^2 = 70,958$ Level of significance (P) = 0,000

Table 6. Behaviors of keeping pace with the fashion, results of chi-square (χ^2) test

Options	Country								Total	
	Turkey		Turkic Republics		Cyprus		Britain			
	f	%	f	%	f	%	f	%	f	%
Those who create and present the fashion	2	0,5	6	1,5	10	2,6	11	2,8	29	7,5
Those who always follow the fashion	49	12,6	27	6,9	49	12,6	44	11,3	169	43,4
Those who try to keep pace with the fashion	4	1,0	26	6,7	9	2,3	7	1,8	46	11,8
Those who are behind the fashion	16	4,1	17	4,4	4	1,0	12	3,1	49	12,6
Other	46	11,8	5	1,3	15	3,9	30	7,7	96	24,7
Total	117	30,1	81	20,8	87	22,4	104	26,7	389	100

(0 cell (0,0%) expected frequency is not smaller than 5. The smallest expected frequency is 6,04)
$\chi^2 = 84,585$ Level of significance (P) = 0,000

When Table 8 is examined, regarding the styles of the preferences of clothes, although the general of the students with % 45,2 replied "I can wear any style that suits my body", when it is evaluated in terms of countries, the %8,7 of the students from Britain and the %8 of the students from Cyprus stated that "they pay attention to its exact fitting on their bodies", and the %4,9 of the Turkish students stated that they have the clothing style in a way that "covers and hides some parts of their bodies". Getting dressed is about the physical size of the body, and it affects the way an individual senses his/her own physical appearance, thus sensing his/her own self. In fact, the way a person gets dressed is the sign of what he/she thinks of himself/herself or the sign of his/her own understanding (3). According to Alexanders; fitting of clothing to the body and its comfort is

an important factor for the user. The clothes which exactly fit on the body positively affects the psychological and social behaviors of the individual, and the unfitting clothes are one of the

style of the clothing is significant [χ^2 = 41,640 p= 0,000].

3.2. Student Preferences for Dress-

the students were asked the questions which help to determine the environmental and the psychological factors which are effective in the students'

Table 7. Reasons of students for selecting the fashionable clothes by the countries, results of chi – square (χ^2) test

Options	Country								Total	
	Turkey		Turkic Republics		Cyprus		Britain			
	f	%	f	%	f	%	f	%	f	%
Because they are always better than the old ones	4	1,0	10	2,6	5	1,3	7	1,8	26	6,7
Because they are new and different	68	17,5	33	8,5	44	11,3	39	10,0	184	47,3
Because it positively affects my psychological situation	20	5,1	14	3,6	13	3,3	20	5,1	67	17,2
I want to be different from everyone and to become attractive	13	3,3	12	3,1	22	5,7	29	7,5	76	19,5
Because my body allows for it or because I can afford to buy it.	12	3,1	12	3,1	3	0,8	9	2,3	36	9,2
Total	117	30,1	81	20,8	87	22,4	104	26,7	389	100

(5 cell (20,8%) expected frequency is not smaller than 5. The smallest expected frequency is 2,71) Z
χ^2 = 41,822   Level of significance (P) = 0,000

Table 8. Students' preferences of the style of clothing when selecting clothes based on their countries, the results of chi – square (χ^2) test

Options	Country								Total	
	Turkey		Turkic Republics		Cyprus		Britain			
	f	%	f	%	f	%	f	%	f	%
I don't pay attention to anything	1	0,3	9	2,3	3	0,8	13	3,3	26	6,7
I pay attention to its exact fitting on my body	24	6,2	28	7,2	31	8,0	34	8,7	117	30,1
I pay attention to its emphasizing my certain parts of my body	5	1,3	8	2,1	1	0,3	9	2,3	23	5,9
I pay attention to its covering and hiding some parts of my body	19	4,9	7	1,8	7	1,8	14	3,6	47	12,1
I can wear any style that suits my body	68	17,5	29	7,5	45	11,6	34	8,7	176	45,2
Total	117	30,1	81	20,8	87	22,4	104	26,7	389	100

(1 cell (5,0%) expected frequency is not smaller than 5. The smallest expected frequency is 4,79)
χ^2 = 41,640   Level of significance (P) = 0,000

Table 9. The results of independent sample t test for the average points of the factors affecting the preferences for clothing and clothes selection preferences based on the sex

	Sex	f	Mean	Standard error	t Value	Significance (P)
When I go out, I pay attention that all my clothes are in colour harmony	Female	288	3,500	1,364	2,230	0,026
	Male	101	3,149	1,359		
When I go out, I get dressed in concordance with my psychological situation	Female	288	3,108	1,594	3,681	0,000
	Male	101	3,802	1,732		
When I go out, I get dressed in conformity with the current fashion	Female	288	4,174	1,698	2,482	0,013
	Male	101	3,673	1,866		
The pattern on the cloth matters in my preference for clothes	Female	288	3,038	1,978	-3,339	0,001
	Male	101	3,931	2,418		
The feature of the cloth matters in my preference for clothes	Female	288	3,306	2,139	2,801	0,006
	Male	101	2,663	1,925		

$H_0 : \mu_{Male} = \mu_{Female}$ $H_1 : \mu_{Male} \neq \mu_{Female}$

most frequently encountered problems when buying clothes (12). The results of the chi-square test suggest that the difference which is statistically observed in terms of the countries of the students and their preference for the

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In this part of the study, for the second sub-aim of the research, there are the findings which reveal the factors affecting the students' preference for getting dressed. In order to obtain the data, the students were asked the questions

decision-making process when they make their preference for clothes. In the first question, what is aimed is to determine the factors which the students consider for getting dressed when they go out based on their per-

sonal differences are asked, and in the second question, what is aimed is to determine the features that the clothe carries, and finally in the third question, what is aimed is to determine the effects of the environment in preference for getting dressed. The participants were asked to sort their dressing age points are different in terms of country, sex.

Although there are various variants that affect the process of people's preference for getting dressed exist, there are three important variants affecting the decision process which are environmental effects, individual resources, enthusiasm and interest, knowledge, attitude, personal values and way of life. And psychological evaluations include information processing, learning, the changes in attitude and behavior (7).

Independent sample (t test) was made regarding the factors that affect the

Table 10. The average points of the factors affecting the daily preferences for dressing based on the countries ANOVA and the results of multi-comparisons

	Country	f	Mean	Standard error	F Value	Significance (P)	Multiple Comparisons
When I go out, I randomly select my clothes	Turkey	117	6,077	0,957	3,545	0,015	Turkey-Britain
	Turkic Republics	81	5,778	1,949			
	Cyprus	87	6,057	1,195			
	Britain	104	5,462	1,980			
	Total	389	5,846	1,575			
When I go out, I don't care about what I am wearing	Turkey	117	6,419	0,976	26,959	0,000	Turkey- Turkic Republics Turkey-Britain Turkic Republics-Cyprus Cyprus-Britain
	Turkic Republics	81	5,444	1,492			
	Cyprus	87	6,529	0,760			
	Britain	104	4,904	2,288			
	Total	389	5,835	1,654			
When I go out, I pay attention to the colour harmony of all my clothes	Turkey	117	3,188	1,238	7,789	0,000	Turkey- Turkic Republics Turkic Republics-Britain Cyprus-Britain
	Turkic Republics	81	3,926	1,603			
	Cyprus	87	3,609	1,185			
	Britain	104	3,087	1,330			
	Total	389	3,409	1,370			
When I go out, I care about my clothes are the quality ones.	Turkey	117	3,043	1,199	7,935	0,000	Turkey-Britain Cyprus-Britain
	Turkic Republics	81	3,395	1,708			
	Cyprus	87	2,954	1,266			
	Britain	104	3,798	1,339			
	Total	389	3,298	1,406			
When I go out, I care about my clothes are clean and tidy.	Turkey	117	2,026	1,276	8,121	0,000	Turkey-Britain Cyprus-Britain
	Turkic Republics	81	2,321	1,490			
	Cyprus	87	1,943	1,114			
	Britain	104	2,817	1,647			
	Total	389	2,280	1,436			
When I go out, I get dressed in conformity with the current trends.	Turkey	117	4,026	1,545	3,238	0,022	Cyprus-Britain
	Turkic Republics	81	4,086	1,697			
	Cyprus	87	3,609	1,409			
	Britain	104	4,394	2,174			
	Total	389	4,044	1,754			

$H_0 : \mu_{Turkey} = \mu_{Turkic\ Republic} = \mu_{Cyprus} = \mu_{Britain}$

$H_1 : \mu_{Turkey} \neq \mu_{Turkic\ Republic} \neq \mu_{Cyprus} \neq \mu_{Britain}$

criteria in the questions of the survey and the points for each question were calculated, and then hypotheses were suggested in order to find answers to the question whether or not the average differences and psychological evaluations. The environmental effects include culture, social class, personal interactions, family and status. Individual differences consist of consumption students' decision-making process regarding their preferences in clothing, and table 9 was prepared for the preferences for the daily dressing and the factors of the criteria for selecting the

clothes for which significant difference based on the sex is seen in the statis-

attention that all my clothes are in colour harmony" is 3,5, the average of the men are found to be 3,1. In other

cause the average point of the men are higher compared to girls, it is possible to say - in terms of this factor -

Table 12. The average points of the factors points of the environmental effects on selection of clothes based on the countries ANOVA and the results of multi-comparisons

	Country	f	Mean	Standard error	F Value	Significance (P)	Multiple Comparisons
I am affected by my environment when selecting clothes	Turkey	117	4,803	1,108	3,870	0,010	Cyprus-Britain
	Turkic Republics	81	4,531	1,492			
	Cyprus	87	4,908	1,263			
	Britain	104	4,298	1,671			
	Total	389	4,635	1,407			
I am affected by my family when selecting clothes	Turkey	117	4,581	1,191	5,502	0,001	Turkey-Cyprus Turkic Rep.- Cyprus Cyprus-Britain
	Turkic Republics	81	4,444	1,140			
	Cyprus	87	3,920	1,164			
	Britain	104	4,442	1,291			
	Total	389	4,368	1,223			
I am affected by my friends when selecting clothes	Turkey	117	4,333	1,009	9,776	0,000	Turkey- Turkic Rep. Turkey-Britain Turkic Rep.- Cyprus Cyprus-Britain
	Turkic Republics	81	3,827	1,233			
	Cyprus	87	4,460	1,009			
	Britain	104	3,779	1,097			
	Total	389	4,108	1,119			
I am affected by my spouse when selecting clothes	Turkey	117	2,316	1,096	9,552	0,000	Turkey- Turkic Rep. Turkey-Britain Cyprus-Britain
	Turkic Republics	81	2,988	1,250			
	Cyprus	87	2,667	1,096			
	Britain	104	3,202	1,651			
	Total	389	2,771	1,340			
I am affected by my fashion when selecting clothes	Turkey	117	3,632	1,540	47,654	0,000	Turkey- Turkic Rep. Turkey-Britain Turkic Rep.- Cyprus Cyprus-Britain
	Turkic Republics	81	2,704	1,900			
	Cyprus	87	3,678	1,625			
	Britain	104	1,385	1,279			
	Total	389	2,848	1,842			
I am affected by the celebrities and the popular figures when selecting clothes	Turkey	117	1,333	0,809	95,117	0,000	Turkey- Turkic Rep. Turkey-Britain Turkic Rep.- Cyprus Cyprus-Britain
	Turkic Republics	81	2,506	1,872			
	Cyprus	87	1,368	1,202			
	Britain	104	3,894	1,123			
	Total	389	2,270	1,655			

$H_0 : \mu_{Turkey} = \mu_{Turkic\ Republic} = \mu_{Cyprus} = \mu_{Britain}$

$H_1 : \mu_{Turkey} \neq \mu_{Turkic\ Republic} \neq \mu_{Cyprus} \neq \mu_{Britain}$

tical evaluations.

According to the independent sample t test results, regarding the average of points of the factors that affect the preferences for clothing based on sex, it has been concluded that the averages are different in terms of all preference points [p<0,05]. Although, the average of the girls' in terms of the factor point for "When I go out, I pay

words, because the average point of the girls are higher compared to males, it is possible to say - in terms of this factor - that girls are more inclined to make preference, in this factor.

For "When I go out, I get dressed in concordance with my psychological situation", while the factor point for girls is 3,1 the average for the men was found 3,8. In other words, be-

that the men are more inclined to make preference, in this factor. Additionally, when table 9 is examined, it's understood from the average points that although the girls attributes more importance to the factors "when I go out, I get dressed in conformity with the current fashion", "The feature of the cloth matters in my preference for clothes", the men attribute more impor-

tance to "The pattern on the cloth matters in my preference for clothes".

Table 11. The average points of the factors affecting the preferences for dressing based on the countries ANOVA and the results of multi-comparisons

	Country	f	Mean	Standard error	F Value	Significance (P)	Multiple Comparisons
Colour matters in my preference for clothes	Turkey	117	5,026	1,840	4,132	0,007	Turkic Rep.-Cyprus
	Turkic Republics	81	4,272	2,313			
	Cyprus	87	5,345	1,764			
	Britain	104	5,038	2,281			
	Total	389	4,943	2,079			
Pattern of the cloth matters in my preference for clothes	Turkey	117	2,786	1,741	7,854	0,000	Turkey- Turkic Rep. Turkey-Britain Turkic Rep.-Cyprus Cyprus-Britain
	Turkic Republics	81	3,938	2,522			
	Cyprus	87	2,793	2,108			
	Britain	104	3,692	2,024			
	Total	389	3,270	2,134			
The model of the cloth matters in my preference for clothes	Turkey	117	5,923	2,014	13,897	0,000	Turkey-Britain Turkic Rep.-Britain Cyprus-Britain
	Turkic Republics	81	5,395	2,149			
	Cyprus	87	6,034	1,544			
	Britain	104	4,433	2,131			
	Total	389	5,440	2,078			
Current tends matter in my preference for clothes	Turkey	117	4,205	2,058	10,659	0,000	Turkey-Cyprus Turkey-Britain Turkic Rep.-Britain Cyprus-Britain
	Turkic Republics	81	4,519	2,080			
	Cyprus	87	4,885	1,528			
	Britain	104	5,567	1,653			
	Total	389	4,787	1,919			
The price matters in my preference for clothes	Turkey	117	4,974	2,070	11,158	0,000	Turkey-Cyprus Turkey-Britain Turkic Rep.-Britain Cyprus-Britain
	Turkic Republics	81	4,654	2,192			
	Cyprus	87	4,046	2,188			
	Britain	104	5,721	1,726			
	Total	389	4,900	2,117			
The quality matters in my preference for clothes	Turkey	117	4,949	2,080	56,910	0,000	Turkey-Cyprus Turkey-Britain Turkic Rep.-Turkey Turkic Rep.-Cyprus Turkic Rep.-Britain Cyprus-Britain
	Turkic Republics	81	4,519	2,286			
	Cyprus	87	5,736	1,833			
	Britain	104	2,279	1,628			
	Total	389	4,321	2,348			
The feature of the cloth matters in my preference for clothes	Turkey	117	3,068	1,874	7,446	0,000	Turkey-Cyprus Turkic Rep.-Cyprus Cyprus-Britain
	Turkic Republics	81	3,765	2,164			
	Cyprus	87	2,345	1,669			
	Britain	104	3,394	2,411			
	Total	389	3,139	2,102			
My body characteristics matters in my preference for clothes	Turkey	117	5,068	2,709	4,137	0,007	Turkey-Britain Turkic Rep.-Britain Cyprus-Britain
	Turkic Republics	81	4,938	2,282			
	Cyprus	87	4,816	2,554			
	Britain	104	5,875	1,629			
	Total	389	5,201	2,365			

$H_0 : \mu_{Turkey} = \mu_{Turkic\ Republic} = \mu_{Cyprus} = \mu_{Britain}$

$H_1 : \mu_{Turkey} \neq \mu_{Turkic\ Republic} \neq \mu_{Cyprus} \neq \mu_{Britain}$

Whether or not there is a difference between the averages of the points of the factors which are effective on the preferences of the dress selections based on the countries (table 11) and those of the factors of the environmental effects which are effective on the preferences of the dress selections based on the countries, a single direction variance analysis (ANOVA) was made [p<0,05], and the following tables are prepared for those for which significance difference is seen in terms of the countries in the statistical evaluations. In order to determine

which groups' points are different, a multi-comparison test was made. The options (for H_0 hypotheses) for which there was no difference regarding the factors affecting the features carried by the clothes and those of the environmental ones in the preferences of the clothes were not included in the table.

It has been concluded that the averages are different in terms of the points of preferences for daily dressing [p<0,05]. According to the results of multi-comparison test results; it is possible to say that the countries whose average point for daily dressing when going out is higher than those with a lower point are more inclined to make preference –in terms of this factors.

It has been concluded that the averages of all of the factors are different in terms of the features the clothes have, based on the countries [p<0,05]. According to the results of multi-comparison test results; it is possible to say that the countries whose average points for the features the clothes have are higher than those with lower ones are more inclined to make preference –in terms of this factor.

It has been concluded that the averages of all of the factors are different in terms of the environmental factors in the selection of clothes, based on the countries [p<0,05]. According to the results of multi-comparison test results; it is possible to say that the countries whose average points for the features the clothes have are higher than those with lower ones are more inclined to make preference –in terms of this factor. As the factors of "I am affected by my environment", "I am affected by my friends", "I am affected by my fashion" in selecting clothes are more important for the students in Cyprus, and the factor "I am affected by my family" is preferred more by the Turkish students compared to other countries, and the factor "I am affected by the celebrities and the popular figures when selecting clothes" is the

factor with the highest average, it is possible to say that it is the factor which is preferred more compared to other countries. The fact that each country behaves differently in the selection of clothes confirm that the social environment in which the students are has a big effect. Because, the rate of dressing and the period of usage of the clothes are primarily affected by the age of the user, including his/her activities, targets, values and the daily usage and maintenance of the daily clothes. Consumption of clothes is affected by the social and the economic environment in which an individual and the family are in (3).

4. RESULTS AND DISCUSSION

In this study, which is planned and conducted in order to determine whether or not there is difference amongst the countries regarding the university students' behaviors of buying and dressing preferences, it has been concluded that there is significant difference amongst the countries with respect to the behaviors of buying clothes. It has been also been concluded that the average of the points of the factors are different when evaluated based on education, sex and the countries in terms of the preferences of dressing, the criteria of selecting clothes and the environmental factors in dressing.

The differences which were determined based on the countries when the students make the preferences in buying clothes and in dressing are specified below;

- It has been concluded that generally the university students preferred to buy ready-made clothes,

- When buying clothes Turkish students focus on "I make my decision seeing the windows", and therefore they are influenced by the clothes shown on the windows; as for the students from Britain, they focus on the option "I'd buy by checking my wardrobe", so they act consciously.

- It has been concluded that when buying clothes, most of the students in Cyprus and written attribute importance to "it's being the most recent fashion", and the Turkish students attribute importance to "the quality of the cloth",

- The students in Turkey, Cyprus and Britain are in the group "who always closely followed the fashion", and the students from Turkic Republics are in the group "who try to follow the fashion" and that generally students prefer fashionable clothes "because they are new and different"

- As for the style of the clothing, the students in Cyprus and Britain prefer the clothes "which exactly fit the body", and most both the students in Turkey prefer the styles "which hides certain parts of the body".

- When their preference for dressing is examined in terms of sex, it has been concluded that there are differences in the behaviors between girls and boys in the factors of selection of clothes depending on the colour harmony of the cloth, current trends, pattern on the clothes, the feature of the clothes, and the psychological situation,

- In their daily dressing, the students in Britain get the least average point in factors of choosing the clothes randomly, getting dressed without care and color harmony, as for the students in Cyprus, they get the least average point in factors of quality appearance of clothes, clean and neat clothes, getting dressed in conformity with the current trends, so they are the of least-inclined to prefer, and that the they are separated from other countries according to the result of multi-comparisons.

- It has been concluded that as their criteria for selection of clothes, the students in Turkey get the least average point in factors of pattern the clothes, current trends; and the students of Turkic Republics get the least average point in factor of the

colour, and the students in Cyprus get the least average point in the factor of price, and the students in Britain get the least average point in the factors of the model and the quality of the dress, so they are the least-inclined to prefer, and that the they are separated from other countries according to the result of multi-comparisons.

- It has been understood that and the environmental effect factors in the selection of clothes, the students in Turkey get the least average point in factors of I am influenced by my spouse, by celebrities and popular figures, and the students in Britain get the least average point in the factors of I am influenced by my social environment, by my friends, by the fashion itself, and the students in Cyprus get the least average point in the factor of I am influenced by my family when selecting clothes, so they are the group least keen on making preferences, and that they

are separated from other countries according to the result of multi-comparisons.

The globalization which has emerged with ever increasing world population and the development of the technology has caused the clothes sector to improve and people have had more product types. The purpose of dressing has become psychological and sociological rather than physical needs. The productions with a lot of variety make it harder for the consumer to make selection. In this case, the manufacturers have had to manufacture, promote and market their products at the best quality in order to meet the consumers' personal needs desires, wishes an needs. In order for the manufacturers to market their goods, they should know about consumer behaviors such as demographic features of the consumers living in a certain geography and the relations between their preferences of consumption, what, when, how and where the consumers buy, what factors consum-

ers attribute importance to, the economic situation of the target consumer group, they preferences in making purchases and usage.

Revealing the preferences of the students of the same age and education group for buying clothes and getting dressed, this study would suggest ideas to the domestic and international manufacturers of ready-made clothes whose target group is the youth, about dressing behaviors of consumers. In addition, if the other researchers who are into determining consumers' preferences for dressing examine the subject by further expanding it, in terms of education, age, sex, income level groups in various geographical regions in order to determine the preferences of various target masses, would contribute information to those who are into this subject.

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