**Title: CLOTHING BUYING MOTIVES AND STORE SELECTION CRITERIA – THE CASE OF CROATIAN ADOLESCENTS**

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**Abstract:**

The aim of this paper is to analyse Croatian adolescents` clothing buying motives and their retail store selection criteria. The paper examined their preferences, attitudes and behaviours when buying clothes - whether adolescents with different primary clothing motives would have similar or different store selection criteria. Also, the paper determined how today's adolescents spend money on clothes, are they more inclined to purchase branded clothes or not. Finally, the paper explained whether Croatian adolescents prefer purchasing in small or large specialized apparel stores, or they are more prone to online purchasing or even buying clothes in second-hand shops. Also, the society influences in forming adolescents` attitudes and decisions towards store selection and the purchasing preferences of clothes were examined. Research findings showed that preferred retail format are shopping centres. In addition, adolescents do not have fully developed attitude on fashion and clothing. Therefore, they strongly refer to opinions of family and friends when choosing clothes. Moreover, Internet and TV are evaluated as influential channels of consumer communication within this particular group of consumers. Based on the findings, suggestions for service management and marketing strategies for apparel retail companies that target adolescents are provided.

**Keywords:** Clothing buying motives, store selection criteria, adolescents, Croatia

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