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An analysis of the clothing brands marketed in Portugal

Uma análise das marcas de vestuário comercializadas em Portugal

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ABSTRACT

Fashion and clothing are elements of daily life. While sociocultural phenomenon has been winning over the centuries, the ability to express the values of the society in which they are inserted. In this case, values, habits, habits and customs are understood at any given time and specific location, since they are constantly changing due to factors influences exerted by social and cultural aspects of the country in which they fall. However, fashion is, too, an area of activity. In Portugal, where tradition is an extremely important sector, the textile and clothing industry represented, in 2012, 9% of the total exported. Are singled out as major customers of the Portuguese textile and clothing industry, as countries: Spain (31), France (14), Germany (9), United Kingdom (8), and Italy (6). This article analyzes the clothing brands marketed in Portugal. According to the survey, it was possible to verify that most shops present Portuguese shopping centers is fast fashion segment. The casual style and personalized service are predominant. As regards the analysis of the existence of some prices, balance was checked. The best gifts are the Dielmar, the Gant, Massimo Dutti, Cortefiel, Pepe Jeans, Zara, CA, Adidas, Nike and the Sportzone.

KEYWORDS: Consumer´s attitude, fashion and clothing, clothing brands.

RESUMO

A moda e o vestuário são elementos do cotidiano e, enquanto fenômeno sociocultural, foram ganhando, ao longo dos séculos, a capacidade de expressar os valores da sociedade na qual se encontram inseridos. Neste caso, valores, usos, hábitos e costumes são entendidos em determinado momento e local específico, uma vez que são fatores que mudam constantemente devido às influências exercidas por aspectos sociais e culturais do país em que se inserem. Porém, a moda é, também, uma área de atividade. Em Portugal, onde tem tradição, é um setor de extrema importância. A indústria têxtil e de vestuário em Portugal, representou em 2012, 9% das exportações totais. São apontados como principais clientes da indústria têxtil e de vestuário português, países como: Espanha (31%), França (14%), Alemanha (9%), Reino Unido (8%) e Itália (6%). Este artigo pretende analisar as marcas de vestuário comercializado em Portugal. De acordo com a pesquisa realizada foi possível verificar que a maioria das lojas presentes nos centros comerciais portugueses é do segmento *fast fashion*, no qual o estilo casual e o atendimento personalizado predominam. Sobre a análise de preços, verificou-se a existência de algum equilíbrio e as marcas mais presentes são a Dielmar, a Gant, a Massimo Dutti, a Cortefiel, a Pepe Jeans, a Zara, a C&A, a Adidas, a Nike e a Sportzone.

PALAVRAS-CHAVE: Atitudes dos consumidores, moda e vestuário, marcas de vestuário.

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1 INTRODUCTION

The garment is a set formed by pieces that make up the costume and accessories that serve to secure it or complement it. In a broad sense of the term, the clothing is an anthropological factor almost universal, since, in most ancient and contemporary human societies are used items of clothing and accessories to adorn the human body. Used as an interface between the man and the natural environment and cultural heritage, the clothing has multiple functions whose origins are complex and cannot be reduced solely to its functionality. The practical and symbolic aspects seem to be inseparable, resulting in the drafting of which the abstract language and the making of objects (NACIF, 2007).

According to Neves e Branco (2000), Barreiro (1998) e Kawamura (2005) the sets can be seen as a system comprising a set of people and organizations in a permanent process of creating symbolic meanings and their subsequent transfer to cultural assets. Therefore, the fashionable clothes becomes a symbolic production.

Saviola e Testa (2007) claim that products encompasses a wide range of types such as clothes, shoes, handbags, jewelry and all the Add-ons. The Dictionary Aurélio (FERREIRA, 1989, p. 1146), presents the definition sets like "use, habit or passenger style that governs the way you dress, wear, comb and other resulting from particular taste, idea, caprice and the influences of the Middle". Many points out that fashion are much more than the way of dressing. Palomino (2002) states that it is a system that integrates the simple use of the day to day clothes in a much larger context, political, social and sociological.

It must be understood that fashion is not something frivolous and unimportant. Even if you present a "system, with its ceaseless metamorphoses, their movements and their extravagances" (LIPOVETSKY, 1997, p. 73), she has an important role in the economy and influence many consumers.

After that panoramic view of the existing reality in the sector of fashion and apparel products at national level, it was considered important to make an analysis related to the phenomenon of consumption of products of fashion and clothing in Portugal. In fulfilling the overall objective, the present research left the following questions:

- Which stores segments are present in the commercial centers of Portugal?
- What clothing style is more present in shopping malls?
- What type of care is more often?
- What are the levels of prices for these brands?
- What are the clothing brands most present in shopping malls?

2 FASHION BRANDS AND APPAREL

Fashion and clothing while socio-cultural phenomena have gained the ability to express the values they are: uses, habits and customs of a particular time and place (DICKERSON, 1999). Arise then specific styles dictated only by the need for differentiation, in which the important thing is to only be different (COATES, 2003). These styles are intended to just demonstrate the way of living in the life of a given group of consumers. Thus, the importance of fashion and apparel products to the consumer becomes of great importance and value. In this sense, it was intended to learn a little more about the history and philosophy of fashion brands and apparel and the most striking marks of the Portuguese market.

The ages of tailoring, the Dielmar had the opportunity to make custom suits at good price. In accordance with the *Revista Invest* (2008), the current President of Dielmar account of this history and mentions that she was experienced by his father and his uncle, together with two other partners.

You need to go back to the years of 1960, in the last century, to understand how four tailors, mindful of the importance of the details that characterize the traditional tailoring, gave body to Dielmar, a company born in Castelo Branco. It was shortly after, in 1978, the Dielmar, to dress up the French, began internationalizing through sales to the country of Haute Couture.

According to data from Associação Têxtil de Vestuário de Portugal (2013), the Dielmar began to yield to the temptation of emerging markets such as Russia and China. The company exports about of 55, and only 15 of this value loads the Dielmar label (the remainder is called private label).

The Gant is a brand of prompt delivery in which the pieces are presented to the client in accordance with what comes standard and can only be drawn up a small arrangement in the store. Here there is no craft manufacture, although the price remains relatively high.

According to its Web page (www.gant.com) despite being a Swedish brand, the brand Gant emerged in the United States. The brand has a remarkable story and reference, the second largest retailer of shirts in the 1970, this icon brand product. The Gant presents itself on the market with very strong competitors such as Hugo Boss, Tommy Hilfiger among others, and can be found mainly in stores as Privalia and Coquelux, which sells luxury brands with many offers, says *The New York Times* (1998).

According to Vincent (2013), Massimo Dutti was born in 1985 and was acquired by Inditex Group in 1991. The Inditex Group is one of the leading distributors of fashion in the world, with eight commercial formats: Zara, Pull Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Uterqüe, 6,104 establishments in 86 countries.

In 2003, Massimo Dutti launched an offer of children's fashion with the trade name of Massimo Dutti Boys Girls. This line was implemented progressively in several countries, susceptible, for its size, to accommodate your specific space.

Cortefiel is a classic brand that contrasts with the previous marks by the price factor, which is quite reasonable. According to White e Case (2012), Cortefiel was established in the year 1945 and is present in 27 countries with 393 points of sale.

Cortefiel is one of the leading European companies in the fashion distribution segment of specialty chains. At the end of July 2013, the Cortefiel Group was present in 72 countries through 1,909 points of sale, of these, 1,400 are stores and 509 are franchises. The turnover exceeded 954 million euros in the year 2012, with about 9,000 employees of (WHITE; CASE, 2012).

The brand Pepe Jeans was born in the year of 1973, in the heart of Portobello market, London. This time, the brands were based not so much on the science of marketing, but in people who discovered a distinct and bold fashion, always incredibly exciting (MIRANDA; PORRAS; MORENO, 2003).

Currently, the Pepe Jeans sells its mark in 60 countries through almost 7,000 outlets, has more than 300 outlets internationally and provides employment to more than 2,000 workers. However, still retains his devotion by the mantra of initiation: produce jeans that select trend and bring challenges to young fashion.

The history of the brand Zara began when the Spanish entrepreneur Amancio Ortega Gaona quit his studies to 14 years, to start working as an office boy in the Pottery Barn La Gala, responsible for dressing the elite of the city of La Coruña (FARIA, 2013).

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Thirteen years later, stuck your first step as an entrepreneur in the textile area, working with the family in the production of bathrobes and women's underwear. In a decade was able to build several factories by Spain and export clothes to several European countries. In the mid-1970, along with his wife, Rosalía Mera Goyenechea, decided to start in retail, inaugurating the first Zara shop, an establishment that sold women's clothing at affordable prices. That's how, on May 15, 1975, in the city of La Coruña, in Galicia, Northern Spain, was born the brand Zara store (FARIA, 2013).

The success of the store was so great that, in less than 10 years, other units were opened in major Spanish cities. At that time, the stores were selling male and female collections already aligned with the major global trends.

Throughout its 165 years, the CA always had as its cornerstone the belief that it is vital to conduct a company based on ethical and moral principles. Social responsibility and transparency, present in his way of acting, are forever, and at all times, shared with the audience the company relates: are employees, suppliers, customers or the community at large (SIER, 2013).

Of Dutch origin, was founded in 1841 by the brothers Clemens and August, whose Union of the initials of their names resulted in the CA. Following a trajectory of success in the year 1976 inaugurates its first store, in the Shopping Ibirapuera, in São Paulo, Brazil. Currently, the CA is present with own shops in much of the world (SIER, 2013). Obviously, since the opening of its first store, a lot has changed, but the philosophy remains the same: to sell the best fashion for fair prices.

The origins of the Adidas brand date back to 1920 when Adolf Dassler, son of a shoemaker, he started a small business in the German town of Herzogenaurach to produce sport shoes and bags military as a way to support his family. At first, the deal looked like any other cobbler. However, Adolph Dassler never gave up their dreams and passion for developing sports shoes and able to protect the athletes from injury, what made the Adidas has grown to be what it is today (THIAGO, 2010).

The idea to create the Nike arose from a MBA project of Phil Knight, a former athlete middle distance races at the University of Oregon. He believed that when importing shoes manufactured in Japan, using cheap labor, could gain a market share of German brand Adidas. Started by athletic shoes (DONALD, 1994).

In the year 1963, the first consignment of 200 pairs of Cortez model, came the city of Portland, Oregon, on behalf of the company Blue Ribbon Sports. In 1971, a young graphic design student, Carolyn Davidson, created the famous symbol of the brand, called Swoosh. The Nike name arose soon after, at the suggestion of Jeff Johnson, former rival of Phil in athletics and the first employee of Blue Ribbon Sports, who had dreamed of the Greek goddess of victory, "NIKE." They said the Greeks that the goddess could fly and run at great speeds. And nothing more appropriate than using that name for the new tag that arose.

The Sport Zone is the largest chain of sports stores nationwide, with a total of 39 stores, offering its customers about of 15,000 references, including brands like Nike, Adidas, Puma and other renowned international (SILVA, 2011)

Inaugurated in 1997, the first Sport Zone store pioneered the national market by launching the concept of sports experts stores and bet on a wide variety of modalities and sports brands, in various segments.

The brand Sport Zone is part of a group of tokens held by National Society of Storied-Sonae. Sonae is a Portuguese holding company created in 1959, by businessman and banker, born in Arouca, Afonso Pinto de Magalhães, being, in contemporary times, one of the most important Portuguese economic groups headquartered in Maia (SILVA, 2011).

3 METHODOLOGY

The analysis used in this article was initially thought to be crafted by the method of observation. This method can be set to one of the methods of social research that captures the moment without the mediation of a document or testimony (QUIVY; CAMPENHAOUDT, 2003). The data obtained by the investigator, should be able to make him realize the situation concerned (PATTON, 1999), as a way to study it and evaluate it properly.

In the context of this research, the use of this approach in "pure form" would be face-to-face observation of several shops. However, in order to cover a larger territory and have access to more distant shopping centers data, the methodology was adapted and combined with the analysis of content. The content analysis was then as a base, the websites of each Mall in order to verify and register the variables involved in the study concerned.

The content analysis includes data collection, the establishment of rules of analysis and creation of categories of analysis (KRIPPENDORFF, 1980). These procedures are the guarantee of a valid and rigorous analysis. Therefore, a content analysis technique seeks to make an organization through a set of categories, not merely a descriptive process, since there is always the possibility of opening the doors to the interpretation (AMADO, 2000).

While empirical process, content analysis allows a qualitative observation of data (descriptive of certain characteristics) but, whenever the nature of the information and of the goals of research like that, it's also possible a quantitative analysis, as the calculation of frequencies and percentages (AMADO, 2000).

In short, this research has combined the method of content analysis of websites of Portuguese shopping centers and websites of brands of clothing with the observation of some stores located in shopping malls in the city of Norte/Centro.

4 ANALYSIS OF RESULTS

4.1 ANALYSIS GRID

This article was developed from the collection and analysis of web pages and shopping centers, as well as direct observation of some variables. The main goal has always been to systematize the concept in question, to such a grid of analysis.

According to the analysis grid, concepts under study, one can check that were analyzed various concepts such as the segments of the fashion and apparel products. This concept comprises, firstly, by the Haute-Couture (segmentation feature of a society in which the distinction between classes if checks by the opulence of luxury objects), followed by prompt delivery (clothing and fashion symbol which focuses on the modern concept of lifestyle), the fast fashion (or quick fashion that calls for the rapid and continuous production of news with the aim of generating an inevitable increase in billing) and ends with sports (Chart 1).

Three already styles studied in the prior art are shown: the classical (visible through a more traditional look with characteristics as the distinction), casual (shown as a style that reflects the current society) and sports (who recently entered the fashion world).

The type of service is also part of this study. At this point assessed the self-catering, presented in fast fashion chains such as Zara, in which customer choose their products and the employee is limited to make a storage service of products; and the personalized service in which the official is seen as a bridge between the customer and the brand. In the latter case, the employee is also the seller and has the face of the brand.

CHART 1
Grid of Analysis-Concepts in Study.

GRID OF ANALYSIS: CONCEPTS IN STUDY		METHODOLOGY
THREAD	Haute Couture	Content analysis of the models of the brand shown on the website.
	Prompt delivery	
	Fast fashion	
	Sport	
STYLE	Classic	Content analysis of the models of the brand shown on the website.
	Casual	
	Sporty	
SERVICE TYPE	Custom	Note at least one brand shop, located in a shopping mall in the city of Porto.
	Self-catering	
PRICE LEVEL	Too high	Content analysis of the prices shown on the website.
	High	
	Medium-high	
	Reasonable	
	Medium – Bass	
	Low	
	Too low	
BRANDS PRESENT IN SHOPPING CENTERS	Study of the brand/shops with a greater number of presences in the Mall.	Analysis of the websites of the malls that composed the study sample.

It is important to note that this variable is registered by direct observation.
Price levels were studied and evaluated as a means of realizing another given that marks the brand positioning. Of course, this perception of price can be subjective. However, in this study we tried to do a set of subcategories that favored the diversity of existing prices since "too high" to "very low".

Finally, the brands/stores were recorded more present in shopping malls. Therefore, at first proceeded to the construction of the analysis grid has just described. A second analysis was made of all the malls and shops present in them. Here we proceeded to the identification and registration of existing categories, to complete and perfect the first version of the grid.

The final analysis grid was structured based on ten points relating to major shopping centers at national level. In this way, the first points correspond necessarily to the identification of the stores present in each of the ten shopping centers in study.

4.2 ANALYSIS SAMPLE

Due to national scope intended, the sample was not random, but based on ease of access to information on the ten shopping centers in study and the availability of information online about the same. The survey was conducted during two weeks (November 18 to 30, 2014), and chose to only select shopping malls that give its customers, online information about the same. To this end, an analysis was used the maximum number of sites shopping malls before the final choice. For the final sample were selected ten commercial centers.

The fact if they use existing trade centers are in agreement with one of the advantages normally pointed to content analysis, which is exactly to be applied to content that were not created specifically for the purposes of empirical research, thus avoiding, the resulting biases. (SILVA; PINTO, 1986).

4.3 PROCEDURES

The content analysis used in the realization of this first study is assumed a technique that allows an objective description, qualitative and quantitative, of messages is recommended in the context of research. Obviously they were completed all procedures recommended by Bardin (2004).

In the constitution of the review appealed to the most used search engine on the internet: Google. In this process, the data are collected for the index of the search engine, which, in turn, creates a database with this information indexed, by title and Uniform Resource Locator-URL. So whenever you enter the search element, the databases are travelled in search of documents or websites that correspond to them and the search result is given in hyperlinks (PEIXOTO, 2008). According to Peixoto (2008), the use of Google is preferable to search engines based on directories (such as Yahoo) that allow access to information more specific and less general.

Compared to other search engines, Google is characterized by presenting the largest database, in terms of numbers of pages and the consequent representation of the total universe of the web, with more than 50% (CENDÓN, 2001). Google is the largest and most used search engine today, with criteria of excellence in structuring and relationship of databases and consequent increases in value on presentation of the information (MATHEUS; SILVA, 2006). The use of the internet for research in research papers has been a reality in many fields (ZHANG, 1999; PAUL, 2001; KIM; PAEK; LYNN, 2010). After you set the grid and sample analysis, the process that followed was that of encoding. Given the exploratory and descriptive study, gave preference to the presentation of the sample with all its features.

Once set this sorting logic, commercial centers, in conjunction with its shops, were finally codified having the process completed with the processing and analysis of data. An important step to include in this chapter is without doubt the creation of criteria that led to the rejection of the presence of some stores in the search. According to the analysis carried out in the various shopping malls of Mainland Portugal, there are occasionally unique shops, individual owners, whose relevance in research proved too small for the lack of representativeness. Thus, the decision was made not to consider, given that what was intended was to search a set of shops with national representation and no single copy stores.

5 ANALYSIS AND DISCUSSION of RESULTS

5.1 CHARACTERIZATION OF THE SAMPLE

In 10 shopping centers, analyzed 41 shops were identified, but only 34 showed profile relevant to research. This fact occurred because some stores are individual owners, with a single store that brand across the country. The sample was composed of ten shopping centers and 34 shops present in them, within the national territory and illustrates a set of diverse realities within Portugal Continental (North, Centre and South), which allows to observe contextual situations, possibly different, within the Country. With regard to 10 shopping centers, have been assessed the following shopping centers: Porto (Norte Shopping, Mar Shopping e Arrábida Shopping), Braga (Braga Shopping), Aveiro (Aveiro Shopping Center), Coimbra (Dolce Vita Coimbra), Lisboa (Vasco da Gama, Colombo e Amoreiras) e Albufeira (Algarve Shopping).

The analysis of the commercial centers chosen can verify the existence of the same predominates in the North and Center, more precisely in Porto and Lisbon (Chart 2), obviously the existing population in the areas mentioned. In these cases, the gift shops are rarely stores (Mall itself) or to individual homeowners, on the contrary, that is the big retail chains are occupying all the space available.

To evaluate the shopping centers more away from major population centers of the country as is the case of Braga, Coimbra and Aveiro, easily verifies that the shops are already beginning to be of individual homeowners and large retail chains are beginning to run low.

CHART 2
Shops in shopping malls.

SHOPS IN THE SHOPPING MALLS										
STORES	LISBOA			PORTO			BRAGA	AVEIRO	COIMBRA	ALB.
	GAMA	COL.	AMOR.	NORTE	MAR	ARRÁ.	BRAGA	AVEIRO	COIMB.	ALG.
Americo Tavar	X									
Adidas	X		X		X					
Dielmar	X					X				
Pedro d.Hierro	X				X					
Bershka	X	X	X	X	X	X	X		X	X
Blanco		X								X
Bus		X								
C&A	X	X	X	X	X		X		X	X
Clip Concept	X									
H&M	X	X	X	X	X		X		X	X
Original Levi´s	X	X	X	X			X			X
Pepe Jeans	X	X	X	X	X		X		X	
Pull Bear	X	X			X	X	X			X
Q´T-Shirt	X									X
Salsa	X	X	X	X	X	X	X		X	X
Lightning Bolt	X	X								
Springfield	X	X	X	X	X	X	X			
Tiffosi	X	X	X	X			X			X
Timberland	X	X		X	X	X	X			X
Tommy Hilfiger	X				X					X
Mr Blue	X									
Nike	X			X						X
Wesley	X				X					

Sportzone	X	X	X	X	X	X	X	X	X	
Lion of Porches	X	X	X		X		X			X
Quebramar	X	X		X	X		X			
Sacoor B.	X	X	X		X					X

5.2 STORE SEGMENTS PRESENT IN COMMERCIAL CENTERS OF PORTUGAL

There are three important product level segmentations of shops in shopping centers of Portugal: The haute couture, prêt-à-porter or the prompt delivery and the fast-fashion (BURNS; BRYAN, 2000; REINACH, 2005). In addition to these three segments were also analyzed the sport as segment.

Couture features a society in which the distinction between classes if a check by the opulence of luxury objects (BURNS; BRYAN, 2000; REINACH, 2005) and where the talent of the creator is valued as if it were an artist. For more than a century and its production is based on unique pieces or in small numbers by model. The orders are carried out directly by the final consumer, the manufacturing processes are artisanal in nature and the high quality materials and price (BURNS; BRYANT, 2000).

The prompt delivery offers a reflection of the new society in which the fashion system has changed the structural level (SOMMIER, 2000; KHAN, 2000). The ready products are produced in large quantities, with resources to industrial and manufacturing processes are available for sale already ready for use. Present as a symbol of fashion and clothing products which focuses on the modern concept of lifestyle in a society in which social classes have been replaced by the styles and tastes (REINACH, 2005).

The fast fashion or fashion is the term used for the continuous and rapid production of news in the fashion world with the aim of generating an increase in billing (ERNER, 2005). Zara, Inditex Group, was one of the first chains to introduce the fast fashion as sales strategy (DELGADO, 2008).

We analyzed all the stores present in the sample, in order to understand what the thread more shops in the shopping malls of Mainland Portugal. The analysis carried out the fast fashion is the most segment found 16 of the 34 stores, are parsed are fast fashion stores, 12 of prompt delivery, 3 of high fashion and sport 5.

The analysis of Chart 3 can verify that the fast fashion is, without doubt, the store with more predominance in context of the Mall. This is justified by the mere fact of this shop represent a segment of continuous and rapid production of news in the fashion world with the aim of generating an increase in continuous billing (ERNER, 2005).

As a result of globalization trends, versatility and ephemerality identity assumed great value in modern society (REINACH, 2005; PRIEST 2005). Is considered a version cheap chic fashion, once the standardization ensures recognition, but promotes differentiation and individualism. This homogenization of fashion design ensures the satisfaction of its consumers through the availability of fashion in vogue at affordable prices (AZUMA; FERNIE, 2003).

CHART 3
Shops in malls (by segment).

SEGMENT	SHOPS IN MALLS (BY SEGMENT)					
HAUTE COUTURE	Américo Tavar	Dielmar	Pedro Del Hierro			
PROMPT DELIVERY	7 Camicie	Cortefiel	Decenio	Gant	Giovani Galli	Guess
	Lion of Porches	Massimo Dutti	Maria Marcelino	Sacoor	Mike Davis	
FAST FASHION	Bershka	Blanco	Bus	C&A	Pull Bear	Q´T-shirt
	Salsa	Lightning Bolt	Mr.Blue	Springfield	Timberland	Zara
	Clip Concept	Pepe jeans	Levi´s	H&M		
SPORT	Wesley	Adidas	Lightning Bolt	Nike	Sportzone	

5.3 SHOP STYLES PRESENT IN THE SHOPPING CENTRES OF PORTUGAL

In terms of styles you can check that the style is casual, found most with 20 of 36 stores. In classic style, the sample features only 10 shops and sports shops, 6 presents as can be seen in Chart 4. This style of clothing (casual) presents a touch of continuity characterized by industrial sewing (BARREIRO, 1998).

CHART 4
Shops in malls (by style).

SHOPS IN MALLS (BY STYLE)							
CLASSICAL	Américo Tavar	Dielmar	Pedro Del Hierro	Decen.	Gant	Giovani Galli	Guess
	Maria Marcelino	Massimo Dutti	Sacoor				
CASUAL	Zara	7 Camicie	Cortefiel	Lion of Porches	Mike Davis	Quebram.	Timberland
	Tommy Hilfiger	Mr Blue	Springfield	Tiffosi	Mike Davis	Clip concept	
	Bershka	Blanco	Bus	C&A	Pull Bear	Q´T-shirt	Salsa
SPORTS	Adidas	Light. Bolt	Nike	Wesley	Sportzone	Sportzone	

The casual, as the classic does not pass sets from one year to another, on the contrary, to be casual predominates in time and hence such continuity and timelessness. The products are produced in quantities, with industrial and manufacturing processes are available for sale already ready for use. Present as a symbol of fashion and clothing products, which focuses on the modern concept of lifestyle in a society in which social classes have been replaced by the styles and tastes (REINACH, 2005).

5.4 SERVICE TYPE OF SHOPS IN SHOPPING CENTRES IN PORTUGAL

With regard to the service, there are two types of service: the personalized service (used in stores to a higher segment, generally with more expensive products) or self-catering most used in fast fashion stores such as Inditex Group.

For sample, you can check in Chart 5 that only 11 of the stores under investigation are self-service stores, in which the customer can ask for help, but the employee has no specific function.

CHART 5
Type of care used in each store.

TYPE OF CARE USED IN EACH STORE							
CUSTOM	Adidas	Lion of Porches	Clip concept	Levi´s	Pepe Jeans	Sacoor	Q´T-shirt
	Américo Tavar	Dielmar	Pedro Del Hierro	Decenio	Gant	Giovani Galli	Guess
	Nike	Mr Blue	Tommy Hilfiger	Timberl.	Tiffosi	7Camic.	Springf.
	Massimo Dutti	Lightn. Bolt	Maria Marcelino				
SELF-CATERING	Zara	H&M	Cortefiel	Sportzone	Quebram.	Wesley	Bershka
	Blanco	Bus	C&A	Salsa	Pull Bear		

On the other hand, 25 of the 36 shops in study, presented a personalized product sales booster sets and clothing. The reality is that the personalized attention, often dull to the client, can be an excellent tool to work, if properly applied.

According to Cassaro (1993), in the sales process, the strength of sales in which the entire team is dedicated to promote and carry out sales functions. In this case, the sales force has to pass by technicians able to feel, to assess the needs of consumers and satisfy them in the best possible way, by selling products and services.

5.5 PRICE LEVEL PREVAILING IN EACH STORE

Chart 6 can verify that the price gap more applied in stores located in point study called reasonable (that was in this survey among 49,95 € and 59,94€). The stores that are in this group are the Salsa and Adidas stores.

Anyway, there are shops of higher value, as they were found 12 stores with higher prices and lower prices 11. In the medium/low price, levels were found 13 stores. Effectively, the price is one of the most important signs in the market of today (LICHTENSTEIN et al., 1993). There are several studies that demonstrate the use of the price as an indicator of quality. In these cases, the price is perceived in its positive role, therefore, higher prices influence positively the likelihood of purchase (TELLIS; GAETH, 1990). However, the most popular brands and more buyers are those with lowest prices.

There are several studies in which the price has been shown to influence the way consumers perceive and buy the brands (GARRETSON; BURTON, 2002). Buyers have a set of prices that are acceptable to pay (MONROE, 1987). In this way, people may stop buying a product for considering that the price is too high or low in relation to acceptable prices. This price sensitivity varies in intensity depending on the individual (TAI; TAM, 1997). Thus, some buyers are more sensitive to price than others.

CHART 6
Price level prevailing in each store.

PRICE LEVEL PREVAILING IN EACH STORE						
VERY HIGH	**HIGH**	**MEDIUM-HIGH**	**REASONABLE**	**MEDIUM LOW**	**LOW**	**VERY LOW**
Américo Tavar	Lion of Porches	Mike Davis	Bus	Q´T-Shirt	Bershka	C&A
Dielmar	Decenio	Quebram.	Clip Concept	Mr Blue	Zara	H&M
Pedro del Hierro	Gant		Original Levi´s	Pull Bear	Sportzone	
	Giovani Galli		Pepe Jeans	Wesley		
	Guess		Nike	Blanco		
	Maria Marcelino		Salsa	Cortefiel		
	Massimo Dutti		Springfield			
			Tiffosi			
			Timberland			
			Tommy Hilfiger			
			7Camicie			
			Sacoor			
			Adidas			

5.6 FASHION BRANDS AND APPAREL MORE PRESENT IN THESE SHOPPING CENTERS

Regarding the brand and fashion stores and apparel more present in commercial centers analyzed can verify by Chart 7 that, at the top of the list, are brands such as Bershka, parsley and the Sportzone with nine citations. These tags are followed by the CA, HM and Zara with eight citations in shopping malls in this research. Residual shape appear brands such as Dielmar, Americo Chandra_Pariyar and Bus. This may be related to the higher price that practice. You can check that, usually, the shops are more accessible with the highest number of appearances in national shopping centers.

CHART 7
Store/brand present in shopping malls.

QUOTES IN THE SAMPLE	STORE		
9	Bershka	Salsa	Sportzone
8	C&A	H&M	Zara
7	Pepe Jeans	Springfield	
6	Original Levi´s	Pull Bear	
5	Decenio	Guess	
4	Gant USA		
3	Tommy Hilfiger		
2	Adidas	Dielmar	
1	Americo Tavar	Bus	

5.7 PROPOSAL OF THE SET OF BRAND PROFILES

At this point, it is possible to perceive what the marks representing the diversity of fashion stores and apparel in Continental Portugal. In this way, and through a cross in which the criteria were segment, style and price, the conclusion of the group representative of all classes, as shown in the Chart 8.

By crossing mentioned ten brands were representative of the diversity of fashion stores and clothing in Portugal. In this case, you can point to Dielmar, a brand of Haute Couture, once presented with the possibility of manufacturing the clothes it sells.

CHART 8
Representative brands of the diversity present in the shopping centers of Portugal.

SEGMENT		HAUTE COUTURE	READY DELIVERY	FAST FASHION	SPORTS
PRICES	HIGH	Dielmar	Gant	Pepe	Adidas
	MEDIUM		Massimo Dutti	Zara	Nike
	LOW		Cortefiel	C&A	Sportzone

6 CONCLUSION

According to the survey, it was possible to respond to research questions initially proposed. Thus, as regards P. 1 Which the segments of shops in shopping centers of Portugal? It was found that most shops present Portuguese shopping centers is fast fashion segment, followed by the segment of prompt delivery. Proportionally, the sports shops have a significant presence. The shops of the Haute Couture segment have a residual representation.

In terms of hard data, the sample used for this study presented 16 shops in the fast fashion segment (of the 36 shops), 12 of prompt delivery, 3 5 sports and high fashion.

P. 2 What clothing styles more present in shopping malls? It was found that the casual style is prevalent in clothing stores, followed by the classic style and, finally, by the sports style.

That was the style most found is the casual once performed with 20 stores. The classic style, for his part, appeared with 10 stores and sports style with 6 stores.

In order to answer to P. 3: what type of care more often? It was found that most of the shops, have a personalized service and, in a small, self-service customer service. One can check that this type of care is present in 25 shops. On the other hand, appears in this sample with only self-service 11 stores.

With respect to P. 4: what levels of prices for these brands? There has been some balance, because the existing brands will eventually cover the various price levels, serving as well the diversity of audiences on the market.

To finish the conclusions with respect to P. 5: what are the clothing brands most present in shopping malls? It was concluded that the brands most present commercial centers studied in this research are the Dielmar, the Gant, Massimo Dutti, Cortefiel, Pepe Jeans, Zara, CA, Adidas, Nike and the Sportzone.

7 LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

This article presented a perspective of the phenomenon of consumption of products of fashion and clothing, reviewing the criteria for choosing and spending habits of the consumers of products of fashion and clothing. Could have been involved a greater number of shopping centers or even have encompassed the Islands as a way to complement the research.

With regard to suggestions for future work the concept could be developed at the level of academic research and more malls and other variables can be analyzed.

Given the importance of this theme, sociological terms, both in economic terms, it is suggested to researchers in the areas of management, marketing and communication studies to deepen specific aspects of this broad phenomenon, bringing new contributions to the panorama of research in the area of consumption of products of fashion and clothing.

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