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Title: PERCEPTION AND EVALUATION OF THE QUALITY OF CLOTHING
PRODUCTS BY YOUNG CONSUMERS

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In the conditions of the dynamically developing clothing industry, the problem of perception and assessment of the quality of products by young consumers, as well as their approach to the requirements for clothing products is an interesting and important research area within the scientific discipline of commodity science.

The main objective of this dissertation was to learn the preferences of young consumers in order to diagnose factors determining perception and assessment of the quality of clothing products. The implementation of the assumed objective and verification of the set out hypotheses determined the character of the dissertation as theoretical-empirical. The theoretical basis of considerations is a thorough analysis of literature on the subject of broadly understood attitudes and revealed consumer preferences. In order to search for new trends in consumer behavior, the market behavior of consumers was analyzed. The dissertation attempts to use the achievements of science in the field of commodity science, management, marketing and statistics. The implementation of the assumed work objective and verification of the hypotheses was connected with the need to examine both consumer preferences and organoleptic evaluation of the quality of previously selected clothing products of different brands constituting research samples. The concept of the dissertation is expressed in its composition - it consists of an introduction, seven chapters, a summary, final conclusions and an annex.

The theoretical considerations contained in this paper indicate that the quality of products is an important criterion taken into account in consumer purchasing behavior. Along with the changing economic environment, economic and technological development of the world, the consumers' approach to quality and determining determinants is changing. The category of young consumers is particularly susceptible to these changes, therefore it is perfectly reasonable to learn about the current behaviors of this group of buyers with regard to clothing products. The main attention was focused on the perception of the quality of clothing by young buyers through the prism of the product's properties and the producer's brand name or brand's name. The importance of the quality and brand of clothing in the processes of making purchase decisions, as well as factors affecting the perception of the quality of products by young consumers have not yet been comprehensively researched. The analysis also included factors not directly related to the product, and the way of its presentation, which are important in the context of the strategy of building a commercial brand and acquiring consumer loyalty through clothing chains. The theoretical study allowed to identify a research gap in terms of a holistic view on factors determining the quality of clothing, taking into

account factors directly related to the product as well as elements of the quality of the sales service, reflected in coherent VM policy and in sales-related factors.

The empirical part of this work is research on consumer preferences as well as consumer sensory assessment of the quality of previously selected products with varying complexity of construction. The research was carried out in parallel. The time range of the tests carried out is included in the period 2014-2017. Analyses conducted on the basis of research results allow to formulate the statement that consumer purchasing attitudes and factors determining them influence the perception and assessment of the quality of clothing products to a different extent and depend on the purchased / assessed assortment.

The results of the research presented in this dissertation are designed to show the essence of the distinguishing factors affecting the perception and assessment of the quality of clothing products, as well as shopping preferences of young consumers. They are also a rich source of application information that can be used to build strategies for new clothing brands entering the Polish clothing market, or to improve the policy of brands that have already developed their position on the domestic market. The influence of various stimuli influencing consumers during shopping was demonstrated, as well as their impact on the choice of brand which they are loyal.

It has been shown that the quality of clothing is influenced by the set of inherent properties of the product as well as factors related to the quality of the sales service and the sales-related service. Among the factors included in the proposed model were the quality of the material (as a key factor), the aesthetics of the product, cleanliness inside the store, manufacturer's warranty and raw material composition. The simultaneous impact of the set of factors influencing the opinion about product quality and the opinion about the importance of factors determining the quality of the service transfers into consumer purchasing behavior.

The considerations contained in this work lead us to the conclusion that the issues related to a comprehensive look at factors determining the quality of clothing become both theoretically and practically an interesting problem in the area of interest in contemporary commodity science and marketing. Knowledge of factors determining the quality of clothing products and knowledge about consumer expectations in the field of the quality of sales services is a significant factor especially from the point of view of retail chains offering branded clothing to young consumers. The consumer quality assessment model developed as a result of the research may be a practical tool in increasing the effectiveness and efficiency of sales of clothing products purchased by young consumers. The analysis of the issue contained in this dissertation, related to the perception of the quality of products and factors determining it, is a new look at the purchasing attitudes of young consumers on the market of clothing products. It can be used not only in the practice of building and maintaining a trading strategy, but also in the field of science in commodities.