



PURCHASE BEHAVIOR OF THE YEZ GENERATIONS IN THE CLOTHING

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SUMMARY

This study aimed to evaluate the relationship between generations Y and Z in the clothing buying behavior of Venâncio Aires in Rio Grande do Sul. To achieve the proposed objectives, a quantitative exploratory research was carried out. As for the means of investigation, the data collection technique occurred through a questionnaire, with structured questions, based on the theoretical framework. The study population consists of residents of Venâncio Aires in Rio Grande do Sul - belonging to generation Y and Z, and the sample used to survey the study data was 100 cases. Regarding some of the results presented in the survey: it was demonstrated that 46% of generation Y make personal purchases monthly, and generation Z every two weeks. Both generation Y and Z, attach importance to the brand. The purchase of clothing over the internet represents a percentage of 27% for generation Y, who use this tool for the purchase and, for generation Z, 62% frequency of purchase of clothing over the internet. In the clothing trade in the municipality, 71% of generation Y define the purchase options as good and for generation Z, a percentage of 52% of respondents define the average purchase options in commerce.

Key words: Consumer behavior. Generation. Purchase. Clothing.

1. INTRODUCTION

Individuals belonging to generations Y and Z make up a considerable part of the population of Brazil. According to the 2010 census, carried out by the Brazilian Institute of Geography and Statistics (IBGE, 2015), they represent approximately 110 million people, among 0 to 37 years old, equivalent to 55% of the country's population. Regarding the population of the municipality of Venâncio Aires, located in the State of Rio Grande do Sul, according to the same source, there are approximately 32 thousand people in the age group in which it is possible to define generations Y and Z, that is, 49% of the population, revealing the relevance of this public in the clothing trade.

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In the retail of clothing, fashion trends are presented, with the offer of products that satisfy the desires of buyers. Therefore, fashion trends have a limited period of existence for both generations (TREPTOW, 2005). Therefore, it is important to know the clothing consumption habits of generations Y and Z, so that retailers can offer fashion products, which enchant and seduce consumers (COBRA, 2007).

Oliveira (2010) points out that those belonging to generation Y, born between 1978 and 1992, were born in the midst of globalization and a culture of diversity, noting that they were already in contact with information from the internet and technological advances. For Oliveira (2010, p. 85), "Generation Y is young, which means being in transition and, consequently, being contradictory in their attitudes and choices". Still according to the author, they professionally have the ability to perform several tasks at the same time, they are quite bold and dedicated. What motivates them are responsibilities, flexibility to achieve results and search for opportunities for continuous growth.

Generation Z is composed of those born since 1993, a generation that was born already benefiting from the virtual and technological world and, in this way, they are naturally adapted to the technologies of postmodernity (TAPSCOTT, 2010). They have motivation and enthusiasm in their characteristics, are communicative, welcoming and, above all, expansive. It is a generation that does not recognize the world without technology and without quick access to information.

As a result, generation Z, as observed by Tapscott (2010), has no difficulties with distances. Tools like Skype facilitate the communication, interaction and union of people with common interests. The members of this generation are plugged, interconnected, creative and technologically differentiated people. Generation Z is defined as the Internet generation, which is smarter, faster and more tolerant of diversity compared to older groups. It is a participative generation in politics, whose fundamental objective is to improve the world, reconciling concepts and values with technology.

It is known that, increasingly, it is important to understand the profile of these generations and, thus, to be able to position themselves in the market, to better meet and satisfy their needs and desires as consumers. Consumer behavior in clothing is essential for the fashion system, as part of its structure is based on public and consumer acceptance, thus aligning the trend of the moment with the user's taste (SOLOMON, 2002). According to

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Jobim and Neves (2008, p. 241) "it is through data and information about consumers' lifestyles that their desires will be interpreted and investigated, with a market study".

Solomon (2002) states that consumption choices reflect a "place" of the individual consumer in society. The author states that products purchased by consumers are often intended to show others what their social standing or what they would like it to be. For Rodrigues (2016), the fashion retailer also serves as a social class marker and its products are purchased and displayed as status symbols, capable of allowing them to be inserted in a group of society, represented through their clothing, their intentions, personality and other characteristics linked to the individual.

Given the above, there is the following research problem: understanding the buying behavior of generations Y and Z in the clothing trade of Venâncio Aires in Rio Grande do Sul.

The theoretical basis is presented in the next chapter, describing the clothing trade, the concept of generations Y, the concept of generations Z, consumer behavior, types of buying behavior and the search for information and involvement, in order to understand the behavior of purchase from both generations. In Chapter 3, the methodology used is presented to carry out the research, and to achieve the proposed objectives, a quantitative research of exploratory and descriptive character was carried out. Chapter 4 presents an analysis of the results and discussions. Finally, in Chapter 5, the final considerations are represented.

2 THEORETICAL FOUNDATION

This article will address the characteristics of the clothing trade and seek to describe generations Y and Z. types of buying behavior and the search for information and the involvement of these generations.

2.1 Clothing Trade

More and more, stores are innovating to retain their customers, who belong to different generations, offering them a multitude of garments. When clothing products are related to consumption, it appears that companies offer products that involve the simple act of dressing or products that reflect a consumer dream (COBRA, 2007; BACCEGA; CASTRO, REGMPE, Brasil-BR, V.1, N°3, p. 54-75, Mai./Jun.2016 <http://www.regmpe.com.br> Page 56

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2009). Clothes represent ideological options, class divisions, social and group options (SEBRAE / PR, 2011). According to Cobra (2007), Fraga and Gomes (2013), fashion and clothing have the ability to express values such as use, habit or custom of making use of certain pieces in a given location. When choosing a fashion product, the consumer craves the power of reward, that is, the social acceptance resulting from the choice of the product he is using.

Existing technologies and others that are emerging all the time from the use of the internet have influenced the consumption of the clothing and accessories segment. E-commerce provides practicality and efficiency when offering products, also reconciling speed when presenting a greater mix of products. Thus, consumers increasingly feel comfortable using online shopping (E-BIT, 2012).

As reported by E-Commerce News (2012), sales in Brazil using virtual tools are constantly growing, a fact that in the USA and Europe has been quite common for many years. The fact that Brazilians took over virtual shopping a few years ago may be linked to the shy custom of buying clothes or accessories by catalog in Brazil, which for Americans is a common habit.

2.2 Generation Y

According to Engelmann (2009), generation Y was born between 1978 and 1992. For Lombardia (2008), those born between 1980 and 2000 belong to this generation. It presents itself as the generation of results, and since birth they can enjoy technology and the internet.

Therefore, Oliveira (2010) considers members of generation Y to be born between 1980 and 1999, as the birth of this generation is a landmark of curiosity.

When the former Soviet Union had a strong influence on communist countries, it came to define the first letter of the names that should be given to babies born in certain periods. In the 1980s and 1990 the main letter was Y. This did not really have much influence in the western and capitalist world, but later many scholars of the time adopted this letter to designate young people born in that period. The term Generation Y. thus emerged (OLIVEIRA, 2010, p.41).

Still Oliveira (2010) and Santos et al. (2011), point out that Generation Y, is a generation that presents traces of social rupture, experiencing democracy, political freedom and economic prosperity.

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Accordingly, Loiola (2009) highlights that individuals of generation Y are characterized by being ambitious, individualistic, unstable, concerned with the environment, with the beings that inhabit it and with human rights. Oliveira (2010) defines them as hopeful, decided, collective and with undergraduate degrees. They are concerned with giving and receiving the best of the organization, accepting diversity and knowing how to work with differences in ethnicity, sex, religion and nationalities (OLIVEIRA, 2010).

Meantime, Raines (2000) argues that such individuals are the children of a generation of emotionally and financially independent mothers, noting that the majority were active in organizations, with childcare taking place, in large part, linked to nannies and grandmothers. The author points out that the novelties are extended by the new family model, which is no longer the standard family to share with a more flexible family model. Many are children of separate parents, living in a large family, living with siblings of different parents, stepmothers, stepfathers, boyfriends of mothers and fathers. In the same context, they belong to families that prepare their children for the future, filling their days, facing various courses and tasks. Besides that,

Despite being considered a generation with parents little present in their children's lives, this fact is due to the speed in carrying out the tasks and the capitalist profile. It is defined as the generation that received the most care, encouragement and information, compared to previous generations. Engelmann (2009) adds that individuals of generation Y are intimate with technology, as they matured in the period when technologies, such as the internet, computer and telephone, gained the consumer market.

In the same context, as Raines (2000), among the members of this generation there is an easy access to changes and their individuals do not accept injustices. However, they are impatient, loose, distracted, superficial, doing only what they like or what can generate a reward. In addition, they have difficulty complying with the limits and love fastfoods.

Technology was never new to generation Y, as its members grew up around it, with this generation having the advent of virtual social networks. Virtual social networks caused a change in the relationship between consumers and brands and organizations that impacted brands' communication with their consumers. Thus, these changes have caused advertising campaigns to move away from conventional models to adapt to the new market model, starting to consider the active participation of generation Y consumers (OLIVEIRA, 2010).

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Feixa and Leccardi (2010), in research that aimed at the concept of generations in the theories of youth, report testimonies from members of generation Y describing the boredom in which their lives find themselves, presenting ways to reduce this boredom and change the destiny of their life stories. The authors report that among the complaints of individuals of this generation is the fact that they have nothing concrete to fight about, with many rights and justice movements being questioned and resolved by previous generations. Note that when asked, the questions immediately sound like they are really bored and looking for a convincing goal to fight for.

According to Miranda (2011), in the lifestyle of generation Y the information that comes to them through television series, cinema and virtual tools is accentuated, presenting strong North American characteristics. According to the author, as these young people always want to be the center of attention, what should be on the agenda are their choices and the way they conduct their lives. Regarding internet services that allow social integration, such as Facebook, Youtube, Twiter, SMS and other social networking sites, they are used due to the need to be able to show what they are doing. The author states that it is very important for these individuals that all other people know what they are doing and how they are behaving in their connections. It is noticed that, for some interviewees in Miranda's research (2011),

2.3 Generation Z

Generation Z is made up of individuals born since 1993, who were born in a globalized world and, therefore, have a broad view of everything, that is, they are extremely connected to the social network and the internet. Connected to the digital world, they demand an ever closer dialogue from companies and brands. They experienced a period of global recession, threats from terrorism and climate change (FAGUNDES, 2011).

Highlight Tapscott (2010) that this generation has the capacity to perform more than one task at the same time, which is a common characteristic of individuals of generation Z. It is a generation that was born under the advent of the internet, using electronic equipment of the most varied models, living in a technological and virtual world, being, for generation Z, impossible to imagine without internet, cell phones, computers, Ipods and other electronic equipment. It is routine to have access to a lot of information, which is passed in real time,

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and it can happen, on numerous occasions, that they have become obsolete, given the amount of information conveyed.

Also according to Freire Filho and Lemos (2008), Generation Z is also known as Digital Generation, Net Generation, Online Generation, Connected Generation and Pontocom Generation, noting that individuals of this generation are just completing their studies in schools, starting college and entering the job market. According to researcher McCrindle (2011), who researches the theme of generation Z in Australia, these young people are familiar with the media, with the arts, with relationships and are creators. The same author says that these young people have as reference, in various segments, media people (celebrities) for inspiration in fashion, music, relationships, politics, among others.

Singers Amy Winehouse, who had a troubled life and liked drinks and cigarettes, and Lady Gaga, who defends equal rights to all, can be cited as standing out for Generation Z, with no differentiation in relation to their chosen sexuality. In politics, President Barack Obama, the first Afro-descendant president of the United States of America. International artists such as Beyoncé, Taylor Swift, Coldplay, Rihanna, Justin Bieber, Calvin Harris and The Beatles are also examples of personalities who help shape the identity of generation Z (MCCRINDLE, 2011).

2.4 Consumer Behavior

According to Richers (1984), consumer behavior is characterized as the mental and emotional activities performed in the selection, purchase and use of products / services to satisfy needs and desires. For Smith and Rupp (2003), understanding consumer behavior is a continuous and broad task, due to the complexity that involves an individual, as each person's needs are different, which satisfies today, may not satisfy tomorrow.

The consumer is defined as any purchasing entity that needs to satisfy a desire. Consumer behavior is characterized as a process of stages that involve the selection, purchase, use, disposition of products and ideas or experiences, focusing on consumer satisfaction (SMITH; RUPP, 2003).

For Solomon (2011, p. 33), consumer behavior can be defined as: “[...] the study of the processes involved when individuals or groups select, buy, use or discard products, services, ideas or experiences to satisfy needs and desires”. Schiffman and Kanuk (2000) argue that the

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individuals who consume the products or services are not necessarily those who make the purchase, decide or even pay for it. In the purchase process, the following situations may occur: (1) the buyer may or may not become the consumer of the purchased product; thus, he may buy the product for his own use or that of others and (2) the consumer may or may not have been the buyer of the product, and may use a product purchased by himself or by others. (BLACKWELL; MINIARD; ENGEL, 2008; KERIN; HARTLEY; BERKOWITZ, 2007; SCHIFFMAN; KANUK, 2000; SOLOMON, 2008; FRAGA; GOMES, 2013).

Karsaklian (2000) defines as consumer behavior, the physical and behavioral activities performed by customers of tangible and intangible goods that result in actions, decisions to use and purchase products and services. It involves the payment for goods and services, in a marketing orientation in the recognition of the need with the search for information, evaluating the alternatives, arriving at the purchase and acquisition decision, in the customer satisfaction, in the study of the purchase units and the exchange processes involved in the acquisition, purchase and consumption and in the provision of services, goods, experiences and ideas.

2.4.1 Types of purchasing behavior and the search for information and involvement

According to Samara and Morsch (2005), Solomon (2002), Fraga and Gomes (2013) and Churchill (2000), each purchase has different aspects in relation to the consumer. From the perspective that each person's needs are different, what can satisfy one individual often does not satisfy another. Decisions tend to have different levels of complexity, depending on the amount of information needed for the process of purchasing a product and / or service.

Thus, complex purchases require a greater content of information and are purchases that involve greater risk because they are one-off purchases, which are quite expressive, in addition to differences between product brands, when compared to a regular purchase, which would be the everyday purchase. (SOLOMON, 2002).

The search for information is directed to the time and energy that a person needs for data collection before making a decision. For Samara and Morsch (2005), involvement is the degree of concern in the purchase and care for deciding on it. They emphasize Samara and Morsch (2005 p. 24) that “the more a purchase is linked to the person's self-image, the more involved he will be in the decision process”. Highly involved purchases, in most cases, are

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those that involve the individual's superiority and social status. Low-involvement products are those of a less symbolic nature, which we could call routine.

3 RESEARCH METHODOLOGY

In this chapter, the method used to carry out the research is described, and in order to achieve the proposed objectives, an exploratory and descriptive quantitative research was carried out, since the study aims to understand the consumer behavior of generations Y and Z by Venâncio Aires in Rio Grande do Sul.

Vergara (2007) emphasizes that the research can be characterized in two basic criteria: as for the ends, being exploratory and descriptive and as for the means of investigation, being supported in the bibliographic research.

Initially, it consists of identifying the purchasing behavior of generations Y and Z in the clothing trade of Venâncio Aires in Rio Grande do Sul. As for the means of investigation, the data collection technique occurred through a questionnaire, with structured questions, Malhotra (2005, p. 237) says that, “structured questions specify the set of alternative answers, as well as their formats. A structured question can be multiple choice, just two choices or scale”. Malhotra (2006, p. 290) emphasizes that the questionnaire is a “structured technique for data collection that consists of a series of questions, written or oral, that an interviewee must answer”.

The study population consists of residents of Venâncio Aires in Rio Grande do Sul, belonging to generations Y and Z and the sample used to survey the study data is 100 people.

The developed questionnaire model was developed based on the theoretical framework. The virtual tool used to develop the questionnaire was through Gmail, the Google Docs form. The application of this was followed by the researcher's email in Gmail, and the questionnaire link was sent to the respondents' email and facebook.

The questionnaire was applied over a period of 30 days, counting from July 15 to August 15, 2015, with closed questions, to understand the purchasing behavior of Generation Y and Z in the clothing trade of Venâncio Aires in Rio Grande do Sul. After completing this part, the questionnaire data were interpreted.

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The data tabulated quantitatively with the aid of the SPSS Software and analyzed from the quantitative point of view. Where it made possible to use statistical procedures, which made it possible to synthesize the information obtained, through the data found.

4ANALYSIS OF RESULTS AND DISCUSSION

The results were obtained from a survey of 100 respondents belonging to generations Y and Z residing in Venâncio Aires in Rio Grande do Sul. Of these, 46 respondents belong to generation Y, 42% of whom are female and 58% are male. The number of interviewees of generation Z was 54 people, 45% of whom were female and 55% of whom were male (Chart 1).

Table 1 - Sample of respondents

	Y generation	Generation Z
	46	54
Feminine	42%	45%
Male	58%	55%

Source: Prepared by the authors (2015)

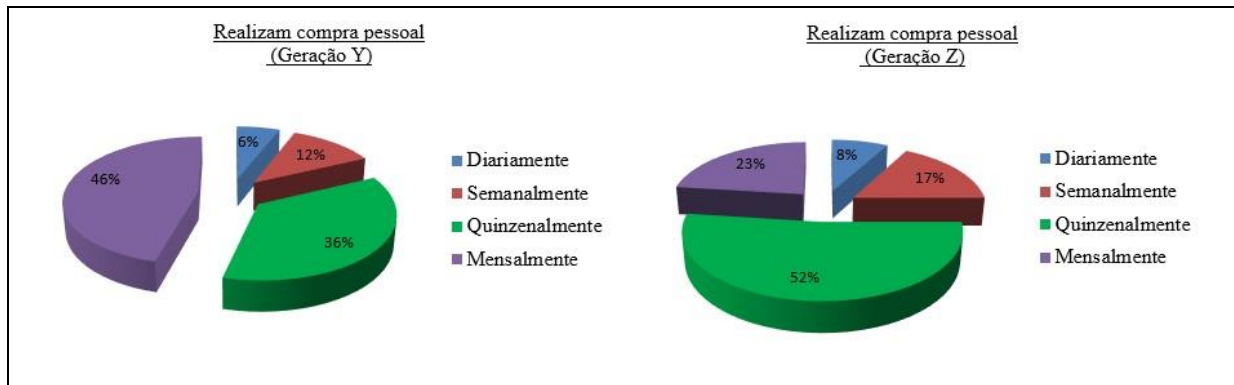
The virtual tool used to develop the questionnaire was through Gmail, Google Docs forms. The application of this was monitored by the researcher's email and facebook in Gmail, and the questionnaire link was sent to the email and facebook of the 100 interviewees.

The application of the questionnaire took place over a period of 30 days, in the clothing trade of Venâncio Aires in Rio Grande do Sul. After this part, the questionnaire data was interpreted. The results presented in the research aim to understand the purchasing behavior of generations Y and Z in the clothing of Venâncio Aires.

Graph 1 shows that 46% of generation Y make personal purchases monthly, moving to 36% fortnightly. On the other hand, generation Z, for a percentage of 52%, usually purchases fortnightly. This fact may have a direct influence, with respect to generation Z, consequence of the allowance that this individual earns from his parents and / or family members.

Graph 1 - Make personal purchases

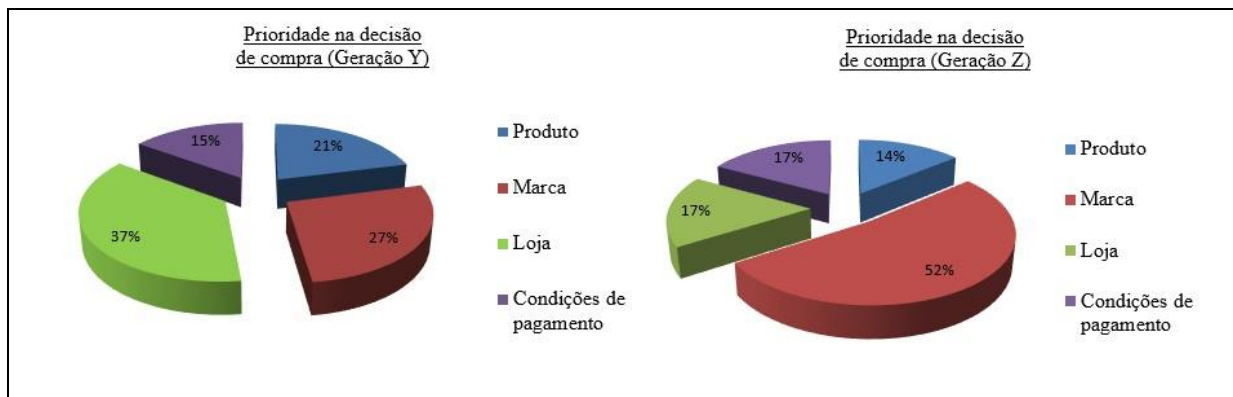
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Source: Prepared by the authors (2015)

Regarding the purchase decision, generation Y stood out, with a percentage of 37% of importance for the store and 27% of the brand as a priority, as shown in Graph 2.

Graph 2 - Priority in the purchase decision



Source: Prepared by the authors (2015)

On the other hand, individuals of generation Z showed a significant index of 52% of importance for the brand, in accordance with Fitzsimmons and Fitzsimmons (2000), who affirm that the brand translates what the service and / or product is worth to the consumer, also emphasizing their vision and their feelings about the good. The strength of the brand changes due to the ability to win consumer preference and loyalty (FITZSIMMONS; FITZSIMMONS, 2000).

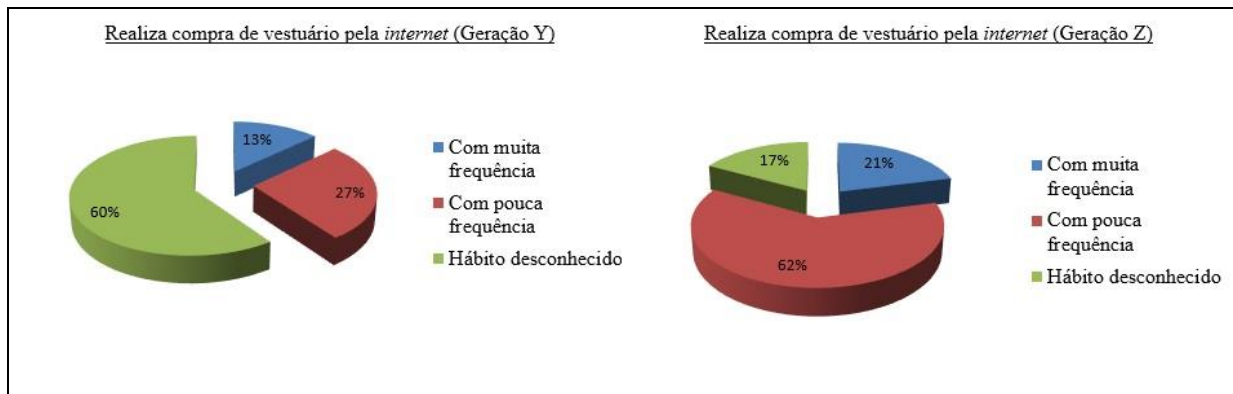
From the results it can be seen that, for both the Y and Z generation, which have some very similar characteristics, the brand is something important. This reinforces the concern and care that retailers must take in delivering the ideal product to these generations, as these consumers like innovation and entertainment, information and the internet. They like and

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accept challenges and responsibilities and are participatory. Among the current conditions in modern and globalized life, the intellectual potential of the human being is only partially used with personal and professional fulfillment (LACOMBE; HEILBORN, 2009).

With regard to the purchase of clothing over the internet, the data presented in Graph 3 show that generation Y pointed to a percentage of 60% as an unknown habit. Still 27% make purchases over the internet infrequently. It was observed that generation Z, presented by the same graph, represents a percentage of 62% of low frequency of clothing purchase over the internet. In contrast, they are 21%, with a very frequent purchase (Graph 3).

Graph 3 - Purchases clothing online

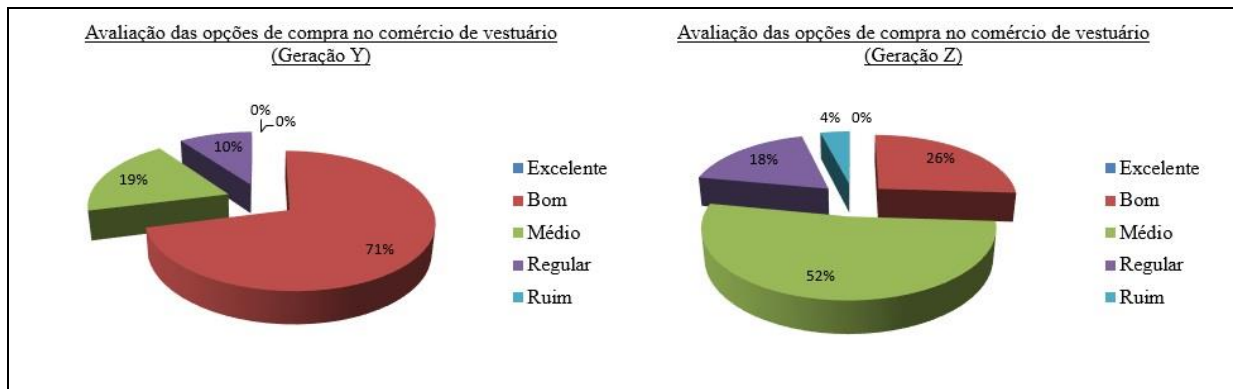


Source: Prepared by the authors (2015)

The fact that individuals of both generations use little of this tool may be linked to the issue of difficulty in accessing the internet or, also, to the characteristic of living in a small municipality, which aims to physically consume in local retail or in neighboring municipalities. However, the internet, for Shim et al. (2001), addressing the context of searching for products and / or services, offers a varied mix of products to buy. According to the authors, the most influential predictor of the intention to search for information via the Internet were past shopping experiences through this medium, a factor related to the risk perceived by the consumer.

As for the purchase options in the clothing trade, Generation Y presented a percentage of 71% of the respondents who defined the purchase options offered as good, 19% as medium and 10% regular options (Graph 4).

Graph 4 - Evaluation of purchase options in the clothing trade

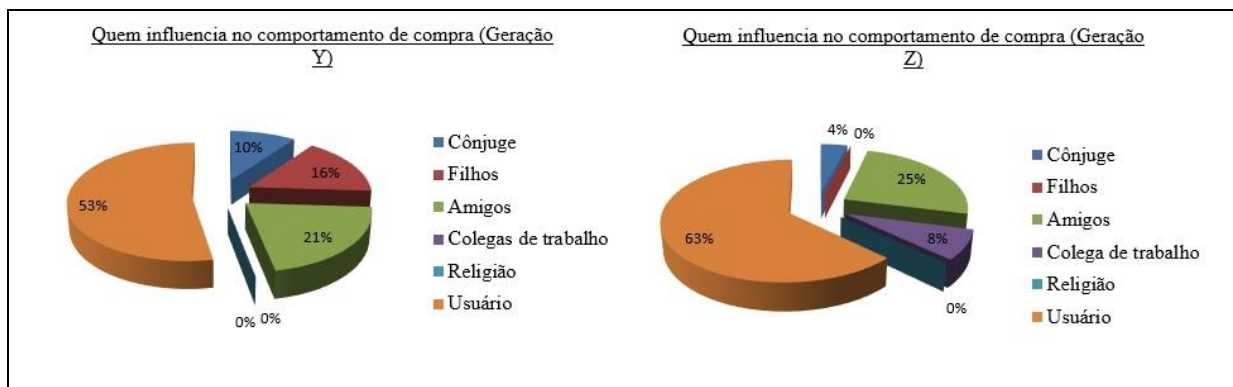


Source: Prepared by the authors (2015)

Among respondents of Generation Z, the percentage of 52% of respondents pointed out the average purchase options in commerce. Still 26% define it as good, 18% regular and 4% bad.

As shown in Graph 5, Generation Y stresses that the influence on the purchase of clothing items occurs with 53%, by the user himself. 21% also stand out through the influence of friends, 16% children and 10% spouse.

Graph 5 - Who influences purchasing behavior



Source: Prepared by the authors (2015)

With regard to generation Z, a percentage of 63% was pointed out who are not influenced by third parties, with the consumer himself deciding to buy clothing. The remaining options for buying influence were for 25% of those surveyed by friends, 8% by co-workers and 4% by their spouses.

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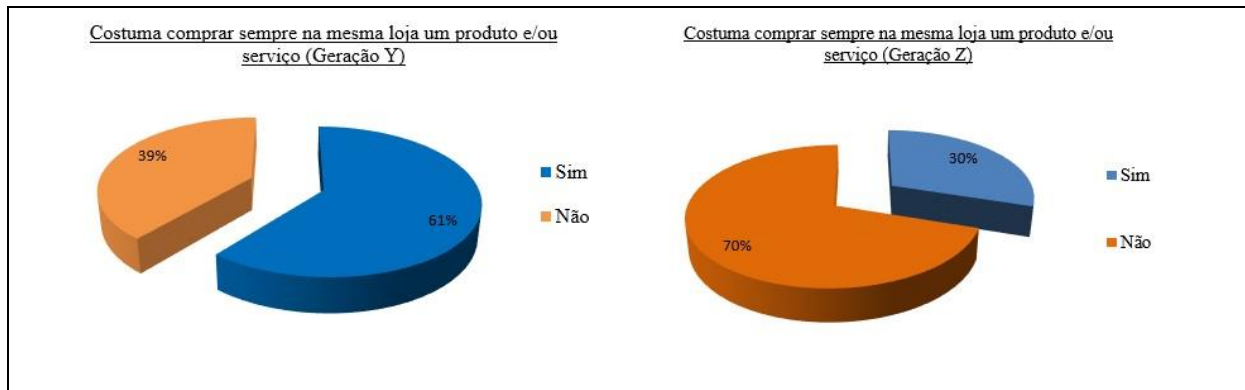
Generation Y, according to Rocha (2009), presents an analytical profile that leads young people to think about the facts before making decisions, even if they are not used to concerns about job stability. This generation proves to be perceptive, possessing intellectual strength and vigor that enables it to exert great influence on consumption.

The option to purchase a product or service occurs through a purchase process in which some steps can be highlighted and these are verified or not, depending on the attributes of the product purchased and its complexity, thus being able to choose to purchase without or with the consent and opinion of more people. In this direction, Rennó (2009) highlights that understanding the purchase decision process is fundamental for marketers. Decision making, according to Solomon (2008), can occur in a consensual or accommodative way. It is characterized as consensual in situations where the family manifests itself according to the purchase of the product. The accommodative happens when there is no consensus and the priorities are divergent, there is no agreement regarding the satisfaction or not of the expectations of the individuals who are participating in the choice. Regarding family decision-making, Rennó (2009) clarifies that it occurs in different ways, considering the family context and the product and / or service to be purchased.

It appears that individuals of generation Y, with a percentage of 61%, usually buy at the same clothing store. In contrast, it was noted that 70% of individuals belonging to generation Z do not usually buy at the same clothing store (Graph 6).

Graph 6 - Usually buys a product and / or service at the same store

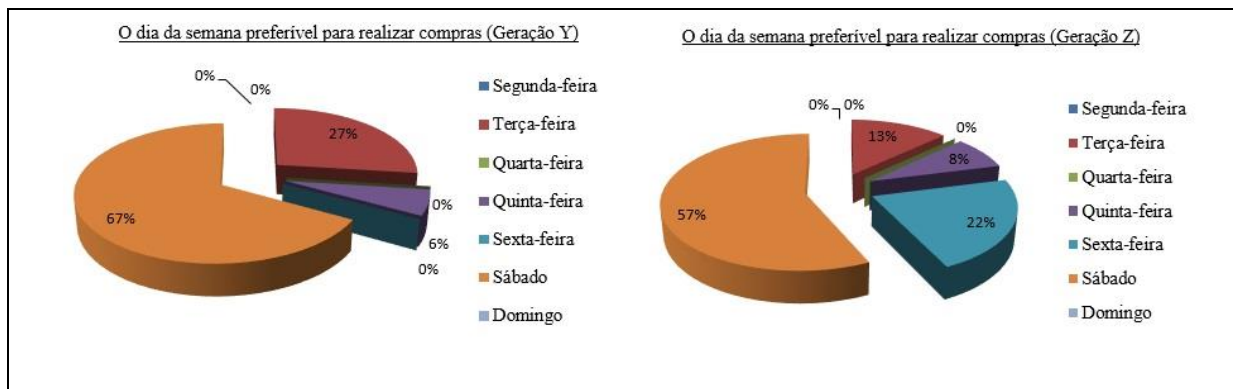
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Source: Prepared by the authors (2015)

Regarding Graph 7, the preferred day of the week to make purchases, according to generation Y, with a percentage of 67%, is Saturday. Also, the percentage of 27% is noted on Tuesdays and 6% on Thursdays.

Graph 7 - The preferred day of the week to make purchases



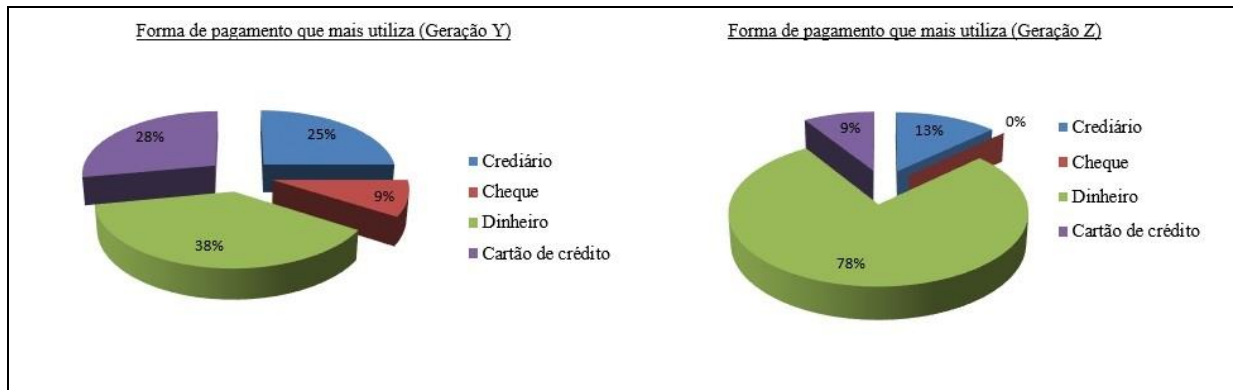
Source: Prepared by the authors (2015)

It was found that 57% of generation Z choose to shop on Saturday, 22% prefer Friday and 13% prefer Tuesday to shop.

Note that the most used form of payment for generation Y is cash, with a percentage of 38%. Then, 28% use card and 25% credit card (Graph 8).

Graph 8 - Payment method you use most

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Source: Prepared by the authors (2015)

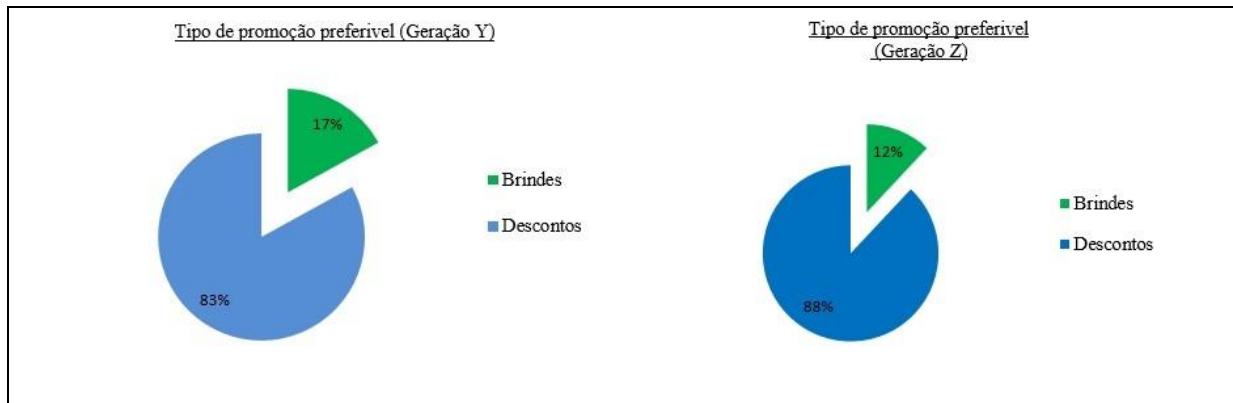
Another data revealed is that in Generation Z, individuals choose to use cash as a form of payment, represented by the graph with a percentage of 78%, with a 13% share for choosing the credit card and 9% for the card. . Thus, this variable has an influence on the purchase decision in the retail of clothing, referring to the way most respondents make their purchases.

Concluding, that the Procon Foundation (2016), defines that the credit card is a means that allows the payment in cash or in installments of products and services, following already determined requirements, such as, scope, card limit, among others. One of the objectives is to promote the consumer market, facilitating purchasing operations in commerce in general.

It is highlighted in the results that generation Y opts for discounts, a fact presented in the graph by a percentage of 83%. Also 88% of generation Z have a relevant interest in the discount (Graph 9).

Graph 9 - Preferred type of promotion

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Source: Prepared by the authors (2015)

5 FINAL CONSIDERATIONS

This study aimed to understand the purchasing behavior of the Y and Z generations of the Venâncio Aires clothing trade in Rio Grande do Sul, reaching the expectation by building the theoretical framework and conducting field research. From this study, it was possible to distinguish some peculiarities in the clothing purchase decision process for the generations addressed.

Knowledge of the consumption process represents a competitive gain for companies, knowing Generation Y brings significant gains, especially in the management of products for this audience. It can be noted that generation Y is characterized by an innovative profile, with trends in behavioral volatility and leadership based on trust and results. Through the youth of their experiences, they demonstrate the need for self-control in their lifestyle (MIRANDA, 2011).

Regarding the recognition of the need for generation Y, it is noted that they make personal purchases monthly, while generation Z makes their purchases every two weeks. Both generations consider the credit card a facilitator for purchases. In addition, the priority in the purchase decision by Generation Y is the choice of the store and the chosen brand. For generation Z, the priority in the purchase decision is for the brand.

It was also possible to identify that e-commerce in the municipality, for generation Y, is not the main channel for buying clothing, with physical stores being the preference of consumers. As shown in Graph 3, a percentage of 60% reports that the habit is unknown. In contrast, 62% of generation Z purchase clothing over the internet infrequently.

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Referring to service in commerce in the municipality, respondents, both generation Y and Z, define it as good. They also evaluate the purchase options in the municipality's clothing trade positively. The price shown on local clothing, until then, is good, in the eyes of generation Y. Generation Z considers it medium and regular. Another relevant fact in the survey is that Generation Y, with a percentage of 61%, usually buys at the same clothing store. This is a very curious point, since it points out, on the other hand, that generation Z diversifies a lot in the choice for the store.

In addition, Generation Y pointed out a percentage of 53% of individuals saying they are not influenced by others when choosing clothes. Still following, generation Z also says, for the most part, she herself decides to choose the garment. It should be noted that two generations are not addicted to shopping, not even people who end up acting on impulse.

In this context, it is noted that the preferred day for generation Y to make purchases is on Saturday, a fact very similar with generation Z, who also says they like to shop on Saturday. Another point addressed in the research was the most used form of payment, pointing out that the Y and Z generations use cash payment at the moment, observing, also, that the preferable type of promotion of the mentioned generations is the discount on purchase of the product.

This research has generalization limitations, as it is limited to exploring and describing a portion of individuals from the municipality where the study was carried out, belonging to generations Y and Z. However, this study can stimulate future studies by other researchers. Thus, it is suggested as future investigations, with regard to the managers of retail companies, in order to research the strategic decisions related to the location and store environment, price strategy and service directed to generations Y and Z.

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