

GRADUL DE INTERES AL CONSUMATORILOR CU PRIVIRE LA MODĂ

THE DEGREE OF INTEREST FOR CONSUMERS REGARDING FASHION

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Abstract: The degree of consumer's interest in fashion is linked to the buying purchase and the decision making when they're facing the new brands. In order to get a better understanding of their perception, attitude, openness in testing new products or a strong desire of loyalty, the influence of others regarding clothing or the reason that stay beyond their choices, the present research is yearning to give some answers to the topic and reveal the mostly encountered typology of consumers.

Keywords: consumers behavior, interest, fashion, brand, luxury