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Romanian Consumer Preferences for Celebrity Endorsement TV Ads for Romanian and Global Apparel Brands

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Abstract

In the context of contemporary society, the behaviour of the consumer is influenced to a great extent by models that appear in advertisements. Romanian clothing companies should take into account that globally they are competing against top brand companies with proven marketing strategies and which make use of celebrity endorsements in order to increase the value of their brands and to strengthen their image. The research purposes are as follows: (1) to empirically test – by using non-parametric statistics and through a convenience sampling and self-administrative questionnaire – Romanian consumers’ preferences for using celebrity endorsements in fashion clothing TV advertisements both for Romanian and global brands, (2) to measure customers’ brand loyalty, (3) customers’ awareness, and (4) consumers’ purchase intentions towards brands. A set of five research hypotheses was tested. Our results validate the international ones. These results fill a gap in the little empirical knowledge available on celebrity endorsements in Romania.

Key words: TV advertising, celebrity endorsements, global apparel brands, non-parametric statistics, Romanian clothing brands.

Introduction

In the context of contemporary society, the behaviour of the consumer is influenced to a great extent by celebrity endorsement (CE) promoted in TV advertisements. From the official image of the brand they promote to advertising their own behaviour as consumers, companies invest large sums of money to align their brands and themselves with endorsees [1, 2]. Branding is referred as a disciplined process which is used to create awareness and extend customer loyalty [3], and is one of the most important and powerful tools in communicating and promoting an organisation on the one hand and “a business card” for consumers in terms of social status on the other. Celebrities have been supporting brands since the late nineteenth century [2], and has long been used by manufacturers and retailers in their efforts to sell products [4] and occupy a pivotal position in contemporary culture [5]. The media (online, social media, TV, magazines, etc.) also promotes that wearing luxury brands makes you seem more qualified for the job [6], and a luxury logo rates a woman significantly higher in wealth and status [6], or wearing expensive brands of clothing can help you snag a job [7]. When choosing the reference group or the group people belong to, the fashion and trend displayed by the outfit is taken into account by selecting brands with meanings relevant to an aspect of their self-concept [8]. This effect is particularly strong in fashion categories [9].

Starting from these aspects, the current study aims are:

- (1) to empirically test – by using non-parametric statistics and through a convenience sampling and self-administrative questionnaire – Romanian consumers’ preferences for using CE in fashion clothing TV advertisements for both Romanian and global brands;
- (2) and to measure customers’ brand loyalty,
- (3) costumers’ awareness and
- (4) consumers’ purchase intentions towards the brands from the study.

Also, based on the literature review, a set of five research hypotheses was formulated and tested, aspects of which are detailed in section Sample description, data and methodology (*Table 4*).

In Romania, even the apparel industry is well developed (aspects detailed in paragraph 1), with good results at the international and European level. There is a single research of consumers’ perception of CE, but only according to the age of the respondents [10]. Another important argument for this research is linked to the economic impact of the global brand on the Romanian apparel industry, respectively:

- 70% of Romanian clothing production are for successful global brands like H&M, Zara, Louis Vuiton, Armani, etc. (according to the Wall-Street website);
- In Romanian shopping centers the best locations belong to H&M, Inditex, C&A, etc.

■ In 2018 Zara Bucharest had a turnover of 487 million euro, an increase of 7%. Each Romanian Zara store has a net income of 550000 euro, over 5 times bigger than, for example, Zara stores from Germany.

Therefore, we consider that our results fill a gap in the little empirical knowledge available on CE in Romania.

The present paper is structured as follows: in paragraph 1 of the Introduction, we briefly present the Romanian apparel industry in the global context. In paragraph 2 of the Introduction, we present and describe the Romanian and global brands used in the study and criteria for choosing them. A synthetic literature review of CE and related concepts (like brand image, brand equity, customer perceptions, etc.) presents the most important international research results. The paper includes a section dedicated to sample description, data and methodology, follow by research results and conclusions and discussions.

A short description of the Romanian apparel industry in the global context

In recent years, Romania was one of the top 15 countries exporting clothing globally, being the largest supplier in Central and Eastern Europe for the European Union (EU) market [11]. According to Eurostat, before joining the EU, Romania occupied second position in the world (after USA) on the global textile market, comprising 10.2% of the market in 2005 [11]. The Italian apparel manufacturing workforce of 208.9 thousand persons in 2018 [12] was followed by Romania at 128.4 thousand persons [12], but Italian and other European manufacturers are most frequently located in Eastern European countries [12]. Romania is one of the most specialised EU member's states with a 78.9 degree of specialisation in

Table 1. Comparative presentation of Romanian brands. **Source:** based on the information available on the Romanian brands' websites.

| Criterion | Braiconf | Jolidon | Adesgo |
|--|---------------------------------------|-----------------|--|
| Year and place of company establishment | 1950, Brăila | 1993, Cluj | 1920, Bucharest |
| Number of shops in Romania | 17 | 87 | – |
| Own Concept Store | Yes, in Mariott Bucharest Grand Hotel | Yes, Palas Iași | No |
| Presence on external market | Yes | Yes | Yes |
| Year when the first store was opened | 1999 | 1998 | Information is not available on the brand's website. |
| Year of website launch and online store launch | 2012 | 2012 | |
| Year of expansion on the external market | 1961 | 2000 | |
| Retail presence in Romania | No | Yes | Yes |

Table 2. Comparative presentation global brands. **Source:** drawn up by the authors based on information available on: [13] and the global brands' websites.

| Criterion | H&M | Zara | GAP |
|---|---|--------------|---|
| Year the company was set up | 1947 | 1975 | 1969 |
| Country of origin | Sweden | Spain | USA |
| Number of own stores in Romania | 40 | 22 | 3, closed in 2014 |
| Total number of stores worldwide | 3600 | 6700 | 1700 |
| Number of external markets | 61 countries | 88 countries | 70 countries |
| Year of expansion on the external market | 1964 | 1988 | 1987 |
| Position in Top 100 Best Global Brands in 2019: | 30 | 29 | 99 (2014) |
| Collaborates with famous fashion designers in order to develop products | Yes, since 2004 with K.Lagerfeld, S. McCartney, R. Cavalli, Versace, Al. Wang, etc. (17 designers). | No | – |
| Own online stores | 21 countries | | Information is not available on the brand's website |
| Own factories/manufacturing plants in Romania/numbers | Yes /30 | Yes/– | |
| Year when the first online store was launched | 1998 | 2007 | 1997 |
| Year when the first own store was opened | 2011 | 2004 | 2009-2014 |

2017 [12]. Also, countries like Romania (5.5), Bulgaria (7.1), and Lithuania (5.9) have a good share of the value added in the manufacturing total – percentage in 2017 [12]. Nationally, in 2018 the apparel industry comprised 2.53% of the GDP and 24.4% of Romania's miscellaneous manufacturing exports.

Companies in this sector are regarded as belonging to a buyer-driven chain, which

includes three categories of firms: retailers, marketing companies and brand manufacturers. Romanian clothing manufacturers who owned nationally-recognised brands even before 1989 (for instance Braiconf, Adesgo, etc.) or who set up their companies after 1989 (i.e. Jolidon) have successfully adopted branding strategies. As a result, they have their own distribution network, have extended their business to external markets (ex-

Table 3. Campaigns included in the study. **Source:** made by the authors based on information available on the Romanian and global brands' websites.

| Brand | Product category | Celebrity | Occupation | Campaign started |
|----------|---|--|--|----------------------------|
| H&M | Fashion/textiles/clothing | David Beckham | Ex – football player, model, etc. | 2012 |
| Zara | Fashion/textiles/clothing | The information is not available on the brand's website | | |
| GAP | Fashion/textiles/clothing | S. Blair, J. Biggs, F. Rodriguez, R. Wilson, Flo Rida, T. Songz, D. Chicks, S. Bernhard, J. Monae & R. Malco | TV personalities | 2008 |
| Braiconf | Men's & women's shirts | No celebrity | – | |
| Jolidon | Men & women lingerie and swimsuits | • For men: Bogdan Pricop • For women: Andreea Mantea Oana Viran | • Famous Romanian fitness trainer • TV personalities • International model | • 2012 • 2008 • 2012 |
| Adesgo | Women's stockings, tights, lingerie, swimsuits and sportswear | Dana Săvuică | International model & TV personality | 1993-1997 |

porting under their own brand), have online shops, and constantly improve both their products and services provided in order to make them visible on the global market as brand manufacturers and not just as Lohn manufacturers. Romanian clothing companies should take into account that they compete globally against top brands such as H&M, Zara, GAP, etc., companies with proven marketing strategies and which make use of CE (for instance, the famous David Beckham for H&M), in order to increase the value of their brands and to strengthen their image.

Presentations of Romanian and global brands used in the study

For the current study, the following Romanian clothing brands were selected: Braiconf, Jolidon, and Adesgo and the following global brands: H&M, Zara and GAP. The common selection criteria are the following: to be an old brand with tradition, have their own distribution network in Romania, and have TV advertisements on websites. For the global brands, an additional selection criterion was used, i.e. the brand presence in recent years in the top 100 Global Brands, conducted by INTERBRANDS [13]. Since every single brand has a complex history, we have synthetically presented the information for easy comparison in **Table 1** for Romanian brands and **Table 2** for the global brands. In **Table 3** we present details of CE for Romanian and global brands.

Celebrity endorsements – literature review

One of the most cited authors in this subject (McCracken in 1989) defines celebrity [14] as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Agraval and Dubey define [15] CE as a type of marketing communication [16] that conveys the idea of the product (from the manufacturer) to the consumer using the image of the endorser. In our study we agree with Bergkvist & Zhou's definition from 2016 [16] that a "CE is an agreement between an individual who enjoys public recognition (a celebrity) and an entity (e.g., a brand) to use the celebrity for the purpose of promoting the entity".

Advertisers soon realised that by using publicly renowned personalities in adver-

tisements, they will be able to align the brand's personality with that of the celebrity [17]. Some of the most cited authors, Atkin & Block in 1983 [18] and Erdogan in 1999 [2], showed that CE entertains a more positive attitude and greater intention to purchase than a non-celebrity endorser. Moreover, Erdogan [2] mentions another benefit of using an expert endorser is that it enhances brand recall.

Subhadip et al. (2015) [19] show that there is a differential impact of celebrity advertising across Generation X versus Generation Y [19], and Verma & Sukhamani in 2017 [20] mention that for youngsters celebrity endorsed advertisement is not only utilised to create brand awareness and brand recognition but it also helps the company to capture the target audience.

In 2014 Carillat et al. [21] demonstrated that the involvement of a celebrity endorser in a negative event may spill over to brands of the same product category. Moreover, celebrity credibility for brand endorsement has been investigated intensively in recent years [22] because of aspects like celebrity multiplicity and celebrity brand congruence, which must be taken into considerations by marketers [22].

CE does not hold the sole key to success [2]. Many studies imply that companies need to position their brand in the minds of consumers and therefore connect the brand with customers, with CE being one method of achieving this. Erdogan also presents potential hazards for companies, which might include overshadowing, overexposure, and controversy [2].

Celebrities and fashion brand ambassadors make the image of fashion and different clothing styles in the market [23]. Moreover, the author in [23] showed that morning shows and CE have a strong and positive impact on brand image and purchase of fashion products.

Min et al. [24] appreciate that marketers use CE to make advertisements believable and to enhance consumer recognition of the brand name. The authors used the concepts of congruence-incongruence for celebrity – brand to show that celebrity-brand congruence and publicity play a significant role in consumer behavior related to attitudes toward the celebrity and brand/product, as well as buying intention [24].

Drollinger et al. studied (in 2016) [25] the effectiveness of CE in print ads through the Dual Pathway Model and show that celebrities that are highly expert are more influential when the product is highly utilitarian, like fashion and clothes in our case, and celebrities that are more similar to viewers are more influential when promoting a value-expressive product. For luxury brands, Cuomo et al. [26] find that celebrity credibility is a very strong key to increasing purchase intentions.

The most known theory related to CE ads is the congruence theory, renamed by Bergkvist et al. in 2016 [27] as celebrity-brand fit, referring to the similarity or consistency between the brand and the celebrity.

For Romania we identified another single research conducted by Lazar & Nistoreanu in 2019 [10], the results of which show a real difference in the perception of CE among the young and those older than 40 years old; in fact, between Generation X and Generation Y.

Sample description, data and methodology

The sample is made up of 144 respondents, selected based on non-probabilistic convenience sampling [1, 9, 15, 18, 28-30], being the most used in such research. The sample is comprised of: 31% males and 69% females, 62% under 39 years old (Generation Y) and 38% over 39 years old (Generation X), 72% urban and 28% rural; the study was conducted between 1 and 7 June 2015. The average age was 30 and the average monthly net income was 1500 lei (about 350 euro).

In order to identify young consumers' preferences for CE ads used by Romanian and global brands, we used the following existing TV ads [27] as variables, available on the Romanian specialised website (www.iqads.ro), Youtube or brand' website): Braiconf – For gentlemen of all ages, Jolidon – The Ocean, Adesgo – Diamonds, H&M – David Beckham #Covered or #Uncovered, Zara – You gotta have summer, GAP – Mery Mix It – Jingle Bells. Details of the TV ads and CE used in the research are in **Table 3**.

Data collected with the self-administrative questionnaire concern the following categories of variables and are

Table 4. Research hypotheses, scientific background and statistical methods. **Note:** Generation X born 1966-1976, Generation Y born 1977-1994, ads = advertisements. **Source:** made by the authors.

| | Research hypothesis | References | Variables from our research | Statistical method used to empirically test the research hypothesis | Final results for our research |
|-------|--|----------------------|--|---|--------------------------------|
| H_1 | The differential impact of celebrity TV ads across Generation X versus Generation Y | [10, 19] | TV ads for Romanian and global brands, age (Generation X/ Y) | Friedman test | H_1 is confirmed |
| H_2 | Male endorsers are more popular and effective than their female counterparts. | [15] | TV ads for Romanian and global brands | The average score based on a weighted average | H_2 is confirmed |
| H_3 | CE is an effective tool to affect positively consumer's buying behaviour towards a product. | [15, 17, 34] | TV ads, consumer loyalty | The average score based on a weighted average and non-parametric correlations | H_3 is confirmed |
| H_4 | Customers are motivated to purchase by celebrities that appear in ads but also look for celebrity-product association. | [17] | TV ads for Romanian and global brands | The average score based on a weighted average | H_4 is not confirmed |
| H_5 | Celebrity endorsed ads are more influential than non-celebrity ones. | [17, 18, 35, 36, 15] | TV ads for Romanian and global brands | The average score based on a weighted average, t Student test | H_5 is confirmed |

in line with the research hypotheses from **Table 4**: variables to test consumers' preference for advertisements of the brands included in the study, variables to test consumers' loyalty to the brand, variables to test the customers' perceptions of using CE in TV ads, variables to test buying behavior, variables to test awareness of the brands included in the research.

In order to measure consumers' preferences for TV advertisements, we used an ordinal scale from 1 (most preferred)... to 10 (least preferred), which was also used to gauge the influence of CE TV ads. We also utilised the dichotomous scale to measure the buying behaviour and multiple choice to assess consumers' loyalty to the brand and brand awareness. SPSS 20.0 was used for the data processing of several nonparametric statistical methods for both the nominal and ordinal scales: the Friedman test [31, 32], non-parametric correlations [17, 1], the t-Student test [17, 30]. Non-parametric statistics provide many tools or statistical tests for marketing data [32]:

- Spearman and Kendall non = parametric correlations was used to study correlations between TV ad preferences and loyalty to the brands;
- The Friedman test was used to test the differential impact of celebrity TV ads across Generation X versus Generation Y. This statistical test was also used in [33]

We formulated the research hypotheses based on the literature review mentioned in the 3rd column of **Table 4**. The table also presents the variables used, the statistical methods applied to empirically test each of them, the authors who applied them, and the final results for our research.

Table 5. Results for t-Student. **Source:** SPSS results from the research.

| | | | | | 95% confidence Interval of the difference | |
|--------------|--------|----|-----------------|-----------------|---|-------|
| | t | df | Sig. (2-tailed) | Mean difference | Lower | Upper |
| Add_Braiconf | 11.417 | 37 | .000 | 6.158 | 5.07 | 7.25 |
| Add_Jolidon | 10.503 | 37 | .000 | 4.658 | 3.76 | 5.56 |
| Add_Adesgo | 9.167 | 37 | .000 | 5.237 | 4.08 | 6.39 |
| Add_H&M | 7.527 | 38 | .000 | 3.949 | 2.89 | 5.01 |
| Add_Zara | 9.423 | 36 | .000 | 4.973 | 3.90 | 6.04 |
| Add_GAP | 9.884 | 34 | .000 | 4.571 | 3.63 | 5.51 |

Results

We used SPSS software to calculate the average ranking for the six ads and the following brand hierarchy (from 1 to 10) resulted: 1st place – H&M – 3.95, 2nd place – GAP – 4.57, 3rd place – Jolidon – 4.66, 4th place – Zara – 4.97, 5th place – Adesgo – 5.24, 6th place – Braiconf – 6.16. Regarding consumer buying intention influenced by CE ads (from 1 to 10), an average score of 3.80 resulted, which shows an influence below the average for Romanian consumers.

Concerning Romanian customer buying behaviour for clothing brands from the study, we obtained the following results: 61% bought from outlet stores, only 38% of the men bought Braiconf shirts; 82% of the women bought Jolidon products, and 70% of the women bought Adesgo products. Also, the results show that 33% of the respondents are customers of second-hand stores and 42% of them had shopped there; 53% are customers of outlet stores, and of those travelling abroad, 75% go shopping.

Concerning awareness of Romanian and global brands, the results show that 42% of respondents recognise Braiconf, 85% – Jolidon, 50% – Adesgo, 85% – H&M;

81% – Zara and 73% – GAP, which could be interpreted as better awareness of global brand than Romanian ones. Regarding consumer loyalty towards global brands, 73% of respondents are loyal to H&M, 27% to Zara and 21% to GAP.

In order to empirically test the hypothesis H_1 (**Table 4**), the Friedman test was applied, with the statistical null hypothesis H_0 = there are no significant differences between the column rank sum depending on treatments (TV ads) or those k samples belong to the same population. The ranks obtained show the following hierarchy of brands: 1st place H&M – 3.93, 2nd place Zara – 4.06, 3rd place GAP – 4.21, 4th place Adesgo – 4.29, 5th place Jolidon – 4.56 and 6th place – Braiconf – 4.91. The value calculated (from SPSS) for this statistic (for df = 6 and p- value = 0.0001) is 38.543; the theoretical value is 22.46, and because the calculated value is greater than the theoretical one the decision is to reject hypothesis H_1 and in conclusion there are statistically significant differences between generation X and generation Y regarding their preferences for CE ads.

The empirical test of hypothesis H_2 (**Table 4**) was based on the average ranking of the six TV ads and the fact that H&M's advert featuring David Beck-

ham ranked first, followed by that of GAP's featuring other male celebrities, whereas the 3rd, 4th and 5th positions are occupied by brands featuring female celebrities in their ads, confirming research hypothesis H_2 (Table 4).

In the empirical test of hypothesis H_3 , non-parametric correlations were applied, resulting in the following statistically significant positive correlations: the respondents who like H&M TV ads are also loyal to the brand (correlation coefficient = 0.540) and those who like GAP's TV ads are also loyal to the brand (correlation coefficient = 0.572).

In the empirical test of hypothesis H_4 , the score of 3.80 shows an influence below the average of Romanian consumers, therefore this hypothesis was not confirmed for them.

In order to empirically test hypothesis H_5 , the t-Student test was applied to compare the average scores of the ranking obtained by the six TV ads. Table 5 shows there are statistically significant differences between all the means, indicating that celebrity endorsed advertisements are more influential than non-celebrity ones.

■ Conclusions and discussions

The textile and clothing industry is an important part of European manufacturing industry, playing a crucial role in the economy and social well-being in many regions of Europe. Italy, Greece, Portugal, Romania, Bulgaria, and Poland contribute the most to the total clothing production [12]. Competitiveness has been achieved by the global brands and Western apparel manufacturers by sub-contracting or relocating production facilities for labour-intensive activities [12], for instance H&M and Zara, which own 30 such facilities in Romania. Moreover, the highest concentration of apparel manufacturers is in the south of Europe as well as in Romania. Emerging economies have also become important outlets for fashion and high-end products [12].

In agreement with the transfer model proposed by McCracken 30 years ago [37], the Romanian research results also confirm that in today's advertising landscape the use of celebrity endorsers continues to be a popular type of advertising [38]. Also, our results from the Romanian apparel market emphasise the particularities of Romanian consumers, and we can

concur with Schimmelpfennig & Hunt that only a comprehensive framework comprising all theories can explain the great variety of different CE executed in advertising praxis [37].

One of these particularities is the fact Romanian brands choose not to feature local/global celebrities ensures the advantage that their receivers focus more on the brand [4]. Nevertheless, celebrity advertising has its benefits, namely the four Qs [9]: quick saliency, quick connects, quick shorthand for brand values and quick means of brand differentiation. Other benefits are increased attention, image polishing, brand introduction and brand repositioning [39].

Regarding the managerial implications of choosing a national or internationally well – know celebrity for the advertising of Romanian clothing brands, we mention the results of Zhu et al. [40], who show that a Western celebrity will lead to a higher perceived ideal self-congruity among national consumers when endorsing a symbolic brand (i.e. like the well-know Romanian textile and clothing brands from this study).

Based on the present research results, we can conclude that in addition to the strategic models recommended by some authors that can be successfully applied in the apparel industry, [41] Romanian (and not only) companies that want to expand can also apply the CE strategy [2] as CE can be an effective marketing strategy when celebrity image, brand image, and consumer aspirations are taken into consideration [8]. For manufacturers of the apparel industry (and not only), when deciding to use the advantages of CE ads, economically speaking, it is very important to take into account celebrity ROI (return of investment) [9].

Our research found that (H_7) there are statistically significant differences between generation X and generation Y regarding their preferences for CE in advertising, which is in accordance with international ones; namely, that the information from celebrities affects millennial consumers' purchasing decisions [42]. For the apparel industry there is another research about consumer attitudes and purchase intentions with regard to CE but for print advertisement [38] and not for TV ads, as in our case.

Also, regarding consumer loyalty to global brands, our results show that for

the H&M brand (with the celebrity David Beckham in the ads evaluated), 73% percent chose this brand compared with 27% for Zara and only 21% for GAP. Also, we can refer to Bergkvist et al., whose research results from 2016 [27] showed that celebrity expertise (like David Beckham for H&M) had a more positive effect on brand attitude. Furthermore, the Romanian results confirmed those of Ibidunni et al. [34] that the celebrity image has an effect on consumer brand loyalty. Referring to the influence of CE TV ads on costumer perceptions of the brands studied, our results are in line with those of Kumar & Hundal (2015) [43], namely that the attractiveness of the celebrity strongly influences customer perception, and the impact of the product and brand are more positive, supporting the opinion of Bergkvist & Zhou [16] that featuring celebrities in TV advertising is common on every continent.

Our results for hypothesis H_2 confirmed Agraval & Dubey's results [15], namely that male endorsers are more popular and effective than their female counterparts.

Hypothesis H_3 also confirms international results from the apparel industry. In [38] the author used print ads but shows that CE increased purchase intent and created a favourable attitude towards the brands advertised.

Except hypothesis H_4 , all four hypotheses were confirmed by our research results, according to the last column of Table 4. The results of this study showed that the usage of CE can be an effective competitive resource in differentiating Romanian brands from global competitors and gaining competitive advantage over them. According to Bergkvist & Zhou [16], celebrities are used in less than 15% of ads in a number of European countries.

Our results from hypothesis H_5 confirmed the international view [18, 35, 36] that CE is more attractive and influential compared to non-CE with respect to consumer buyer behaviour [18,35] and brand awareness [36], or it has a positive impact on building awareness [44], expect in the case of Bollywood stars in India [15].

A theoretical and practical explanation that our results match international ones is as follows: (i) the image of celebrity fit [27] is congruent [14] with the product, namely, fashion/textile/clothing products, because congruence is considered

as one of the major factors in celebrity advertising effectiveness [14], and (ii) the Balance Theory Principle is confirmed, both Management Based Factors and Sourced Based Factors [30, 16].

Relying on celebrities to promote apparel products does not substitute or replace targeted marketing efforts to build consumers' trust [42].

Our research results contribute to the knowledge of CE by filling-in the gaps, as pointed out in previous studies, in the Romanian apparel industry context compared with global and renowned brands. According to some authors, celebrities do not make the advertisement alone effective, but other factors like product performance, quality, brand image, the personality and trustworthiness of celebrities [20], price innovation, design and fashion [45] influence consumer preferences in choosing the product of his/her purchase intention. Moreover, these elements play a major role in making an advertisement successful and in influencing the buying behaviour of the consumer [20].

The present study has important implications for the expansion of current literature, the theoretical development of CE ads and business practices in the apparel industry, especially for Eastern European countries. Limitations of the study arise from the sampling method for the selection of respondents. The direction of future research is to extend the research to other industries and to empirically test the well-known models of CE linked to the influences of other factors.



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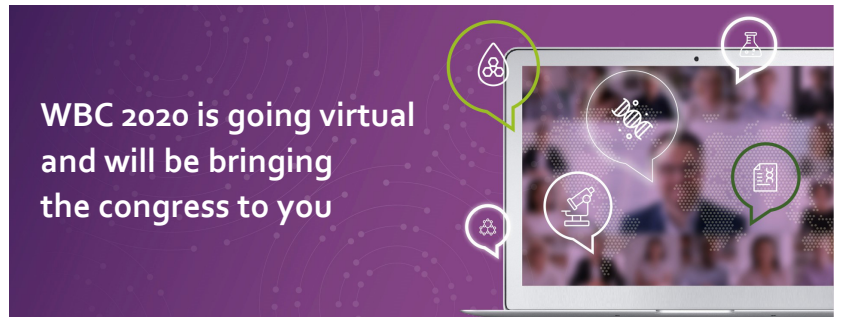
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