

ABSTRACT

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, 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. 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 and others.

This research was done in order to find the factors which are related to the young Moscovites' intention to purchase subculture apparel. Several hypotheses were brought forward, which presumed a relationship between the attitude of the teenagers towards subculture apparel and their purchasing intention, as well as existence of a relationship between the attitude and the subjective norm, product attributes, fashion lifestyles and personal variables. 339 questionnaires were analysed with the Pearson Correlation, ANOVA and the independent samples t-tests.

The results obtained from this research showed a strong positive relationship between the attitude of the teenagers in Moscow towards the subculture apparel and their intention to buy it. Friends and online communities were found to be related to the teenagers' attitude, as well as product attributes. The marketers can use these indicators to approach the teenager segment for subculture apparel sales through the certain channels, like social networking sites and events specifically dedicated to a subculture. The research has also shown that lifestyles of teenagers have no relationship on how they look at subculture apparel, as well as brands and prices are not an important element when the teens consider buying subculture clothing. This could give a chance to market such products at a premium. There has been no difference noted between the girls' and boys' attitude to subculture apparel, but a marketer should approach the younger and older teenagers with a different strategy, as their attitudes vary significantly, based on age groups.