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## Effects of Visual and Print Media on Clothing Preferences of Turkish University Youth

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### **Abstract**

*One of the most effective factors in communication is media. All visual and print communication instruments such as radio, television, newspaper, magazine and internet play active role for human communication and these instruments stimulate a big interaction especially in the consumption sector. The clothing sector, which has an important place for the necessity and dimension of the consumption, continuously increases to use visual and print media instruments. Especially the interest of the age group of the university term on media makes us feel the effect of media on clothing. In this study, which was applied in the interest of measuring effects of media and media instruments on clothing preferences of the university students, to detect effects of media, which penetrated people of the whole world on the clothing preference of Turkish university youth was aimed. The sample of the study is 400 people randomly selected from the university students taking education in Turkey. The data got in the result of the survey application were analyzed in SPSS package program and the findings were given in tables. According to findings, it is seen that the effect of visual and print media elements on the clothing preferences of the university students is huge. It is seen that fashion and magazine programs in visual media and clothes models, which take place in the newspaper and its attachments, in the print media are followed in high ratio. The research results carry importance in the interest of detecting from which elements Turkish university youth is affected most and of directing the concerned people about giving place to the clothing products in these media sources.*

Keywords: Media, Media Instruments, University Students, Clothing

### **1. Introduction**

The media provides to make the societies in the different parts of the world aware of the changes experienced with their production, consuming, social, cultural and economical feature changes in the speedy way. The developments in the communication media have accelerated the cultural flow by means of interactions between the countries and individuals.

The media concept which we also named as mass communication has been started to be used since 1920s (Briggs and Burke, 2004: 7). The media concept includes the printed mass

communications such as Newspapers, magazines, books, brochures and audio-visual mass communications such as television, cinema, radio. The media such as internet, billboard, etc. are names as new media (Nalçaoğlu, 2003: 44; Mora, 2008: 5).

The media which is constituted by the printed and visual media (book, magazine, cinema, theatre, radio and television) is a significant mass communication media affecting the human lives more than the school terms as of the influential point it has reached (Akça and Şenol, 2012: 2). While the individuals use media for the knowledge acquisition, entertainment, intelligence purpose, the media performs the functions such as informing, education, entertaining and socializing (Kocadaş, 2005: 1). The media expresses the required roles and the consuming applications. It offers the latest trends to its viewers especially on the life-style programs, various roles of the women and men in the modern society, clothing, decoration and technology fields (Kaya and Oğuz, 2010: 151). Media does not have a direct impact on the individuals. It has an influence on the culture, fund of knowledge, the norm and value judgment of the society in the meantime. It also offers a range of image, thought and evaluations the viewer may use while identifying their own behavior patterns (Akça and Şenol, 2012: 2).

When we have a look at the history of the humanity, the inventions concerned with the communication are seen to have revealed the major developments. Gutenberg's invention of the printing press led to a revolution in communication. After the invention of the printing press, a transition period has been experienced to the newspapers from the handwriting letters. The first daily newspaper was printed in Leibzig in 1660 with the name "Leibziger Zeitung". There was a new revolution in the world of communication towards the middle of the eighteen hundreds and the developments got ever speeded up experiencing a transition to the electric/electronic culture from the typographic culture (Mora, 2008: 3, 4). The effective use of media in the world has started with the printed press. Then radio became an effective electronic media instrument from the 1930s till 1950s. After 1950s, television started to take its place among the community life very fast (Kocadaş, 1996: 3). The intercultural interaction continued in its natural course following the 1960s when the radical developments were seen with the communication technology and gradually acquired a one-side dimension after 1980 (Mahiroğulları, 2005: 1279, 1280). When we have a look at the impact of the globalization on the Turkish media, the media is seen to become the center of interest of the big capitals starting from the beginning of the 1980s. Since 1990s, the media has become the sole dominant power after the private televisions' and then private radios' beginning to their broadcast lives, tabloidization of free market economy, entertainment, multivocality and monopolization (Mora, 2008: 10).

Television is the most popular visual media means reaching to the viewers of any age and people from all strata. It influences the youngsters with their educational and entertainment programs, commercials, news, soap operas and other programs in several ways. Television is also a socialization means and performs many of the functions needed to be implemented by the family institution (Akça and Şenol, 2012: 3). Internet has become a privileged media which is available everywhere and used or affected by many of the people at any age and social class in the daily life in the last decade. Its speed and convenience has made a development on the way the people use it. The use of internet which started 1970s and continued very fast after 1990s has increased the number of the users with the proliferation of web sites and portals, and reached to the points to concern people from all strata after the social media gained functionality during the 2000s. It has realized a communication revolution in terms of quality especially in sending and attaining

information at every point of our business and life spaces (Neumann and Hogan, 2005: 472; Vural and Bat, 2010: 3349, 3351). The internet removes many of the features such as distance, age, gender, race, culture between the persons which might be very important in the real world. Removing the geographic borders has added a distinctive dimension to the market which is the meeting point of the vendor and buyer and the sellers have shifted their activities to the internet-based system accepting all the world as the customer (Akça and Şenol, 2012: 4).

Consuming which is generally considered as fulfilling the needs is not only an economical fact, but also a communal fact which is shaped by the social and cultural values adopted by different countries and societies and changed according to the conditions of the time. The consuming culture is a concept used to express the individual likes, social values and life-styles of the consumers. It makes the produced products and services become dominant on the culture in supplying to the consumers (Kaya and Oğuz, 2010: 149). It is also a process and individual behavior resulted from the consuming procurement resolution. While the individuals designate their needs first and then their requests in the consuming fact, they make procurement decisions by forming pre-procurement activities (İslamoğlu and Altunışık, 2008: 64). The media is an effective means in marketing the products to the customers and making decision for the purchasing. Knowing the factors affecting the decision taking to purchase is of a capital importance in influencing the purchasing behaviors of the customers. It became necessary to comprehend the impacts of the media by showing the products or services more in the media. The organizations try to know about how their actions turn to more sales and incomes. It is very important to know how the consumers make decisions for purchasing in terms of marketing (Kotler and Keller, 2006: 191). The individual needs and motives, learning process, personality, perception, attitude and beliefs, culture, social class, reference groups and families of the consumer are effective in the revealing of the purchasing behaviors. The consumers exhibit behaviors different from each other while making decisions related to daily life such as food – beverage, clothing, transportation. For instance, the state of purchasing a shirt or a luxury car leads to different decisions (Mucuk, 1997: 80, 88). The consumers prefer the clothing not only for being protected from the external factors, but for some various reasons such as meeting social needs in the society, cover themselves, get warm, hide out, be admired in the society by making up as well (Akgül 2008: 7). The individual uses the clothing mainly to create a sense of identification and to show her/his desire to be adopted as who in terms of psycho-social. The clothing style which the individual uses to make himself/herself different from other individuals needs to be understood and commented by other individuals (Bocock, 1997: 27). The behaviors of the individuals vary according to the age groups. For example, while an individual of 18-20 years old prefers wearing jeans due to the factors like external reflection of the youth, comfort, convenience, he/she will think about wearing jeans only on holidays and bring wearing suit preferences into forefront when he/she is in the business life at 23-25 years old (Yükselen, 2006: 104). Age almost forms the most important variables in all researches. There is a close relationship between the age in which the individual is in and the attitudes and behaviors (Saracel vd. 2002: 86). For this reason, the study is conducted on the university students by taking the impact of the media into consideration as of the age group.

## 2. Method

The descriptive method is used in the study which aims at determining the impact of visual and printed media on the clothing preference and purchasing behaviors of the Turkish university students. The students studying at Selçuk University consist of the population of the research. 220 questionnaires were conducted in the first stage of the study. The volume of the sample has been calculated using a formula as the size of the population is definite (Semiz, 2011: 85). The number of sample which was found to be 380 persons was supplemented to 400 persons. 213 out of the participants who were voluntarily chosen from various faculties are female and 187 of them are male.

N= Population: 68.536

Z= Reliability co-efficient (For 95%): 1.96

D= Standard error (Sensibility): 0.05

$\sigma^2$ = Heteroscedasticity: 0.5

$\frac{NZ^2(0.5)^2}{(N-1)D^2+Z^2(0.5)^2}$

$\frac{68536(1.96)^2(0.5)^2}{(68536-1)(0.05)^2+(1.96)^2(0.5)^2} = 381$

The sources related to the subject were searched under the scope of the study and a questionnaire form was developed to collect the research data in accordance with obtained information. The questionnaires were delivered to the participants and asked them to return after answering so as to obtain objective results. The questionnaire form is consisted of 11 questions which are structured in accordance with EKB (Engel, Kolat and Blackwell) consumer model. 4 of the questions are prepared as likert, 6 as closed end and 1 as open end. The closed end questions are in multiple-choice form. 5 of the question under the questionnaire scope is related to demographic features (gender, academic department, residence, monthly income, family business). The questions in the questionnaire has been limited to printed and visual press of the media types. The characteristics preferred in clothing selection and the questions related to the influence of the printed and visual media on clothing are the likert type. The multiple-choice questions are intended for familiarizing the consumer. In the study conducted, the reliability (internal consistency) of scale constituted to determine the impact of the media in the preference of the youngsters has been inspected with item analysis and the Cronbach Alpha reliability co-efficient is found to be  $\alpha = 0.92$ . After the data collection process is completed during the research process, the answers given to the questionnaire are controlled, the missing or faulty questionnaires are separated and the data are transferred to SPSS pack program to do statistical analyzes on the correct questionnaires. The findings are given in the tables by performing the descriptive statistical analyzes on the obtained data. The answers given to the questions are illustrated in the tables as frequencies (f) and percent values (%). The students included in the study are taken into evaluation in two groups in terms of statistical way as to be females and males. The essence in the classification is to find out the

gender difference on the clothing preferences and media impact. The findings obtained from the cross-tables formed by taking the gender variable into consideration have taken place under the tables. The Mann Whitney U test is applied for the significant differences between characteristics the girls and boys preferred or the opinions they have stated. Mann Whitney U statistic test is used for comparing the evaluations of the two groups which are not parametric (Semiz, 2007: 75). The significance level is presumed to be  $p=005$  in the analyzing of the data.

### **3. Findings**

In this section, the findings obtained from the questionnaire performed so as to determine the impact of the visual and printed media on the clothing preferences of the university students are given.

When the demographic particulars are examined, 213 out of the participants are indicated to be female, 187 are male, their families mainly live in the metropolitans in the both gender groups, their monthly income is TL 250-300 and they monthly spend TL 0 – 50 to 51 – 100 for their clothing.

**Table 1. Particulars Preferred in Cloth Selection**

Options	1		2		3		4		5	
	f	%	f	%	f	%	f	%	f	%
Its brand influences my preference.	53	13.3	69	17.3	149	<b>37.3</b>	82	20.5	47	11.8
Its modishness influences my preference.	57	14.3	81	20.3	111	<b>27.8</b>	93	23.3	58	14.5
Its color influences my preference.	20	5	26	6.5	48	12	140	35	166	<b>41.5</b>
Its model influences my preference	24	6	18	4.5	39	9.8	134	33.5	185	<b>46.3</b>
Its price is a major criterion in my preference.	27	6.8	29	7.3	72	18	122	30.5	150	<b>37.5</b>
Its quality is an important criterion.	24	6	28	7	57	14.3	146	<b>36.5</b>	145	<b>36.3</b>
Popular clothes are my preference.	44	11	125	<b>31.3</b>	131	<b>32.8</b>	72	18	28	7
Simple, plain clothes are my preference.	32	8	55	13.8	137	<b>34.3</b>	99	24.8	77	19.3
Striking clothes are my preference.	88	22	130	<b>32.5</b>	96	24	56	14	30	7.5
I adopt the clothing style of celebrities I like.	145	<b>36.3</b>	127	31.8	67	16.8	32	8	29	7.3
I prefer clothing appropriate for the environment I have been in.	32	8	48	12	91	22.8	134	<b>33.5</b>	95	23.8
Prompting of my friends is influential in my clothing preference.	37	9.3	54	13.5	143	<b>35.8</b>	118	29.5	48	12
Religious principles influence my clothing preference.	35	8.8	55	13.8	96	24	101	25.3	113	<b>28.3</b>
The culture factors influences my clothing preference.	28	7	54	13.5	106	26.5	124	<b>31</b>	88	22

1.Never Agree 2.Do not Agree 3.Partly Agree 4.Agree 5.Absolutely Agree

When the table concerning to the particulars preferred in cloth selection is examined, 46.3% of the participants have absolutely agreed that model is the factor influencing the clothing style, 41.4% color, 37.5% price, 36.3% quality and 28.3% religious principles; also 36.5% quality, 33.5% clothing appropriate for the environment they have been in, 31% culture are the factors influencing the clothing style the participants have agreed, 37.3% of the participants have stated they partly agree that the brand influences their clothing preference, 35.8% prompting of friends, 34.3% simple–plain clothes, 32.8% being popular clothes, 27.8% being modishness. It is seen 32.5% of the participants not to agree that they prefer striking clothes, 31.3% popular clothes; 36.3% of them is seen that they have never agreed to adopt the clothing style of the celebrities they like.

The society in which the people live in, friend groups, family, manners and customs they have are rather influential on their buying behaviors (İslamoğlu and Altunısık, 2008: 182). While the individuals determine their lives, they cannot ignore the cultural particulars of the society (Tuncer vd. 1994: 38). Consuming ways, necessities, precedence order of the requirements and satisfaction modes are function of the culture. The cultural values influence the consumer's behavior and thus the consuming (Eru, 2007: 24). The clothing fact which started with the history of the humanity has turned to be fashion fact going beyond being necessity with the environmental activities and the factors required for being a society. The individuals have reflected the particulars of the society they live in, their personalities and their life styles to their clothing (Arikan, 1997: 16). Fashion is a behavioral model revived by the development of the consumers' industry. Following the fashion is an indicator evidencing the approval of society identification, being in integrity and forming one part of it (Kaya and Oğuz, 2010: 151). It is influential in the positive settlement of the belief concerned with the product by means of various media means such as television, papers, internet, magazine and cinema, group of pals and their opinions with the youth (Sönmez, 2010: 68).

When the characteristics preferred in clothes are considered in accordance with sex, it was determined that both girls and boys agreed the statement which indicates that the color, model, price, quality and convenience to the environment are effective in their preference of clothes; they partly agreed or disagreed the statement that the factors such as brand name, convenience to fashion, being simple and group of friends affected the preferences; they disagreed the statement the attractiveness of the clothes and they strongly disagreed adopting the clothing style of celebrities. The girls determined the effect of cultural elements and religious principles on their preference of clothes while boys partly agreed this. The reason why the girls are affected from cultural and religious factors may result from their growing in different roles than boys.

According to the Mann-Whitney U test which has been carried out in order to compare the ideas related to the characteristics preferred in the choice of clothes according to sex; a significant difference was found between girls and boys related to the convenience of clothes to the fashion ( $U=17287$ ,  $p=0.020$ ), model ( $U=16316$ ,  $p=0.001$ ), price ( $U=16996$ ,  $p=0.008$ ), suggestion of friends and the environment ( $U=17372$ ,  $p=0.022$ ) and religious principles ( $U=15442$ ,  $p=0.000$ ).

**Table 2. Opinions Related to the Visual Media Related to the Clothes**

Options	1		2		3		4		5	
	f	%	f	%	f	%	f	%	f	%
I connect with the soap opera characters and I related to the clothing style.	156	39	122	30.5	68	17	36	9	18	4.5
The clothes in the periodical soap operas or films attract my attention.	106	26.5	100	25	108	27	64	16	22	5.5
I am affected from the clothes of the cinema characters.	124	31	128	32	83	20.8	51	12.8	14	3.5
I analyze the clothes of characters in the advertisements.	99	24.8	94	23.5	117	29.3	69	17.3	21	5.3
I follow the clothes of celebrities in the fashion shows.	126	31.5	121	30.3	74	18.5	54	13.5	25	6.3
The fashion programs draw my attention.	116	29	82	20.5	81	20.3	88	22	33	8.3
I follow the exhibition or organizations of the fashion designers.	136	34	94	23.5	83	20.8	59	14.8	28	7
The clothes in the internet stores are within the field of my interests.	101	25.3	85	21.3	101	25.3	73	18.3	40	10
I follow the clothing styles of foreign celebrities.	158	39.5	109	27.3	73	18.3	39	9.8	21	5.3
I follow the clothing styles of national celebrities.	132	33	114	28.5	91	22.8	48	12	15	3.8
I wonder the designers of the clothes used in the TV shows.	122	30.5	103	25.8	80	20	62	15.5	33	8.3
I follow the performers of the music style I like.	110	27.5	100	25	94	23.5	66	16.5	30	7.5
I follow the preferences of people whose body characteristics I like related to clothes.	81	20.3	91	22.8	97	24.3	94	23.5	37	9.3

1.Never Agree 2.Do not Agree 3.Partly Agree 4.Agree 5.Absolutely Agree

When the table including the opinions related to visual media about clothes is analyzed; 23.5% of the participants stated that they agreed following the preferences of the people whose body aspects they admire related to clothes, 29.3% of them agreed on the clothes of characters in the advertisements, 27% of them agreed on the clothes in the periodical soap operas and films, 25.3% are interested in the clothes in the internet stores, 24.3% of them partly agreed examining the clothes of people whose body aspects are similar to them. Of the university students, 32% of them disagreed being effected from the clothes of movie characters while 39.5% of them were found to disagree on following the clothes of foreign celebrities, 39% of them the clothes of soap opera characters, 34% of them agreed on the fashion shows of fashion designers, 33% of them agreed on domestic celebrities, 31.5% of them on the celebrities in the magazine programs,

30.5% of them the designers in the TV programs, 29% of them fashion programs, 27.5% of them the performers of preferred music style, and 25.3% of them the clothes in the internet stores.

The place and purpose of wearing clothes are at the forefront in the preference of the consumers related to the choice of clothes. The ergonomic product comes into forefront when the anthropometric aspects, the ability for physical movement and body size of the user are considered. The cloth formed in this way establishes the comfort for the user and increases the preferences (Uğur, 2006: 8).

The process of the worldwide reconstruction mostly affects the young generation. The commercials as one of the convincing communication tools play an determinant role in the process of purchasing by the young generation due to its motivating effects (Kaya and Oğuz, 2010: 16).

The expansion of internet technologies and their usage also increased the knowledge and experience of the consumers of internet (Kara and Coşkun, 2012: 75). The developments in the science technology transformed the consumers into online consumers while most of the young generation are ready to start their first shopping as an online consumer (Chen, 2009: 1; Uygun vd., 2011: 374).

When the opinions about clothes in the written media was considered according to sexes; both girls and boys stated that they agreed following the clothing style of the people whose shape of the body they resemble, they partly agreed analyzing the clothes of the characters in the advertisements and their attention is drawn by the clothes in the internet shops. It was found that boys and girls disagreed establishing connections between the characters of soap operas and their own clothing styles, being effected from the clothes of movies characters, following the clothes of celebrities in the magazine programs, paying attention to the preference of foreign celebrities, designers of clothes in the TV programs and adopting the clothing styles of the popular music performers. The girls partly agreed paying attention to the clothes in the periodical soap operas and movies and analyzing the clothing preference of the celebrities while the boys disagree them. While the girls partly follow the fashion programs, the fashion shows and organizations of the fashion designers, the clothing preference of national celebrities; the boys stated they weren't interested in any of them.

According to the Mann-Whitney U test carried out to compare the opinions related to the clothes in the visual media; a significant difference was found between the girls and the boys related to options such as fashion programs draw my attention ( $U=16204$ ,  $p=0.01$ ), I follow the fashion shows and organizations of fashion designers ( $U=16101$ ,  $p=0.001$ ), I wonder the designers of the clothes used on TV programs ( $U=17305$ ,  $p=0.020$ ).

**Table 3. Opinions on the Written Media Related to Clothes**

Options	1		2		3		4		5	
	f	%	f	%	f	%	f	%	f	%
I examine the clothes in the brochures of shopping malls.	37	9.3	61	15.3	121	30.3	137	<b>34.3</b>	44	11
The shop windows affect my fancy.	19	4.8	50	12.5	109	27.3	152	<b>38</b>	70	17.5
I examine the clothes on the posters.	31	7.8	60	15	115	28.8	143	<b>35.8</b>	51	12.8
The introductions on the billboards affect my preference.	46	11.5	83	20.8	127	<b>31.8</b>	108	27	36	9
I look at the models of clothes in the magazines.	32	8	74	18.5	110	27.5	135	<b>33.8</b>	49	12.3
The appearance of dress models on the dummies affects my fancy.	41	10.3	66	16.5	112	28	129	<b>32.3</b>	52	13
I examine the dress models on the newspapers and newspaper supplements.	50	12.5	77	19.3	123	<b>30.8</b>	106	26.5	44	11
I follow the catalogues of the brands.	61	15.3	83	20.8	121	<b>30.3</b>	94	23.5	41	10.3
The notices of sale on the shop windows of the stores draw my attention.	36	9	35	8.8	105	26.3	127	<b>31.8</b>	97	24.3

1.Never Agree 2.Do not Agree 3.Partly Agree 4.Agree 5.Absolutely Agree

When the table containing the opinions related to the clothes in the written media is analyzed; the participants definitely agreed on the shop windows that affect the fancy (38%), the clothes on the posters which draw attention (35,8%), examining the clothes on the brochures of shopping malls (34,3%), looking at the dress models on the magazines (33,8%), examining the appearance of clothes on the dummies (32,3%) and the notice of sales on the shop windows affected their preferences. It was also found that the students agreed on the effects of the introductions on the billboards in their preference (31,8%), examination of the advertisements of clothes on the newspapers and newspaper supplements (30,8%), and following the catalogues of brands.

According to the study executed by Owen (1968) in order to determine the behaviors of girls in buying clothes; it was found that they liked looking at shop windows and are affected by the style of the clothes and especially the clothes of their friends (Çırpıcı, 2006: 23).

Bitner (1992) argued that the feelings revealed by the environmental stimulants in a shop highly affected the desire to visit the same shop again. If the matter in question is a product or a service, the feelings arising from pleasant and enjoyable experiences highly affect the choice of the product or service.

When the opinions related to clothes in the written media are considered, both girls and boys agreed on the analysis of the clothes in the brochures of shopping malls, the shop windows

affected the fancy and looking at the dress models on the magazines while they partly agree on the introduction on the billboards affected their preferences and following the catalogues of the brands. While the girls agreed on analyzing the dresses on the posters, newspapers and newspaper supplements, the appearance of the clothes on dummies which affect their fancies, and the notices of sales on the shop windows; the boys partly agreed them.

According to the Mann-Whitney U test carried out to compare the opinions related to the clothes in the visual media; a significant difference was found between the girls and boys related to the options such as I look at the clothes in the brochures of shopping malls (U=17485, p=0.029), the shop windows affect my fancy (U=16113, p=0.001), I analyze the clothes on the posters (U=16834, p=0.005), I analyze the clothes in the magazines (U=15763, p=0.000), the appearance of clothes on dummies affect my fancy (U=16352, p=0.001), I analyze the dress models on the newspapers and newspaper supplements (U=16103, p=0.001).

**Table 4. Points to Consider on the Clothes Taking Place in Visual and Print Media**

Options	1		2		3		4		5	
	f	%	f	%	f	%	f	%	f	%
The aspects of collars	33	8.3	29	7.3	80	20	164	<b>41</b>	94	23.5
The aspects of sleeves	23	5.8	25	6.3	82	20.5	173	<b>43.3</b>	97	24.3
Model	21	5.3	24	6	63	15.8	174	<b>43.5</b>	118	29.5
Subsidiary Accessories	24	6	42	10.5	108	27	137	<b>34.3</b>	89	22.3
The color and design.	17	4.3	18	4.5	47	11.8	168	<b>42</b>	150	37.5
The feeling of comfort.	17	4.3	17	4.3	53	13.3	144	36	169	<b>42.3</b>
The awareness of brands	40	10	70	17.5	107	26.8	113	<b>28.3</b>	70	17.5
Its convenience to the body structure	19	4.8	14	3.5	30	7.5	128	32	209	<b>52.3</b>

1.Never Agree 2.Do not Agree 3.Partially Agree 4.Agree 5.Absolutely Agree

When the table including the findings related to the aspects regarded in the clothes in the visual and written media; the students stated that they definitely agreed on the conformity of clothes to body structure (52%), and the comfort feeling while they agreed on the existence of the aspects such as model (43,5%), sleeves (43,3%), color-design (42%), collar (41%), complementary accessories (34,3%) and brand-recognition (28,3%).

When the characteristics regarded in the clothes in the visual and written media according to sexes are evaluated; both sexes without difference of gender agreed the comfort feeling and convenience to body structure and both sexes partly agreed on the examination of characteristics

such as collars, sleeves, models, complementary accessories, and the characteristics of color and design. The girls partly agreed the brand recognition while boys agreed on it.

According to the Mann-Whitney U test carried out to compare the opinions related to the clothes in the visual and written media; it was found that there was no significant difference between girls and boys in their preference.

#### **4. Conclusions**

In the study carried out to determine the effects of written and visual media on the preference of clothing; the characteristics related to model, color, price, quality, religious principles, being convenient to the current environment and cultural elements etc. were found to be effective on the clothing preferences of Turkish university students. In the choice of clothes; the brand name, suggestion of friends, and being pure, popular or convenient to the fashion were partly found to be important. Although they are at the age which feelings are experienced densely, it is quite remarking that the clothing styles of the idol celebrities are not definitely effective on the choice of university students related to clothing. When the preferred characteristics in clothes were considered according to gender, it was determined that both girls and boys agreed the statement saying color, model, price, quality, and being convenient to the environment were effective in their choice of clothes; they partly agreed or disagreed the factors such as brand, being convenient to fashion, being pure and the group of friends were partly effective in their preferences; they disagreed the attractiveness of clothes and they definitely disagreed adopting the clothing styles of idol celebrities. The girls agreed the effect of cultural elements and religious principles in their preference of clothes while the boys stated that they partly agreed this. Related to the gender, significant differences were found between the girls and boys in accordance with the convenience of the clothes to fashion, its model, price, suggestion of friends and religious principles. According to the results of the study carried out by Çırpıcı (2006), the students were mostly impressed by the quality and brand of the product while shopping. The factors affecting the decision are the experiences of friends, price, brand, television advertisements, family members, the advertisements of newspapers and magazines, respectively. A significant relationship was found between those factors and gender. According to Sönmez (2010), the opinions of the girls related to clothing products are in harmony with those of their friends. Similarly, young people between the ages of 13 and 19 have similar values (interest, ideas and attitudes) with their friends related to the choice of clothes or hair style.

In a study carried out on the school girls by Ağaç and Çeğindir (2006), the most effective elements on the choice of clothes were found to be model and the quality of fabric. The mostly considered point for the university students in choosing their clothes is the convenience to their clothing styles.

It was concluded in the visual media that the youth followed the clothes of the people whose aspects of body they found closer to themselves, they examined the clothes of the characters in the advertisements or periodical soap operas or movies and they didn't follow the clothes of the characters of movies or soap operas, native or foreign celebrities, fashion shows or programs. Related to the clothes in the internet stores which draw their attention, those who definitely disagree and partly agree have similar rates. It may be concluded from those rates that there are difference in the ideas of young people related to shopping on the internet.

In the study of Özdemir (2003) which was carried out to determine the effects of advertisements on the shopping behaviors of the university students, it was determined that the majority of them watch and listen to the advertisements and they are mostly affected by the television commercials (Çırpıcı, 2006: 29).

When the opinions related to the clothes in the visual media are considered according to gender, both girls and boys were seen to follow the clothing preferences of the people whom they found similar to themselves and analyzed the clothes of the characters in the advertisements. The girls partly agreed on the clothes in the periodical soap operas or movies which draw attention and analyzing the clothing preferences of celebrities while the boys didn't agree it. The girls partly follow the fashion programs, the fashion shows and organizations of the fashion designers and the clothing preferences of celebrities while the boys stated that they were not interested in it. In the study carried out by Kaya and Oğuz (2010), they found that the university students gave priority to clothing products except compulsory expenditure entries. More than half of the school girls, yet only one in third of the boys follow the fashion. It may be concluded that the main reason for this is the social gender.

Related to the written media it was also concluded that the shop windows affected the fancy of the young people, the clothes on the posters drew their attention, they examined the clothes in the brochures, they looked at the clothing models in the magazines, they examined the appearance of the clothes on dummies and the notices of sales on the shop windows affected their preferences. Moreover, it was also found that the young people followed the introductions on the billboards; examine the advertisements of clothes and the catalogues of brands. When the opinions related to the written media is considered in accordance with gender, it was seen that the girls agreed on examining the clothes on the newspapers and newspaper supplements, being affected by the appearances of the models of the clothes on dummies and paying attention to the notices of sales on the shop windows while the boys partly agreed them.

It was also seen that young people paid attention to the conformity to the body structure for the clothes in visual and written media, providing comfort, model, sleeves, color-design, collars, complete accessories and brand recognition. The girls partly put the emphasis on the brand recognition while the boys regarded it important. The reason why the girls put less emphasis on the brand recognition than the boys may be attributed to the quantity of options related to the type, model and brand of clothes which is more than boys.

According to a study carried out by Toruk (2003), the most important media tools the students preferred to provide information are television, internet and newspapers, respectively. The young people prefer newspapers as the most reliable mass communication tool. Television and internet come after it. According to Akça and Şenol (2012), media has the power of the sanction young people and adults especially on children. The media both provides opportunities to children and young people and some risks. In order to perform the organizational objectives, the shopping decisions of the individuals should be affected; and the use, quality and suggestions of information on the media should be considered and observed.

Globalization of media and effective use of social sharing networks may enlarge the vision of young people and provide equal rights to access information. On the other hand, it may threaten the cultural values and real life among young people. The young people with more information

increased the expectations from the products or services. For that reason, it is a necessity for the enterprises to understand the value system of the customers and effectively use mass communication tools in order to appeal to their expectations in a sincere and convincing way. It is important to use correct, reliable, creative and effective communication tools and messages for the young people who can easily access all sorts of information through the developing communication technologies.

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