Comparative Analysis of Turkish and Swedish Generation Z's Clothing Buying Behavior

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ABSTRACT

Nowadays, generation Z, who is the youngest consumers in the society, is defined as the individuals that were born in 1995 and after. Individuals in this generation are highly educated, extremely self-confident, individualistic and tech-savvy. Therefore, their buying behaviors differ from other generations' buying behaviors. In this context, this research aims to analyze the clothing buying behaviors of generation Z. Also, it aims to reveal the differences between clothing buying behaviors of generation Z, who lives in two different countries that possess different socio-cultural and economic structures. In accordance with the aim of the research, surveys are conducted in Türkiye and Sweden and the obtained data are comparatively analyzed. According to the obtained results, generation Z gives great importance to the quality, fabric, color, design and fitting of bought clothing products. Also, they give great importance to after sales services' quality, the presence of plenty more clothing product alternatives and the different usage possibilities of the clothing products.

1. INTRODUCTION

Clothing products, which are one of the basic consumption needs of the individuals, nowadays turn into products that are bought for fashion, pleasure and status. In this context, there are factors, which affect the buying behavior of clothing products that possess a significant place within individuals' consumption expenditures. These factors can be gathered in four main groups as; socio-cultural, demographic, economic and psychological. At this point, age factor is one of the significant sub-factors of demographic factors. Age factor is a significant factor, which affects and differentiates the buying behaviors of consumers. Here generation Z, who is the youngest consumers in the society, and its buying behaviors come into prominence.

Individuals that were born in 1995 and after are referred as generation Z. This generation was born into the middle of technology and they are intertwined with technology. Generation Z consists of individuals; who possess high self-confidence, who are excessively social, creative and

independent, who can easily use technology, who like irregularities, who give great importance to individuality, who get bored quickly and who have lots of fun. Therefore, their buying behaviors differ from other generations' buying behaviors. In this context, this research aims to analyze the clothing buying behaviors of generation Z. In accordance with the aim of the research, surveys are conducted in Türkiye and Sweden and the obtained data, which are acquired from two different countries that possess different socio-cultural and economic structures, are comparatively analyzed.

In the literature, there are researches about generation Z's purchase intentions and/or attitudes towards recycled clothing, fashion/apparel rental services, online fashion/apparel rental services, online clothing gifting, online fashion/clothing shopping, green apparel/sustainable clothing, brand love/loyalty, clothing purchases via social media platforms, secondhand clothes, luxurious secondhand clothes, luxury fashion consumption, fast fashion, slow fashion, use of digital fashion items, fashion advertisements, luxurious fashion advertisements, fashion

To cite this article: Erez T, Atılgan T, Kanat S. 2025. Comparative analysis of turkish and swedish generation z's clothing buying behavior. *Tekstil ve Konfeksiyon,* 35(2), 88-97.

design, artificial intellegince use in fashion shopping, increased reality applications use in online fashion shopping, social media engagement in terms of fashion innovativeness and delivery preferences for online clothing shopping [1 – 13, 28 – 64]. In addition to these, some researches just focus on women swimwear or maternity wear shopping of generation Z [14, 15]. However, there isn't any study, which generally analyzes the clothing buying behaviors and which actualizes this analysis on generation Z in Türkiye and Sweden and which reveals the differences and similarities between individuals, who belong to the same generation in different countries that possess different socio-cultural and economic structures. In this context, this research differs and individuates from the other studies in the literature.

2. DEFINITION OF GENERATION Z, ITS PROPERTIES AND HYPOTHESES DEVELOPMENT

Generational cohorts are classification of people on the basis of the time period during which they are born [1]. In other words; a generation refers to a group of people who were born and live in the same time period, who are differentiated from others by their age and who have similar buying behaviors [16, 17]. These different groups of people experience the same economic, social, cultural and political events during their formative years and these events affect their attitudes, values, preferences and consumption behaviors [1, 18]. Cohorts before generation Z can be listed as; silent generation (born between 1928 and 1945), baby boomers (born between 1946 and 1964), generation X (born between 1965 and 1979) and generation Y (millennials) (born between 1980 and 1994) [16, 19].

Generation Z (post-millennials) (born between the mid-1990s to the early 2010s) born in or after 1995 and were raised in the 2000s [1 – 3, 12, 16, 17, 20 – 24]. They are highly educated, extremely self-confident, technologically savvy, individualistic, innovative, creative, open-minded, adaptable to change, sincere, honest, hedonist, materialistic, achievement orientated, desire instant results and appreciate the communication of brands on social media [1, 2, 16, 17, 21 – 25]. High level of education and competitive spirit has also given generation Z an entrepreneurial spirit [24, 26]. They are very aware of real world realities from a young age [24].

It is the first generation born into a digital world that lives online and virtually integrates and engages with its favorite brands. Generation Z is heavy user of technology and they see it as an instrument for them [22]. They are an inherently digital generation [23,26]. They don't know about a world without an internet. They are surrounded by technology and internet, with smartphones, video games and screens and they often use five screens at the same time [12, 18, 23, 24]. Sending e-mails, SMS, likes are an integral part of

generation Z's daily lives [18]. That's why they are also called as i-generation [21].

They spend about 10 to 11 hours per day online reading, liking and sharing materials [2, 12, 24]. They prefer texting, sending images or video communication instead of verbal communication [12, 16, 20]. They are always connected with the world and develop personal relationships through social network services [21, 25]. They acquire information from social media platforms and also share their experiences with others on social networks [23]. They are heavily engage in social media and their purchase decisions are influenced by social media and influencers on online platforms [23, 25]. Their online identities have a big influence on their purchasing habits as they care about how they are perceived by others [24]. They are less loyal to retailers and they expect retailers to get the product to them, as a consequence retailers feel pressure to find new ways to grab and hold consumers' attention [22]. They are loyal to online shopping, have higher expectations, no brand loyalty and care more about the experience [14, 22]. They are interested in fashion and they use fashion for expressing their identities [23].

Generation Z is a pragmatic cohort [26]. They grew up during the financial crisis of 2008 and most recently the Covid-19 pandemic has raised both health concerns and financial burderns with an increased unemployment rate [19, 25, 26]. Therefore, they focus on sensible, stable careers, security, safety and privacy [26]. They become aware of the importance of saving and prudent spending [25]. They are savvy consumers who don't just expect more for their money but stronger meaning aligning with individual values [24].

Diversity is the reality of generation Z [25, 26]. Social media has given generation Z a connection to others from different cultures, backgrounds and circumstances [26]. They are also called as the pluralist generation because they represent the age group having the most diversity with ethnicities and religious groups [21]. They find themselves being multicultural vanguards for racism and change in society [24].

They have a strong sense of social responsibility and most of them express genuine interest in leading change in sustainable development [17]. They understand environmental issues and prefer eco-friendly products [1, 8, 31, 32, 34, 46, 50, 62]. They are interested in incorporating sustainability into their life styles [24]. They concern about the environment, prioritize health when making food choices and desire a higher quality of life in comparison to other generational cohorts [17]. They believe that companies have an obligation to address and deal with environmental and social issues. Moreover, they are also willing to particapate in this process by reducing their consumption and switching their consumption to eco-friendly products [1, 3, 14]. They are more inclined toward sustainable brands and they are more willing to buy green

products and pay more for products produced ethically and sustainably [1, 8, 25]. More specifically, they are willing to pay 10-15% more on eco-consious clothes [2]. In addition to this information, another study reveals that, generation Z is willing to pay up to 25% more for a sustainable apparel product, however, the uniqueness of the product is very important [44]. Similarly, another study indicates that passionate eco-conscious generation Z consumers value classic design, high quality and versatility and thus, they like to pay more money for these clothes [56]. However, some studies claim the vice versa of this argument. These studies indicate that, although members of gen Z are concerned about environment and ethical production and show positive attitudes towards sustainable clothes, they think that environmentally friendly apparel products are expensive and they give importance to price and fashion rather than sustainability and continue to buy fast fashion products [28, 39, 40, 42, 53, 59].

On the other hand, eco-conscious generation Z consumers thrift, share and recycle [38]. They opt secondhand or vintage clothing [46, 57]. Although being eco-concscious affects buying secondhand cloting products, the most significant factor is economic factor (low prices) [58, 60]. Also, they donate their pre-loved clothing products [54]. Moreover, they rent clothes because they want to change their wardrobes more frequently, easily and cheaply [2, 7, 37]. Furthermore, they are willing to choose sustainable delivery for their online clothing shopping, however they expect to receive incentives such as coupons and discounts [61].

As it be can seen from the literature generation Z gives great importance to social media, prudent spending, sustainability, eco-friendly clothing products and online shopping. They use social media and internet for searching, acquiring information, sharing and communicating [1, 2, 8, 12 - 14, 16, 17, 19 – 26, 31, 32, 34, 46, 50, 62]. They are affected from sales campaigns, quality and inspiring videos and photos in fashion advertisements [30]. They are interested in fashion and they use fashion for expressing their identities [23]. Gen Z generally prefers clothes, which have easy, casual and preppy styles [43]. They have higher expectations [22, 24]. They expect more from brands and retailers in exchange for their money [24]. They put pressure on retailers for finding new ways to grab and hold their attention [22]. They care about how they are perceived by others [24] However, they are not loyal to brands and retailers [14, 22]. Due to these reasons and according to the aim of the research (This research aims to analyze the clothing buying behaviors of generation Z. Also, it aims to reveal the differences between clothing buying behaviors of generation Z, who lives in two different countries that possess different socio-cultural and economic structures.) following hypotheses are suggested:

H1: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to alternatives, after sales services, color, fabric, quality and design.

H2: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to social media, opinions of other people and fashion.

H3: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to store atmosphere, personality, favorite brands and fashion.

H4: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to brand and price.

H5: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to sustainability factors.

H6: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to search, discount and different brands.

H7: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to requirement, speed and fun.

H8: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to fitting and elaborateness.

3. METHOD OF THE RESEARCH

This research aims to analyze the clothing buying behaviors of generation Z. Also, it aims to reveal the differences between clothing buying behaviors of generation Z, who lives in two different countries that possess different socio-cultural and economic structures. Moreover, it aims to make suggestions to clothing producers and marketers in the light of obtained findings.

In accordance with the aim of the research, surveys are conducted to consumers, who belong to generation Z (individuals that were born in 1995 and after) and who lives in Türkiye and Sweden, and the obtained data are comparatively analyzed. These two countries (Türkiye and Sweden) are chosen for comparison, because they are different from each other in terms of economic, social and cultural factors. The intensity of young population in Türkiye is very high, whereas education and welfare levels are very high in Sweden. Sweden is preferred to represent another culture, because it possesses more homogenic socio-cultural and economic structure with regard to other European countries like Germany or United Kingdom. Sweden hosts fewer immigrants with regard to other European countries like Germany [65]. Besides, according to Ministry of Foreign Affairs of Türkiye Republic, the population of the Turkish community in Sweden is less intensive according to other European countries [66].

According to the data of Eurostat [27], 23,6% of Türkiye's population consists of individuals whose ages are between 0 and 14, whereas 16,1% consists of individuals whose ages are between 15 and 24. These groups also constitute generation Z. The average of these two groups is 19,85%. The 19,85% of Türkiye's population is equal to 16.040.890 by 2018. At this point, sample size for Türkiye is calculated as 384 at 95% confidence interval with 5% error margin. On the other hand, 17,7% of Sweden's population consists of individuals whose ages are between 0 and 14, whereas 11,5% consists of individuals whose ages are between 15 and 24. The average of these two groups is 14,6%. The 14,6% of Sweden's population is equal to 1.477.556 by 2018. At this point, sample size for Sweden is calculated as 384 at 95% confidence interval with 5% error margin.

The individuals, who constitute the sample, are determined according to simple random sampling. Volunteerism principle is applied in survey participation. A survey form, which consists of 10 main and 40 sub-questions, has been used as a data collection tool. The survey forms are prepared in countries' mother languages (Turkish and Swedish). Also, the survey is ethically approved by Ege University's Ethical Board of Social and Human Sciences Scientific Research and Publication in 05.08.2019 with 332 protocol number.

The surveys are conducted face to face and online in both countries between November 2019 and June 2020. After the repatriation and evaluation of the sent-back questionnaires, 785 of them (394 from Türkiye, 391 from Sweden) are incorporated to the research. The obtained findings are analyzed via SPSS program.

4. FINDINGS OF THE RESEARCH AND THEIR ANALYSIS

At the beginning of statistical analysis, the reliability of the questionnaire is measured and the reliability co-efficient α is found as 0,902 for Türkiye survey whereas it is found as 0,890 for Sweden survey. If two surveys are evaluated together, the reliability co-efficient α is found as 0,894. According to this, the scale of the questionnaire is addressed to be highly reliable.

If the demographic properties of the participants are analyzed, it can be seen that 62% of the participants were born between 1995 and 2000 (Table 1). 59% of the participants are women and 41% of them are men. 67% of them have graduated from university and 51% of them possess a 390 Euro or above monthly income or pocket money. Their average sibling number is found as 1,32. Turkish participants' average sibling number is found as 1,80 whereas Swedish participants' average sibling number is calculated as 0,84.

Table 1. Distribution of participants according to their demographic properties

Demographic Properties		Frequency			Valid Percent		
		Türkiye	Sweden	Total	Türkiye	Sweden	Total
Age	1995-2000	234	256	490	59,4	65,5	62,4
	2001-2009	160	135	295	40,6	34,5	37,6
Gender	Women	239	225	464	60,7	57,5	59,1
	Men	155	166	321	39,3	42,5	40,9
Education status	Secondary school	9	0	9	2,3	0	1,1
	High school	13	123	253	33,0	31,5	32,2
	University	255	268	523	64,7	68,5	66,6
Monthly income / pocket money	389 Euro and below	285	99	384	72,3	25,3	48,9
	390 Euro and above	109	292	401	27,7	74,7	51,1

Table 2. Distribution of participants according to their clothing product purchase properties

		Frequency			Valid Percent		
		Türkiye	Sweden	Total	Türkiye	Sweden	Total
Share of clothing expenditures within monthly income	%20 and below	241	73	314	61,2	18,7	40,0
	%21-40	110	171	281	27,9	43,7	35,8
	%41 and above	43	147	190	10,9	37,6	24,2
The place where the clothing products are usually bought	Physical store	257	207	464	65,2	52,9	59,1
	Online channels	137	184	321	34,8	47,1	40,9
The person with whom the clothing shopping is usually actualized	On my own	175	209	384	44,4	53,5	48,9
	With my family	98	47	145	24,9	12,0	18,5

		With my friends	121	135	256	30,7	34,5	32,6

If the clothing product purchase properties of participants are analyzed, it can be seen that 76% of the participants reserve 40% or less to clothing expenditures from their monthly incomes (Table 2). 59% of the participants usually buy clothing products from physical stores, whereas 41% generally prefers online channels. 47% of the Swedish participants prefer online clothing shopping, whereas this ratio is found as 35% in Turkish participants. Besides, 49% of the participants go clothing shopping on their own. This ratio is calculated as 54% in Swedish participants, whereas it is found as 44% in Turkish participants. Turkish teenagers earn their economic independence later than their Swedish peers. Also, they leave their family houses later than their Swedish peers. The differences that are seen in clothing product purchase properties support these arguments.

12% of the Turkish participants indicate Koton as the clothing brand which they bought most frequently. This brand is followed by LC Waikiki (%11), Zara (%10), H&M (%7), Mavi (%7) and Nike (%6) respectively. On the other hand, 17% of the Swedish participants specify H&M as the clothing brand which they bought most frequently. This brand is followed by Ralph Lauren (%7), Gina Tricot (%6) and Acne Studios (%5) respectively. Besides, 21% of the Swedish participants indicate e-commerce websites as a clothing brand which they bought most frequently.

The survey offers 31 statements, which analyze the clothing buying behaviors of generation Z participants. All participants are required to choose their agreement levels for each of these statements. In quinary likert scale I absolutely agree is coded as 5, I agree is coded as 4, I have no idea is coded as 3, I don't agree is coded as 2 and I don't agree absolutely is coded as 1. The obtained findings are given in Table 3.

According to the obtained averages, participants indicate that they give great importance to the quality of clothing products (Table 3). They also specify that they give significant importance to the fabric, color, design and fitting of bought clothing products. In addition to these, they give great importance to after sales services' quality (quickness of delivery, return procedures, guarantee procedures, payment security etc.), the presence of plenty more clothing product alternatives and the different usage possibilities of the clothing products. Furthermore; they elaborately buy their clothing products, they like to compare different brands while buying clothing products and they have favorite clothing brands that they bought frequently. If the obtained results are compared with the previous studies' results, it can be said that the findings are compatible with the literature. As it is explained in the literature, generation Z members have higher expectations and expect more form brands and retailers in exchange for their money. They also put pressure on reatilers for finding

new ways to grab and hold their attention [22, 24]. Similarly, according to the obtained results they great impormtance to after sales services' quality, the presence of plenty more clothing product alternatives and fabric, color, design and fitting of bought clothing products. Besides, both according to literature [14, 22] and obtained results, they are not loyal to brands and retailers and they like to compare different brands while buying clothing products.

After the basic assessment, the statements are evaluated with exploratory factor analysis and gathered into eight groups. The results of exploratory factor analysis indicated that the samples are suitable and reliable for factor analysis (Kaiser-Meyer-Olkin measure of sampling is found 0,861 and the significance of Bartlett's Test of Sphericity is found 0,000). Principal components extraction is used for extracting factors with eigenvalues over 1 and the rotation of factor loading matrix is chosen as varimax. The cumulative variance of 8 factors is found as 60,269%. The loadings (scores) of the statements within Table 3 are taken from rotated component matrix (only five loadings are lower than 0,50 and their values are between 0,417 and 0,497). The eight factors, which are obtained as a result of exploratory factor analysis, are renamed (Table 3).

Afterwards, hypotheses are tested at 95% confidence interval. Hypotheses aim to reveal the differences between clothing buying behaviors of generation Z, who lives in two different countries that possess different socio-cultural and economic structures. According to the obtained results, 6 hypotheses are accepted, whereas 2 hypotheses are rejected (Table 4).

According to the obtained results, Swedish generation Z consumers give more importance to the fabric, color, design and fitting of bought clothing products with regard to Turkish generation Z consumers. Similarly, they also give more importance to clothing brands' sustainability factors, after sales services' quality, the presence of plenty more clothing product alternatives and the different usage possibilities of the clothing products. Besides, they are more affected from the store atmosphere during their clothing shopping and they better express their personalities via their clothes (Table 4 and 5).

On the other hand, Turkish generation Z consumers give more importance to searching on the internet before buying clothing products with regard to Swedish generation Z consumers. Similarly, they also buy more clothing products that are at a discount, they much more like to compare different brands while buying clothing products, they more elaborately buy clothing products and they much more enjoy buying clothing products. Besides, they give more importance to the fitting of bought clothing product and to buying clothing products only when they needed them (Table 4 and 5).

Table 3. The results of the exploratory factor analysis towards the clothing buying behaviors of generation z participants and the descriptive statistics of the statements

Factors	Statements	Rotated Loadings	Average	Standard Deviation	Averages of the Factors
Alternatives, after sales services, color, fabric, quality and design	The presence of plenty more alternatives of the clothing products that I bought is important for me.	0,716	4,21	0,954	4,45
	The different usage possibilities of the clothing products that I bought are important for me.	0,682	4,43	0,768	
	The color of the clothing products that I bought is important for me.	0,675	4,51	0,676	
	The quality of the after sales services of the clothing products that I bought is important for me.	0,569	4,57	0,676	
	The fabric of the clothing products that I bought is important for me.	0,557	4,38	0,701	
	The quality of the clothing products that I bought is important for me.	0,497	4,63	0,547	
	The design of the clothing products that I bought is important for me.	0,478	4,43	0,720	
Social media, opinions of other people and fashion	The advertisements affect me while buying clothing products.	0,749	2,89	1,275	3,21
	The social media comments affect me while buying clothing products.	0,740	3,29	1,308	
	The celebrities affect me while buying clothing products.	0,665	2,70	1,424	
	I give importance to my friends' opinions while buying clothing products.	0,593	3,76	1,041	
	I give importance to my family's opinions while buying clothing products.	0,497	3,00	1,206	
	The fashionableness of the clothing products that I bought is important for me.	0,417	3,63	1,139	
Store atmosphere, personality, favorite brands and fashion	The store atmosphere affects me while buying clothing products.	0,657	3,92	1,170	3,85
	My clothes give information about my personality.	0,626	4,07	1,004	
	I have favorite clothing brands that I bought frequently.	0,581	4,15	1,012	
	The design of the website /mobile application affects me while buying clothing products.	0,569	3,88	1,106	
	My standards and expectations oriented to the clothing products that I bought are very high.	0,546	3,80	0,977	
	I closely follow the fashion trends.	0,521	3,30	1,261	
Brand and price	The brand of the clothing products that I bought is important for me.	0,789	3,30	1,276	2,95
	As the clothing product that I bought gets more expensive, it is got more qualified.	0,629	2,60	1,326	
Sustainability factors	I pay attention to the social responsibility projects of the brands while buying clothing products.	0,796	3,47	1,095	3,57
	I pay attention to the environmental awareness of the brands while buying clothing products.	0,752	3,67	1,084	
Search, discount and different brands	I search on the internet before buying clothing products.	0,747	3,75	1,141	3,88
	I usually buy clothing products that are at a discount.	0,682	3,82	0,839	
	I like to compare different brands while buying clothing products.	0,577	4,07	1,008	
Requirement, speed and fun	I only buy clothing products when I needed them.	0,776	3,32	1,234	3,62
	I quickly decide while buying clothing products.	0,632	3,54	1,227	
	I enjoy buying clothing products.	0,474	4,00	1,043	
Fitting and elaborateness	The fitting of the clothing products that I bought is important for me.	0,757	4,35	0,586	4,25
	I elaborately buy clothing products.	0,689	4,15	0,589	

Table 4. Differences between the clothing buying behaviors of turkish and swedish generation z consumers - 1

Hypothesis 1: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to alternatives, after sales services, color, fabric, quality and design.

Country	N	Average	Standard Deviation	t	df	p
Türkiye	394	-0,0811531	1,00935484	-2,289	783	0,022
Sweden	391	0,0817758	0,98502005			

Hypothesis 3: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to store atmosphere, personality, favorite brands and fashion.

Country	N	Average	Standard Deviation	t	df	p
Türkiye	394	-0,1141916	1,02921035	-3,231	783	0,001
Sweden	391	0,1150677	0,95728063			

Hypothesis 5: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to sustainability factors.

Country	N	Average	Standard Deviation	t	df	p
Türkiye	394	-0,1844525	1,00768478	-5,276	783	0,000
Sweden	391	0,1858677	0,95812824			

Hypothesis 6: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to search, discount and different brands.

Country	N	Average	Standard Deviation	t	df	p
Türkiye	394	0,0765537	1,05491330	2,159	773,480	0,031
Sweden	391	-0,0771410	0,93646540			

Hypothesis 7: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to requirement, speed and fun.

Country	N	Average	Standard Deviation	t	df	p
Türkiye	394	0,1121662	1,06525738	3,175	767,741	0,002
Sweden	391	-0,1130268	0,91718918			

Hypothesis 8: The clothing buying behaviors of Turkish generation Z consumers differ from Swedish generation Z consumers with regard to fitting and elaborateness.

Country	N	Average	Standard Deviation	t	df	p
Türkiye	394	0,6535506	0,87896734	24,385	697,269	0,000
Sweden	391	-0,6585651	0,60448380			

Table 5. Differences between the clothing buying behaviors of Turkish and Swedish generation Z consumers - 2

Factors that Turkish generation Z consumers give more importance	Factors that Swedish generation Z consumers give more importance
Searching on the internet before buying clothing products	The presence of plenty more clothing product alternatives
Buying clothing products that are at a discount	The different usage possibilities of clothing products
Comparing different brands while buying clothing products	After sales services' quality
The fitting of clothing products	The quality, fabric, color, design and fashionableness of clothing products
Buying clothing products elaborately	Expressing their personalities via their clothes
Enjoying clothing shopping	Atmosphere of clothing stores
Buying clothing products only when they are needed	Given importance to sustainability factors by clothing brands

5. GENERAL EVALUATION AND SUGGESTIONS

Generation Z, who were born in 1995 and after, constitutes an important of consumers. Since they use technology and social media heavily and give great importance to be self-confident, independent, open-minded and creative, their buying behaviors are different than the other generations. In this context, this research aims to analyze the clothing buying behaviors of generation Z, which possesses a significant place within consumers. Also it aims to reveal the differences between clothing buying behaviors of generation Z, who lives in two different countries that possess different socio-cultural and economic structures. In accordance with the aim of the research, surveys are conducted in Türkiye and Sweden. The data, which are obtained from two different countries that possess different socio-cultural and economic structures, are comparatively analyzed. The significant results that have been obtained

within the scope of this research and the suggestions that can be made to clothing enterprises, brands and retailers on the basis of these results, can be summarized as follows:

1. According to the obtained research results, 60% of generation Z participants reserve 20% or more to clothing expenditures from their monthly incomes. Thus, it can be said that, generation Z likes to buy clothing products and they like to reserve a significant share to clothing products from their budgets. This finding is compatible with the literature [28, 39, 40, 42, 53, 59], which emphasize that generation Z members give importance to price and fashion rather than sustainability and continue to buy fast fashion products. Therefore, clothing enterprises and brands, especially the ones that targeted young consumers, should develop marketing strategies, which will allure this generation, and should try to become their favorite clothing brand.

2. 59% of the participants generally buy their clothing products from physical stores, whereas 41% usually prefers online channels. Although generation Z uses technology excellently, they usually buy their clothes from physical stores because they want to try, see and feel the clothes. However, there is also a considerable amount of generation Z consumers, who prefer online clothing shopping. These findings are also compatible with the literature [1, 2, 8, 12-14, 16, 17, 19-26, 31, 32, 34, 46, 50, 62], which state that generation Z gives great importance to online shopping. But at the same time they mostly use social media and internet for searching, acquiring information, sharing and communicating. So, it can be said that, approximately half of them prefer to search online but buy physically. Therefore, clothing enterprises and brands, which target generation Z, should both use physical and online channels. Besides, they should increase their tendency towards online clothing shopping by giving more detailed information about clothes and by increasing the quality and diversity of product photographs.

3. According to the obtained results, generation Z participants give great importance to the quality, fabric and fitting of bought clothing products. It can be said that, these findings are compatible with the literature, which emphasize that generation Z consumers value classic design, high quality and versatility in clothes [56] and they generally prefer clothes, which have easy, casual and preppy styles [43]. Thus, clothing enterprises and brands, which target generation Z, should give importance to their products' fabric and sewing quality. They should also use patterns, which are compatible with the physical properties of this generation.

4. Participants also give great importance to the color and design of bought clothing products. Generation Z consumers, who are excessively social and creative, give importance to designs and colors with which they can express themselves. Also, according to literature [23], they are interested in fashion and they use fashion for expressing their identities. Therefore, clothing enterprises and brands, which target generation Z, should exceptionally analyze their desires and pleasures and demonstrate these in their designs.

5. Generation Z participants give great importance to the presence of plenty more clothing product alternatives and

the different usage possibilities of the clothing products. As it mentioned before, the literature state that Z consumers value classic design, high quality and versatility in clothes [56] and they generally prefer clothes, which have easy, casual and preppy styles [43]. Thus, the obtained findings are compatible with the literature. Thus, clothing enterprises and brands, which target generation Z, should present plenty more clothing product alternatives. Also, they should design their clothes in such a way that they could be used in different places (for example, a shirt or a trouser which can not only be used at work but also at a dinner with friends as comfortable clothing).

6. Generation Z participants also give great importance to after sales services' quality. This finding is also compatible with the literature [22, 24], which emphasize that generation Z members have higher expectations and expect more form brands and retailers in exchange for their money and they put pressure on reatilers for finding new ways to grab and hold their attention. Therefore, clothing enterprises and brands, which target generation Z, should give great importance to factors such as quick delivery, return procedures, guarantee procedures and payment security.

7. Participants also like to compare different brands while buying clothing products and they have favorite clothing brands that they bought frequently. In other words, although their brand loyalty is low, they continue buying from their loved brands. As it can be seen, both according to literature [14, 22] and obtained results, they are not loyal to brands and retailers and they like to compare different brands while buying clothing products. Thus, clothing enterprises and brands, which target generation Z, should explore their expectations and desires. Besides, they should design and produce their products according to these expectations and desires.

8. According to the obtained results, Swedish generation Z consumers give more importance to the fabric, color, design and fitting of bought clothing products with regard to Turkish generation Z consumers. Similarly, they also give more importance to clothing brands' sustainability factors, after sales services' quality, the presence of plenty more clothing product alternatives and the different usage possibilities of the clothing products. Besides, they are more affected from the store atmosphere during their clothing shopping and they better express their personalities via their clothes. Therefore, clothing enterprises and brands, which target generation Z, should give more importance to these factors if the socio-cultural and economic structure of the country that they operate is similar to Sweden.

9. On the other hand, Turkish generation Z consumers give more importance to searching on the internet before buying clothing products with regard to Swedish generation Z consumers. Similarly, they also buy more clothing products that are at a discount, they much more like to compare different brands while buying clothing products, they more elaborately buy clothing products and they much more enjoy buying clothing products. Besides, they give more importance to the fitting of bought clothing product and to

buying clothing products only when they needed them. Therefore, clothing enterprises and brands, which target generation Z, should give more importance to these factors if the socio-cultural and economic structure of the country that they operate is similar to Türkiye.

To sum up, generation Z gives great importance to the quality, fabric, color, design and fitting of bought clothing products. Also, they give great importance to after sales services' quality, the presence of plenty more clothing product alternatives and the different usage possibilities of the clothing products. Thus, clothing enterprises and brands, which target generation Z, should exceptionally analyze their desires and expectations. Besides, they should prepare clothing collections, which possess plenty more product alternatives and include designs that are appropriate to their desires and expectations.

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