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The Dynamics of Brand Loyalty Across a Consumer's Lifetime: An Application to the Portuguese Fashion Market

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Booklet I

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Abstract

This project studies the Portuguese female fashion market. We intend to determine patterns of consumer brand loyalty across brands and ages. By interviewing 8 young adults and surveying 125 teens and 87 adults, we found that brands' segmentation by usage per age segment is related with differentiation in brand loyalty and peer pressure. We also found that teens have higher attitudinal brand loyalty while adults have higher behavioral loyalty. Moreover, brand loyalty in teens is more susceptible to peer pressure. The results imply that customer relationship management strategies should be differentiated according to age segment. We also derive marketing implications with a focus on each brand's loyalty profile.

Keywords: fashion brands, brand loyalty, age segments, peer pressure

1. Introduction

Brand loyalty adds great value to a brand and is a big part of a company's brand equity. Brand loyal consumers reduce marketing costs of the firm, when comparing to the cost of getting new consumers (Rosenburg and Czepiel, 1983). They are less price sensitive and are willing to pay higher prices (Krishnamurthi and Raj, 1991; Reichneld and Sasser, 1990).

In the fashion industry, brand loyalty also plays a major role in competitive advantage and brand equity achievement. Since brands usually target more than one age segment, long-term loyalty to the brand is something marketeers have in mind frequently.

When a company develops loyalty in its customers, they become lifetime customers. As defined by Gupta et al. (2006: 141), customer lifetime value is used to measure the "present value of all future profits obtained from a customer over his or her life of relationship with a firm". However, in the fashion industry little has been investigated about customer lifetime value or how loyalty can be developed across the customer lifetime span.

Regarding children, during their development, they break from their parents influence in terms of brand choice moving to peers and media as the sources of influence, a trend that has recently started to occur at younger ages (Kratzer and Lettl, 2009; Molenmaker, 2008; Boden et al., 2004). This means preteens and teens detach from the brands their parents used to buy for them and start experimenting with new ones very early[1]. This is considered an opportunity for marketeers to take advantage of, and start marketing fashion brands

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[1] Stated by Allyson Clarke, research director at New York-based market research firm RoperASW. Source: http://www.adweek.com/news/advertising/when-does-brand-loyalty-start-62841

directly to children. Nevertheless, there is no evidence showing that by marketing to children, they will gain long-term brand loyalty towards these brands as they grow older.

Brand loyalty can be addressed in several ways, with each brand or individual presenting its own type of loyalty, driven by different factors. By being acquainted with how each type of brand's loyalty patterns develop across age, brands can achieve a better understanding of their customers' lifetime value and of how to develop their marketing strategy around this.

In this project, we focus on the Portuguese female fashion market. Our main objective is to understand the dynamics of brand loyalty across brands and age. We analyze how brand loyalty evolves through the consumer's lifetime. By interviewing 8 young adults and surveying 125 teens and 87 adults, we first identify the types of brand most used by children and teenagers, and divide them into different usage segments. We also conducted an overall profiling and segmentation of each type of consumer, relating age to loyalty behavior and peer pressure susceptibility. Our results imply that customer relationship management strategies should be differentiated according to age segment. We also derive marketing implications with a focus on each brand's loyalty profile. We finally discuss the importance of brand loyalty during teenhood for a fashion brand's lifelong profitability.

2. Literature Review

2.1. Children and fashion brands

2.1.1. Development as Consumers

Children represent three different markets: the primary market (own money, mostly from allowances, their savings, etc), the secondary market (influencers on parental spending), and the future market of potential adult consumers (McNeal, 1992). The first two markets increase in value as the child ages (Del Vecchio, 1997), with pester-power[2] playing a huge role in the secondary market nowadays (Nichollsa and Cullenb, 2004).

Consumerism is not only present in adults, but children as well. According to Schor (2004) children between 6 to 12 year olds visit 2 to 3 stores per week and, on each visit, put 6 items into the shopping cart. Also, marketeers pressure kids to act older than their own age and conform to perceived ideals of beauty (Euromonitor, 2011). This is a reflection of a materialistic behavior from children as well as their peers and in the way they connect with each other, as children no longer depend on their parents in the way they used to, turning

[2] *Pester power* is the ability children have to make parents buy something, by asking for it many times.

towards their peers and friends for influence (Kratzer and Lettl, 2009; Molenmaker, 2008). Therefore, different attitudes emerge and different importance is put into certain aspects of their lives, as they connect to one another through their similarities, with the clothes they wear being one way to signal that. Fashion is one of the most important aspects for children's social interactions, as specific clothing items provide children a feeling of community and belonging to a specific group (Tufte, 2003), a marking sign of a materialistic state of mind projected into peer pressure.

Parents may also shape a consumerist mind on their kids, as they reflect their own consumerist behavior on their own children. Consumption patterns learned early in life are likely to stay with a person throughout his/her life (Guest, 1964).

Parents view

According to a survey made in 2004 by the Center for a New American Dream[3], 95% of adults believe that children are too focused on buying and consuming, and near 80% say that limits should be placed on advertising to children. Also, parents are joining organizations, such as Commercial Alert and Center for a New American Dream, to fight against the commercialization of American culture. This means that there is a growing awareness among parents about this topic and that they feel consumerism has a negative impact on their children. But there is also evidence of parents doing and thinking the opposite, as it was stated previously. Some parents influence their children into becoming consumerists, by reflecting their own consumerist ways on them. Whether by using them as 'trophies' (Boden et al., 2004: 1), "fashion accessories" (Mayo and Nairin, 2009: 55), or "show affluence through what their children wear"[4].

*2.1.2. **Fashion Consumption***

Children Relationship with Brands

Regarding fashion consumption, logos and image become the major focus of children when it comes to clothing choices. Trends and the use of labels become the rule, over other material clothing attributes and characteristics (Ross and Harradine, 2004; Grant and Stephen, 2005; Cook and Kaiser, 2004, Boden et al., 2004; Boden, 2006).

As previously stated, wearing certain types of clothing, in particular brand-name fashion, is a way for children to "fit-in", particularly in preteens and teens (Forney and Forney, 1995; Miller, 1994; Simpson and Schimmerl, 1998). This means that fashion awareness grows

[3] http://newdream.s3.amazonaws.com/19/e3/b/2268/ND2004Finalpollreport.pdf
[4] Quoting Lynne Crooke, buyer for Selfridges (www.dailymail.co.uk)

with age. When children are older, they develop from being highly dependent on parents, to becoming more influenced by peers and celebrities. Parents have less control over what their kids are shopping and in what is influencing their behavior (Boden et al., 2004; Kratzer and Lettl, 2009, Molenmaker, 2008).

Brand awareness and knowledge is very present in children from an early age, starting to show as early as the age of 2, and developing along the years (Matthews, 1999; Ross and Harradine, 2004; Achenreiner and John, 2003). Studies show that children recall examples of well known clothing brands and the stores where they could be purchased. Moreover, children from the age of 12 and older have high expectations towards fashion labels. They expect "visibility" from a brand, a large range of choices, as well as attractiveness, modernity, fashionability, "coolness", and lastly, "something to be recognized in" (Grant and Stephen, 2005: 461-462).

Who are the Decision-Makers

Children's wear comprises 2 different targets: parent and child, with the purchasing decision increasingly focusing on the child's preference as the child grows (Mintel, 1999). As stated previously, from very early in their lives, children are brand aware and showcase opinions regarding clothes. This means independence in their clothing decisions.

According to Sutherland[5], research shows that 70 percent of boys and girls at the age of 13 make their own clothing choices, with a growing awareness and knowledge concerning brands and logos. This means a shift in marketing strategies for fashion labels, which can now start targeting not only the parent, but the child as well, although she might still not be cognitively fully developed (Piaget and Inhelder, 1969). For many fashion retailers, preteens are the most powerful generation in economic terms (Solomon and Rabolt, 2004), "with increasing divorce levels and rising numbers of households in which both parents work full-time, the 'guilt factor' is leading many to indulge their children's well-publicized passion for designer clothes" (Grant and Stephen, 2005: 451).

2.2. Brand Loyalty

2.2.1. Definition

Brand loyalty is considered to be one of the brand's assets at the source of value (Aaker, 1992), as retaining brand loyal consumers is believed to reduce the marketing costs of a

[5] co-author of the book Kidfluence: The Marketer's Guide to Understanding and Reaching Generation Y—Kids, Tweens and Teens and partner of the consulting firm Planning Ahead Inc. Source: http://www.toydirectory.com/monthly/june2003/tweens_Generations.asp

company by 1/6th compared to costs of attracting new customers (Rosenburg and Czepiel, 1983). Also, it has been proven that brand loyal consumers are predisposed to pay superior prices and are less price sensitive than non brand loyal consumers (Krishnamurthi and Raj, 1991; Reichneld and Sasser, 1990).

The most widely used definition of brand loyalty, established by Jacoby and Kyner (1973: 2) refers to Brand Loyalty as: "(1) the biased (i.e. non-random), (2) behavorial response (i.e. purchase), (3) expressed over time, (4) by some decision-making unit, (5) with respect to one or more alternative brands out of a set of such brands, and (6) is a function of psychological (decision-making, evaluative) processes". It is also commonly divided into two major indicators: attitudinal and behavioral (Jacoby and Kyner, 1973; Baldinger and Rubinson, 1996). Brand attitude is defined as the consumers' overall evaluation of a brand (Keller, 1993), while behavior refers to the level of repeated purchase, or habit, displayed towards a brand (Jacoby and Chestnut, 1978). The literature duels on the differentiation and importance of these indicators. Since behaviorally loyal customers act loyal but don't demonstrate an emotional bond with the brand, while attitudinally loyal customers do, authors tend to give more importance to brand attitude over repeated purchase patterns. Across the literature these two indicators have also been named in different ways, such as false (behavioral) or true (attitudinal) long-term loyalty (Jones and Sasser 1995), and loyal (behavioral) or committed (attitudinal) customers (Traylor, 1981 and 1983). All authors characterize attitudinal loyalty as being much stronger and long lasting than behavioral loyalty (Reichheld, 2003).

Finally, brand loyalty may also be divided as being either a feature of a brand (Aaker, 1991; Rossiter and Percy, 1987), meaning that the brand in question entices customers to be loyal to them due to its characteristics, or as an attribute of the consumers themselves (Sproles and Kendall, 1986) which reveals if they tend or not to be loyal to brands in general.

2.2.2. Brand Loyalty in Children

From the minute they start being brand aware, children become brand loyal. However as they start growing out of their parent's influence, they begin to get ruled by trends and peers (e.g. Saunders et al., 1973; Ryan, 1966; Vener, 1957; Moschis and Moore, 1979; Moschis et al., 1984). If their peers feel that a brand is too young for their age, they move on to the next brand. This means brand attitude in children starts being dictated by outer influences, as opposed to a liking or noted quality of a brand's features.

As children reach their preteen years, results are very discrepant. Some literature (Smith, 2013; McDougall and Chantrey, 2005) states brand loyalty to be quite present, but other authors, on the contrary, remark a lack of it (e.g. Lindstrom's, 2003; Hollis, 2003). What is known and common to all authors is that during their teenhood (13 to 17), children start experimenting different brands than the ones previously chosen by their parents, and only by the age of 18 do they narrow again and pick favorites[6]. However, these behaviors have been observed only in fast moving consumer goods (FMCG), meaning there is no information on whether they are also valid regarding fashion consumers.

Still, there is evidence showing that children's future brand preferences might be influenced by their parents brand loyalty behaviors. As stated by Moore et al. (2002), familiarity and inertia play an important role. Children either get used to a brand and its characteristics, and they continue buying it as a habit, or continue buying it as a result of a real commitment due to brand preference. This preference may have been influenced by their use at the family home or by positive associations parents passed to their child, albeit no study of this sort has been done with fashion consumers, only with FMCG.

Children Brand Loyalty towards Fashion

Very little has been studied relating children and fashion brand loyalty. It is known that brand awareness in children, regarding fashion labels, is very high. This verifies particularly in regards to sportswear brands, such as Nike and Adidas (Ross and Harradine, 2004). Research also shows that long-term loyalty is more likely to be maintained when both a strong and favorable relative attitude towards a particular brand and repeat patronage exist (Dick and Basu, 1994; Lim and Rassaque, 1997).

3. The Fashion Industry in Portugal: types of brands according to consumption age

Looking at the Portuguese fashion consumer we can observe three different types of brands, when it relates to brand repurchase and age.

First, there are ***All Aged Brands***, targeting all age segments. Zara is a good example of this type of brand, having different collections for different ages. Zara kids for children under 12, TRF for tweens and teens, and Zara (Zara women, Zara men) for an older audience.

Secondly, there are ***Tween/Teen Brands***, targeting people from the age of 12 and above. The age when people stop consuming these brands is difficult to know, as we can observe

[6] Stated by Allyson Clarke, research director at New York-based market research firm RoperASW. Source: http://www.adweek.com/news/advertising/when-does-brand-loyalty-start-62841

people with 40 years of age still wearing these brands. Examples are Pinkie, a tween-oriented brand, Stradivarius and Bershka, teen/young adult oriented.

Lastly, is what we can call as ***Teen Gap Brands***, characterized as brands that are consumed by children and adults, but that are not targeting tweens nor teens. Examples of this type of brand are Throttleman, Geox, Lanidor, Tiffosi, and Massimo Dutti. All these brands have adults as the main target, and can have a sub-brand named (mother brand) + kids (like Lanidor for example), or simply have also kids models (like Geox). Most of these brands launched their kid line very recently in Portugal (LA Kids in 2001[7] and Massimo Dutti Boys & Girls in 2003[8]), or have only been present in Portugal in the last years (Geox in 2004[9]).

This proposed characterization of the fashion brands is based on observation of consumer behaviors as well as the marketing campaigns and branding demonstrated by each brand used in this study. It is used in order to simplify the understanding of the relationship between fashion labels and brand loyalty across different ages. This classification will be validated and adapted according to the results of the qualitative and quantitative research, described in Sections 6 and 7.

4. Research Questions

The literature regarding children's brand loyalty towards fashion brands and the influence of age on brand loyalty is very scarce. As a first step in this research project, it is necessary to understand the brand loyalty of Portuguese fashion consumers across different ages. So our ***RQ1 will be to validate and extend our segmentation of brands in terms of their consumers' age profiles (presented in Section 3.)***, by analyzing several age ranges, and seeing which brands people use now or used in the past. We will also study brand-oriented loyalty and the movements between new and retained consumers from one age segment to the other. Our ***RQ2 will be to uncover patterns of brand loyalty for the studied fashion labels, and check if there is a relationship with the segmentation from RQ1.*** Considering

[7] Cota, B. (2008), "LA – Das malhas ao "life style"", http://marketingfaculty.blogspot.pt/2007/01/la-das-malhas-ao-life-style.html

[8] "Historia de la marca", http://www.massimodutti.com/webapp/wcs/stores/servlet/GeneralMSpotView?catalogId=30220002&langId=-5&storeId=34009450&footer=true&item=0&namesMSpot=MD2_ESpot_Menu_Empresa;MD2_ESpot_Contenido_HistoriaDeLaMarca;MD2_ESpot_Imagen_HistoriaDeLaMarca

[9] Sic Notícias, (2013), "Portugal também "respira" Geox", 14 August, http://imagensdemarca.sapo.pt/emissoes/tv/pecas/portugal-tambem-respira-geox-2/

brand loyalty as an attribute of the consumer, a change in attitudinal and behavioral loyalty may occur as consumers grow older. Therefore our ***RQ3 is to check if there is a change in individual-oriented brand loyalty from teens to adults.*** As peer pressure plays a large part on consumers from these ages, it influences brand loyalty and brand attitude. Consequently, our ***RQ4 is to understand the role and importance of peers on teens and on adults.***

5. Methodology

5.1. Research Methods

Our research focuses only on female consumers and on the selection of fashion brands categorized in each brand segment targeting mainly a female audience. This study was divided into 2 parts. Due to the lack of research considering fashion brand loyalty across a consumer life (James et al., 1998), we begin with a qualitative exploratory research. It focused on obtaining background information: better understanding young adult's memories of teen and child attitudes, as well as recent attitudes towards fashion brands.

Afterwards, a quantitative research approach was adopted, in order to validate several variables and to quantify brand loyalty across consumers' lifetime. A survey was conducted for a sample consisting of female teens and adults only.

5.2. Research Design

5.2.1. Qualitative Research

An exploratory qualitative research was applied to a sample of 8 female college students (20-24 years old), as they have already detached from teen behavior, went through the possible changes in fashion shopping behavior, in this study intends to observe, and have a fresher memory of their teenhood. The guide of the semi-structured interview[10] (Malhotra and Birks, 2007) contained filters (usage of the brands studied in this research, age, and gender) and a warm-up to begin the interview. An initial question was proposed to the interviewees: "Can you talk about your experience with the consumption of fashion labels and how it evolved since you were a child, until nowadays?" Interviewees were asked to talk for around 30 minutes, being guided towards the topics needed to my research. Based on Olsen (1993), who conducted a similar research applied to the consumer goods industry, topics revolved around the purchasing habits of fashion items over time with emphasis on the importance of brands used along their life, price, quality, value, advertising, peer

[10] See Appendix 1

pressure and parental influence, word-of-mouth, brand loyalty, or other influence on behavior.

The results were analyzed through mapping each respondent's point of view or answer to each of the topics, and the transcription of the most important citations of each respondents regarding the topics analyzed.

5.2.2. *Quantitative Research*

Questionnaire Design

After analyzing the results obtained from the qualitative research, a questionnaire was designed to be answered by 2 different age segments of females: teens (14-17) and adults (19-40). For the teens, the questionnaire was performed on paper[11] in order to be able to control which child had or not parental consent. The adults filled the survey online[12], which comprised some additional questions.[13] Anonymity was ensured, and respondents were ensured that there is no right or wrong answers in the questionnaire, and that honest answers are appraised for. In this way, biased results were minimized (Podsakoff et al., 2003).

Pre-tests

A pre-test was applied to 3 people who already answered the interview in the 1st stage. The average duration of the questionnaire was 15 minutes. This approach was adopted in order to verify if they understood all the situations described in the questionnaire and if the results were aligned with the ones previously found in the qualitative analysis. All suggestions were taken into consideration and the questionnaire was adapted after finishing the tests.

Measures

In order to develop the questionnaire, previous measures used in other studies with similar research questions were adapted to our questionnaire. In this research we considered measures for brand loyalty, factors that might influence it, and peer pressure.

Brand Loyalty:

Brand Loyalty was measured on the basis of the methods' categorization presented by Mellens et al. (1996), which is divided into Brand-oriented measures and Individual-oriented measures, each of them subdivided into Attitudinal and Behavioral measures.

[11] See Appendix 2
[12] See Appendix 3
[13] As all the age segments in this study already present sufficient cognitive development (Greig et al., 2007), they are expected to understand the questionnaire and answer it.

Brand-oriented measures: In order to measure brand-oriented attitudinal loyalty of brands, stated purchase intentions and preference measures proposed by Guest (1942) were used. To categorize the brands stated during my qualitative research into the segmentation of the Portuguese fashion market and understand brand loyalty towards each brand, we asked respondents to choose which of those brands they used (in an ordinal scale of most preferred to least preferred) as adults (18 and on), during teenhood (14-17), and childhood (0-13). Commitment measures, such as the extent to which one recommends each brand to other people (Aaker, 1991) were also a focus of our quantitative research, through a 5-point Likert scale (ranging from "not at all likely" to "extremely likely").

Individual-oriented measures: As tools to measure attitudinal loyalty, the literature suggests general measures such as brand preference, buying intention, brand prioritization, likelihood to recommend, and repurchase (Khan, 2009; Rundle-Thiele and Bennett, 2001). Having this in mind, each respondent was asked about the level of agreement, in a 5-point Likert scale (ranging from "strongly agree" to "strongly disagree"), regarding several sentences related to the previously stated measures of attitudinal loyalty towards their favorite brands. This type of Likert scale was also applied to behavioral measures. The sentences used were adapted from Ertekin's (2007) approach on Odin et al.'s (1999) measures. The simple average of the answers to the 16 questions used in our questionnaire was used as an indicator of "individual-oriented brand loyalty". A factor analysis was also used as an alternative to this measure. With these indicators, we checked if there are statistically significant differences between teens and adults.[14] To evaluate behavioral loyalty, we followed Cunningham's (1956) approach. This is based on the share that each brand represents within each respondent's "wardrobe". A person was considered to be brand loyal if one of the brands she purchases accounts for more than 50% of her "wardrobe".

Peer Pressure: To analyze the susceptibility of the respondents to peer influence, Bearden et al.'s (1989) 12 items scale was used. It evaluates both normative (8 items) and informational (4 items) influences on a 5-point Likert scale related to agreement.

[14] Some of the questions were presented in the opposite sense of the others. The answers to these questions were adapted to the others when they were analyzed, through the inversion of the 1-5 scores.

5.3. Ethical Issues and Procedures

UNICEF's guidelines for children's participation in research (UNICEF, 2002) were followed when considering the first age segment (teenagers). As the survey was developed in a private school, only parental authorizations[15] were necessary in order for the respondents to answer the questionnaire.

5.4. Data Collection

The online questionnaire, aimed for adults, was answered by 197 respondents, being the entire questionnaire filled by 104, and only 87 fitting the sample requirements[16]. The parental authorization letter for the adolescents' paper questionnaire was sent to 240 teens. 160 were authorized and answered the questionnaire, and only 125 of the responses were considered valid.

6. Qualitative Research Results

The results of the interviews allowed us to notice some remarks regarding our research questions and denote some trends[17]. Regarding **RQ1** and the segmentation of the brands according to age segment usage, clear conclusions were not possible to make. This is due to disperse behaviors being detected throughout the sample. Nevertheless, respondents identified clearly what they considered to be the typical user of each brand. Some brands have been attributed different profiles, as is the case of Massimo Dutti and Lanidor (either as teen/adult brands or only adult brands, depending on the interviewee). Others, like Tiffosi and Stradivarius, are clearly identified as teen/adult brands by all interviewees.

When trying to answer **RQ2** we were able to identify some patterns in brand-oriented loyalty in adult and teen brands. One of the recognized patterns was towards the brand Zara. It has a lot of the interviewees stating to be loyal to it currently, as well as some during their teen years. Bershka and Stradivarius are brands to which a lot of people were loyal in their teen years. Mango, Lanidor and Massimo Dutti are the most pronounced labels by in what regards loyalty during adulthood.

Concerning **RQ3**, we got contradictory results regarding differences in individual-oriented brand loyalty between teens and adults. Some of the respondents said to be more brand loyal now: "now I'm a little more loyal to brands, I used to diversify more when I was a teen" (girl, 21 years). Others stated to be loyal during their teen years: "during my teenhood

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[15] See Appendix 4.
[16] Requirements: Female adults that lived in Portugal since they were kids.
[17] See Appendix 5 for the interview's analysis grid.

I would always go to the same brands, I didn’t vary a lot" (girl, 21 years). These contradictions are clarified during the quantitative research phase by comparing the results obtained in the teen and adult questionnaires.

Regarding **RQ4** and differences in peer pressure between both age segments, all respondents claim friends to have a high influence during teenhood: "I based on what my friends chose and talked with me" (girl, 22 years). They also pointed out that it decreases along the years, due to having earned a better sense of their own style. Some stated it to be the opposite and not being influenced at all: "now I do almost all my shopping alone, I like to browse and choose alone" (girl, 23 years). Others said they are still somewhat influenced by peers, but less than when they were teens "if I see a friend using a piece of clothing I like, I’ll ask her where she bought it” (girl, 23 years).

7. Quantitative Research Results

Our sample consisted of two different age segments. The teen segment consisted of 125 female respondents evenly distributed between the ages of 14 and 17, comprising students from the 8th to the 11th grade. The respondents studied at a private school in Lisbon, which explains that most parents had an undergraduate or master degree (75% for fathers and 71% for mothers) and had occupations as middle to senior management (72% for fathers and 66% for mothers). The adult segment comprises 87 responses of women aged 19 to 40, with a larger percentage of respondents between the ages of 20 and 26 (78%). Most of the respondents took either an undergraduate or master degree (91%) and 59% are currently students being the other two most frequent occupations high to medium boards (15%) and qualified/specialized workers (18%).

Both segments started choosing their own clothing brands at the same average age of 11 years old, and no relationship was found between the year of birth and the age when they started choosing. This contrasts to results found for other countries and time periods regarding children being more premature at choosing their own clothing brands nowadays.

By analyzing the average money each brand’s consumers spend on clothing monthly, it is evident that there isn’t a significant difference between brands and between age segments.

All brands presented a consumer monthly spending between 51 and 75 €[18]. This means that even though some brands have more expensive products they aren't targeting consumers who spend more money in clothing shopping (and vice-versa).

All the scales used in our questionnaire proved to be reliable[19] as can be seen in Table 1.

Table 1: Reliability analysis

Variables	*Cronbach's Alpha*		
	Adults	**Teenagers**	***Overall***
Peer Pressure[20]	0.9	0.8	*0.9*
Individual-oriented brand loyalty[21]	0.8	0.7	*0.8*
Attitudinal brand loyalty (probability to recommend)[22]	0.8	0.6	*0.6*

Concerning **RQ1**, and the validation and extension of the brand segmentation in Section 3, we reached a more thorough segmentation based on the distribution of the responses of teens and adults regarding usage during childhood, teen years, and adulthood (shown in Table 2). First, we conducted a hierarchical cluster analysis of the brands based on the 3 most recent variables of usage: current adult users, current teen users and teens that used during childhood.[23] The results suggested 4 clusters. In a 2nd step, we conducted a finer segmentation by also accounting for teenhood and childhood usage as reported by adult respondents.

In the 1st cluster are included *All Age*, *Child*, and *Teen Gap Brands*. These are all used by children. The *All Age* and *Teen Gap Brands* were already explained in Section 3. *Child Brands* are the ones that are mainly used by children, and if they sell to other age segments, these are underdeveloped ones. In the 2nd cluster are *Decreasing* and *Teen Brands*, which are characterized as selling more to teens. While *Teen Brands* sell only to teens, *Decreasing Brands* also have some adult users. The 3rd cluster consists of *Increasing Brands*. These start to be used during teenhood and have an even larger number of users in adulthood. Lastly, **Zara** is identified in a cluster separate from the other brands, as it has a very high percentage of consumers throughout all ages. By observing that the percentage of users is constant across age segments, we allocated it to the *All Age Brands*. Our proposed segmentation is summarized in Table 3.

[18] This is a high value when compared to the data obtained in the "average final consumption expenditure (in clothing and footwear) by families" which was of 1601€ in 2011 (= 33 per person, per month). Source: http://www.pordata.pt/en/Portugal/Search+Environment/Table (accessed on 4th January, 2014).

[19] $\alpha \geq 0.6$ is considered to be acceptable.

[20] Questionnaires' questions no. 15 (adults) and no. 11 (teens); See Appendix 2 and 3.

[21] Questions no. 12 (adults) and no. 8 (teens); See Appendix 2 and 3.

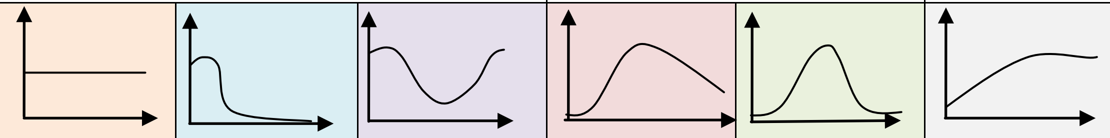
[22] Questions no. 11 (adults) and no. 7 (teens); See Appendix 2 and 3.

[23] See Appendix 5 for additional details of the hierarchical cluster analysis.

Table 2: Brand usage patterns across ages

		Tiffosi	Zara	Throttleman	Benetton	Geox	Pull & Bear	Stradivarius	H&M	Mango	Salsa	Bershka	Pimkie	Lanidor	Massimo Dutti
% child users	adult respondents	**24%**	**48%**	6%	**78%**	1%	8%	5%	2%	2%	7%	8%	2%	7%	6%
	teen respondents	20%	**81%**	32%	**88%**	30%	4%	2%	27%	4%	4%	2%	2%	**61%**	42%
% teen users	adult respondents	23%	**86%**	14%	46%	14%	**70%**	**63%**	46%	52%	46%	**76%**	41%	23%	25%
	teen respondents	24%	**74%**	16%	24%	6%	**77%**	**70%**	**63%**	46%	24%	**67%**	59%	25%	33%
% adult users		15%	**94%**	11%	32%	13%	30%	17%	**74%**	**76%**	**56%**	48%	49%	34%	51%
adult respondents	% adult users that used during teenhood	**92%**	**89%**	70%	82%	82%	65%	**93%**	58%	56%	55%	**86%**	53%	47%	39%
	% teen users that use now	60%	**97%**	58%	58%	75%	28%	25%	**93%**	**82%**	68%	55%	64%	70%	**77%**
	% teen users that used during childhood	20%	**49%**	8%	**45%**	0%	8%	2%	5%	4%	8%	8%	3%	15%	14%
	% child users that used during teenhood	19%	**88%**	20%	26%	0%	43%	25%	**100%**	**100%**	50%	71%	50%	**100%**	60%
teen respondents	% teen users that used during childhood	17%	**84%**	61%	**86%**	63%	3%	3%	30%	7%	3%	2%	4%	**80%**	49%
	% child users that used during teenhood	20%	**81%**	35%	28%	13%	60%	43%	**76%**	**80%**	20%	**100%**	**100%**	42%	38%

Table 3: Segmentation of brands according to age, per percentage of users



Cluster 1			Cluster 2		Cluster 3
All Age Brand Tiffosi Zara	**Child Brand** Benetton Geox Throttleman	**Teen Gap Brand** Lanidor Massimo Dutti	**Decreasing Brand** Bershka Pimkie	**Teen Brand** Pull & Bear Stradivarius	**Increasing Brand** H&M Mango Salsa

In graphs: x = age; y = no. of users

Next we analyze the major factors of usage inside each brand segment[24]. By accounting for the percentage of the overall users of each brand that selected each factor, we concluded that the factors that lead the respondents to use *Teen Brands* and *Decreasing Brands* are mainly Style (Stradivarius=68%, Pull & Bear=69%, Bershka=57%, Pimkie=54%) and Price (Stradivarius=69%, Pull & Bear=67%, Bershka=82%, Pimkie=74%). *Increasing*, *Teen Gap* and *All Age Brands*, on the other hand, are bought based on Quality (Salsa=73%, Mango=66%, H&M=27%, Lanidor=64%, Massimo Dutti=78%, Zara=58%, Tiffosi=59%) and Style (Salsa=50%, Mango=56%, H&M=52%, Lanidor=51%, Massimo Dutti=54%, Zara=58%, Tiffosi=59%), even though *All Age Brands* also presented high results in Price (Zara=40%, Tiffosi=52%). *Child Brands* are used due to Comfort (Geox=82%, Throttleman=36%, Benetton=60%) and Quality (Geox=52%, Throttleman=59%, Benetton=74%). We conclude that that adults take Comfort and Quality more into consideration, while teens choose brands based on Price. Style is a factor that influences all age segments. *All Age Brands* present factors related to both adults and teens.

RQ2 regards brand loyalty profiles of each brand and brand segment. We divided this question into 2 different parts. First, we analyzed Table 2 and identified relevant movements and patterns of loyalty along the consumers' lifetime. Secondly, more specific measures of brand loyalty were tested and compared to the overall means (see Table 4).

Regarding movements of brand usage across ages, some patterns were detected. **Benetton** and **Lanidor**, both brands from high child usage segments, have difficulty in getting and keeping teen users. Few of the child users keep wearing these brands when they turn into teens and the amount of new teen users is also small. For example, regarding teen respondents, **Benetton** has only 28% of the child users that keep using the brand as teens,

[24] The analysis is based on the responses to specific question, as presented in Appendix 6.

and has also a small amount of 16% new teen users. **Stradivarius**, a brand used almost only by teens, has the same issue regarding adult users and the lack of retention of teen users that turn into adults. **Bershka** presents similar results to Stradivarius, but in a smaller scale (with very few new users, and a not very high percentage of retained teen users) going along with the segmentation of *Decreasing Brands*. **Pull & Bear** presents different results, as few teen users continue to use the brand (28%), but with a larger amount of new adult users. Nevertheless, the percentage of new users (35%) doesn't account for enough of the loss of previous teen users, as this is a *Teen Brand*. **H&M** and **Mango** are the opposite case, with many of the users remaining loyal when they turn into adults but a small percentage of new users. But this is positive for the brands, as the number of retained users compensate for the small amount of new users, reflecting in *Increasing* type of *Brands*. **Zara**, as previously stated, is different from the others brands due to the high percentage of users in all age segments. This is reflected in the results regarding retention of consumers and getting new ones, which are all in the top 3 among all brands. **Throttleman** and **Geox** both have very few users across all ages, and average results in all retention and new consumers' figures. **Salsa** and **Pimkie** also present results around the overall average.

We now analyze the specific brand loyalty means, presented in Table 4. We start by looking at the share brands have in adults and teens' wardrobes. This is a behavioral indicator of brand-oriented loyalty. The brands with the higher wardrobe share in both adults and teens are **Zara** and **Massimo Dutti**; for teens are **Pull&Bear, Stradivarius**, and **Bershka**; and for adults are **H&M** and **Mango**. The only brand that stands out as being a loyal one for a low usage age segment is **Massimo Dutti,** which is higher than what would be expected on teen users. This indicates that the few teen users of the brand are quite loyal to it. It is also observable that **Zara**'s wardrobe share is extremely higher on adults than what would be expected, when analyzing the relationship between wardrobe share and amount of users. Zara's adult users are therefore very loyal to the brand, with an average share of 31% (compared to a mean of 11%). **Tiffosi** and **Stradivarius'** wardrobe shares are also higher on adults than what would be expected, and this goes along with the fact that the adult users of these brands are mainly the ones that were already users as teens. **H&M, Mango,** and **Pimkie**'s wardrobe share is lower on teens than what would be expected, and **Pimkie**'s share in adults also presents this problem. These low results indicate that these 3 brands have a large number of users, but these users aren't very behaviorally loyal to the brand.

They only own a small share of the brand on their wardrobe. Lastly, **Salsa** has also a wardrobe share in adults lower than what would be expected. This can be explained by the fact that Salsa is not a brand known for its product range, and only popular for its quality jeans. [25]

Concerning attitudinal brand-oriented loyalty, the preference ranking and likelihood to recommend measures in Table 4 relate respectively to a more personal or social point of view on attitude.

Starting with preference ranking, the brands with better rankings (lower than the average), are *Teen Brands*, **Zara** and **Bershka**. *Increasing Brands*, *Teen Gap Brands,* and **Pimkie** (with a slight lower value) are on the average. *Child Brands* and **Tiffosi** have the worst mean recommendation. Some brands don't demonstrate the expected relationship between their ranking and usage patterns in regards to the adult age segment. **Pimkie** and **Geox**'s preference ranking is lower on adults than what would be expected, when analyzing the relationship between preference ranking and percentage of users. This indicates that the few adult users of these brands aren't personally loyal to them. For **Stradivarius** it is higher on adults, suggesting the opposite of **Pimkie** and **Geox**. This suggests the same high amount of attitudinal and behavioral loyalty **Stradivarius** has on the adult age segment. Inside each brand, we highlight some changes in brand loyalty from teens to adults, and from current teen users to adults that used as teens. **Salsa** is an example of a large change in preference from current teen users to adults who wore as teens. The brand now is much less preferred then previously, with teens allocating a mean rank of 6.7 compared to the previous teen rank of 4.3. This might mean that the brand isn't targeting teens anymore or that they don't relate to it now, as the current adult rank is still above the average (4.6). Both *Decreasing Brands* have a large gap in ranking mean between adults and teens. With age these brands start to have a worse ranking mean, even though **Bershka** is above the average on both rankings. This validates the segmentation of these brands as teen oriented ones. When it comes to **Mango** and **Salsa** (both *Increasing Brands)*, and **Lanidor,** the opposite gap happens with time. As they grow older, these brand's consumers give the brand a better rank. This goes along with the fact that these brands have a higher number of adult users than teen ones.

[25] These cases also stand out as outliers in a linear regression of wardrobe share on brand usage.

Table 4: Brand loyalty measures per brand

		Tiffosi	Zara	Throttleman	Benetton	Geox	Pull & Bear	Stradivarius	H&M	Mango	Salsa	Bershka	Pimkie	Lanidor	Massimo Dutti	*Avg.*
Wardrobe Share (%)	teens	8	**19**	7	9	4	**18**	**19**	10	7	6	**19**	9	7	**15**	*11*
	adults	11	**31**	5	9	3	10	11	**15**	**14**	9	9	4	8	**14**	*11*
Preference ranking (14-1)	adults when teens	6.8	**2.4**	8.8	5.4	10.2	**3.7**	**3.9**	**4.9**	**3.8**	**4.3**	**3.4**	6.2	6.7	6.3	*5.5*
	teens	6.5	**3.5**	7.6	6.7	8.8	**3.0**	**2.7**	**5.0**	5.5	6.7	**3.1**	5.4	6.9	**5.0**	*5.5*
	adults	6.6	**2.2**	7.4	5.3	8.6	**4.7**	**4.4**	**4.0**	**3.1**	**4.6**	**5.0**	8.1	**4.4**	**4.2**	*5.2*
Likelihood to recommend (1-5)	teens	2.2	**4.1**	2.0	2.3	1.6	**3.4**	2.7	**3.2**	**3.2**	**4.3**	**3.9**	**4.3**	2.6	3.0	*3.1*
	adults	2.2	**4.3**	2.2	2.9	2.2	**3.0**	**3.0**	**3.5**	**3.9**	2.9	2.5	1.8	**3.1**	**3.7**	*2.9*
Individual-oriented brand loyalty (1-5)	teens	2.9	**3.0**	2.8	2.9	2.7	**3.0**	**3.0**	2.9	2.9	2.9	**3.0**	**3.0**	2.9	**3.1**	*2.9*
	adults	3.1	**3.2**	3.1	**3.2**	**3.2**	2.9	3.0	**3.2**	**3.2**	2.9	3.0	3.0	3.0	**3.3**	*3.1*

Moving towards recommendation likelihood of users and non-users of each brand, we can notice that the brands with higher social behavioral loyalty are **Zara, Pull & Bear, H&M** and **Mango**. These brands present high values in both age segments. Comparing the likelihood to recommend and preference ranking, we notice a significant relationship. Nevertheless, some outliers are noticed, which shows that social and personal views on attitudinal brand loyalty can be differentiated in some cases. *Teen Brands* have a lower mean recommendation score on teen respondents than what would be expected. This suggests that these brands have higher personal loyalty than social one. On the contrary, **Salsa** and **Geox** both have a higher mean score than expected on teens (and adults for Geox). These brands have in common the fact of having few users. This might imply that people are willing to recommend the brand to others, but personally don't want to use them. Looking at patterns inside each brand, it is apparent that *Decreasing Brands* and **Salsa**'s score from teens to adults differ a lot. They score much higher on teens than on adults, with a difference of 2 points between the average scores. In the case of **Salsa** this is contrary to other brand loyalty and usage results, as it has a higher wardrobe share, and is used and preferred more by adults than teens. But teens are likely to recommend it more than adult respondents. This might be due to the brand having a good reputation among non users. Finally, regarding individual-oriented brand loyalty scores of each brand's users, there isn't a significant difference between mean scores across ages, nor brands, suggesting that this variable will not affect the results obtained on the other brand-oriented loyalty measures.

***Table 5: Clusters of individual brand loyalty indicators*[26]**

Variable	*Cluster*
I often switch from one brand of clothing to the other.	**Lack of behavioral**
I like switching from one brand of clothing to the other.	
I like trying several brands of clothing.	
On several purchase occasions, it is likely that I'll buy each time the same brand of clothing.	**Behavioral**
During my next purchase, I will buy the same brand of clothing as the last time.	
During my last purchases, I've always bought the same brand of clothing.	
If I like a brand of clothing, I rarely change to other brands.	
I always buy the same brand of clothing.	
I usually recommend friends/colleagues to buy my favorite brands.	**Attitudinal**
My next clothing purchase will be one of my favorite brands.	
Even when I hear negative info about the brand of clothing I usually buy, I still stick to that brand.	
I've been buying the same brand of clothing for a long time.	**Extreme: Attitudinal and behavioral**
If the mall I regularly visit has not got the brand of clothing I usually buy, I go to another mall.	
Usually, I'm loyal to a small number of brands.	

[26] Questions no. 12 (adult) and no. 8 (teens); More detailed results appear in Appendix 7

We now address **RQ3,** by checking if there is a significant difference in individual-oriented brand loyalty between adults and teens. We performed a hierarchical cluster analysis of the variables based on the results concerning the level of agreement (from 1 to 5) with a set of sentences concerning brand loyalty. The analysis confirmed that the questions are separated according to attitudinal and behavioral measures (see Table 3).

By comparing the means of the variables inside each cluster between both age segments, we concluded that adults are more behaviorally loyal than teens. This is explained by the cluster concerning lack of behavioral loyalty. Adults have a significantly lower mean than teens (adults=3.26, teens=3.52, t=-2.059). Concerning the behavioral cluster, no significant difference shows (adults=3, teens=2.84, t=1.294). Behavioral loyalty can also be measured by the wardrobe shares, with a respondent being considered loyal if at least one brand accounts for a minimum of 50% of the wardrobe. When analyzing the proportion of behaviorally loyal respondents, no significant difference between age segments is found (adults=0.14, teens=0.19, t=1.029). Concerning attitudinal loyalty, there wasn't also a significant difference when comparing both age segments' means in the attitudinal cluster (adults=3.74, teens=3.82, t=-0.883). Regardless, adults consider themselves to recommend to friends their favorite brands more than teens do (adults=3.67, teens=3.36, t=2.049). On the other hand, teens presented higher results in willingness to buy their favorite brands even if its price rises (adults=2.18, teens=2.49, t=-2.052) or they hear negative information about the brand (adult=3.36, teen=3.7>3.36, t=-2.552). Attitudinal loyalty is also measured by the likelihood to recommend (from 1 to 5) each respondent's favorite brand. By comparing the means of these variables between adults and teens, we conclude that teens are significantly more attitudinally loyal than adults (adults=4.60, adults=4.81, t=-2.904). As a final measure, we look at the extremely loyal variable cluster. This cluster contains variables that characterize respondents as being or not very loyal to brands of clothing, with both attitudinal and behavioral variables. Adults are significantly more "extremely" loyal than teens (adults=3.74, teens=3.42, t=2.787), which is in accordance with their higher results in behavioral loyalty (as this cluster contains 2 behavioral loyalty items out of the 3 it contains).

Finally, we address **RQ4** and the differentiation of the influence of peers from teens to adults. We validated what was previously mentioned in the literature, as there's a significant difference between both age segments. Teenage girls consider themselves to be more influenced by their peers when it comes to fashion related choices and behavior. For all the variables used to measure peer pressure (in a 5-point Likert scale), the means for the adults are lower than for teens, and the majority with a statistically significant difference. We also used a factor analysis to the entire sample and compared each factor's mean from one sample to the other[27]. The first factor, which explains for 43.4% of the variance, and is characterized as normative peer pressure, is significantly higher in teens, compared to adults (t=4.266), which means teens are more susceptible to peer pressure than adults. The second factor, defined as informational one, doesn't present a significant difference between both age segments (t=2.454). This means that adults are as affected by peers, when it comes to an informational point of view, as teens are. We also found that informational peer pressure is positively related with social attitudinal brand loyalty (t= 2.743).

8. Discussion

According to our results, in contrast to other studies in the literature, there is no evidence indicating that Portuguese children start choosing their own brands at earlier ages nowadays. A direct implication of this is that children oriented brands should target the parent as a first option. It is also a more ethical approach, as children aren't still fully cognitively developed. From the point of view of direct purchase it creates more revenues, as the parents are the ones who make the final decision.

It was also possible to segment brands according to their usage across ages and understand each segment's characteristics. We concluded that the usage factors are the same inside brand segments that are more used by teens (Price and Style) and the ones more used by adults (Quality and Style). This is explained by the changes in consumer's needs over their lifetime. Brands that want to target both age segments should therefore appeal to all the major factors of usage mentioned by either teens or adults, in the entire brand or by dividing its offer per each age segment. Also, brands that show low loyalty in either of the age segments can try to adapt their brand offering accordingly.

By analyzing users that continue or not to use each brand we detected that Portuguese brands showcase difficulties in maintaining a relationship with their consumers. They aren't able to keep their consumers from one age segment to the other, and are lacking in the

[27] Questions no. 15 (adult) and no. 11 (teens); More detailed results appear in Appendix 8

ability to get new consumers. This might be due to poor branding or targeting strategy, or even to a lack of investment in social marketing.[28]

By analyzing the wardrobe share of each brand represents in the respondents wardrobe, the segmentation of brands confirms. Nevertheless, we can highlight some cases such as **Massimo Dutti**, a low usage brand on its overall, but with a very high share in its consumers' wardrobe, especially in teen users. We therefore conclude that **Massimo Dutti** has a high retention rate and behavioral brand loyalty, but has difficulty in getting new consumers. We can assume that this strategy is profitable, as (like seen in the literature) loyal customers are more profitable to a brand than average customers. Also, we know that this brand is not based on low price, but on selling high quality clothing with an above average price when compared to the brands used in our research. This means that the small number of loyal consumers of the brand spend more money on this brand than on other brands. **Stradivarius** is another case of higher wardrobe share on adults, even with the adult usage rate being rather low. This could mean that **Stradivarius**, currently a *Teen Brand*, has to invest on long-term brand loyalty and on retaining their consumers across age segments. Its small base of adult consumers is formed by avid users of **Stradivarius**, representing an opportunity to foster from. Enlarging this consumer segment could result in value for the company. **Pimkie**, on the contrary, has a smaller wardrobe share than what would be expected on teens. As **Pimkie** is a brand more used by teens, it means that its largest consumer segment is not behaviorally loyal to **Pimkie**. Therefore, **Pimkie** may have a large amount of consumers, but they consume a small amount of its products. In order to overcome this issue, **Pimkie** should focus more on keeping and growing their consumers than on getting new ones. This could also result in **Pimkie** diminishing the loss of consumers from one age segment to the other. Salsa also presents the same case as **Pimkie**, but on its adult users. This can be explained by the fact that Salsa is not a brand known for its product range, and only popular for its quality jeans. In order to meet the needs of its consumers and therefore be able to retain them and increase their brand's wardrobe share, Salsa should either increase its product offer or make its already existing offer appealing to its adult consumers. This can be made through social marketing or by redefining its brand positioning statement.

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[28] A more detailed analysis of the data suggests that the following factors of usage of these brands represent a low percentage: Price, and Fashion magazines, fashion trends sites and blogs.

Preference and recommendation (measures of attitudinal brand loyalty) difference in scores from one brand to the other, are also according to the brands segmentation. We found that these measures can be differentiated, relating to either a more personal or social type of attitudinal loyalty. Looking at the brands, we emphasize the case of **Stradivarius**, which even though is a brand with few adult users, has a high preference ranking among this age segment. This means that, as previously mentioned, it should focus on this opportunity and start appealing to a more adult segment, and on retaining consumers as they grow older. **Salsa**'s case is of a loss of brand preference throughout time. Their preference ranking was severely hurt from adults that wore it as teens, to current teen users. This suggests **Salsa** suffered in brand reputation and loyalty throughout the years. Thus, they have to focus on rebranding **Salsa**'s whole brand offering, to both adults and teens, and try to create brand loyalty oriented initiatives. *Decreasing Brands* (**Bershka** and **Pimkie**) have a poor preference ranking mean on adults, compared to their usage. This means that, even though they have adult users, these users aren't very attitudinally loyal to it. Attitude towards the brand is a factor that influences long term loyalty sustainment. Therefore, these brands should also try to create loyalty on adults, as it was previously stated for **Pimkie**'s case regarding behavioral loyalty. *Teen Brands* (**Stradivarius** and **Pull & Bear**) have a low recommendation mean among its most wide user base, teens. This means that these brands suffer from social attitudinal loyalty. These brands should invest on growing this type of loyalty in teens, as it might be the reason behind the brand not being able to keep consumers as they grow older. **Salsa** and **Geox**, opposite from the low results in personal attitudinal loyalty, present to be high social attitudinally loyal brand. As they are among the less used brands in our sample, suggesting the importance of personal attitudinal loyalty in order to get and keep loyal consumers. Therefore, these brands should invest in social marketing, after making sure they accomplished a strong brand image.

Both personal and social attitudinal types of brand loyalty affect brand usage. We conclude that in order to achieve brand equity, both of these types of brand loyalty indicators should be present in fashion brands.

Also, we can observe that individual oriented brand loyalty of each brand's consumers, doesn't present significant results when comparing brand means. This means that factors such as the consumers of each type of brand being more or less prone to be loyal to brands, doesn't affect our measures and conclusions regarding loyalty in each brand.

According to the literature, brands that manage their relationship with consumers in a lifetime value type of strategy have higher revenues. Therefore, the brands that previously showed a lack of either of the types of loyalty, should try to develop and improve on that loyalty performance (particularly in teen consumers). Teens are characterized as being loyal to brands, but they only keep wearing the brand if it also appeals to them when they turn into adults. Relating this with factors of brand usage, we suggest that a brand should have a combination of good Price, Quality, and Style, according to adult and teen users' wants. As teens show evidence of having higher attitudinal loyalty, brands should focus on developing a relationship with them in order to develop this attitude towards the brand from an early age. As they become adults, hopefully attitudinal loyalty will reflect in repeated purchase, as adults have higher behavioral loyalty. These adults are more prone to developing extreme brand loyalty attitudes than teens, indicating that they can also develop attitudinal loyalty.

Teens, as the literature indicates, suffer from higher peer pressure than adults. Peer pressure is one of the factors influencing brand loyalty. As teens are more susceptible to this factor, marketeers usually take advantage of this when advertising to teens. But, in order to create long-term brand loyalty, fashion brands shouldn't rely solely on this factor. With age, fashion consumers stop being so influenced by their peers and start making choices based on other factors. Thus, besides being possibly considered as unethical and leading to a highly consumerist child, counting only on peer pressure isn't sustainable for fashion labels in the Portuguese market. Regardless, we also found that adults aren't significantly less prone to informational peer pressure than teens. This means they are also highly prone to suffer from peer pressure. As informational peer pressure is positively related with social attitudinal brand loyalty, brands should focus on social marketing.

9. Conclusion

In this research we studied the Portuguese female fashion market regarding brand loyalty across age. We observed patterns of loyalty across brands and age. We also explored peer pressure as an influence of brand loyalty. We provided some observations and recommendations regarding how to market the studied brands to teens and adults. Our segmentation enables other fashion brands to know to which type of segment they are more similar to. With this, the profiling of brand loyalty, and recommendations made for each case studied can be generalized to other fashion brands in markets similar to the Portuguese one. One limitations of our research was that fact that most of Portuguese fashion market brands only started having a child segment very recently. This implied that most adult respondents didn't wear these brands as children and, therefore, it is impossible to analyze these brands' loyalty patterns across the whole consumers' lifecycle. We therefore suggest that further research on this subject is made in a few years, when brands have the opportunity to go through all age stages of a consumer's lifecycle. A similar research can also be made in other regions where the child segment of adult and teen oriented brands is more developed. Another limitation was the fact that the sample only consisted of people from Lisbon and with a high social and monetary status compared to the average Portuguese fashion consumer. It would be therefore important to extend our survey to other segments of the Portuguese population. Finally, the design of the quantitative research proved successful in understanding patterns of brand loyalty. As such, it could be applied in order to study other markets or products in regards to this topic.

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