

ABSTRACT

This thesis examines the purchase decision-making process of young millennials born between 1991 and 2000 in fashion retail. Main reason for choosing this subject is that the number of purchases and turnover of customers aged 21-30 years in fashion departments of Estonian department store Kaubamaja have been decreasing and this is alarming. The aim of this paper is to get deeper knowledge of consumer behaviour of young millennials and appealing marketing ways to get their attention to help Kaubamaja target this customer segment better and thereby to increase its turnover and profit. This is important because millennials have strong purchase power themselves and influence over other age cohorts.

First chapter provides a theoretical background – description of millennials and purchase decision-making theories, following with description of purchase phases with emphasis on millennials and performed researches. Also, marketing ways and channels that attract millennials are examined. Second chapter explains research methods and gives a general overview of millennial consumers' clothes' purchase behaviour in Kaubamaja. Survey is conducted to research consumer behaviour of young millennials especially in fashion retail in Estonia. The final chapter provides results, findings and discussion of the said survey.

The empirical part of the research was conducted by using a quantitative research method in an online survey. Conducting the literature review gave the author a reason to assume that millennials can have different values and behaviour patterns. This research brings out the characteristics of millennial consumer behaviour in Estonia in fashion retail and as a conclusion there are differences in comparison to other countries. Estonian millennials do not make lengthy pre-purchase researches but rather simply buy what they want from physical stores. They value quality over other characteristics including price and if not satisfied with the product they simply return it. Attractive retail marketing must contain personalised offers.

Keywords: young millennials, consumer behaviour, purchase decision, retail marketing