

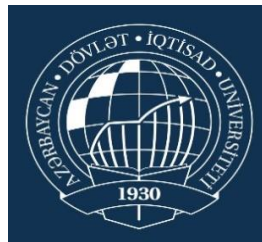
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To what extent does colour influence the purchase of clothes

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ABSTRACT

Incredible numbers of factors affect the behavior of consumers. One of these determinant is colors. Colour plays a considerable role in impressing sense on people. The objective of this research is to identify the part of perception of colors in consumer decision making process. These research project strive to assign the extent to which of colors impact the purchase of clothes and the effect of the positive and negative of colours on clothing purchase. How do consumer comprehend these negative and positive messages ? Most of time purchasing of clothes is implemented by user or with the presence of the use and it take many time. How do consumer make decision to choose different colours of a dress?

As for Azerbaijan, no investigation has been done on this area. Therefore, making research in this theme may be helpful both consumer and producers.

Data have been gathered from target groups by structured questionnaire method and analysed qualitatively and quantitatively. Major result of research showed that colours are main factor in purchase of clothes. So users relate certain colour to some meanings and consequently resolve to select color of their dress. However some respondent said that the color of dress is insignificant in purchasing process. Therefore, color of clothes must be taken into consideration in marketing.

Key words: Colour, purchasing decision making, clothes, colour of clothes.

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1.INTRODUCTION

The purpose of this section is to provide background, problem statement on the topic that being studied. In addition, research purposes and research questions are presented in this section

1.2Background

The correct colour can increase the sale and an improper colour can come down. Silayoi and Speece (2007) said that a small percentage of customers concentrate on labels and details of the product, as a few consumers are typically impressed by visual esthetics. Firms are working to increase market demand for their customers' needs more efficiently and, therefore, combine certain colours with products and campaigns that can hurt existing and potential customers and try to influence customers' perceptions and behaviours. While discussing customer product evaluation, Singh (2006) estimated that about six-and-a-half per cent of the assessment was only in colour. Colour is a central element of hostages that affect products, services, packages, logos, images, and perceptions (Aslam, 2006). Colours can play a role not only in the consumer branding perception (Labrecque & Milne, 2012), but also in response and buying behaviours that do not depend on the brand selection of customers (Clement, 2007).

Colour is an important feature for consumers to consider while shopping of different products. Knowing the consumer's colour choices allows marketing companies to identify the most popular colours in various product categories. Understanding consumers' colour reactions for several products has been complicated because consumers have created different colour associations for different products (Akca *et al.*, 2011; Ogden *et al.*, 2010). Colour is also used to draw or draw customer attention. Certain colours create the intention of buying in retail stores and any atmosphere

(Belliziet *al.*, 1983; Kerfootet *al.*, 2003). Different colours and colours associated with different cultures may differ from the country). Colour has a muscular impact on the buyer's decision-making process, changing the consumer's mood and creating a brand image. It can help to distinguish product and produce positive or negative images about products (Grossman and Wisenblit, 1999;). Before opening new products in the global market, it is important to explore the meanings and perceptions of the selected colours on each target market (Jacobs 1991, Ed, 2011)

Concentrates on shading implications report clashing discoveries, in light of the fact that each tone has extraordinary and in some cases inverse implications. Specialists additionally recommended associativ learning like a clarification of how hues weight purchasers (Crozier, Grossman and Wisenblit, 1999,). In any case, affiliated learning considers more often than not characterize certain types of bringing together learning in specific settings, with the goal that they can not build up a predictable comprehension of how shoppers see hues in a more extensive sense

Nevertheless, the concept of perceived value is often poorly understood (Sánchez-Fernández alsoIniesta-Bonillo, 2007). The literature provides a variety of definitions of perceived value, for example, a comparison between price and quality, or an assessment of the benefits that customers obtain from brands (Zeithaml, 1988). However, it has been argued that these definitions do not adequately capture consumers' real appreciation, since consumers generally adopt a holistic view of perceived value. (Sánchez et al., 2006). For this reason, this thesis does not pre-position itself to the perceived value definition, but instead acknowledges that the value is its own and that it can experience consumers at various times, such as purchasing, purchasing, use, and purchasing after use. al., 2006). Furthermore, perceived value is assumed to be based on experienced experiences, as well as forward-looking and imaginary experiences (Helkkula, 2011, Helkkula , 2012, Hirschman also Holbrook, 1982). Presumably it is important to be clear

how consumers perceive color value rather than trying to elaborate a predefined definition of their experience from a different context

1.3 Statement of problem

As already mentioned, there are many studies that research the different side of color affect. However, color research is broken down into marketing (Funk and Ndubisi, 2006). Most color studies supply sporadic information about consumers' immediate reactions to colors - such as purchase intentions (Bellizzi, Crowley and Hasty, 1983; Middlestadt, 1990), attitudes towards advertisements depending on colors used (Gorn, Chattopadhyay, Yi and Dahl, 1997) Lohse and Rosen, 2001) and means that certain colors of packages communicate (Kauppinen-Räsänen 2010). However, it is not enough to know that color is an effect to fully understand the effect on consumers; We also need an understanding of how the effect of color is on the consumer's mind. Despite the fact that there are many studies on color in different areas, academicians have noticed that research on color is being investigated in marketing research (Delamare and Guineau, 2000, Labrecque, Patrick and Milne, 2013). One of the reasons for this is that the underlying color theory is not developed. (Funk and Ndubisi, 2006, Grossman and Wisenblit, 1999).

On other side, it are available significant studies such as color preferences of consumers (eg Eysenck, 1941; Hanari and Takahashi, 2013) and color meanings (eg Bellizzi and Hite, 1992; Palmer and Schloss, 2010). However, from a marketing standpoint, these findings are somewhat inadequate. For example, learning the general color preferences of consumers is not enough for marketers to make a decision which colors should be included in the product chain and to recommend customers (Grossman and Wisenblit, 1999), because customers always do not always choose the same favorite color. (Hanari and Takahashi, 2013). Instead, they prefer other colors for

different products (Grossman and Wisenblit, 1999, Holmes and Buchanan, 1984, Saito, 1983)

1.4 Purpose of the thesis

Because of the preliminary understanding and the findings of the pilot study, the thesis preliminary shifts by examining how consumers perceive the value of the use of color in perceiving how consumers perceive the overall value of colors according to clothes.

In this thesis, the holistic view means that the thesis is not pre-positioned or any fixed value (such as instrument, price, etc.) is pre-fixed. quality ratio). In addition, this thesis does not limit the definition of the consumer's perceived value of purchasing or use, but acknowledges that value may arise after purchase, purchase, use and after use (Sánchez et al., 2006). The holistic view is considered consumer-focused in terms of adopting a holistic view of value because consumers are also assessing a general perceived value that does not exclude consumers' purchases or uses (Sánchez et al., 2006). So this thesis is not limited to immediate color reactions, but it examines the effect of colors in a wider range of time; this may include color perceptions based on experienced experiences or fictitious assumptions, as well as immediate and long-term effects of colors. Importantly, a holistic view of perceived value is increasingly put forward by researchers

This thesis also examines how color is perceived and how colors work. In other words, this thesis is not regarded as a color such as color (blue, red, green), value (clarity) and color (color purity), color is regarded as a larger concept (see Funk and Ndubisi, 2006). Certain colors that consumers use, choose and speak are not the focus of this thesis. Although the consumer can perceive the value of certain color tones

differently, this study seeks to determine the invariant properties of the phenomenon (Jopling, 1996), ie how product color is perceived.

Finally, this thesis does not adopt the design perspective, although it does not accept that product color as a product is related to product design. It is noteworthy that the purpose of this thesis is to examine how consumers perceive the overall value of colors (clothes), rather than examining how consumers perceive the colors of products. For this reason, this thesis (1) is mostly based on the market literature and partly on psychology and (2) on the literature of color which is perceived in the value literature in marketing. The aimed contribution of the thesis is to present marketing research and marketers by conceptualizing how consumers perceive the overall value of colors according to clothes.

1.5 Research Question

Below given research questions have been formulated to analyse the color influence the purchase of clothes in Azerbaijan

Study 1

Function to inductively learn how consumers perceive the holistic value of the color of clothes

Study 2

To investigate inductively what categories of consumers distinguish colors of clothes

2.A PRELIMINARY LITERATURE REVIEW

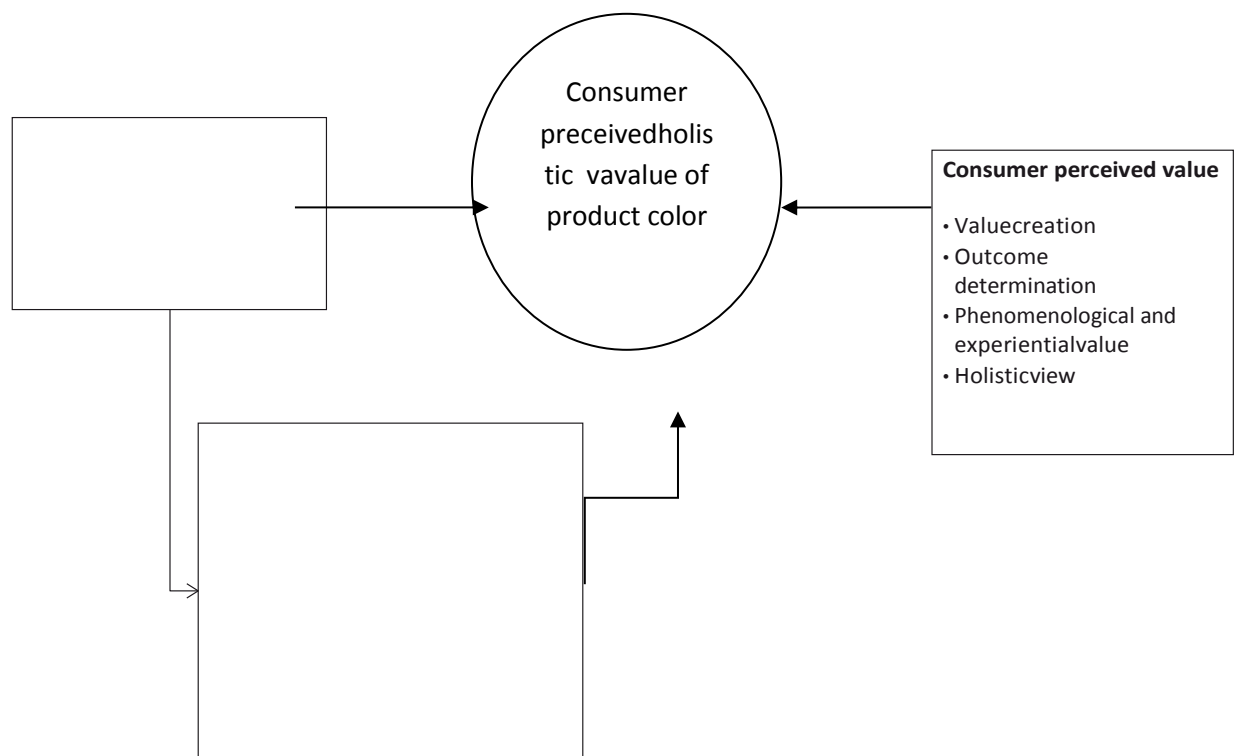
This section reflects what we understand or what we do not understand about colors and comprehended values at a common level. Gives a brief overview of the author's preliminary understanding of color research and emphasizes important gaps in marketing.

Different search engines have been used to detect suitable literature. Entries used in search engines, like "color, marketing," "color, consumer," "color, value," "color, perceived value," and color. Following the literature provided by search engines, reference lists for each article were analyzed to find new relevant items (Hart, 1998), and this step was repeated with all relevant articles in the reference lists. Furthermore, suggestions and conferences from colleagues have been used to determine the main work in the field.

The theory of literature is organized like follows. It first introduces the effects of color on consumers; Then, value-added literature is introduced. The color literature is separated into eight study flows. Color research on advertising textbooks is classified into upstream and downstream influences (see Brown and Stayman, 1992). In other words, the effects of these upstream effects (color, color and physiological effects of color sources) will not have a direct impact on the consumer's value of the product, but will alter consumers' overall color attitudes, including the effects of downstream (the color effects in the retail environment, advertising, branding, purchase and purchase intention. This can be thought to be mediated by the general effect of the color of the product on the perceived value. Downstream special effects are frequently mentioned in the advertising (1998) Wardlow, marketing communications (e.g. Hung 2007; Singh, Dalal, 2005) and consumer behaviour literature (e.g. Liu and Aaker,).

To consider the estimated value, it is primarily intended to create value and discuss the overall theme of the value assignment (see Gummerus, 2011). The phenomenological and experimental nature of the accepted value is then discussed and a single review of the value adopted (see Helqukula et al., 2012; Sanchez)

Figure 1 shows the conceptual structure of literature review. In addition to the consumer's perceived value research, it summarizes the known effects of color on the consumer's color search, indicating that the consumer is already aware of perceiving the overall value of product priorities. In addition, the upstream effects of color can affect the consumer's overall value of the product color directly, or indirectly through the introduction of downstream effects et al., 2006; Varg and Lusch, 2008).



The following sections discuss the literature on three different flow effects of the color (physiological effects, color choices and color meanings) and five sub-effects of the color (color in retail environment, color in advertising, color, color and product perception). color and purchase purpose). The purpose of this section is not to provide a

comprehensive review of all existing research; instead, it provides an overview of current research flows with sample studies.

2.1The upstream effects of color

In this postulation, the physiological impacts of shading, shading inclinations and the importance of shading are viewed as upstream impacts, which can have an immediate or circuitous impact on the apparent estimation of item shading. Upstream impacts are more troublesome for firms to oversee than downstream impacts since they originate from sources that organizations can't control. The upstream impacts are displayed straightaway.

2.1.1The physiological effects of color

Although this thesis can not determine the physiological effects of the objective color and can not examine the physiology of color , the physiological effects of color are still considered as an important trend in color research.

Studies demonstrate that color has effect not only in our minds, but also in our bodies. The researchers found, for example, that the red and green growth physiological stimulation (GSR) was more abundant (Jacobs and Hustmyer, 1974); are more anxious than red and yellow, blue and green (Jacobs and Suess, 1975); (Smith, Bell and Fusco, 1986), the blue tones tend to increase it. R. Beau Lotto is launched a series of experiments in collaboration with the BBC, in the program: Do you see what I see? 1 and the last time he saw the color affected his senses.

Color can also affect performance and decision. Hill and Barton (2005a) suggest that red dress improves sports performance, while Greenlees, Eynon and Thelwell

(2013) suggest the other side of the medallion, which shows that the performance of the opponent of the red has broken down. Similar findings have been reported by Elliot, Maier, Moller, Friedman and Meinhardt (2007) and Maier, Elliot and Lichtenfeld (2008) who reported that redness is also impaired intellectual performance. However, Hagemann, Strauss and Leißing (2008) show that in the context of wrestling sports, reds do not really affect performance, how well referees can see the players, and therefore how they score the contestants. In addition, Rowe, Harris and Roberts (2005) suggest that visibility is important in the results of martial games.

They see blue sportswear earned more often than white sportswear. As a result, they assume that they are caused by the contrast between a dark background and a white sportswear, so a blue-wearing player can see the fast movements of white playing better. Hill and Barton (2005b) and Attrill, Gresty, Hill and Barton (2008) argue that color vision is a less likely explanation and that the color effect is probably due to hormonal influences and psychological influences, such as the meanings associated with colors. The psychological effect of colors is suppressed in a study by Hurlbert and Ling (2005), which shows that the evaluation of the colors of objects under the illumination changes is not consistent with the evaluations of the color patches. The resulting objects and our knowledge of these objects come to the conclusion that they influence what colors we see, which colors are not perceived only by sensory mechanisms.

Although this thesis assumes that there is a physiological effect on the color consumers, there are psychological influences (such as preferences and color meanings) in the center of this thesis and at the same time the focal point of this thesis. In the next section, consumer preferences are presented.

2.1.2 Color preferences

Color preference has been extensively studied in the earlier period . In general, the most preferred color (Hanari and Takahashi, 2013) is also referred to as the favorite color in general (Silver et al., 1988) and the absolute choice (Birren, 1945) and is examined by exploring the colors of consumers (such as Hanari) .Eysenck (1941) shows a consistent sequence of color preferences: blue, red, green, purple, orange and yellow, while the first studies on color preference claim that they are not collectively preferred colors. Silver et al. (1988), nine generic favorite colors were preferred regardless of participant gender and race. Hemphill (1996), in turn, has found that the blue is universally preferred. Ou, Luo, Sun, Hu, Chen et al. (2012) found only slight differences in the color preferences among the eight countries, and Saito (2013) found that the more universally preferred blue in Asia was more preferred, although white was widely preferred in Asia.

However, there are other findings that show that color preferences are not universal, but that they can change between cultures. Saito (1996a, 1996b) finds both differences and similarities in color preferences in China, Indonesia and Japan (1996a) and in Tokyo, Seoul and Taipei (1996b) Madden et al. (2000) found that the liking of certain colors was consistent across the eight countries, while the preference of other colors varied among countries; Taylor, Clifford and Franklin (2012) find significant differences in English color preferences and in an unscholarly Himba culture in Namibia.

Hanari and Takahashi (2013) point out that consumers do not always choose the same favorite color all the time, and therefore want more research on preference patterns for a few colors, while color preference studies often focus on the most preferred color. . In their work, they have created individual preference profiles that show the degree of quantitative preference for twelve primary colors on thousands of subjects. Profiles were then used to describe several color preference styles. By comparing the color preference

styles, Hanari and Takahashi (2013) can distinguish characteristics of each style, such as clearly separating favorite colors or selective color preferences. Hanari and Takahashi (2013) attempted to learn the general color preferences of the consumer, as far as we have been talking about color studies, although the consumer does not admit that it is not enough to work with the favorite colors to understand color perception. What these studies do not disclose is the relationship between a general favorite color and the color preference for the products. As a result, academics have found that consumers do not prefer general favorites and often prefer other colors (Holmes and Buchanan, 1984, Saito, 1983), although consumers generally prefer their favorite color throughout product categories (Grossman and Wisenblit, 1999, Holmes). For this reason, it is not enough to learn the general favorite colors of consumers from a marketing standpoint (Grossman and Wisenblit, 1999)

2.1.3 The meaning of color

Although the reaction of consumers to color is not fully understood (Grossman and Wisenblit, 1999), color meanings are being explored to find out which relations (Grossman and Wisenblit, 1999) and emotions (Levy, 1984) were motivated. It has been suggested that the consumers prefer the pleasant emotional colors (Ou et al., 2004) or the pleasant associations (Palmer and Schloss, 2010)

Studies demonstrate that warm colors often reveal associations and emotions against those provoked by cold colors (Bellizzi and Hite, 1992, Levy, 1984, Middlestadt, 1990). for example, red is typically associated with passion (Caivano, 1998), danger (Bradford, 1913; Heath, 1997) and stimulation (Stone and English, 1998) and blue is calmness (Manav, 2007) and serenity (Crozier, 1999), relaxation and pleasure (Bellizzi and Hite, 1992). These findings show that color perception can be universal, that color is a perception shared by old oriental and color theorems that wave lengths

affect the human body with special energy fields, and thus show that color perception is objective rather than subjective (Klemm, 2013)

However, many studies explain that color relations are not constant, but instead a color can reveal completely different relationships. For example, red does not only evoke danger associations (Bradford, 1913) or passion (Caivano, 1998); It can also mean depression, blue, sometimes calmness (Manav, 2007)), while at the same time it can stimulate love associations (Elliot and Maier, 2007) and happiness (Sinclair, Soldat and Mark, 1997). and sorrow (Kaya and Epps, 2004). Similarly green is usually related to jealousy, but it can also represent hope and comfort at the same time (Kaya and Epps, 2004). Black implies dignity (Saito, 1996b), grief and fear (Aslam, 2006), at the same time nobility (Saito, 1996b), wealth (Epps Kaya and,2004) and power (Aslam, 2006). According to Caivano (1998)yellow can also lead to good cheer as often associated with cowardice) and jealousy (Aslam, 2006)

Aslam (2006) found that, although the meanings of certain colors are more universal, other colors have different meanings in different cultures. Moreover, even the mechanism behind the color meanings may differ between cultures. Taylor, Clifford, and Franklin (2012) found that the ecological valence theory (Palmer and Schloss, 2010) applies to British consumers, in other words, consumers generally resemble colors that evoke the coexistence of such colorful objects - a similar color relationship in Namibia with an unscientific Himbaculture. But it is known that color associations are able to change not only between culture also can change depending on individuals, their past experience and religion.

Associative learning: towards downstream effects Scientists provide relational learning (Crozier, 1999; Grossman,1999) as a description of variable color meanings. Associative learning suggests that consumers learn to relate specific colors to specific contexts. Combining learning can be caused by various sources. The first has evolved

through the evolution of certain color associations, such as the bright colors of flowers intended to attract or a contrast to the background of the color of edible foods (Humphrey, 1976) (Ling, Hurlbert and Robinson, 2006). Second, some color associations derive from the norms of society, for example yellow tells us that caution and red signals are dangerous while traffic lights teach us that green means safe (Caivano 1998). Thirdly, any subculture can develop its own symbolic color meanings. For example, Koller said that the pink rosemary has a very different symbolic meaning between homosexuals compared to heterosexuals. Saito (1996b) discovers that housewives, as a group, have similar color preferences to their students. Fourth, the individual's life experience influences associations (Palmer and Schloss, 2010) and also color preferences for (Bradford, 1913; Palmer and Schloss, 2010).

While the above-mentioned forms of unifying learning are categorized as color upstream effects, that is, other consumer learning styles can be interpreted as downstream influences, while consumers are classified as general color perceptions that do not directly convey directly to the product experience; Companies can influence associations in the minds of consumers and thus change product-specific color perceptions. For example, associative learning can be attributed to marketing efforts by marketers to develop a relationship between a particular color and a particular product (category) through branding and image management so that consumers associate, Marketers can also relate colors to words that describe their own advantages. Lastly, the fashion world may suggest which colors are receivable (Mundell, 1993) and so teach consumers to desire certain colors. for instance, Saito (1996b) observed a relationship between consumers' color preferences and the sensitivity and interest of fashion.

It is important to admit that a changing meaning of a color is not mutually exclusive. Rather, the meaning of color can be many not only in the sphere, but also in

the consciousness of every individual. For many consumers, colors often evoke different associations when presented in a color chip and a specific context.

As a result, research in general and marketers, in particular, has to accept color associations that (1) color associations are not universal, (2) color associations are not only cultural dependent, but also connected (3). it is intuitive and not the result of conscious thought processes, and (4) consumer perceptions are not obligatory in real events, but they can be imaginary.

2.2The downstream effects of color

As shown in the previous section, knowing the upward effects of color is not enough to fully understand the full effect of color on consumers. Upstream effects may or may not directly influence the perceived value of the product color. For example, consumers generally prefer other colors as well as the overall favorite for a particular product and a color can evoke different connotations in general and on specific product because consumers are influenced by ads and fashion

Unlike upstream effects, companies can control up to a certain degree of color sub-flow effects; They can decide the colors of the store interior, logos and advertisements, even if they control how these colors are perceived by consumers. Marketing research has influenced consumers' colors in the context of retail, advertising, and branding to discover how certain colors are perceived and how they affect consumer behavior. However, findings are typically inconclusive and findings in a single context are not transferable to other marketing situations. It is difficult to conclude when the research findings are universal and originate, for example, from cultural topics, associative learning, product category-specific topics, or something else. Since research findings generally do not work, they do not give a general description of what colors should be

used in marketing context. More importantly, they provide less information about what consumers value in color or how they value product colors. As a result, there has been a call for further research on color in marketing (Funk and Ndubisi, 2006; Labrecque et al., 2013). For this reason, this thesis does not work on certain tones; As a bigger concept, color works. To the best of our knowledge, there was no literature to examine how consumers perceived color as a concept during this study.

First, this section explains the findings from retailing, advertising, and brand color studies. This postulation does not think about shading in these specific situations, but rather since shading has been viewed as critical inside these fields, the relating research is quickly depicted. The examinations introduced in the survey don't cover the fields in general; they are cases of the sorts of concentrates that have been led. Significantly, they uncover that shading does, indeed, impact affect purchasers, their observations and conduct. Accordingly, it is normal that item shading additionally affects buyers, absolutely the focal point of this postulation. The audits give foundation data on how the impact of shading on the retail condition, promoting and marking are tended to in this proposal

The second is the relationship between color and product perception and the effect of colors on purchasing intentions, two sub-effects that are considered particularly important for this study.

2.2.1 Color in the vendenvironment

The past segment of this section has demonstrated that there are critical stream impacts on shading purchasers. Also, advertisers utilize hues to draw in buyers. Since retailing situations are a capable showcasing apparatus (Kotler, 1973-1974), it is foreseen that the shade of the inside will have a downstream impact on shoppers

However, in many studies, color is included only as a substance among many people, and the specific effect on the color consumers can not be determined. For example, Wakefield and Baker (1998) show that shopping centers' interior design and decor has a significant influence on consumer perceived excitement and desire to stay (only decor is the effect). Nevertheless, only one of the designs and decorations clearly contained color. Other designs and decorations are likely to capture consumer perceptions of colors used in decor and design, but it is thought that the direct effects of colors can not fall upon the desire and the desire to stay. In other cases, the color is not specified, but may be present indirectly in other constructs.

The researchers examined the colors more specifically in retail environments and found that cold colors performed better than warm colors in terms of purchasing intentions (Bellizzi et al., 1983,) and positive evaluations and excitement (Babin et al. ., 2003). Some studies have shown the interaction effects of color and other interior design elements. Babin et al. (2003) changed when the lighting effect was taken up with color; Although cold colors, positive environmental considerations, and exciting performance when lighting is kept constant, they produce similar findings such as an orange interior, a blue interior, combined with a soft light, and even left the blue interior behind in terms of affordability. Chebat and Morrin (2007), in turn, found a cultural difference in consumer responses to the colors of the mall decor; French-Canadian subjects perceived higher product qualities in a cool-colored decadence while Anglo-Canadian subjects expressed higher product-quality perceptions in a warm-colored decadence. The inconsistency of findings suggests that the effect on the color retail environment is not yet fully understood.

Assist cases of shading contemplates in retail feature that outrageous wavelengths (red and blue) are seen as dynamic conditions and that wavelengths that are nearer to blue are found to inspire more positive assessments than wavelengths that are nearer to

red (Crowley, 1993); that atypical shading names, for example, 'blue cloudiness' or 'Elevated snow' increment shoppers' buy aims (Miller and Kahn, 2005); that the foundation shade of a site impacts the selection of items that are acquired on this site (Mandel and Johnson, 2002) and that male buyers have a tendency to see more prominent investment funds when costs are exhibited in red rather than dark

Consequently, albeit retail thinks about have demonstrated that customers affect their convictions and practices in this condition, despite the fact that a thought has been come to persuade retailers in the most ideal way that retailers should utilize them in their condition. In spite of the fact that the retail condition isn't the point of convergence of this work, it is acknowledged that shoppers' impression of items and the shade of their items may likewise be influenced by the retail condition, including the shading

2.2.2Color in advertising

In advertising, one of the most important factors in creating an ad is color (Schiller, 1935), due to Birren (1945) because colors are more easily preserved in memory than words or symbols .

Some academics believe that generally preferred colors (general favorites) are used in advertising (eg, Lee and Barnes, 1989), others believe that content affects how they perceive color. For example, Schiller (1935) examined consumers' color combinations that are appropriate for certain attributes and commodities in the advertisement. For example, the combination of yellow and green is considered suitable for properties such as economy and cleanliness and for goods such as soap and breakfast products; However, silver-containing color combinations are suitable for properties such as luxury and dignity and goods such as perfume. She has come to the conclusion that the suitability of color combinations changes according to the use they are using and that past experience has greatly influenced perceived appropriateness. The finding supports

studies suggesting that consumers are influenced by past experiences of color perception (Bradford, 1913; Palmer and Schloss, 2010), relational learning (Crozier, 1999, Grossman and Wisenblit, 1999) and priming effects (Collins and Loftus). 1975; Kahneman, 2011). Schiller also suggests that some of these unpleasant and compliant perceptions are more universal than others, pointing out that the intrinsic (sweet) taste of colors and the harmony of color combinations affect perceived appropriateness. Gorn et al. (1997), in turn, found that the colors in the ad examined the tone, value, and color of the ad, and that a higher (color) value increased the liking of the ad and a higher level of color aroused greater excitement. This leads to a greater expectation. However, other studies have not found significant differences between colors in terms of advertising effectiveness (eg, Dunlap, 1949)

Taken together, it can be concluded that advertising color is an effect on consumers, but a general conclusion about how the value of the products or the value of the product is affected can not be taken from these studies. As in the retail, advertising content is also considered important for the consumer's perception of color.

While this proposal does not look at the hues utilized as a part of garments publicizing, it is acknowledged that these hues may influence shoppers' impression of shading for these items.

2.2.3Color in brending

Research shows that brand colors help consumers identify brands (Abril, Olazábal and Cava, 2009), that consumer brands influence perceptions (Labrecque and Milne, 2012) and coloration of the company's strategy (Geboy, 1996). In addition, Bottomley and Doyle mention that consumers find it appropriate to match the logo colors with the brand's initiative .

However, findings are inconclusive and often provide information on specific items (certain colors, brands and product categories), but it seems that the relationship between color and branding is not consistent. For example, academics have shown that logo colors can help some international brands to communicate their brand identity, but others are not obligatory (Grimes and Doole, 1998); Distinguishing a brand name from product category norms may be useful in some product categories, but not in others (Labrecque and Milne, 2013); A logo, value, and color tone affect the consumer's brand personality perceptions, for example, a combination of purple hue, low saturation, and a high value cone context is considered more complex than a combination of red hues. high saturation and low value (Labrecque and Milne, 2012); Consumers find it convenient to combine functional colors and social sensory colors and functional colors with social sensory products, for example, a blue logo is considered more appropriate for brands to function as desired image (Bottomley and Doyle, 2006)

While it is not expected that the logo colors of clothing companies will affect the findings of this study, it is accepted that some brand colors may appear in the findings. That is, it is likely that they are aware of the issues of empirical work. This thesis does not focus on brand colors, but it does not ignore them when they appear in the findings. More or less, this thesis accepts that brand colors can affect consumer perceptions.

2.2.4The relationship between color and product perception

In addition to the brand image, color can affect consumer perceptions of product characteristics. Bottomley and Doyle (2005) have shown that consumers find it more appropriate to combine functionally accepted colors with sensory-social functionally functional products. colors are more suitable for sensory-social products. Luomala (2010), in the context of medicine, have discovered that a package of color affects consumer perceptions, tastes and influences within the product. In a 1950s study on Cheer detergent, consumers were allowed to test detergents of different colors.

Consumers evaluated the blue detergent as suitable for cleaning clothes, the yellow stains left the stain, and the red ones claimed damage to the clothes, but the three detergents were different from the color (Heath, 1997).

As far as I know best, the color of clothing does not convey the true properties of products that are often used to describe flavors of products, unlike food colors). However, because of the strong influence of color perception on product perception, it is assumed in this thesis that consumers may have an influence on their perceptions of product characteristics, for instant , if one think that black clothing see his\her as weaker than the others.

Although it is clear that the enrichment affects product perception, color flakes are often used in color research, even if they can not adequately copy a desired context. In order to have a practical application in the market, consumer color perception typically needs to have an interpretive prescription, so that color perception is not desirable regardless of object, but color perception is a function of the determined object (Holmes and Buchanan, 1984). Color chips, for example, are generally considered to be more beautiful, elegant and confidential.

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(Grossman and Wisenblit, 1999, Holmes). and Buchanan, 1984; Saito, 1983) shows that color chips are not absolutely appropriate when color is analyzed according to products

2.2.5 The effect of color on purchasing intention

In general, color is a powerful tool for marketers and their effects should not be overlooked. Importantly, color can lead consumers' purchasing behavior. Previous sections have shown, for example, that consumers are more likely to buy in stores with cool-colored interiors than in hot-colored stores (Bellizzi et al., 1983; Bellizzi and Hite, 1992; Middlestadt, 1990); Atypical color names increase consumers' purchasing intentions (Miller and Kahn, 2005); and these color ads are driving more sales than black-and-white advertisements (Sparkman and Austin, 1980)

However, it is noteworthy that the consumer perceives products as worthwhile and evaluates products differently, when making purchasing decisions, rather than experiencing the product during or after use (Woodruff, 1997; Oliver, 1977). For example, in Oliver's (1977) study, consumers assessed an automobile before driving and evaluated it for the second time after a test drive. Findings show that a number of anticipations lead to changes in exposure decisions when other factors are held constant. Similarly, Gardial et al. (1994) conducted both positive and negative evaluations of tools and shoes before and after use, and found significant differences between the pre-purchase and post-purchase evaluation criteria of the respondents. Landwehrand Herrmann (2013), in turn, examined consumer preferences for typical and atypical product designs and found that exposure to products for a longer time changed the similarity of product designs. For this reason, it is not enough for consumers to examine their purchasing behavior or ask them to evaluate colors before they buy or buy them because they perceive their colors when they buy colors. Particularly automobiles and mobile phones need to be studied in a way that does not exclude their purchasing or use cases, because consumers tend to use these products for years, even if not for years

As suggested in the beginning of this chapter, the consumer's perception of the overall value of the product color is conceptually positioned at the intersection of the color literature and perceived value literature. This section presents the literature on perceived value that focuses on value creation and value-setting commitment, while the firm sets out the bottom-line impacts - how firms persuade customers and how we use our knowledge of these persuasive effects. The contextual nature of value is then emphasized in a holistic view of value that emphasizes the phenomenological and experiential nature of perceived value

2.3 Consumer perceived value

This thesis examines the color of the product through the lens of the value perceived by the consumer and examines the perceived value of the product's color by showing that it is possible to gain a deeper understanding of the importance of marketing beyond focusing on specific colors. The purpose of this thesis is to examine how consumers perceive color values in relation to clothing, and thus to adopt a fixed viewpoint on perceived value in advance. On the contrary, considering this perceived value, this compact literature search serves as basic information that will help the reader understand the area where this thesis is located

The concept of consumer perceived value has often been defined inadequately (Sánchez- and Iniesta-Bonillo, 2007) and various suggestions have been made by academics. In the literature review, Gummerus (2011) distinguishes between two streams of value surveys: creation process and outcome determination (see Gummerus, 2011 for a full review). While the creation process refers to who creates value (company, customer, or both), the outcome summary summarizes the various proposals of how consumers identify and assess the final outcome of value creation.

From a traditional marketing perspective (goods-dominant logic), companies generate value for customers and thus gain competitive advantage, for example, in the context of Porter's competitive advantage (Porter, 1985), as suggested in the source (Gummerus, 2011). the basic approach (see, for example, Barney, 1991) and resource advantage theory (Hunt and Morgan, 1995, 1996). However, a new research challenge challenged the viewpoint of the traditional company and suggested a service (dominant) logical view of value (later SD logic) (Grönroos, 2006, 2011, Normann and Ramirez, 1993, Vargo and Lusch, 2004 , 2008). The S-D rationale shows that value is created through interactions between customers and companies, as opposed to seeing value as an embedded feature that is changed in the case of a purchase (Kowalkowski, 2011). Nevertheless, a third research trend underscores that the S-D logic does not understand what customers are doing with the goods and therefore is not customer-focused. This trend suggests an alternative concept, client-dominant logic (Heinonen et al., 2010). With the C-D rational approach, it is possible to understand how customer values evolve and how customers configure their experience with meaning processes (Heinonen et al., 2010).

The consequence of perceived value is traditionally viewed as a cognitive trade (Sánchez-Fernández and Iniesta-Bonillo, 2007; Zeithaml, 1988), because consumers assess the benefits of purchasing a product against sacrifices (Gummerus). , 2011). The victim can be seen in monetary terms, such as in price-based work (see, for example, Cravens, Holland, Lamb and Moncrief III, 1988, Dodds and Monroe, 1985, Monroe and Chapman, 1987), but may also be non-monetary. Woodall, 2003). Another value settling trend is the tendency of consumers to assess the results at various abstraction levels. According to this far-end theory, consumers often perceive valuable perceptions starting with a product feature (simple level) and resulting in a practical benefit (more complex level) or emotional gain (the most complex level) (Zeithaml, 1988). The underlying

assumption of instrumental-end theory is that consumers must be target-oriented and use the products as tools to achieve the desired end-state (Sánchez-Fernández and Iniesta-Bonillo; In the literature review, Sánchez- Fernández and Iniesta-Bonillo (2007) and Sánchez-Fernández, Iniesta-Bonillo and Holbrook (2009) describe price-based studies and vehicle-end theory as a one-dimensional research approach that demonstrates that consumers are utilitarian. value sense. One-dimensional perception has been criticized for being too narrow (Mathwick, Malhorta plus Rigdon, 2001), although it is accepted to provide a simplified sense of value, but plays an important role in perceived value research (Sweeney and Soutar, 2001) and ignoring the multidimensional nature of value

As a result, academics argue that value is not only intellectual but also emotionally dependent (Hirschman and Holbrook, 1982). Several value dimensions have been proposed including hedonic and utilitarian (Babin, Darden also Griffin, 1994; Hirschman with Holbrook, 1982) and hedonic and functional (Batra with Ahtola, 1990) ratios to consumers. decision makers and emotional creatures guided partly by their emotions and desire

More complex structures include multiple dimensions such as experimental, symbolic and functional value (Berthon, Pitt, Parent and Berthon, 2009; Jaworski and MacInnis, 1986); where experiential value refers to the hedonic and sensory desires of consumers; symbolic value means the need for group membership and ego identity in a social collective; and the functional value refers to the usability and functional superiority of the products. Another framework addresses the emotional, social, price / value and performance / quality dimensions of money (Sweeney and Soutar, 2001). In this framework, the emotional aspect of consumption divides the emotions and emotional states of consumers (emotional) and the other into two dimensions that are in a better social (self) concept of social self. The rational aspect of consumption is divided in two dimensions: price / value for money and performance / quality. Furthermore,

Holbrook (2006) suggests a customer value typology with four dimensions - economic value, hedonic value, social value, and self-worth. Typology draws attention to how a consumption-end consumption type (economic value), a consumption pleasure (hedonic value), a status enhancer and a valuable consumption (social value), and how one influences someone else's behavior when seen as an end in itself. such as ethical or spiritual consumption (altruistic value). Holbrook's typology, Sánchez-Fernández et al. (2009) has transformed into a six-dimensional model of productivity, quality, social value, play, aesthetics and altruism. In this framework, efficiency is found at the cost-benefit aspect of consumption; quality, the ability of objects to fulfill the desired function; Social value means creating an impression on others and prestige associated with properties; The game expresses consumption as an intrinsically entertaining activity; aesthetics, the beauty of objects that bring pleasure to the consumer; and self-worth refers to ethical and spiritual consumer behavior

Taken together, these studies show that the perceived value of the consumer is treated as a complex concept that can arise from a number of different dimensions, depending on the observer's point of view. Most empirical studies have simplified the task of measuring values by dividing the value into two dimensions, usually in hedonic and functional variations

The phenomenological and experiential nature of perceived value

The distinction between phenomenological and experiential words related to perceived value is unclear. Holbrook and Hirschman (1982) emphasize the fantasies, emotions and fun of the consumers and give it the name of a phenomenological experience experience in nature. Vargo and Lusch (2008) argue that experience not only has these "Disneyland incidents" () but also other meanings. They want to utilize the phenomenological word to maintain a strategic distance from false implications, however take note of that they can undoubtedly utilize phenomenological and

experiential words to substitute for each other. Taking everything into account, it is said that apparent incentive as indicated by S-D rationale is phenomenologically decided (Vargo et al., 2008), however it is characterized experientially in nature (Vargo, 2009). Helkkula et al. (2012) holds fast to the S-D rationale and perceives that esteem is resolved "phenomenologically (tentatively)" and adds esteem to past encounters, as well as to future experience including invented encounters. C-D rationale, be that as it may, accentuates the experiential idea of saw an incentive without expressly underlining its phenomenological nature. Compact disc rationale, in any case, infers that administration is implanted in the customer's life (ie settings, exercises, practices and encounters) (Heinonen et al., 2010) and hence shares likenesses with the phenomenological approach. The living universe of the customers - their every day educational encounters - is incorporated into the estimation of experience (Helkkula et al., 2012)

An attempt to distinguish the phenomenological and experiential nature of values has been proposed by Gummerus (2011). Draw Holbrook and Hirschman's (1982) proposals that examine customers as logical and rational decision makers, on the one hand, and irrational and emotional consumers on the other. For this reason, Gummerus uses value as an experience to refer to the frames that emphasize the dimensionality of the perceived value. On the contrary, the phenomenological Gummerus (2011: 173) and Thompson et al. (1989) - existentialist-phenomenology is used to describe an alternative paradigm for consumer experience studies - and the S-D logic (eg, Vargo et al., 2008) that defines phenomenologically determined values. However, a clear distinction between phenomenological and experiential has not been noticed, since much of Gummerus' (2011) studies have used both concepts at the same time and in place (for exemplar, Holbrook and Hirschman, 1982, Thompson et al., 1989, Vargo and Lusch)

Holistic view on customer value

Because of the absence of a reasonable qualification amongst phenomenological and experiential, this postulation embraces the view shared by numerous researchers; the two ideas can be utilized reciprocally. In this proposition, this view is known as the comprehensive view. The all encompassing perspective recognizes the multidimensional idea of saw esteem which can incorporate sane and enthusiastic (Holbrook and Hirschman, 1982) and full of feeling and experiential (Helkkula et al., 2012) viewpoints. The all encompassing perspective is considered shopper arranged in that customers, as well, receive an all encompassing perspective on esteem since they frequently make a general apparent esteem assessment which does not reject buy or utilize (Sánchez et al., 2006). Rather, as per the all encompassing perspective, customer saw esteem can incorporate all buyers' esteem discernments, for example, encounters before buy, in buy, being used and after utilize (Sánchez et al., 2006) and imminent encounters and nonexistent encounters (Helkkula, 2011; Helkkula et al., 2012).

Rather, the perceived value of the consumer, as a whole, may include pre-purchase, pre-purchase, in-use and after use (Sánchez et al., 2006) as well as perceptions of value for all consumers, such as forward-looking experiences and imaginary experiences.(Helkkula, 2011; Helkkula., 2012)

However, it is noteworthy that the perceived value perceived in negotiations and surveys is always an intersection from an all-encompassing entity. For this reason, the holistic view in this thesis means that the empirical work does not focus on any particular aspect of the perceived value (such as intention to buy); Consumers were allowed to choose perspectives that they found important. For example, while a consumer may perceive as a depreciation between costs and benefits, the other can assess the emotional dimension as more important; While a consumer is based on his or her perception of the value of a purchasing situation, one may find the use of the other more important; While the perceived value of a consumer can be attributed to the newest

consumption experience, the other can be affected by events taking place over a long period of time. The intent of your holistic view is that you will not be excluded without working; This thesis has revealed how consumers perceive the value of the product color as a group.

3. Methodology

This section includes the methodology that is used in the research process, as well as the accuracy and credibility of the outcome.

3.1RESEARCH PURPOSE

As Yin(2003) and Saunders(2007) mentiond ,it exist explanatory,descriptive, and explanatory purposes that is used on schollary research due to search.

Wiendersheim (2001)report that explanatory research is directed at a problem that has not been well researched, demands priorities, produces operational definitions, and provides a better researched model. In fact, it is a kind of research design that focuses on explaining in detail the directions of work.

3.2RESEARCH APPROACH

Denscombe (2000), Patel (2003), Trost (2005) clarified that quantitative and subjective examines are critical methodological approach.These methodologies are distinctive in the way information is accumulated, prepared and dissected.Quantitative strategies accentuate factual, scientific or numerical examination of information gathered by means of polls, studies and reviews, and measurable investigation of target measures by controlling prior measurable information utilizing computational procedures. Quantitative research centers around the accumulation of numerical information and speculation among human gatherings or on a specific phenomenological clarification.It explores the connection between sociologies and non-numerical

information. Individuals frequently outline quantitative research to characterize expansive scale slants as opposed to quantitative research utilizing measurable methods to decide causal and correlative connections between factors utilizing numerical information

The purpose of this work is to make a general conclusion about this subject ,therefore it is used quantitative method

3.2.1 Quantitative Research

Quantitative research is a sorted out system to assemble and dismember data from different sources. It joins the use of numerical, truthful and logical mechanical assemblies to get quantitative research happens. It is fitting to measure the issue and trying to understand how no matter how you look at it is via hunting down projec-tible results in a more broad masses.

This investigation consider is an inductive approach that can achieve surmisings, demonstrating that data are gotten from observational discoveries.The motivation behind this examination is to decide how shading influenence the buy of clothes,what degree colors influence clorhes buy and craeting general assumtion about this subcet.Owing of this examination can related as quantitative research.

3.3 Research Strategy

Parahoo (1997, p. 396) characterizes the exploration question as "the wide inquiry decided toward the start of an examination." The centralization of the exploration question to the whole research process recommends that "research, learning and comprehension are just a matter of deliberately handling data and comprehension in a

methodical procedure that is painstakingly organized and receptive to a particular inquiry". as target and truth as could be expected under the circumstances

It is thought that research question is more appropriate for the purpose of this thesis. It is possible to cover the aim of research with this way.

3.4 Data collection method

As a rule, there are two kinds of information, secondary plus primary (Eriksson and Wiedersheim-Paul, 2007). The creators additionally express that secondary information are gathered by scientists for an alternate reason. Primary information are information gathered by a man for a particular reason. Documentation, physical works, member perception, interviews, coordinate perception, interviews and file records are the primary wellsprings of confirmation for a contextual analysis (Yin, 2003). The information gathered to answer the examination questions defined by the postulation and the information that went to the motivation behind the exploration were gathered from the secondary, primary resources. For the most part questionnaire and documentations were utilized as the wellsprings of proof in this thesis.

A survey is an exploration instrument comprising of a progression of inquiries to gather data from respondents. For the most part, a survey comprises of various inquiries that the respondent needs to reply in a set organization. A refinement is made between open-finished and shut finished inquiries. An open-finished inquiry requests that the respondent plan his own answer, while a shut finished inquiry has the respondent pick an answer from a given number of choices.

Letters, plans, managerial archives, formal examinations or estimations and daily papers can be critical hotspots for documentation data (Yin, 2003). Reports can be

critical while checking the right spelling and titles or names of organizations that could have been said in the meetings.

The creator has defined two research things to ask. These planned inquiries enable creator to gather the information huge to answer the exploration inquiries of the proposal. Author will prepare structured online survey that it is to relieve answering thesissquestions. Secondary data is accumulated from different authorness.

3.5Data analysis

Data analysis iss the process of auditing, cleaning, transforming, and modeling data to discover useful information, arrive at results, and support the decision-making process. Data analysis has multiple approaches and approaches covering various techniques under different names. There are "three simultaneous streams of exercises" (Yin, 2003)

1.Information diminishment: it is going to choose, center, disentangle, conceptual and change the assembled information.

2.Data Display: the information must be shown in a composed and compacted way to streamline conclusion drawing after the information was decreased. It lets scientist recognize what is going on and either examine further or make a move.

3.Conclusion Drawing and confirmation: this procedure is going to note regularities, designs, accessible arrangements, easygoing streams and extents.

After information accumulation the creator will lessen and streamline the assembled information that cover research questions. But author do not do confrontation theory and result.

3.6 Quality standards

It is prescribed that dependability and legitimacy ought to be considered with specific end goal to guarantee the nature of the investigation and to give careful consideration to explore configuration keeping in mind the end goal to lessen the likelihood of accepting false answers (Saunders al., 2007)

3.6.1 Validity

As indicated by Saunders the legitimacy of an examination alludes to the ability of the utilized information to assess what it plan to quantify. Author endeavour to set the question of online questionnaire and considering respondents language, translated the all poll into Azerbaijan language. In the survey author effort to use understanding form.

3.6.2 Reliability

Reliability alludes to regardless of whether you find a similar solution by utilizing an instrument to gauge something more than once. In straightforward terms, look into unwavering quality is how much research strategy produces steady and reliable outcomes. Author has used same question during online survey.

3.7 Limitations

One of the fundamental downsides of polls, particularly ones served through the send and electronic message, is the regularly low reaction rate (Bell 1999) Limitation of thesis is the number of respondent. So Although women actively participated in the

survey, however, men were not eager to participate in the survey. As a result, only 62 men and 309 women participated in the survey.

4. Empirical data

The point of this part is to give the aftereffects of the experimental information assembled through research question and online survey

4.1 Analysis of Survey.

Overall, 370 people participated in an online survey. Their age range was divided into six types. Most of the participants in the survey were aged between 18 and 25 years, 75.1 per cent. The percentage of persons aged 25-35 years was 17.6 per cent. The proportion of people aged 36-45 years is only 3 percent. Many elderly people were not interested in participating in the survey.

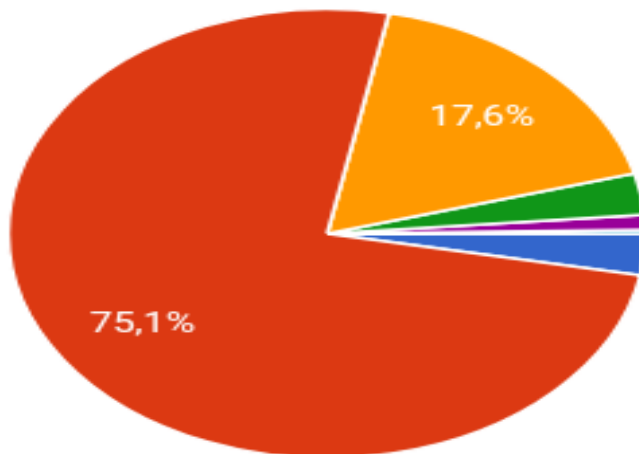


Figure2 shows the age range of respondents

Figure 3 shows that most of the respondents are women. The percentage of women participation is 83.2 percent. However, the percentage of men's participation is less than 5 percent of the women's participation rate is at 16.8 percent. This enables them to state that ladies are more keen on dresses and its hues

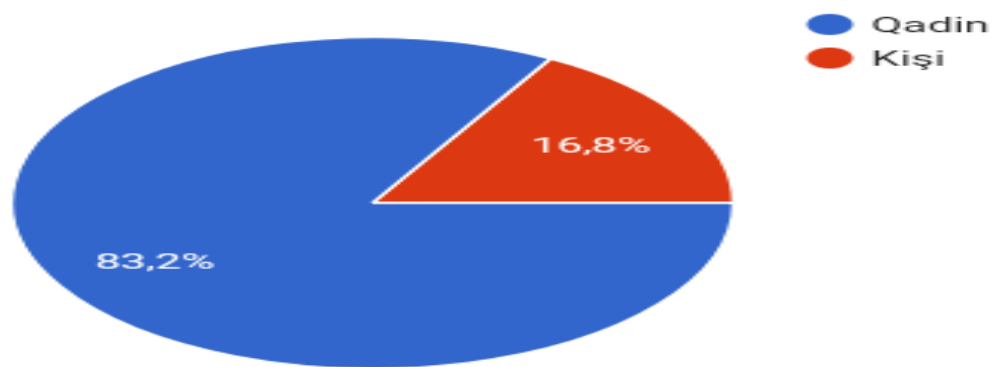
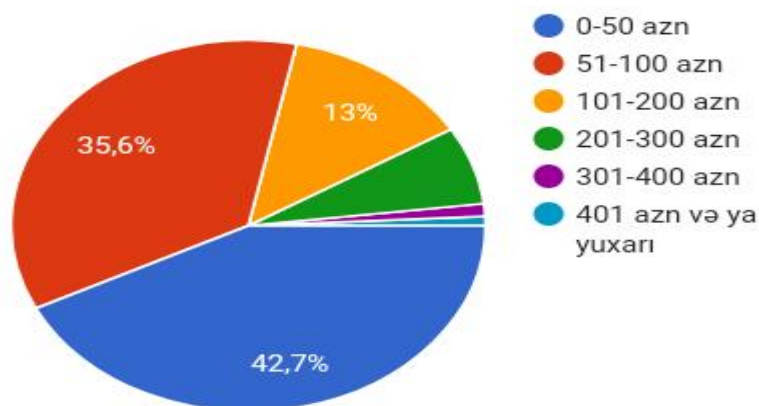


Figure3 Gender of respondent

The participants answered the question of how much your monthly income is spent on buying clothes.



42.7percent of the participant spends about 0-50 azn of their monthly income for purchasing

clothes. The proportion of people who spend 51-100 monthly salaries for clothes is 35.6%. The level of the individuals who burn through 101-200 azn is 13 percent. The percentage of those who spend 400 or more is very low. (graph 4).

Because monthly revenues of the respondents vary from 300azn to 600azn. The bulletin profits of 58.3 percent varies from 0 to 300. (Figure 5)

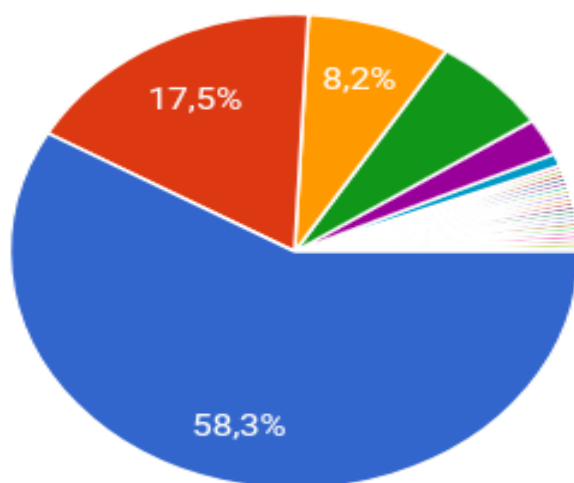


Figure 5 renote the income of respondents

Graph 6 shows how often people get dresses. According to the schedule, we can say that 39.6 percent get clothing once a month. The level of those wearing garments four times each year is 26.8 percent. This means that 26.8 per cent during year will get clothing according to seasons: for summer, for winter, for spring, for autumn. 13.9% for each penny said that they purchased dress five and six times each year. 13.7 percent get outfits more rapidly than once per month. Some said that there was no standard frequency to buy clothes. Frequency can alteration basically contingent upon specific variables. They emphasized that they obtain any clothes when like or there are the sale in shopping precinct or special discount or when they sense necessitate for some garb.

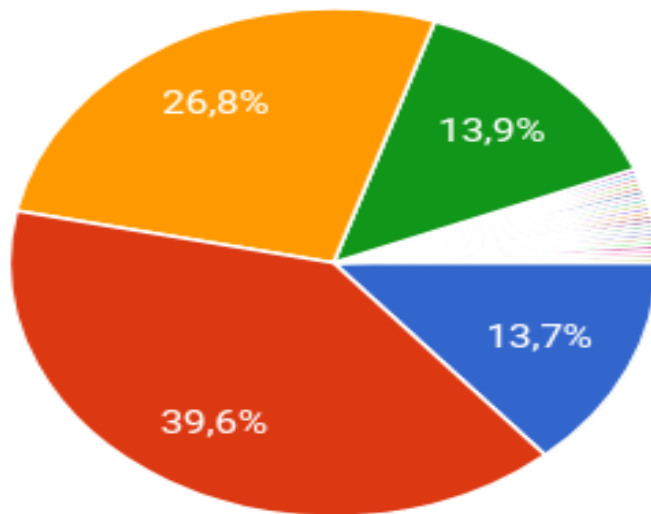


Figure 6

Roughly 36.7% strongly concurs with the possibility that I will give careful consideration to hues when purchasing piece of clothing.

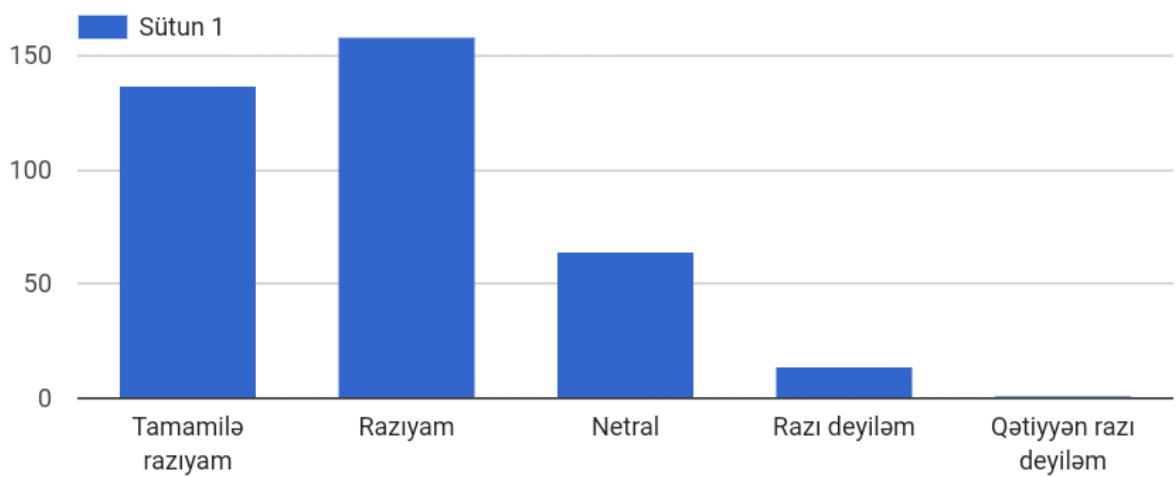


Figure7

42.4 percent of defendentexpressed agree with this opinion.Only 17% are neutral and none of interlocutressare strongly disagree.

As per the overview, the primary components influencing the shading determination of individuals are age, sex, culture and place to dress. 175 individuals indicated where I would dress like a main feature.

Geyim rənglərinizi seçmənzə təsir edən əsas faktorlar?

359 cavab

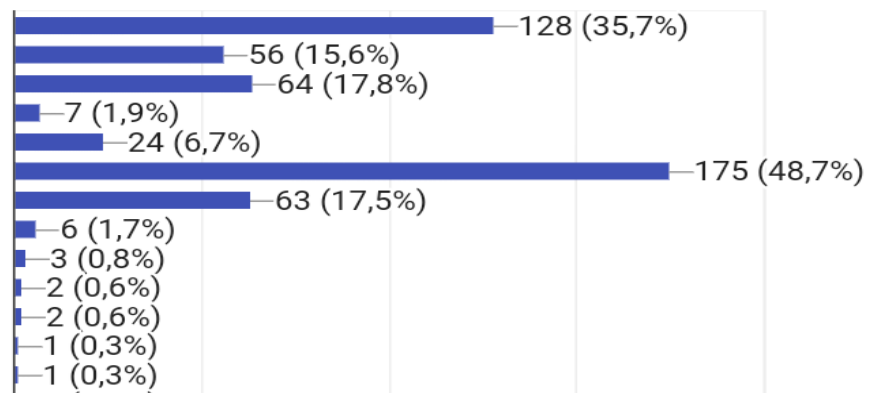


Figure8. What are the fundamental factors that influence your decision of garments hues?

128 individuals indicated age as the fundamental factor, and 64 man had said sex. A few of them mentioned the zoon, the mood, the color of their favorite as the main factor. It is extremely intriguing that exclusive 17.5 percent sort the cost as the primary factor.

Dark shading was granted the title of the most loved shading by respondents with 21.4%. In the second place, the blue shading was 15.7%. The purple shading with 12.7 percent, and the green shading with 10.8 percent allocate each other third and fourth places. A few members said they respected all hues, and exploit their clothing

Ən sevimli rənginiz?

369 cavab

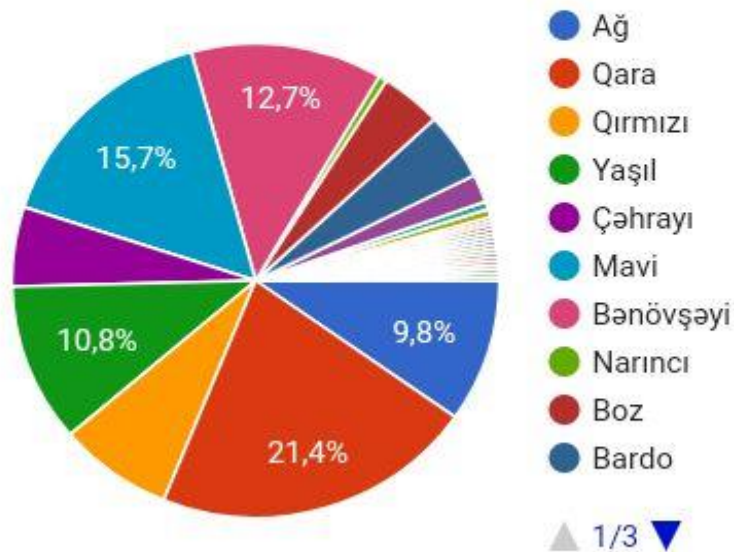


Figure9 What is your favorite color?

Geyimlərin rənginin günlük əhval-ruhiyyəyə təsiri?

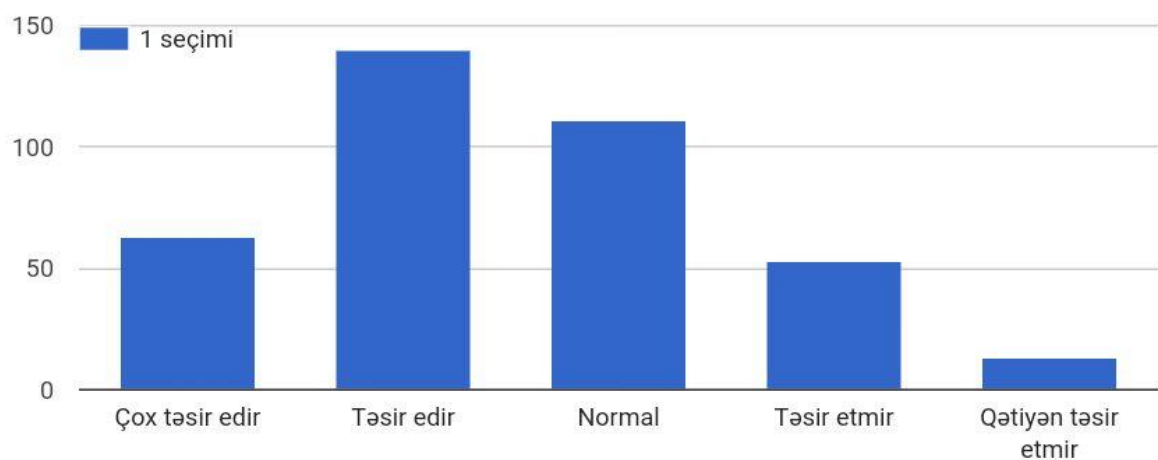


Figure10 Influence of clothing color on your daily mood?

37.6% assumed that the shade of human dress influences their attitude, their mood. Depending on the color of their dress, even the hue of others' dress can believe involve positively or negatively. 17 percent say they strongly affect the shade of their dresses. These individuals endeavor to maintain a strategic distance from a few hues and do whatever it takes not to utilize them. In addition, they have the hues they adore and continually utilize. They isolate hues into two as most loved and unwanted. Likewise, 3.4 percent of respondents alleged shading did not absolutely influence their day by day state of mind.

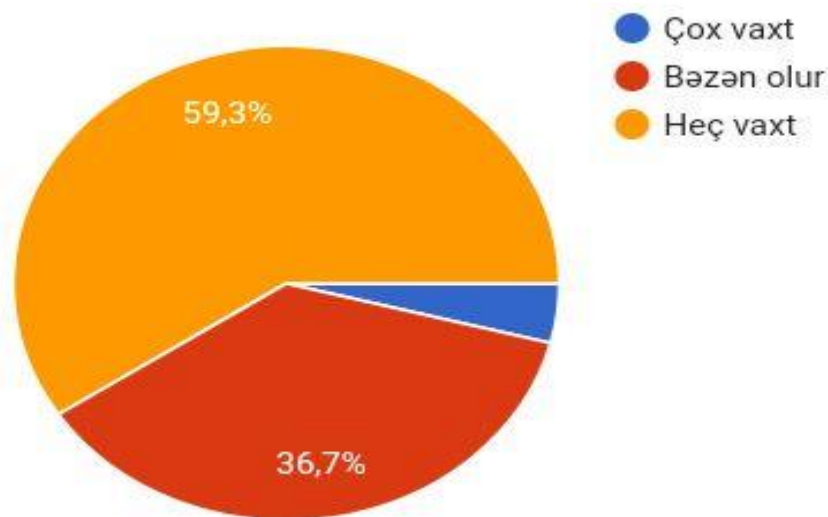


Figure 11 Do you get the diverse shade of same garments?

The 60 percent member never gets a dissimilar shade of a similar dress. They pick a shading for each ensemble. However, 36.7 percent have revealed that they once in a while get it. These individuals are reluctant of the hues. They have some pleasant hues. But they can prefer between these gorgeous colors. The 4 percent of member emphasised often getting the various color of same dress. These people are among the individuals who adore hues and esteem them.

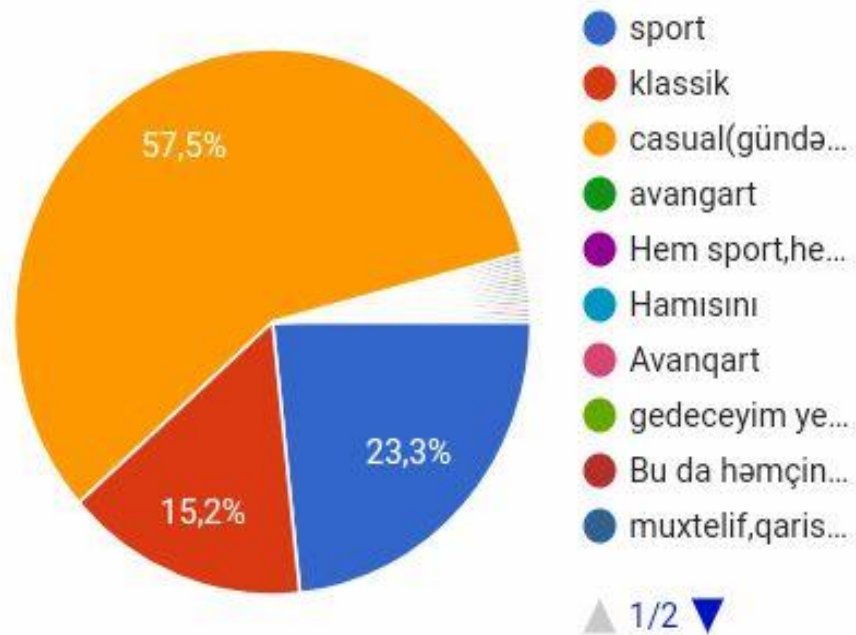


Figure12What kind of dress do you like to wear?

57.5 percent part of questionnaire incline toward casual, 23.2 percent prefer sport style, and 15.2 percent like better classic style. A few people have to facilitate they are utilizing every one of their styles relying upon where they depart.

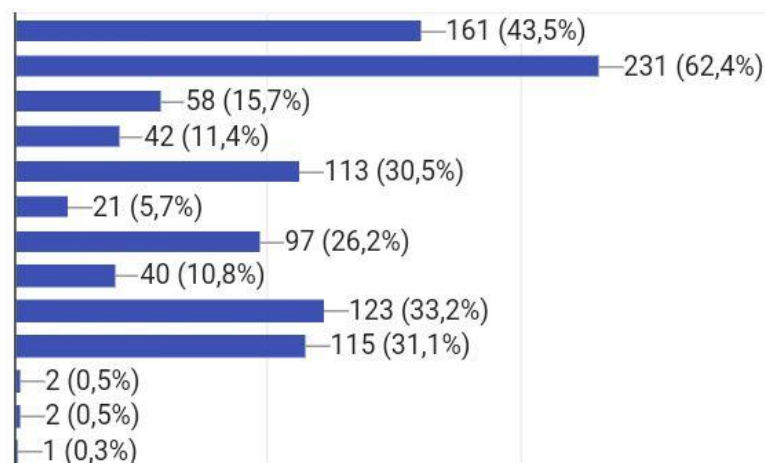


Figure13What colors do you prefer in most clothing? (Max 3 options)

As indicated by Figure 12, individuals have a tendency to favor dark (62.4%) and white (43.5%) hues in their articles of clothing. The third most ordinarily utilized shading is the dark shading (33.2). Blue is likewise incorporated into the rundown of hues most regularly utilized with 30.5%. Violet color is less than 0.3% of the color used.

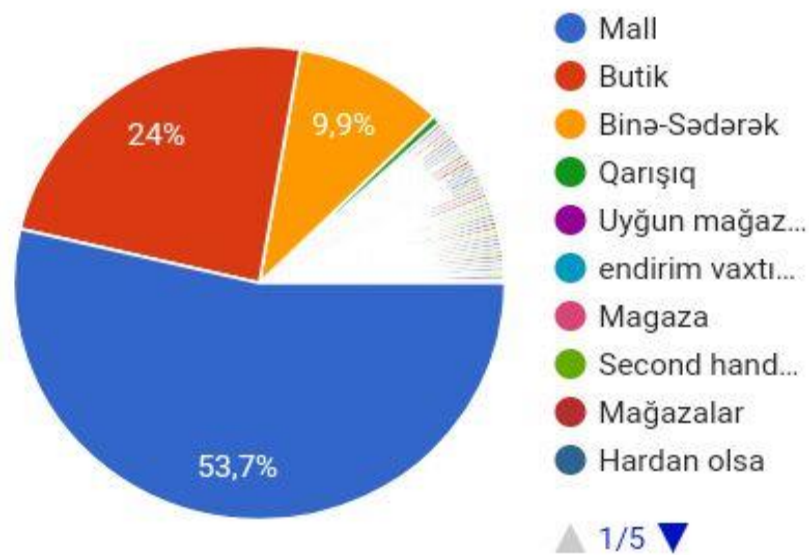


Figure 14 Where do you get your clothes?

A great many people get their garments out of strip malls. On account of the selection of assortments and the situation of all shopping centers in city center, people want to purchase from that point their garments. 24 percent of respondent get their clothes from boutique. Some attentions indicate that they take their outfit from the stores where near their living place. This shows the area is a critical factor due to buying dress. 9.9 percent human purchase their attire from Bina, Sadarak etc. Such individuals are fundamentally intrigued by the estimation of their items. Another group of peoples get the piece of dress from any place where exists the sale.

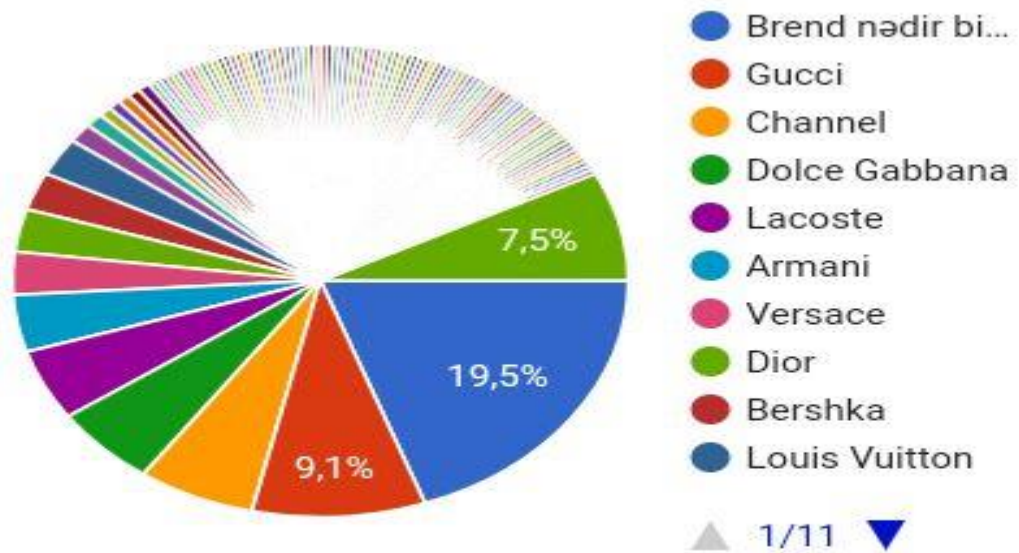


Figure15What brand do you like?

19.5% of respondents said that they didn't purchase marked items. When purchasing items, they couldn't care less about being a brand. As observed from the realistic, the decision of brand of Azerbaijani customers is wide. Also, individuals are less faithful to the brand. Gucci is the most well-liked brand with 9.1% for consumers. The most popular brands are Dolce Gabbane, Channel, Lacoste, Armani.

It is not imperative clothings wadding for 25.5 percent of individuals. 18.2% of them have a great impact on the acceleration. These people worship well-packed packages. 32.5 percent agreed with the idea that they had little effect on purchase of clothes. The best bundling needs to remain for something. Solid bundling summons a feeling and influences us to feel inadequate without that question in our lives.

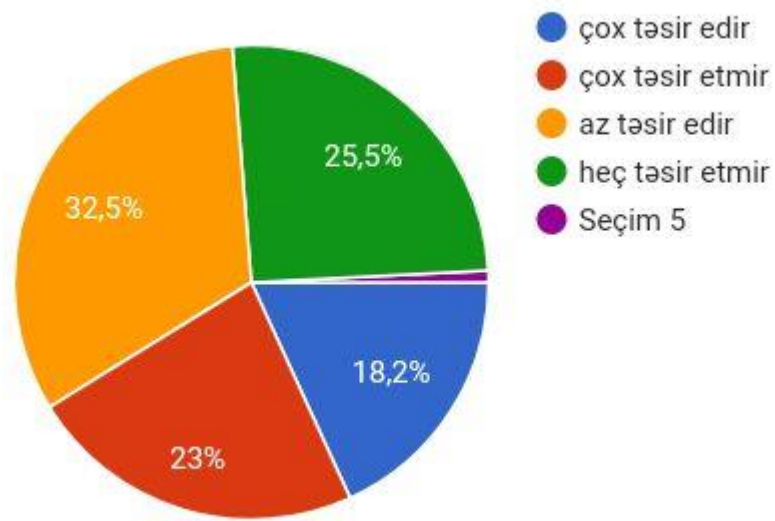


Figure16.The effects of clothing packaging on purchase of dresses

People are not always cheerful through what they have always used.

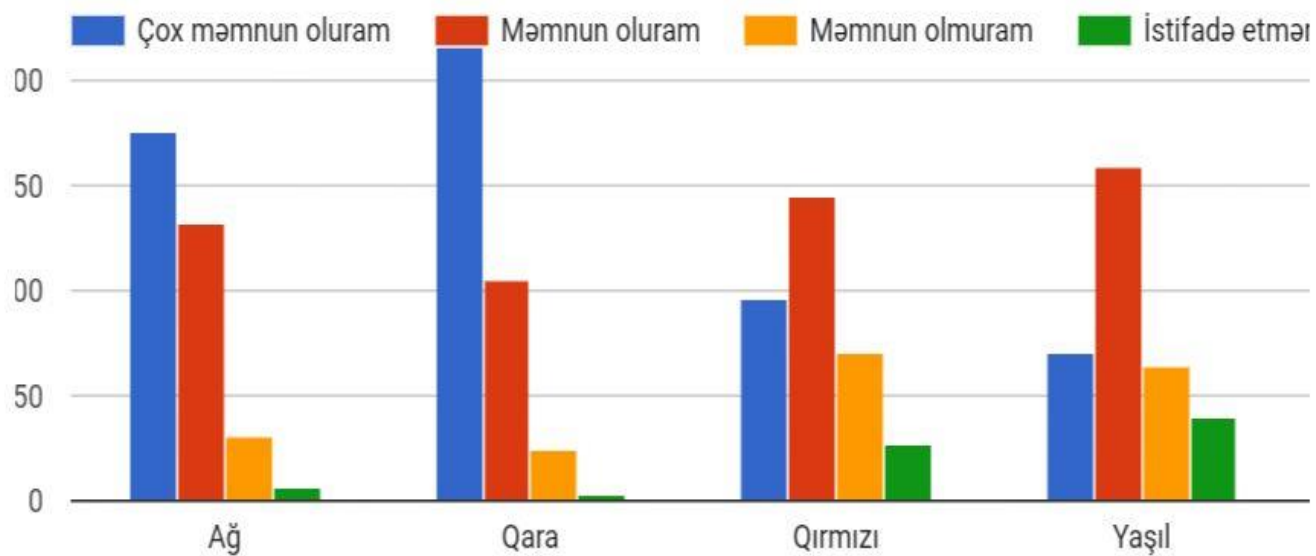


Figure 17Evaluate the following colors based on the satisfaction factor

Occasionally people choose to consider various factors such as family, culture, age, gender etc. However they are not content with their decisions. Such this case occur when choosing colors in clothing.

The number of those who are strongly pleased to use the white color is 175. Those who are satisfied through white color are 135, and those who do not use it are 7 person. As the number of people using black is very high also percent of satisfaction is high

5.CONCLUSION

According to the findings, many factor influence consumer's color clothes. Azerbaijan consumer take into account specially age, culture factor when they choose clothes s color. Also many part of consumer think about their gender. It exits that men are not able use light color such as pink , red etc. However it do not have such as obstacle for women. Mainly favorite color is black in both age.

All in all, it can be said that, in Azerbaijan the color of the clothes influence directly purchase of the clothes. Specially women incur this effect.

The experiential value dimension includes consumers' individual taste, that is, what they find attractive and unattractive. The literature reveals that consumers do not prefer the same favourite colour for all products (e.g. Hanari and Takahashi, 2013), and similarly, this thesis showed that consumers often found other colours, besides an overall favourite, experientially desirable in relation to clothes.

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