

A PROFILE OF GENERATION Y MALAYSIAN : WHAT IS THEIR CLOTHING PURCHASE BEHAVIOR TOWARDS WESTERN BRANDS APPAREL?

Prepared by: Teoh Swee Yee

ABSTRACT

This research aimed to reveal behavior of Gen Y Malaysian towards clothing, factors influencing Gen Y purchase intention of western brand apparel and influences of advertisement. The significance level of relationship between Self-Concept results in Need for Uniqueness (NFU), Clothing Interest, Perceived Quality and Emotional Value on Purchase Intention towards western brands apparel have been examined. Meanwhile, different between gender's perspective towards clothing evaluative criteria (Fashion, Price, Quality and etc.), frequency of brand often purchased, frequency of purchasing new clothing, monthly clothing expenditures and brand consciousness level have been identified as well. Lastly, this research provides precious implications and comprehensive Generation Y Malaysian's behavioral preference in apparel to western brand that plan to understand own stands well in Malaysia market.