Teenage’s clothings shopping behavior, the study for Business Startup Project Thế giới trẻ

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11. Summary of the findings of the thesis:
   - Systematize the basic theoretical issues about customers' shopping behavior and search for the appropriate model to apply the study of clothing shopping behavior of teenagers.
   - Assessment of the status of procurement behavior outfit teenagers and other factors that affect behavior.
   - Propose some measures to attract teenagers choose to purchase business attire "Thế Giới Trẻ" phase from 2016 to 2019.
12. Practical applicability, if any: To create favourable conditions for "Thế Giới Trẻ" project.
13. Further research directions, if any: Effect of attitudes to shopping behavior outfit teenagers.