

# FACTORS RELATED TO MOSCOW TEENAGERS' PURCHASE INTENTION: A CASE STUDY OF THE SUBCULTURE CLOTHING MARKET

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## ABSTRACT

*This study investigates the relationship between the attitude of teenagers in Moscow towards subculture apparel and their intention to purchase subculture clothes. With constant changes in teenagers' preferences a marketer needs a deeper study of the factors related to the attitudes of the teens. Based on 339 questionnaires collected via surveys in schools and internet, the researcher proved there were positive relationships between the attitude and purchase intention, as well as relationships between the product attributes, such as attractiveness of apparel, friends' and online communities' influence, and the attitude varied significantly based on age, but not gender.*

## INTRODUCTION

Globalisation is taking over the economies, communications and fashion industries. In such times, preserving individuality and uniqueness becomes a goal for many. Russians, having been under the Communist regime for almost 70 years (www.russia today.com, accessed on 12/08/2009), haven't had a chance to differentiate, and the newly-formed market economy offers the consumers infinite choices, especially in apparel. Young consumers in Moscow experiment with clothing more than ever and they seek ways to express themselves (Razdobreeva, 2008). A teenager's maximalist approach, the refusal to accept the banalities of an ordinary life and a desire to be different and, at the same time, accepted by the peers, makes some join a subculture, such as Goth, punk, skinhead, ska, emo and others (Gromov, 2009).

As has been proven by Ajzen and Fishbein (1980), O'Keefe (2002) and many other researchers, purchasing intention is the best predictor of actual purchases, thus their model was used throughout the study to see the factors related to teenagers intention to buy subculture clothing in Moscow.

## REVIEW OF LITERATURE

### Relationships between External Variables and the Attitude

Subjective norm, which is defined as the individual's consideration for the opinions of others, surrounding him/her and whether to perform or not according to those opinions (Ajzen and Fishbein, 1980), has been researched a lot in relation to attitude. This study takes three elements of possible teenager's groups of influence – parents, friends and on-line communities. Grønhøj (2007) and Sanders (1996) have proved that there exists a strong relationship between friends' influence and the buying decisions of young consumers. Hofstede (1996) has as well concluded that Russians as a whole are a collectivist culture, thus opinions of others matter.

Fashion lifestyles have been proven by Ko et al. (2007) to have a significant relationship to attitudes and the intention to buy apparel, therefore the researcher has incorporated this study into the questionnaire and the framework. Young consumers were viewed as either: "information seekers", who put a considerable effort into researching fashions, eager to try new trends first and are less concerned about the functioning of clothing; "sensation seekers" valuing aesthetic elements in clothing, such as color, design and coordination; "practical consumers" going for comfort and functionality of the clothing, valuing these above conspicuous elements, as they view clothing as necessity; "prestige / conspicuous consumers" who believe in brands, value prestige, and buy high-priced, high-prestige brands because of the acknowledgement from others.