



# GLOBAL LIFESTYLE MONITOR TURKEY



## SHOPPING TRENDS



Feel very/somewhat optimistic about their financial situation

### Top Retailers Shopped for Clothing



**88%**  
Online only store



**74%**  
Apparel special shop (in-store)



**71%**  
Department Store (In-Store)



Prefer trying on in-store



Prefer browsing online

### Top Sources of Inspiration



**58%**

People

(family/friends/people on street)



**57%**

Social media

(sites/blogs/vlogs)



**51%**

In-Store

(displays/salespeople)



## DRIVERS OF CONSUMERS' PURCHASES

### Top Drivers



Comfort



Quality



Fit

### Cotton is the most...



**76%**  
Soft



**73%**  
Comfortable



**72%**  
High Quality



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## COTTON PREFERENCE



**75%**  
Are willing to pay more  
for cotton

## Reasons Willing to Pay More for Cotton



**62%**  
Comfort



**60%**  
Quality

## Top Preferred Materials



**41%**  
Cotton



**28%**  
Denim /  
Jeanswear



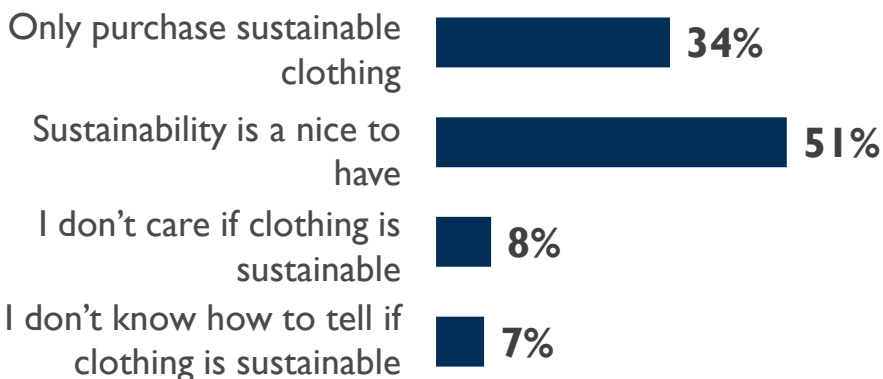
**16%**  
Cotton  
blends



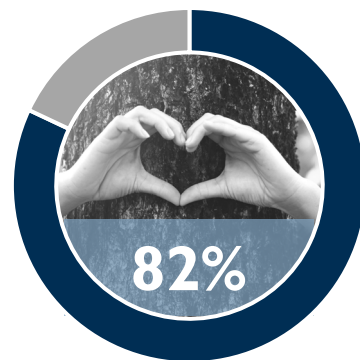
**85%** Prefer cotton, cotton  
blends or denim

## SUSTAINABILITY

### Sustainability Importance



### Concerned about Environmental Change



### Safe for the Environment (% Safe)

