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THE INFLUENCING POWER OF BRAND EXPERIENCE TOWARDS THE PURCHASE INTENTION OF FASHION WEAR AMONG GENERATION Y

BY

ANG THONG KIAT
CHAI KEIN YNG
CHOI WAI YAN
ENG XIOU TIN
SHEE MEI SUM

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DECLARATION

We hereby declare that:

(1)   This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2)   No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3)   Equal contribution has been made by each group member in completing the research project.

(4)   The word count of this research report is 13, 601 (estimated) words.

Name of Student:	Student ID:	Signature:
1. ANG THONG KIAT	10ABB03823	
2. CHAI KEIN YNG	10ABB07162	
3. CHOI WAI YAN	10ABB06403	
4. ENG XIOU TIN	11ABB06608	
5. SHEE MEI SUM	10ABB01078	

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DEDICATION

This work done is especially dedicated to:

Miss Loo Siat Ching

and

To our families and our loved ones,

Thanks for being there when we needed you the most.

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LIST OF ABBREVIATIONS

BR   Brand Reputation

CH   Complaint Handling

CS   Customer Service

DV   Dependent Variable

FW   Purchase Intention of Fashion Wear

OA   Outlet Ambience

PQ   Perceived Quality

PV   Perceived Value

SPSS   Statistical Package for the Social Sciences

Std.   Standard

Sig.   Significance

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PREFACE

Nowadays, the advancement in technology have not only bringing those fashion wear companies to the new business trend, but also make change toward the Generation Y' purchase intention. Generation Y utilize fashion wear to reveal their personal characteristic and their purchase intention will changing according to the movement of social trend. This group of generation always get themselves familiar with different types of advanced shopping experience to promote their understanding towards a particular brand or product. Moreover, different product experience and shopping and service experience is provided by fashion wear companies to the customer throughout the use of traditional and electronic commerce tools. The brand experience is significantly influencing the purchase intention among Generation Y.

This research examines the influencing power of brand experience towards the purchase intention of fashion wear among Generation Y. Researcher have identified six main factors that affect the Generation Y' purchase intention towards fashion wear during this research, which are perceived value, perceived quality, brand reputation, outlet ambience, customer service, and complaint handling. Throughout this research, those fashion wear companies which is operating click and mortar business may have a better understanding on the Generation Y' purchase intention towards the products or services.

ABSTRACT

Brand experience can be develop and impact by different factors while customer take part into product notifying, identifying, understanding, trying, using and evaluating before and/or after the purchase. Brand experience is about what and how a consumer aware, understand and feel towards a product and service. The brand experience offer by a company always influencing their consumer' purchase intention and attitude. A well developed brand experience able to provide huge market and business opportunites to a company. The research investigates the influencing power of brand experience towards the purchase intention of fashion wear among Generation Y. The target respondents in the study are Malaysian. We conducted questionnaire surveys on 300 of Malaysian by using quota sampling technique. The data will be analyzed using Pearson Correlation and Multiple Regression Analysis. In this study, all the independent variables which are perceived value, perceived quality, brand reputation, outlet ambience, customer service, and complaint handling are considered as the determinants of the brand experience towards purchase intention. Thus, this research should provide an overview of the influencing power of brand experience towards purchase intention for the click and mortar business operator, marketer, and general readers.

Key words: brand experience, purchase intention, perceived value, perceived quality, brand reputation, outlet ambience, customer service, and complaint handling.

CHAPTER 1: INTRODUCTION

1.0 Introduction

The purpose of this research paper is to examine the influencing power of brand experience towards the purchase intention of fashion wear among Generation Y. We aim to find out how the purchase intention will be affected by brand experience through product, service and shopping experience. Perception of consumer towards a brand experience will be identified in this research since the product, service and shopping experiences can be affected in every touch point across online and physical store shopping. Furthermore, Generation Y is our target customer group for this research as this generation possesses a very strong purchasing power in buying fashion goods to enhance their lifestyles. Their purchase intention has a significant influence and impact on the business value and its future trend.

1.1 Research Background

In Malaysia, Generation Y refers to those born in years 1980 to 1994 (Wong, 2010). They are the critical market segments for business industry nowadays. According to 2009 statistic research results, Generation Y population represent approximately 26% to 30% of total global consumer market. They are the largest generation in the nation with high income (Wong, 2010). Generation Y have influencing power towards their family's shopping decision and are highly capable in making their own purchase decision. They are well educated and driving the new trends for business performances (Williams, Page, Petrosky & Hernandez, 2010; Deutsch, 1999). According to Mercedes-Benz Fashion Week's - American Express Business Insights data, Generation Y has spent 31% more in the year of 2011 than previous year (Little, 2012). This evidence proves that Generation Y have strong power in consumption of goods and services. They became the largest group in spending at full-price online luxury retailer compared to any other age group (Fernandez, 2009; Little, 2012).

Generation Y and Their Buying Behavior

Generation Y is the target group for this research. Generation Y are born during 1980 to 1994, their age fall between 20 to 34 years old (Wong, 2010). This generation are born and brought up in a well-developed decade in which most of the families are dual-income household and there were many fully-employed women. Generation Y have strong perception in making own decision since they are well-educated with advanced technology and information. They are independent and self-absorbed person, sensitive to new social trend and self-expressed (Williams, Page, Petrosky, & Hernandez, 2010). In addition, their consumption pattern are always affected by entertainments such as the television, movie, extreme sport, advertising and internet (Daniels, 2007). Comparing to previous generation, Generation Y prefer in trying new things, switching shopping pattern frequently and always spending effort to build up their personal image. (Williams, Page, Petrosky, & Hernandez, 2010).

Generation Y always crave for encounter into latest social trends and they are willing to involve themselves into real shopping experience to get familiar with different kind of brand experience. They perceive shopping and purchase as one of their social activity (Bakewell and Mitchell, 2003 as cited in Daniels, 2007; Williams & Page, 2012). According to Daniels (2007), Generation Y are independent and non-traditional consumer in product consumption especially in term of fashion wear brand.

Brand Experience

Generation Y purchase intention towards fashion wear will be affected by brand experience. According to Ma, Ward, Qua, & Ryss (2012), brand is defined as an element which is used to recognize a company or product from others. It is also determining how a company people and information able to reach their target audience. Futhermore, emotion of customers such as their thinking and feeling at every touch point or customer's perception and understanding towards a company brand is brand experiences (Ma, Ward, Qua, & Ryss, 2012; Alloza 2008, as cited in Sahin, Zehir, & Kitapci, 2011).

In addition, development of the brand experience might influenced by any factors. This includes product notifying by companies towards customer, product trial and before or after of the purchase of a brand by customers. Brand experience also can be created when customers start to search, talk and share the brand information with their relatives and friends (Ambler er al., 2002 , as cited in Sahin, Zehir, & Kitapci, 2011). Michael Silverstein (1998) stated that customer's experience and their perceived reliability, value and quality toward a brand are created on what happened before and after the awareness, customer services, inform-compare-and-purchase of product (Schmitt 1999, as cited in Sahin, Zehir, & Kitapci, 2011).

Based on Brakus et al., (2009), brand experience associated with people sensation, recognition, and responses and all these feeling are stimuled by the brand designation, specification, packaging, environment, and communication (as cited in Sahin, Zehir, & Kitapci, 2011). Those outcome generated by brand experience can be positive or negative; and it is affecting consumer behavior and commitment over short-term period or long-term period of time (Zarantenello & Schmitt 2000, as cited in Sahin, Zehir, & Kitapci, 2011). Meanwhile, brand experience is influencing the consumer perception and generate greater influence power on consumer purchase intention (Hoch and Deighton 1989, as cited in Sahin, Zehir, & Kitapci, 2011).

1.2 Problem Statement

The marketers are recommended to create specific competitive advantages to stimulate customer purchase intention and promote their interest towards a brand. According to Fernandez (2009), Generation Y is the potential target customer for Malaysia marketer since this market segment has strong financial ability and willing to spend money in fashion wear purchase to establish their own identity. Product, service and shopping experiences that belong to brand experience play the main roles in stimulating Generation Y's purchase intention towards a brand. According to Wolburg & Pokrywczynski (2001), Generation Y consumers are potential early-adopters for branded merchandise and they are loyal toward their trusted brands (as cited in Li, 2011).

According to Jack Morton (2012) finding, brand experience is interrelated with the social, mobile and live issue. Furthermore, media platforms utilized by customers in getting information are the ways that the company can use to catch up customer intention. However, purchase intention of Generation Y is influenced by innovativeness, services, activities or information given by shopping store (Xu, 2007;

McFatter, 2005). It reveals a significant relationship between brand effort and brand experience's influencing power toward consumer purchase intention.

In addition, Generation Y consumers are fashion conscious, being up-to-date with current fashion trends through the utilization of internet and technology device (Li, 2011). Based on Kwek, Lau, & Tan (2010) research, Malaysian consumer often search for brand information through internet and purchase the products and services from web-retailers. Online shopping creates a new and exciting buying experience compared to traditional shopping method. However, some web-retailers were unable to provide perfect and full shoppping experience to their web-shopper through online transaction. This shows that online shopping consist risky and uncertainty issues compare to physical store shopping (Cheung, 2012; Kwek, Lau, & Tan, 2010). Also, Generation Y's purchase intention is easily influenced by these issues under brand experience.

Based on Cheung (2012) and Mohamed & Musa (2012), brand experience created by the company, regardless of online or physical store business, consist of specific characteristics respectively. Both of these business systems have their own strength and weaknesses in generating brand experience. There are six elements in brand experience that significantly affect the customer purchase intention which are perceived value, perceived quality, brand reputation, outlet ambience, customer services and complaint handling.

In short, many marketer and retailer spend heavily on remodeling the retail outlet to enhance customer brand experience. On the other hand, there are more and more online fashion wear site appears such as Zalora. Therefore, our research is carried out to investigate the effect of brand experience on consumers' purchase intention.

1.3 Research Objective

1.3.1 General Objective

To determine how the power of brand experience can influence the purchase intention of fashion wear among Generation Y.

1.3.2 Specific Objectives

- To determine whether there is significant relationship between brand experience by perceived value and purchase intention of fashion wear
- To determine whether there is significant relationship between brand experience by perceived quality and purchase intention of fashion wear
- To determine whether there is significant relationship between brand experience by brand reputation and purchase intention of fashion wear
- To determine whether there is significant relationship between brand experience by store ambience and purchase intention of fashion wear
- To determine whether there is significant relationship between brand experience by customer service and purchase intention of fashion wear
- To determine whether there is significant relationship between brand experience by compliant handling and purchase intention of fashion wear

1.4 Research Questions

1. Does brand experience influences the purchase intention of fashion wear among Generation Y?

2. Does brand experience by perceived value influence the purchase intention of fashion wear among Generation Y?

3. Does brand experience by perceived quality influence the purchase intention of fashion wear among Generation Y?

4. Does brand experience by brand reputation influence the purchase intention of fashion wear among Generation Y?

5. Does brand experience by store ambience influence the purchase intention of fashion wear among Generation Y?

6. Does brand experience by customer service influence the purchase intention of fashion wear among Generation Y?

7. Does brand experience by complaint handling influence the purchase intention of fashion wear among Generation Y?

1.5 Significance of the Study

This research paper aims to determine the influencing power of brand experience towards the purchase intention of fashion wear among Generation Y. By analyzing this piece of information, fashion wear companies who are conducting click and mortar business will be able to improve their product and service. This may helps the marketer to understand about their consumer's perception and expectation toward the

advanced shopping experiences; so as to improve the influencing power of brand experience toward the purchase intention of fashion wear among Generation Y.

1.6 Chapter Layout

This research in unfold as follow: Chapter 1 provides the overview of study context. It begins with the introduction and followed by the problems that challenge the related fashion wear company. In chapter 2, the layout is on the literature review and it develops the relevant hypothesis which is collected from secondary data. Chapter 3 is about the data and methodology which determine the way to test the hypothesis in form of research design, data collection methods, sampling design and research instrument. Chapter 4 is about the research results and data analysis which are relevant to the research questions and relevant hypothesis. Lastly, chapter 5 is about the discussion of the finding and conclusion of the research topic.

1.7 Conclusion

Brand experience influences Generation Y' purchase intention of fashion wear category. There are six independent variables under brand experience with product, service and shopping experiences that are affecting Generation Y's purchase intention. There are perceived value, perceived quality, brand reputation, store ambience, customer service and complaint handling.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, the information used on this research topic is reviewed based on different previous studies such as journals and articles to further describe the content of literature review. This chapter also shows a conceptual framework and various hypothesis will be developed.

2.1 Review of the Literature

2.1.1 DV: Purchase Intention of Fashion Wear

Esra (2012) stated that the purpose of someone dressing up and wearing garment is to create their own identity, develop feeling of joy and establish their status. Fashion is treated as the man's passion for change and this kind of innovation is influencing the society's life. Fashion means of expression of human's happiness, passion, feeling and excitement (Altınay, H.; Yüceer, H., 1992 as cited in Esra, 2012). Gursoy, A. T (2004) stated that the behavior of people towards fashion are affecting their patterns of thinking, behavior and also expressions (as cited in Esra, 2012). A purchase intention of fashion wear is derived from the best delivery of seasonal fashion message from designer and business person to satisfy customer desires and needs (Guedes & Soares, 2005).

2.1.2 Main IV: Brand Experience

According to Morton (2011), a person with a distinctive experience on a brand is crucial in evoking purchase intention. Gene Alvarez (2012) stated that if a brand is able to increase the sustainable competitive strategy toward their product and fulfill the brand experience that desired by their customer, it can impulse customer purchase intention. Internal and external factors of the brand, its store services and selling technique might changes the customer interest towards the brand experience and fashion wear purchase intention (Mullarkey, 2001 as cited in Sarker, Yousuf & Monzoor, 2013).

Besides, brand experience can be divided into two aspects, which are product experience as well as shopping and service experience. For the product experience, it occurs when consumers have interactions with the products (Hoch 2002). On the other hand, shopping and service experience occur when consumers are having interactions with the store's physical environment, staffs, as well as the company

rules and policies (Kerin, Jain, and Howard 2002; Hui and Bateson 1991 as cited in Brakus, Schmitt, & Zarantonello, 2009).

2.1.3 Sub IV 1: Perceived Value

According to Setiowati & Putri (2012), customer perceived value is defined as customer evaluation on all the benefit and cost of the product. When customer perceives that the product and services is worth to purchase in terms of monetary or non-monetary cost, it can induce customer intention to purchase (Alex & Thomas, 2011).

Based on Li and Green (2010), customer perceived value is the assessment of product utility based on their perception about what is given and received throughout the whole purchase. However, according to Erragcha & Gharbi (2012), perceived value is defined as the product experience which relates to brand interactiveness, relativeness, and preferences. By achieving perceived value, it can stimulate customer purchasing intention and motivates them to go through other shopping experiences (Kim et al., 2007; Babin & Attaway, 2000; as cited in Erragcha & Gharbi, 2012).

2.1.4 Sub IV 2: Perceived Quality

According to Alex & Thomas (2011), product quality is the features and characteristics of goods and services that are able to fulfill customer requirement.

Besides, perceived quality is also defined as the capabilities of products in delivering satisfaction to their customers. Based on Tsiotsou (2005) and Choi and Kim (2013) finding, perceived quality is defined as the consumer's judgment towards a product exceptional and superiority.

Perceived quality is a subjective judgment with no agreement attached. Perceived quality is important because when customers have high perception towards the superiority of the product and services quality, it will positively increase the customer's purchase intention (Tsiotsou, 2005). Perceived quality can be evaluated based on certain criteria which including good image, valuable and accurate information, helpful features and available of store supportive service (Li & Green, 2010).

2.1.5 Sub IV 3: Brand Reputation

Brand and reputation are highly interrelated in influencing public's estimation. According to Zandan & Lustina (2012), a brand is the overall perception of existing and potential customer towards a company's products and services; reputation represents the overall perception by public towards a company's corporation action. Based on Cone Millennial Case Study (2006), majority of customers will pay attention toward the company's information once the company incurred into social support event (as cited in Hughes, 2008).

According to Sundaram & Cynthia (1999), the purchase intention and purchase decision of consumer will impacted by word-of-mouth from the market. Brand name will be spoiled when the customers are affected by negative word of mouth. However, people are always depending on word-of-mouth communication to create the

purchase decision and estimate the market on the brand performance to form customer's purchase intention (Arndt, 1967, as cited in Sundaram & Cynthia, 1999).

2.1.6 Sub IV 4: Outlet Ambience

Mohanty & Sikaria (2011) stated that innovation of the design on a retail outlet may impact customer's shopping experience and satisfaction. The creation of outlet ambience was created based on the feeling and mood on the outlet in order to attract customers. According to Koninklijke Philips Electronics N.V. (2011) research, a great atmosphere is able to induce a memorable shopping experience and motivate customer to stay longer in the outlet. Thus, comfort and clear outlet ambience encourage customer to feel relax and improve their shopping experiences (Morrison, 2002).

Based on Morgan; Tony (2008) and Lachman, M. (1996), display featuring and equipping, and presenting of the outlet ambience increases customer awareness, identification, involvement and emotion towards the outlet and result in positive experience of shopping (as cited in Pereira, Azevedo, Bernardo, Silva, Miguel, & Lucas, 2010). Based on Morrison research, the Facilities Manager of Nike brand, Chicago had mentioned that, the atmosphere of store ambience is able to attract more youngster' insight while in-store design is impacting the customer behaviour and their perception on the brand quality (Morrison, 2002).

2.1.7 Sub IV 5: Customer Service

Excellent customer service differentiates a company from their competitors. Customer service is important to develop before their core product value (Crook, 2010). Service quality brings up customer satisfaction; enhance their consumption assessment and promoting purchase intention. Other than that, customer satisfaction on services is the determinant of a company's long term success (Parasuraman, Zeithaml, and Berry 2004, as cited in Kamaladevi, 2009).

Moreover, excellent customer service engaged by the firm can occur in different point that they interact with the consumer which are pre-sale service, point-of-sale, or after-sale. These interaction can occur at the time that a consumer conducting payment option, seek help for the product, questioning and informing (Crook, 2010).

2.1.8 Sub IV 6: Complaint Handling

According to Estelami (2000), consumer experiences on complaining on a product or services may result in different level of dissatisfaction and disappointment. However, good handling of customer complaint are able to facilitate the decomposition of customer problems which helps in boosting customer loyalty, reducing possibility of defection and maintaining customer interest and purchase intention.

Complaint handling consists of five important elements to ensure the service recovery to be efficient. This includes administration of culture issues, fairness of principle, and man power of complaint handling, planning of the complaint handling, continuous analysis and improvement (McMillan, 2009). Good complaint handling with service recovery not only helps in reducing the possibility of negative word of

mouth, but also necessary to reform consumer's future purchase intention (Bollen & Emes, 2008; Solvang, 2008).

2.2 Review of Relevant Theoretical Models

In order to develop our conceptual model, we were guided by the Theory of Planned Behaviour (Ajzen, 1991). Attitude towards the behaviour has a definition on whether a person has a favourable or unfavourable assessment on their interest (Ajzen, 1991). Subjective norms have connection with normative beliefs. When a person faces an expectations or being pressured by the others on participate or not participate in the behaviour, it will affect one's willingness to engage in the identified behaviour. On the other hand, perceived behavioral control is the perception of a person capability to get the behaviour done (George, 2008).

Although the theory of planned behaviour has a great power in forecasting and understanding on future behavior, but it undergoes several practical and theoretical difficulties (Taylor and Todd, 1995). Hence, the theory of planned behaviour that is extended has been broken down into a collection of significant beliefs by Taylor and Todd (1995). Consequently, the theory of planned behavior being decomposed has outlines three antecedents of attitude: compatibility, perceived usefulness, and perceived ease of use (Taylor and Todd, 1995; Torznatzky and Fleischer, 1990; Moore and Benbasat, 1991). These three antecedents of attitude can be categorized into two terms which are perceived value and perceived quality. On the other hand, based on the emotion's hierarchical presentation: anticipated emotion and emotional

state, attitude can be divided into two, which are cognitive and affective. In the affective aspect, mood and emotion can influence the purchase intention of consumers. For example, store aura, customer service and complaint handling on brand or store influences the mood of consumers and their purchase intention.

Furthermore, different reference groups are affecting the subjective norms, peers, namely, superior, and subordinates. The "compliance effect" is the direct outcome of subjective norms on behavioural intentions (Venkatesh and Davis, 2000). The author debated that subjective norms have an indirect influencing power towards the perceived usefulness and perceived ease of use on the behavioural intentions. Besides, when a person cares on how their peers, superiors, and subordinates view them, he or she will tend to purchase reputable brand to obtain agreeableness from them.

Perceived behavioral control is determined by the total amount of control beliefs which means that the perceived existence of necessary resources and opportunities to perform a said behaviour, with the power of each control belief subjective to perceived power of the control factor (Ajzen, 1991). Control beliefs are formed through the past experience or behavior, through friends and referent people's experiences, or the other influencing factors that assist or obstruct the performance of a behavior (Ajzen, 1985, 1991; Doll and Ajzen, 1992). Brand experience can be considered as the past experience of an individual when come to purchase behavioral intention.

2.3 Proposed Conceptual Framework

Figure 2.1: A Model of Brand Experience and Purchase Intention of

Fashion Wear

Brand Experience

Brand Experience
1. Perceived Value
2. Perceived Quality
3. Brand Reputation
Product Experience
1. Outlet Ambience
2. Customer Service
3. Complaint Handling
Shopping and Service Experience

Purchase Intention of Fashion Wear
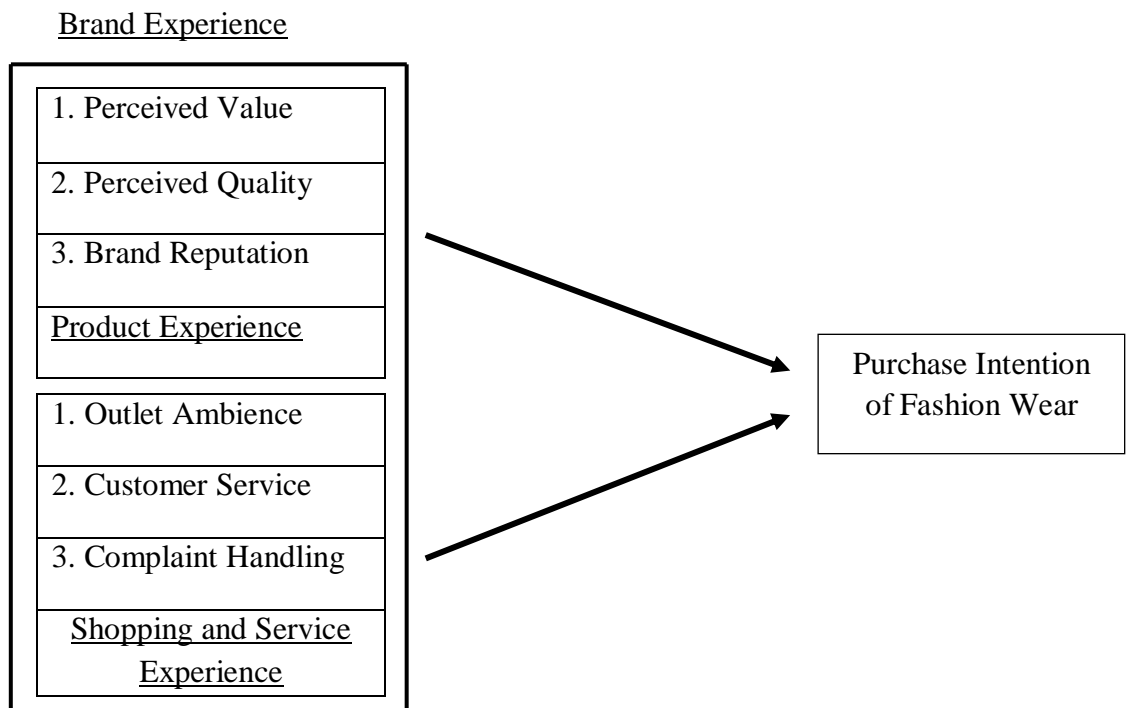
Source: Developed for the research

The model above shows the relationship between dependent variable (DV) and independent variables (IV). Purchase intention of fashion wear is perceived as dependent variable whereas brand experience is the main independent variable, while perceived value, perceived quality, brand reputation, outlet ambience, customer service, as well as complaint handling are the sub independent variables that influence the purchase intention on fashion wear among Generation Y.

2.4 Hypotheses Development

2.4.1 Main IV: Brand Experience

Brand experiences are differing in valence, intensity, and strength according to Oliver (1997) and Reicheld (1996). Consumers keep the long-lasting brand experiences in their memory and this will enhanced the consumer satisfaction and loyalty. Hence, consumer satisfaction and loyalty are positively affected by brand experiences (Brakus, Schmitt, & Zarantonello, 2009), while both the satisfaction and purchase intentions are positively related (LaBarbera and Mazursky 1983; Yi 1990). Sands, Oppewal and Beverland (2008) found out that perceived shopping value and shopping behaviour intention are positively affected by in-store experiential events.

H1: There is a positive relationship between brand experience and purchase intention.

2.4.1.1 Sub IV: Perceived Value

When consumers are buying a product or services, they will perceive that the money that they use to purchase a product will provide them the same values or benefits that are equivalents with the monetary value, argued by Zeithaml (1988) and Dodds and Monroe (1985). When an individual obtains more values or benefits than he or she pay for purchasing a product, the purchase intention will increase (Dickson & Sawyer, 1990). The result shows that perceived value has direct positive effect on behavioural intention based on the study of Hsieh, Chieh Wen (2012), Sweeny et al. (1999) and Grewal, Monroe, and Krishnan (1998).

H2: There is a positive relationship between perceived value and purchase intention.

2.4.1.2 Sub IV: Perceived Quality

Wu et al. (2011) found out that the perceived quality has a positive effect on purchase intention of consumers. Perceived quality and satisfaction have been revealed to be a good forecasters of future behavioural intentions of the consumers (Baker and Crompton 2000; Tian-Cole et al. 2002). Besides, Baker and Crompton (2000) also found out that the enhanced perceived quality will create a stronger positive behavioural intentions. In addition, Zeithaml (1988) stated that perceived quality can lead to the purchase intentions.

H3: There is a positive relationship between perceived quality and purchase intention.

2.4.1.3 Sub IV: Brand Reputation

Brand image has major influence on the buyer's intention, claimed Keller (1993). Consumers select the brand with a better image to reduce perceived risk and this has an impact on the consumer's purchase intention (Dowling and Staelin, 1994; Rothe and Lament, 1973; Sinha and Batra, 1999). One of the most treasured assets of a company is said to be the favourable and strong brand image (Porter et al., 1997) because a favourable and strong brand image has an optimistic influence on the consumers purchase intention (Del Rio et al., 2001; Keller, 1993; Park & Sriniyasan, 1994).

H4: There is a positive relationship between brand reputation and purchase intention.

2.4.1.4 Sub IV: Outlet Ambience

Store's arrangement, lightings, designs, music, visual and graphics can influence consumers' sense and provide the consumer with a positive shopping experience. Besides, customer purchasing behaviour will be influenced as well because these will create a stimulus among the consumer emotions and perceptions, claimed by Mohanty & Sikaria (2011). Moreover, in-store music can influence the behaviour of

shoppers and increases the purchases. (Bruner, 1990). Another researcher, Paco Underhill, has cited in the study of Michel Van Tongeran (2003), stated that it is most likely that a person will make purchases when he or she often making purchases in a particular store.

H5: There is a positive relationship between outlet ambience and purchase intention.

2.4.1.5 Sub IV 2: Customer Service

A study conducted by Jupiter Research founds that many consumers will not purchase from a company anymore if they were dissatisfied with the company customer service through their experience (Prince, 2005). The service quality is a prior of customer satisfaction, and purchase intention will be directly affected, according to the study of Cronin & Taylor (1992) and Lee & Hwan (2005). The purchase intention of consumer has a direct impact or influenced by the service quality mentioned in the results of the study according to Gottlieb, Brown and Drennan (2011), as well as Sahoo and Bartaria (2011).

H6: There is a positive relationship between customer service and purchase intention.

2.4.1.6 Sub IV: Complaint Handling

An increased intention to repurchase can be led by good handling of consumer complaints as shown in pioneering work on the subject (TARP 1986). Studies by

TARP (1979) found out that by listening to consumer feedback or comments, even if the complaint is not resolved, may positively impact in the purchase intention. Moreover, TARP (1986) shows a strong positive relationship between complaint handling satisfaction and the purchase intentions and this finding is strongly supported by a study done by Goodwin and Ross 1989; Conlon and Murray 1996; Smith and Bolton 1998 .

H7: There is a positive relationship between complaint handling and purchase intention.

2.5 Conclusion

This chapter is focusing on reviewing the past empirical studies to explain on the relation between brand experience and purchase intention towards the purchase of fashion wear. By reviewing those empirical studies as guidelines, we are proposing a conceptual framework. Next, several hypotheses have been developed to provide directions of the relationships among variables. In conclusion, chapter 2 provides a clearer picture on this research and it provides more information for the following chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction

According to Greenfield (1996), research is a process that involves inquiry skill, experimental design, collection of data, measurement and analysis, by presentation or interpretation. In this chapter, it will shows how research design is done, the methods of collecting primary and secondary data, the way of collecting data from target market, technique to be used and locations to collect the data.

3.1 Research Design

Burns and Grove (2003) indicated that research design is "a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings". It also describes about the methods, instruments to be used and intended means for analyzing data collected.

Quantitative research is used in our research project. From quantitative research, descriptive research was chosen as we are making research study on large population. In order to collect data from respondent in an easier way, we were distributing questionnaire to our respondents.

3.2 Data Collection Methods

Data collection is about how the information being gathered. Primary and secondary data were used to facilitate in the collection and analysis of the data.

3.2.1 Primary Data

According to Burns and Bush (2008), primary data are data that collected directly by researcher for specific purpose of studies. The collected data can be determined by depending on researcher needs and research objectives to get a more reliable data. In our research project, we were using online questionnaire to gather information from our respondents.

3.2.2 Secondary Data

According to Burns and Bush (2008), secondary data collection method is data that collected by other researchers for their own research project. Secondary data is an easier and economic way of gathering data as compared with primary data because data are readily available from sources such as e- journals articles and books. The large amount of data available reduced our time and energy to gather information and data.

3.3 Sampling Design

3.3.1 Target Population

Target populations are particular group of people that are targeted for the purpose of data collection on our research project. In this research project, we were targeting on Generation Y individuals within Malaysia with the age between 20 to 34 years old.

3.3.2 Sampling Frame and Sampling Location

Sampling location for our research project was throughout the whole Malaysia as we were distributing our questionnaire online. According to Hogg (2003), it is convenient for respondents to take an online questionnaire when the respondents are free to fill in the questionnaire rather than being annoyed by other types of physical survey methods. Besides, Kannan et al. (1998) says that online questionnaire can increases the speed and timeliness of gathering data because internet allows the quick and real time access to interact with respondents that live in different area.

3.3.3 Sampling Elements

University and college students and working groups within age of 20 to 34 were chosen to be our sampling units. The reason we choose these groups of people as our sampling units because they are trendsetters, concern more on brands and products they use to build their personal image and have a higher disposable income to spend on fashion wear products.

3.3.4 Sampling Technique

Non probability sampling was chosen for our research. According to Joan Joseph Castillo (2009), non probability sampling is technique where the persons in a population do not have equal chances of being selected in a sample. Quota sampling was used to obtain certain number of respondents from various categories or groups. Frey, Lawrence R., Carl H.Botan and Gary L. Kreps (2000) indicated that quota sampling is a sampling that the respondents are selected non-randomly on the basis of their known proportion to the population.

3.3.5 Sampling Size

According to Cattell (1978), the minimum recommended sampling size is 250 if three or more independent variables are included in a research. For our research, we were distributing 300 sets of questionnaire to our target respondents.

Table 3.1 shows the total numbers of population in Malaysia based on the statistics done by Department of Statistics Malaysia. From the statistics, population of Malaysia consists of 28.3 million of people and we are targeting on Generation Y with 7.76 million or 27.42% of total population of Malaysia as our target population.

Table 3.1: Total Numbers of Population in Malaysia of Different Generation

Types of Generation	Number of population in Malaysia	Percentage on population (%)
Mature (65 – 75+)	1430000	5.05
Baby Boomer (45 – 64)	4510000	15.94
Generation X (35 – 44)	3600000	12.72
Generation Y (20 – 34)	7760000	27.42
Generation Z (0 – 19)	11000000	38.87
Total	28300000	100.00

Sources: Department of Statistics Malaysia

From Generation Y, we form table 3.2 with three sub age group of Generation Y based on the numbers given by Department of Statistics Malaysia to find out our sampling size. From the result we get, there are 112 questionnaires being distributed to target population with age 20 to 24, 107 questionnaires to target population with age 25 to 29 and 81 questionnaires to target population with age 30 to 34.

Table 3.2: Sampling Size of Different Generation Y Age Group

Age	Number of different groups of Generation Y	Percentage (%)	Sampling size based on percentage
20 – 24	2890000	37.24	112
25 – 29	2770000	35.70	107
30 - 34	2100000	27.06	81
Total	7760000	100.00	300

3.4 Research Instrument

Research instruments are ways for gathering data. According to Hair, Babin, Money and Samoeul (2003), the high effectiveness and response rate are the reason for researchers to use questionnaire on collecting data. For our research, we were using close-ended questionnaire which are easier to be analyzed and take shorter time for respondents to answer the question. Our questionnaire was designed based on six research variables to obtain related information from target respondents. The research

variables to be included are perceived value, perceived quality, brand reputation, outlet ambience, customer service and complaint handling.

3.4.1 Pilot Test

A pilot test consists of 50 questionnaires were distributed to University Tunku Abdul Rahman (UTAR) students in Perak Campus. The purpose of doing pilot test is to make sure every respondent can understand the questionnaire given and to make sure there is no difficult question to be given out to prevent miscommunication between designed questions with pilot test respondents. Furthermore, we can identify the errors in the questions during the pilot test before we distribute the questionnaire to our target respondents.

3.4.2 Questionnaire Design

According to Burns and Bush (2008), questionnaire design is explained as a plan on questions, look into factors on survey that researcher need to consider, carefully set the questions and organizing the questionnaire layout. In our research project, we were using closed-ended question where the questions that set by us are more specific and easier to be analyzed. It also took lesser time for respondents to answer the questionnaire. Furthermore, simple English was used in the questionnaire to make sure the respondent fully understand the questions.

The questionnaire for our research project was designed and separated into section A and section B. Section A consists of questions that ask about demographic profile of respondents whereas for section B, it consist of questions that was designed based on independent variables (IV) and dependent variable (DV) where we have to evaluate the influencing power of brand experience towards the purchase intention of fashion wear.

In section A, it comprises of respondents' demographic profile with questions about respondent gender, age, marital status, religion, educational level, income level and questions that test whether respondents are the fashion wear followers.

In section B, it comprises of questions that seek for respondent's response towards the brand experience influence towards their purchase intention of fashion wear. In this section, it consists of seven parts of questions that was created based on IVs and DV. Each part of questions consists of five to six sub questions whereby Likert scale technique was applied to all the questions.

3.5 Constructs Measurement

3.5.1 Scale Definition

According to Nunnally and Bernstein (1978), measurements represent quantities of attributes in term of scaling and differentiate attribute of variables into different categories. In this questionnaire, we were using nominal, ordinal and five- point Likert scale as the measurement.

In section A of our questionnaire, ordinal and nominal scales were used to design the questions on demographic profile. According to Burns and Bush (2008), questions that are based on demographics like age, gender and any question with answer that involved yes-no or agree-disagree are known as nominal scales. For ordinal scale, it was a scale that involved ranking and require respondents to choose one answer based on the choices given.

For section B, the questionnaire was designed based on dependent and independent variable by using five-point Likert scale. This type of scale are consists of strongly agree, agree, neither agree nor disagree, disagree and strongly disagree which are used to measure the degree of agreement or disagreement of the respondents.

3.6 Data Processing

Data processing is a process that ensures the data collected is accurate to produce a high quality of research project. Data processing involves various processes which including data checking, data editing, data coding, data transcribing and data cleaning.

3.6.1 Data Checking

The purpose of doing data checking is to make sure there are no errors such as inappropriate vocabulary, wording and grammar in the questionnaire. Besides, checking on missing pages or wrong sequences of questionnaire are also parts of the purpose of data checking.

3.6.2 Data Editing

According to Malhotra (2007), editing was conducted to ensure the accuracy and precision of the questionnaire. Actions such as recollection of data and assigning missing value were conducted to eliminate the errors occurred.

3.6.3 Data Coding

Data coding is a process that using code, usually in numerals or symbols to answers so that the responses can be put into classes or categories. Besides, coding helps to interpret data and lead to conclusions on the basis of the interpretation. Furthermore, process of computer tabulation of data can be simplified by using coding.

3.6.4 Data Transcribing

Data transcribing is a method used to transfer coded data from coding sheet or questionnaire into disk or computer. Before the data is transferred into computer, data will be checked through to make sure there are no errors. Transcribing of data normally can be done by using optical scanning and keypunching.

3.6.5 Data Cleaning

Data cleaning is a process that helps in screening, detecting, diagnose and editing on inaccurate and incomplete data. Data was checked through to make sure the data is correctly input before the data is put into computer using software program. Data cleaning was needed to control and improve on the overall quality of data. It can be carried out by using computerized data analysis program such as SPSS software.

3.7 Data Analysis

According to Burns & Bush (2008), data analysis is a process of gathering data into computer, scan error on the data, run tabulation and statistical tests. For this research project, we were using SPSS 20.0 software to run the data analysis. By using SPSS 20.0 software, it makes our task easier in keying in research data and analyzing data.

3.7.1 Descriptive Analysis

According to Burns & Bush (2008), descriptive analysis was explained as the sample data matrix that portray the "typical" respondent and to uncover the general pattern of responses. We were transforming raw data in the form of percentage and frequencies

into table and chart by using SPSS software to generate a summary for easy reading purpose.

3.7.2 Scale Measurement

In this research project, reliability test was carried out by using Cronbach's coefficient alpha, which is a tool that helps to determine the reliability and internal consistency of variables. Higher value of alpha indicated that there will be a stronger relationship between the independent and dependent variables. In addition, the variable is meeting the requirement of reliability if the alpha value is equal or more than 0.6. Any alpha value that is fall below 0.6 is not a reliable result while for alpha value that achieves 0.9 and above is considered the excellent and best result in their internal consistency.

3.7.3 Inferential Analysis

Inferential analysis is an analysis that been used in checking the reliability of the findings of our study and to determine the relationship between the variables. According to Malhotra (2004), reliability test is use to measure the stability and consistency of the measurement. In order to carry out the analysis, we were using Pearson correlation coefficient analysis and multiple regressions to test for the reliability of the variables.

3.7.3.1 Pearson Correlation Analysis

Pearson correlation analysis was used to test the strength of the association between two variables. It is whereby testing how strong the relationship between the independent variables (IV) and dependent variable (DV) in our research project.

Formula for Pearson Correlation:

$$r = \frac{\sum_{i=1}^{n}(X_i - \bar{X})(Y_i - \bar{Y})}{(n-1)S_X S_Y}$$

In our research project, X refers to independent variables and Y refers to dependent variable. The value of Pearson Correlation coefficient (r) is lies between -1 to +1. If the r is zero, then there will be no correlation between the X and Y. On the other hand, if r value is +1, it means that there is a positive relationship between X and Y.

3.7.3.2 Multiple Regressions Analysis

Multiple regressions analysis is analysis that predicts the value between independent and dependent variables. In our research project, relationship between purchase intention towards purchase of fashion wear with six independent variables which are perceived value, perceived quality, brand reputation, store ambience, customer service and complaint handling had been tested.

The formula of the Multiple Regression analysis:

$$y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + \cdots + b_m x_m$$

y = Dependent variable

a = Alpha is the Constant or intercept

$b_1, b_2 \ldots, b_m$ = Regression coefficient associated with independent variable

$x_1, x_2 \ldots, x_m$ = Independent variables

3.8 Conclusion

As a conclusion, chapter 3 is basis for researcher before analyzing the results that are obtained from the questionnaire. In our research project, we were discussing on the way we collect data, sampling design, questionnaire design, construct measurement, data processing and data analysis. In the next chapter, there will be statistical analysis on the collected data and also results based on our findings.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In chapter four, every data of the questionnaire had been analyzed. Program we choose for analyzing the data is SPSS program version 20.0. The data that had been collected were keyed into the SPSS program to analyze the descriptive analysis, scale measurement and inferential analysis. For descriptive analysis, it was used to analyze the respondents' demographic profile and the central tendencies measurement of constructs. Next, reliability analysis was used to study on the properties of measurement scales. Next, the scale measurement was conducted to test and evaluate the reliability of each of the independent variable towards dependent variable. Lastly, the inferential analysis consists of Pearson Correlation Analysis and Multiple Regression Analysis.

4.1 Descriptive Analysis

4.1.1 Respondents Demographic Profile

In this section, there were ten questions which including gender, age, marital status, religion, education level, occupation, monthly salary, frequency of purchase on fashion wears, purchases of fashion wear based on past experience, and friend recommendation. According to Malhotra (2007), frequency distribution was constructed for every question to obtain a count of responses associated with different values on each variable.

4.1.1.1 Gender

Table 4.1: Statistic of Respondents' Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	106	35.3	35.3	35.3
Female	194	64.7	64.7	100.0
Total	300	100.0	100.0	

Source: Developed from the research

Figure 4.1 Percentage of Respondent Based on Gender
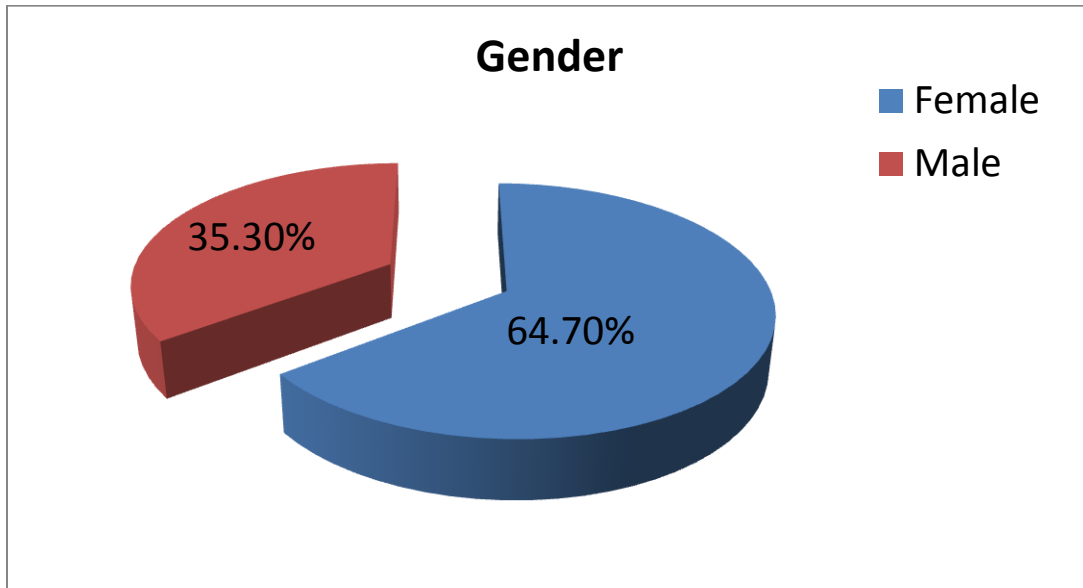
 Source: Developed for the research

Based on the Table 4.1 and Figure 4.1, the dominant respondents were female which consists of 64.70% (194 respondents) whereas the rest were male respondents with 35.30% (106 respondents).

4.1.1.2 Age

Table 4.2: Statistics of Respondents' Age

	Frequency	Percent	Valid Percent	Cumulative Percent
20-24 years old	112	37.3	37.3	37.3

25-39 years old	107	35.7	35.7	73.0
30-34 years old	81	27.0	27.0	100.0
Total	300	100	100	

Figure 4.2: Percentage of Respondent's Age
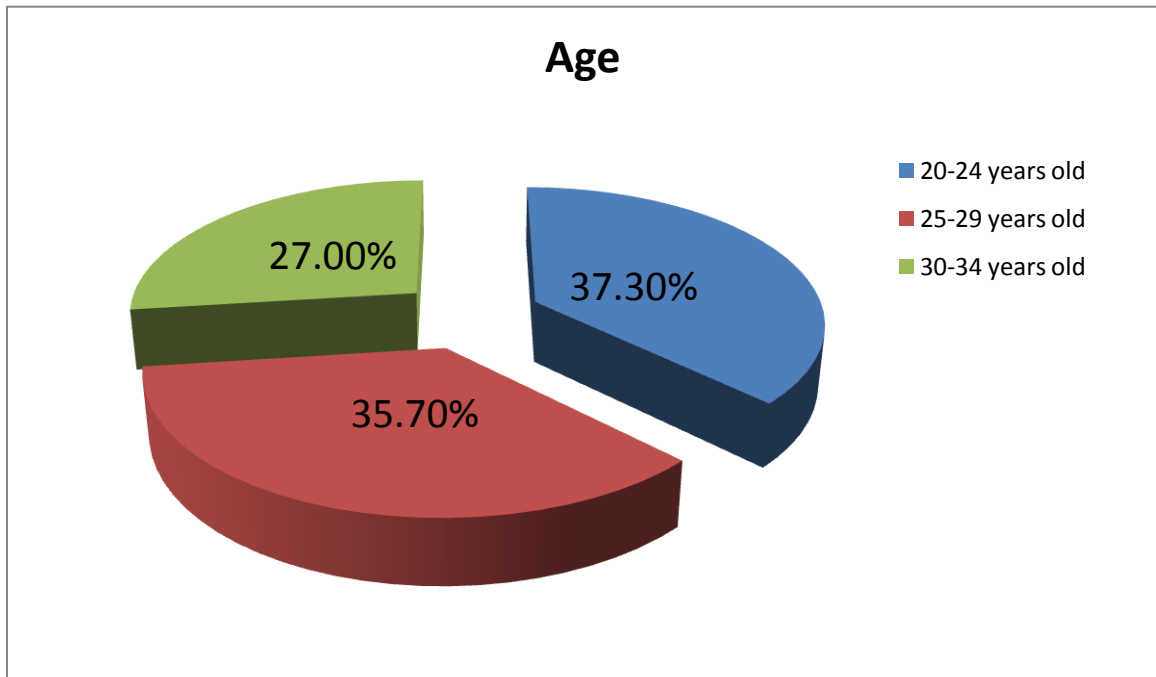
Source: Developed for the research

Based on Table 4.2 and Figure 4.2, the target respondents with age within 20-24 years old consists of 112 respondents (37.30%), followed by the age between 25-39 years old with 107 respondents (35.70%) and 30-34 years old with 81 respondents (27.00%).

4.1.1.3 Marital Status

Table 4.3: Statistics of Respondents' Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	217	72.3	72.3	72.3
Married	83	27.7	27.7	100.0
Total	300	100.0	100.0	

<u>Source:</u> Developed for the research

Figure 4.3: Percentage of Respondents' Marital Status
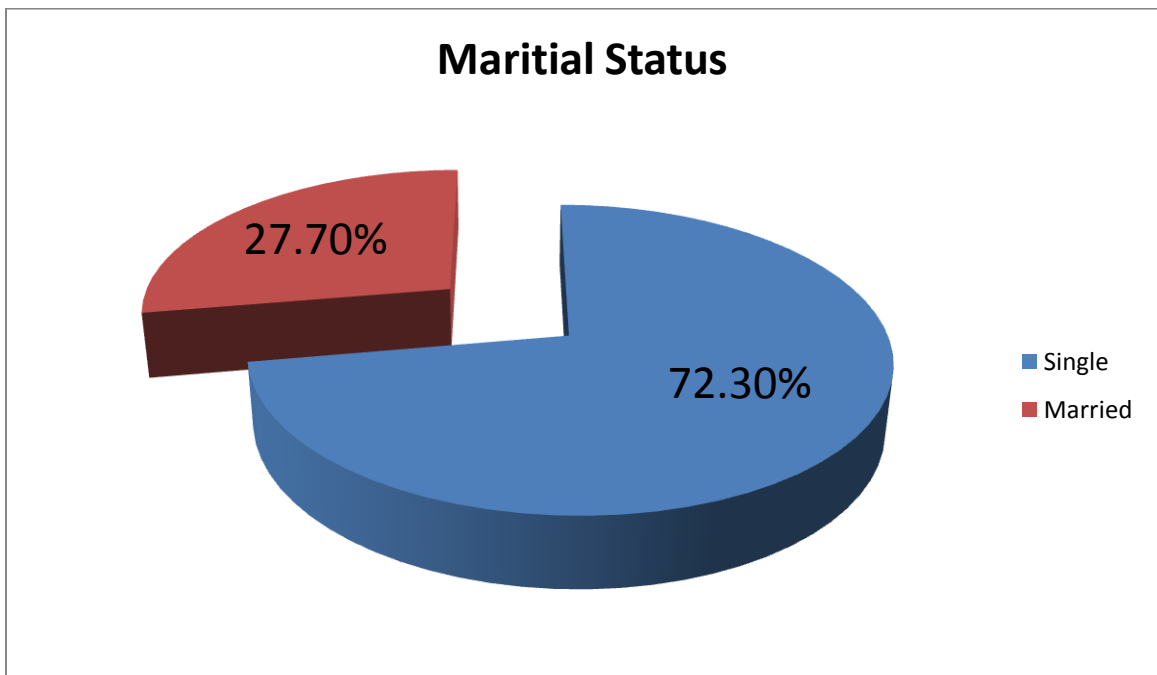
Source: Developed for the research

Table 4.3 and Figure 4.3 indicated that the majority of our respondents were single with 217 respondents (72.30%), and married with 83 respondents (27.70%).

4.1.1.4 Ethnic Group

Table 4.4 Statistic of Respondents' Ethnic Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	52	17.3	17.3	17.3
Chinese	208	69.3	69.3	86.7
Indian	35	11.7	11.7	98.3
Others	5	1.7	1.7	100.0
Total	300	100.0	100.0	

Source: Developed for the research

Figure 4.4: Percentage of Respondents' Ethnic Group
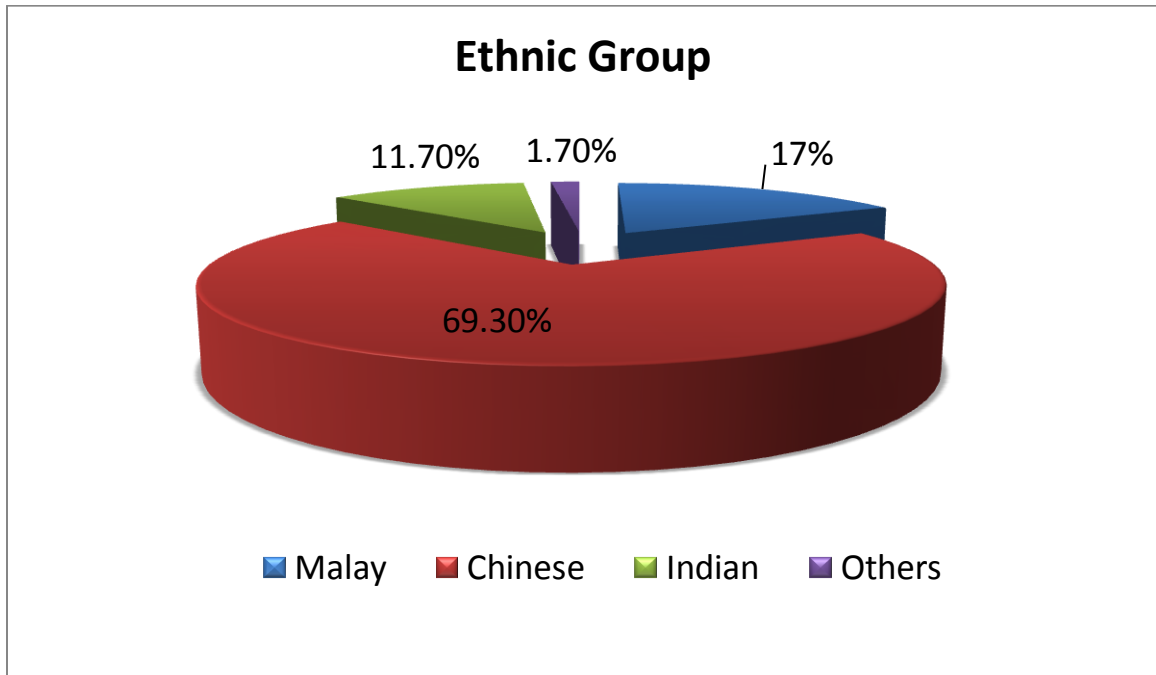
Source: Developed for the research

According to Table 4.4 and Figure 4.4, Chinese was the majority respondent's with 69.30% of the total sample size. The Malay consists of 17.00%, Indian with 11.70% and the others consists of only 1.70% of the sample size.

4.1.1.5 Education Level

Table 4.5: Statistics of Respondents' Education Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Secondary	110	36.7	36.7	36.7

School				
Diploma	70	23.3	23.3	60.0
Degree	93	31.0	31.0	91.0
Post-Graduate	22	7.3	7.3	98.3
Professional	4	1.3	1.3	99.7
PHD	1	0.3	0.3	100.0
Total	300	100.0	100.0	

Figure 4.5: Percentage of Respondents' Education Level
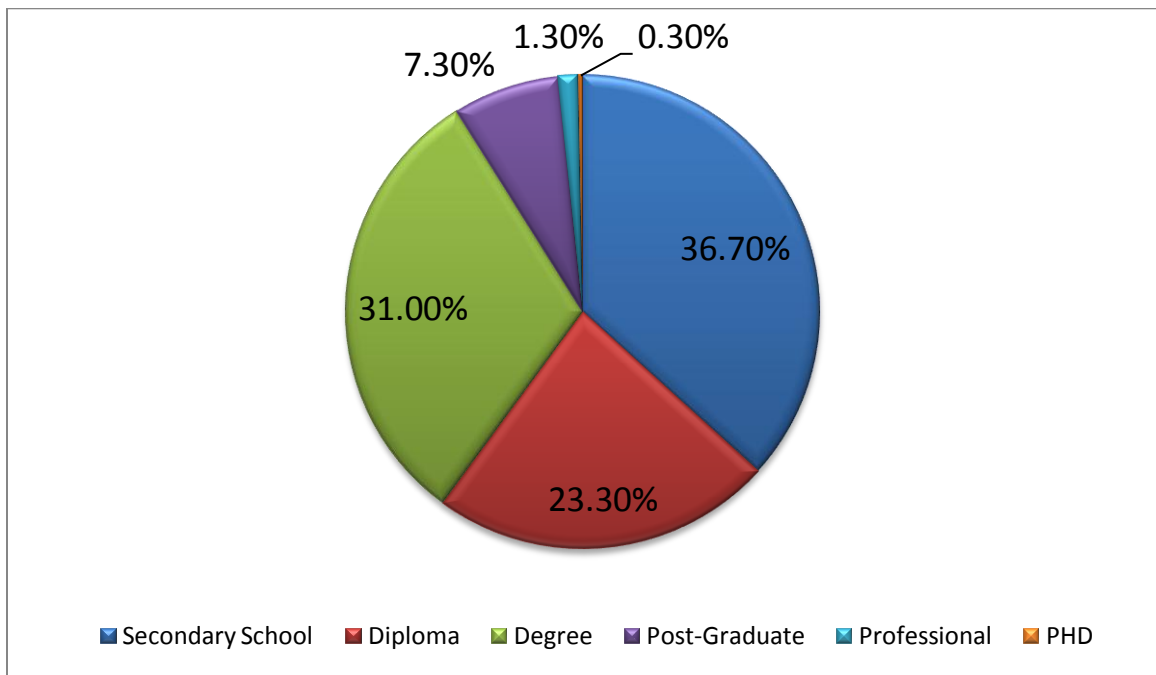
Source: Developed for the research

According to Table 4.5 and Figure 4.5, the majority of our respondents were Secondary school holder with 110 respondents (36.70%), whereas Degree holder

consists of 93 respondents (31.00%), followed by Diploma holder with 70 respondents (23.30%), Post graduate with 22 respondents (7.30%), Professional with 4 respondents (1.30%) and lastly PHD holder with 1 respondent (0.30%).

4.1.1.6 Occupation

Table 4.6: Statistics of Respondents' Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	95	31.7	31.7	31.7
Self- employed	30	10.0	10.0	41.7
Executive	101	33.7	33.7	75.3
Non- Executive	49	16.3	16.3	91.7
Others	25	8.3	8.3	100.0
Total	300	100.0	100.0	

Source: Developed for the research

Figure 4.6: Percentage of Respondents' Occupation
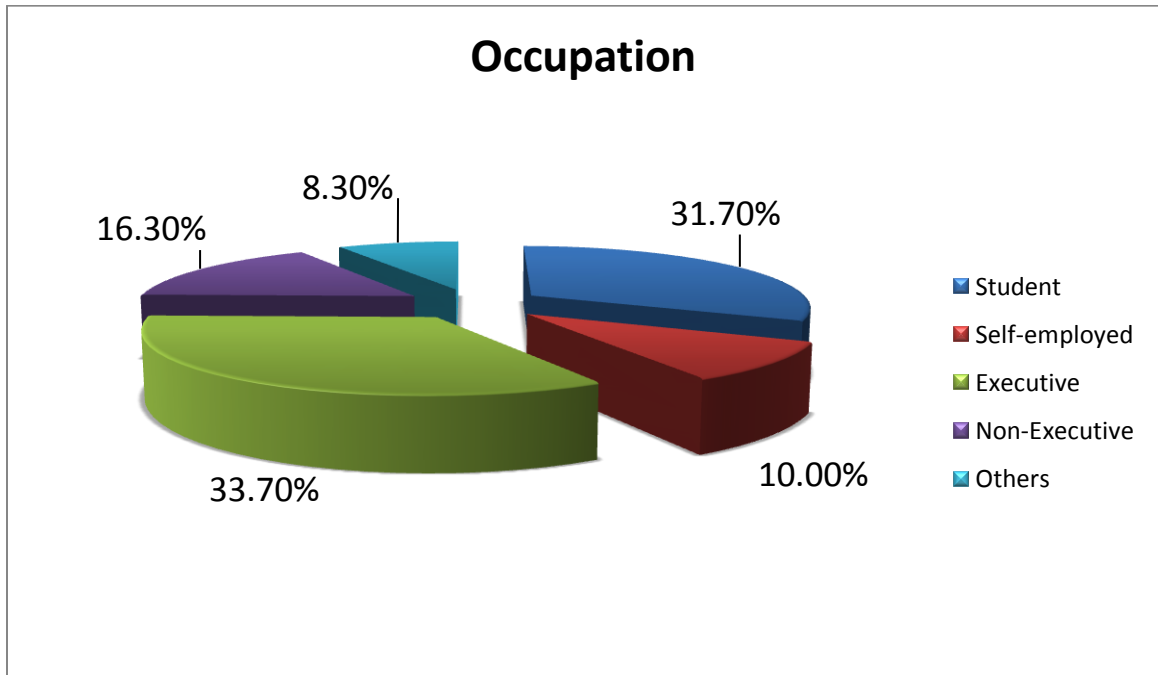
Source: Developed for the research

Table 4.6 and Figure 4.6 shows that the majority respondents were executive which consists of 101 respondents (33.70%), followed by students with 95 respondents (31.70%). For Non executive, it consists of 49 respondents (16.30%), self-employed with 30 respondents (10.00%) and lastly the others consists of 25 respondent (8.30%) from the total respondents.

4.1.1.7 Perceived Monthly Salary

Table 4.7: Statistics of Respondents' Monthly Salary

	Frequency	Percent	Valid Percent	Cumulative Percent
RM500 or less	98	32.7	32.7	32.7
RM1001-RM2000	8	2.7	2.7	35.3
RM2001-RM3000	107	35.7	35.7	71.0
RM3001-RM4000	60	20.0	20.0	91.0
RM4001-RM5000	16	5.3	5.3	96.3
RM5001 or above	11	3.7	3.7	100.0
Total	300	100.0	100.0	

Source: Developed for the research

Figure 4.7: Percentage of Respondents' Monthly Salary

Respondents' Monthly Salary

20.00%   5.30%   3.70%   32.70%

35.70%

2.70%

■ RM500 or less   ■ RM1001-RM2000   ■ RM2001-RM3000
■ RM3001-RM4000   ■ RM4001-RM5000   ■ RM5001 or above
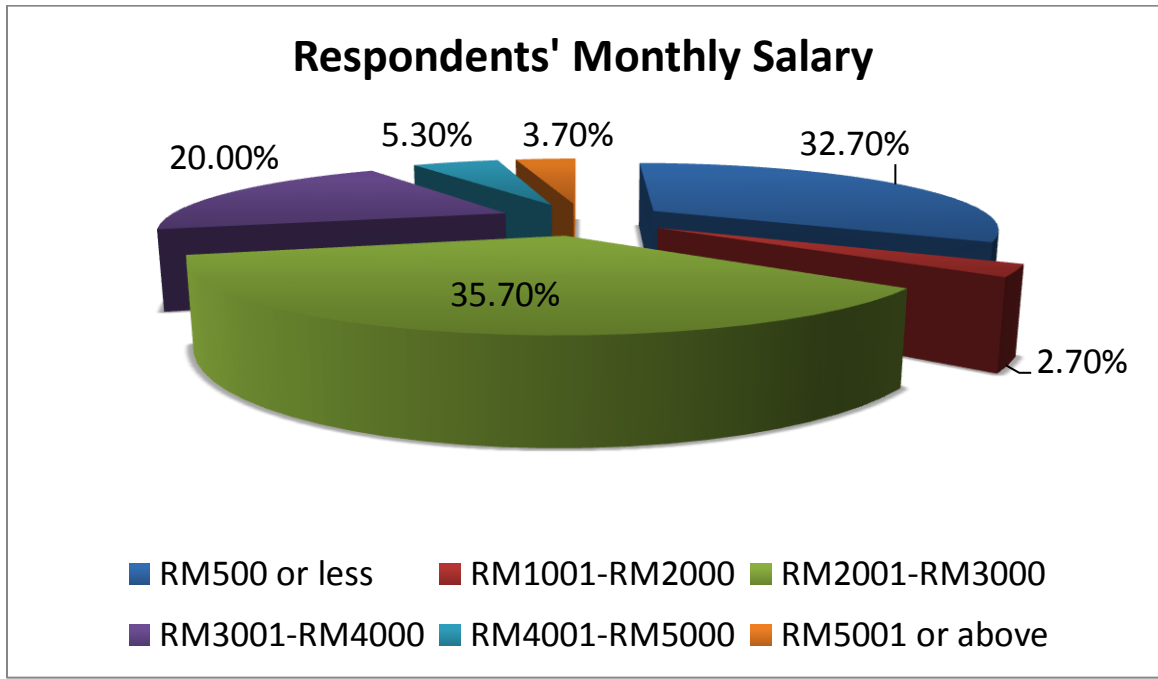
Source: Developed for the research

Based on the Table 4.7 and Figure 4.7, majority respondent's of 107 respondents (35.70%) have monthly salary in between RM2001- RM3000, following by with 98 respondents (32.70%) with monthly salary in between RM500 or less. Besides, 60 respondents (20.00%) have their monthly salary in between RM3001- RM4000, 16 respondents (5.30%) with monthly salary in between RM4001- RM5000, 11 respondents (3.70%) with salary with RM5001 and above and lastly, only 8 respondents (2.70%) with salary in between RM1001-RM2000.

4.1.1.8 How often does Respondents Purchase Fashion Wear

Table 4.8: Statistics of How often does Respondents' Purchase Fashion Wear

	Frequency	Percent	Valid Percent	Cumulative Percent
Weekly	33	11.0	11.0	11.0
Monthly	163	54.3	54.3	65.3
Every 6 Months	99	33.0	33.0	98.3
Once a Year	5	1.7	1.7	100.0
Total	300	100.0	100.0	

Figure 4.8: Percentage of How Often does Respondents' Purchase Fashion Wear
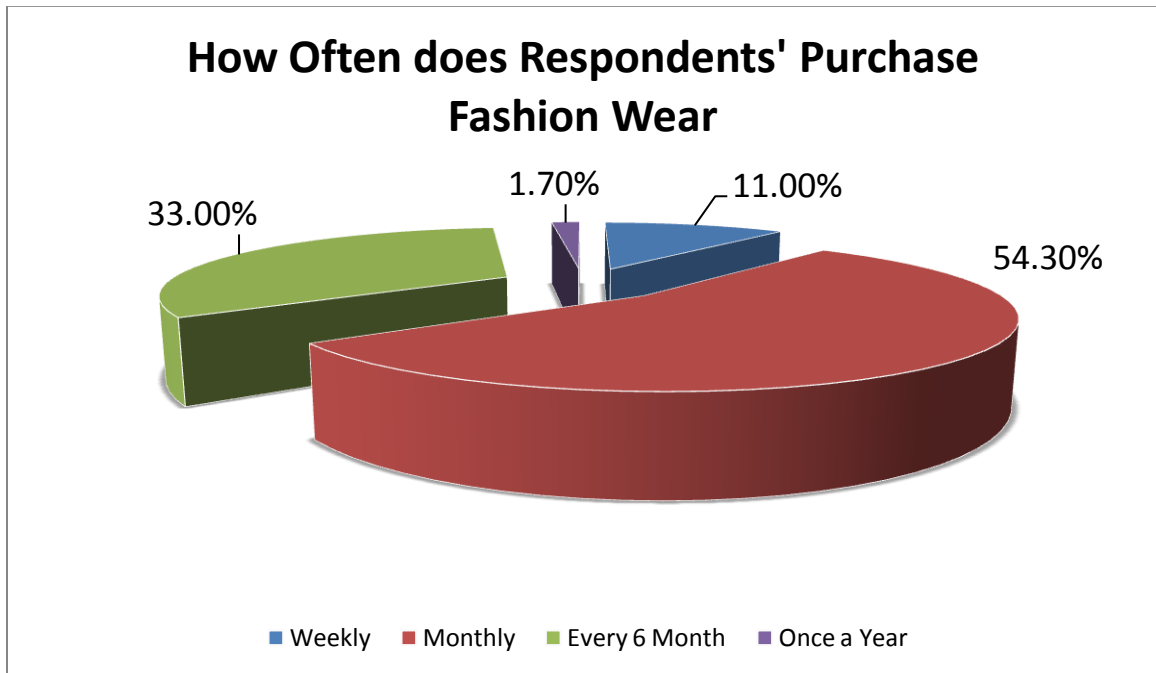
Source: Developed for the research

Based on Table 4.8 and Figure 4.8, majority of the respondents with 163 respondents (54.30%) will purchase fashion wear once per month. It was followed by 99 respondents (33.00%) where they purchase fashion wear every six month. Other than that, there are 33 respondents (11.00%) purchase fashion wear weekly and only 5 respondents (1.70%) purchase fashion wear once a year.

4.1.1.9 Purchase Fashion Wears Based on Past Experience with the Brands

Table 4.9: Statistics of Respondents' Purchase Intention of Fashion Wear Based on Past Experience with Particular Brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	250	83.3	83.3	83.3
No	50	16.7	16.7	100.0
Total	300	100.0	100.0	

Source: Developed for the research

Figure 4.9: Percentage of Respondents' Purchase Intention of Fashion Wear Based on Past Experience with Particular Brand
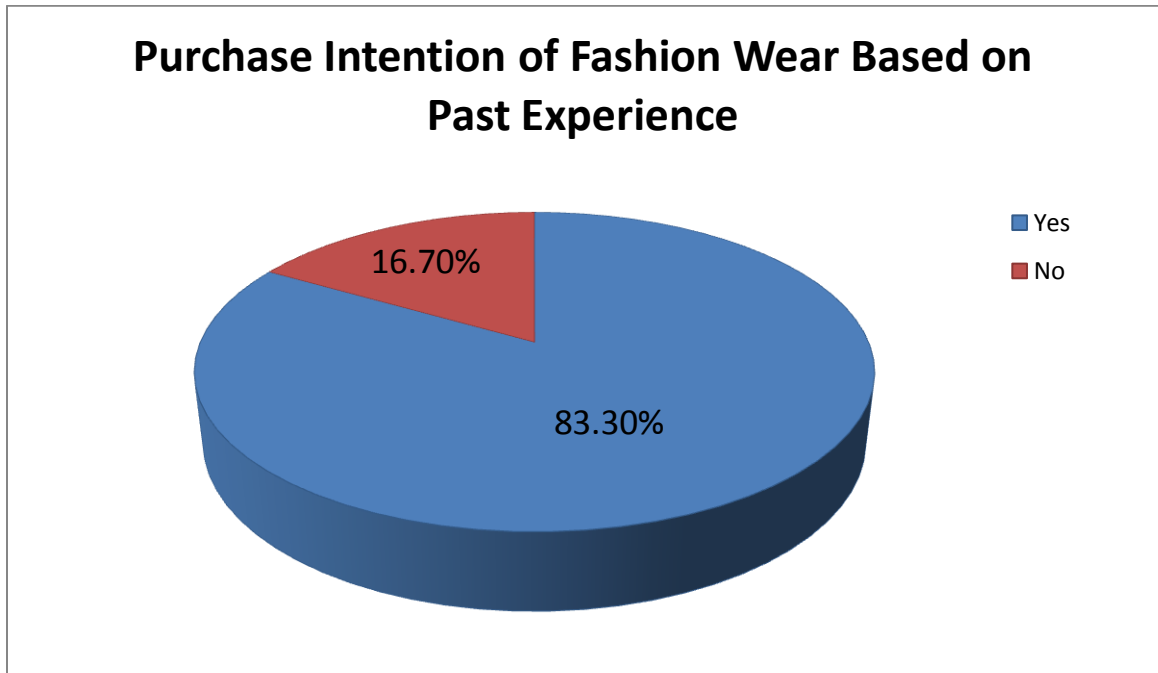
Source: Developed for the research

According to Table 4.9 and Figure 4.9, the majority respondent with 250 respondents (83.30%) will purchase the fashion wear based on past experience on a particular brand, while the rest of 50 respondents (16.70%) will purchase the fashion wear without any past experience with a particular brand.

4.1.1.10 Based on Friend Recommendation

Table 4.10: Statistics of Respondents will always take Account on Friend's Recommendation Whenever They Purchase Fashion Wear

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	238	79.3	79.3	79.3
No	62	20.7	20.7	100.0
Total	300	100.0	100.0	

Source: Developed for the research

Figure 4.10: Percentage of Respondents 'will always take into Account on Friend's Recommendation Whenever They Purchase Fashion Wear
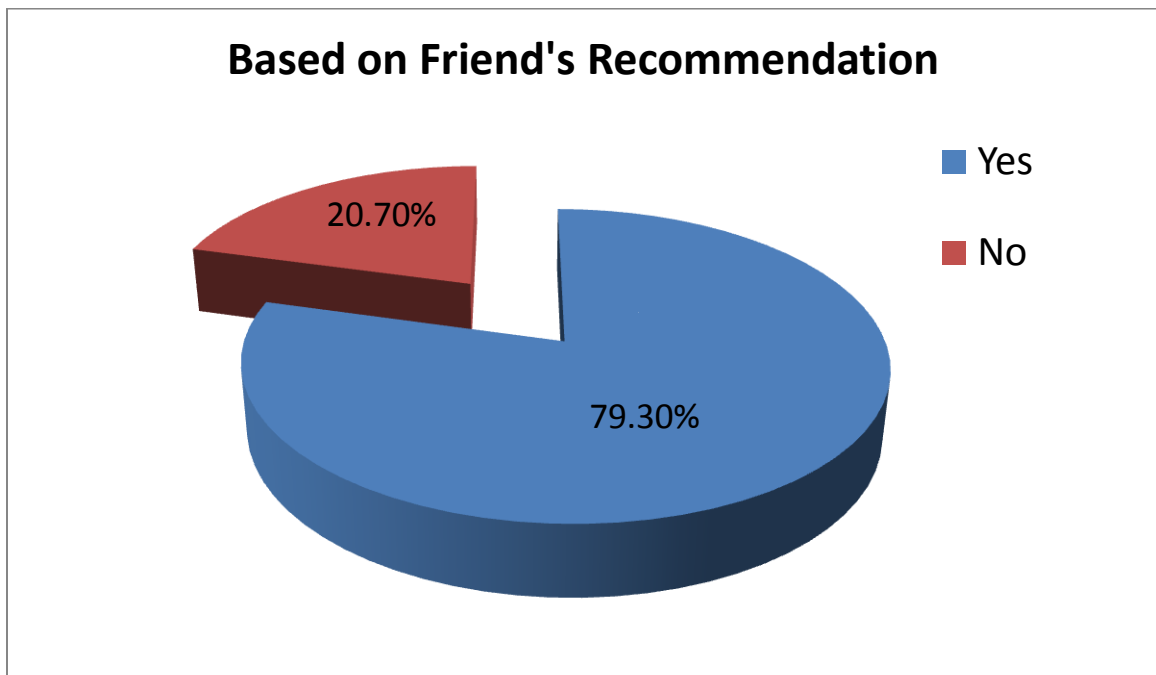
Source: Developed for the research

From Table 4.10 and Figure 4.10, majority of the respondents with 238 respondents (79.30%) will always take their friend's recommendation into account whenever they purchase fashion wear. The figure followed by 62 respondents (20.70%) where they do not take their friend's recommendation into consideration when they purchase fashion wear.

4.1.2 Central Tendencies Measurement of Constructs

4.1.2.1 Perceived Value

Table 4.11: Central Tendencies Measurement of Constructs: Perceived Value

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. I will only consider purchasing fashion wear if the benefits that I received have more value than the price I paid.	14.3	13.7	16	44.7	11.3	3.25	3

2. I am likely to purchase fashion wear if it will enhance my social status.	19.0	15.3	16.3	28.7	20.7	3.17	4
3. I am likely to purchase fashion wear if the quality is equal or exceed what I'm paying.	11.0	22.7	21.7	28	16.7	3.17	4
4. I will only purchase fashion wear that is considered cheap.	15.3	12	18.7	34	20	3.31	2
5. The benefits that I get from purchasing fashion wear must be more or equal to the price I paid.	13	17.3	12.7	31.7	25.3	3.39	1

Source: Developed for the research

According to the Table 4.11, there are five statements of perceived value. The rank number one is the statement of "The benefits that I get from purchasing fashion wear must be more or equal to the price I paid." with the mean of 3.39. It is followed by the "I will only purchase fashion wear that is considered cheap." which is ranked number two with the mean of 3.31. Rank number three is "I will only consider purchasing fashion wear if the benefits that I receive have more value than the price I paid" with 3.25 mean. Next is followed by "I am likely to purchase fashion wear if the quality is equal or exceed what I'm paying." and "I am likely to purchase fashion wear if it will enhance my social status." where both of it have the same mean of 3.17. In addition, the statement with highest rank means that particular statement was agreed by the

respondents while for the lowest rank statement, it means that respondents were not agree with that statement.

4.1.2.2 Perceived Quality

Table 4.12: Central Tendencies Measurement of Constructs: Perceived Quality

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. The quality of the material used for the fashion wear will affect my purchase intention.	10.7	13.7	10.7	39.3	25.7	3.56	1
2. I will only purchase fashion wear if they are convenient to use.	6.3	19.7	13.0	41.0	20.0	3.49	2
3. I will purchase fashion wears with designs that are socially accepted.	8.3	17.7	15.0	34.3	24.7	3.49	2
4. I will only purchase fashion wear product if it is environmentally friendly.	9.7	15.7	17.7	34.7	22.3	3.44	4

5. I don't mind paying more for better quality fashion wear products.	12.0	18.3	14.7	32.3	22.7	3.35	5

Source: Developed for the research

According to the Table 4.12, it shows the five statements of perceived quality. The statement of "The quality of the material used for the fashion wear will affect my purchase intention." is ranked number one among five statements which consists of 3.56 mean. It is followed by the statement of "I will purchase fashion wears with designs that are socially accepted." and "I will only purchase fashion wear if they are convenient to use." ranked as number two with the same mean of 3.49. The next statement is, "I will only purchase fashion wear product if it is environmentally friendly." which consists of 3.44 mean. The lowest ranked among five statements was "I don't mind paying more for better quality fashion wear products." with the mean of 3.35. The highest rank means that most of the respondents agreed with that particular statement and they think that perceived quality is important, while for the lowest rank statement, it means that majority of the respondents disagree with that statement and perceived quality is less important for them.

4.1.2.3 Brand Reputation

Table 4.13: Central Tendencies Measurement of Constructs: Brand Reputation

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking

1. I am likely to purchase fashion wear brand that are popular among my social circle.	20.7	16.3	11.3	34.7	17	3.11	4
2. I am likely to purchase fashion wear brands that are socially responsible (environment friendly).	18.4	21.3	10.3	29.7	20.3	3.12	3
3. A positive reputation (overall perception by public towards a brand) of the fashion wear brand is the key factor that affects my purchase decision or intention.	20.3	20.3	10.3	30	19	3.07	5
4. I will not consider purchase fashion wear which I am not familiar with.	19.7	19.3	11	27.7	22.3	3.14	2
5. I will not consider purchase fashion wear if it has negative word of mouth or bad reputation.	15.7	16.3	13.3	33	21.7	3.29	1

Source: Developed for the research

Based on the Table 4.13, it shows the five statements of brand reputation. The statement "I will not consider purchase fashion wear if it has negative word of mouth or bad reputation" have the highest rank with the mean of 3.29 due to most of the respondents are strongly agreed with this statement. It was followed by rank number two statement of "I will not consider purchase fashion wear which I am not familiar with." with the mean of 3.14 among others, followed by the statement "I am likely to purchase fashion wear brands that are socially responsible (environment friendly)." which are ranked as number three with the mean of 3.12. Then, for the statement "I am likely to purchase fashion wear brand that are popular among my social circle." is ranked as number four with the mean of 3.11. The last statement "A positive

reputation (overall perception by public towards a brand) of the fashion wear brand is the key factor that affects my purchase decision or intention." is ranked as number five with the mean of 3.07. From here, the highest rank and mean indicated that most of the people are strongly agree with the statement and they think that brand reputation is important. Meanwhile, for the lowest rank and mean indicated that the statement were disagreed by the respondent and brand reputation is not important for them.

4.1.2.4 Outlet Ambience

Table 4.14: Central Tendencies Measurement of Constructs: Outlet Ambience

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. Visual communications (Graphics, signs and theatrical Effects) of fashion wear store will affect my purchase intention.	15.7	14.7	9.3	32.3	28	3.42	1
2. Appealing interior design of a physical store (color &design) will enhance my mood to purchase the fashion wear.	19	15.3	9	36.7	20	3.23	4

3. The lightings of the store will affect my purchase intention.	15	18	11	27.3	28.7	3.37	2
4. I am likely to purchase a particular fashion wear if the store provides comfortable environment.	20.7	17.7	10.7	31.3	19.7	3.12	6
5. Background music of the fashion wear store will affect my purchase intention.	16.7	16	11	28.7	27.7	3.35	3
6. I will never consider purchase the fashion wears if the overall atmosphere of the store is not appealing.	18.7	15	13	35.3	18	3.19	5

Source: Developed for the research

Table 4.14 shows six statements of outlet ambience. The statement "Visual communications (graphics, signs and theatrical effects) of fashion wear store will affect my purchase intention." is ranked as number one with mean of 3.42 and this statement was strongly agreed by the respondents. It is followed by the statement "The lightings of the store will affect my purchase intention." with mean 3.37 as rank number two and "Background music of the fashion wear store will affect my purchase intention." with rank number three with the mean of 3.35. Next statement "Appealing interior design of a physical store (color &design) will enhance my mood to purchase the fashion wear." was ranked as number four with the mean of 3.23 and the statement "People I will never consider purchase the fashion wears if the overall atmosphere of the store is not appealing." was ranked as number five with the mean

3.19. Lastly, statement "I am likely to purchase a particular fashion wear if the store provides comfortable environment." is ranked as number six with the mean 3.12 which is the lowest mean among six statements. From here, the highest rank and mean showed that the statement on outlet ambience is important and was strongly agreed by the respondent. However for the lowest rank and mean, it showed that outlet ambience is less important and was agreed by the respondents.

4.1.2.5 Customer Service

Table 4.15: Central Tendencies Measurement of Constructs: Customer Service

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. I will consider purchasing the fashion wear if the staff is able to listen to my requirement.	26.7	19	10.7	25	18.7	2.9	4
2. Friendly staff will affect my decision to purchase the fashion wear.	24.3	19	11	29.3	16.3	2.94	3
3. Knowledgeable and professional staff will affect my purchase intention.	27.3	16.7	12.7	29.7	13.7	2.86	5

4. After-sale service provided by the brand (based on past experience) will influence my purchase intention.	24	21	9.7	29.3	15.7	2.98	2
5. Customer service is the most important factor for me when purchase a fashion wears.	24	16.7	11.7	30.3	17.3	3.0	1

Source: Developed for the research

According to the Table 4.15, it shows the five statement of customer service. The statement of "Customer service is the most important factor for me when purchase a fashion wears." was ranked as number one with 3.0 mean. It was followed by the statement of "After-sale service provided by the brand (based on past experience) will influence my purchase intention." with rank number two with the mean of 2.98. "Friendly staff will affect my decision to purchase the fashion wear." was ranked as number three with 2.94 mean. "I will consider purchasing the fashion wear if the staffs are able to listen to my requirement." was ranked as number four with the mean of 2.9. Lastly, the lowest ranked was "Knowledgeable and professional staff will affect my purchase intention" which consists of 2.86 mean. The highest rank means that most of the respondents agree with that particular statement that customer service is important. On the other hand, the lowest rank statement means that majority of the respondents were disagreed with that statement on the important in customer service.

4.1.2.6 Complaint Handling

Table 4.16: Central Tendencies Measurement of Constructs: Complaint Handling

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. I will consider purchasing the fashion wear if the staff is able to recommend an alternative plan to solve my current problem.	22.3	22	9	30	16.7	2.97	6
2. I will consider purchasing the fashion wear if the staff is willing to listen to my complaint.	17.7	18.7	10.3	37.3	16.0	3.15	3
3. I will consider purchasing the fashion wear if the staff is able to solve my problem by providing a good solution.	17.7	20	12	32.7	17.7	3.13	4
4. I will consider purchasing the fashion wear if the staff handles my complaint in and organized and professional manner.	16.3	21	11.3	28	23.3	3.21	2
5. The response time taken after a complaint is made will affect my	23.7	17.7	8.3	34	16.3	3.02	5

purchase intention.							
6. Fashion Wear brands have to accept customer's complaints and make proper improvements.	14.3	19.7	10.3	32.3	23.3	3.3	1

Source: Developed for the research

Based on the Table 4.16, it shows six statements of complaint handling. The statement "Fashion Wear brands have to accept customer's complaints and make proper improvements." ranked as first among all the statement with the mean of 3.3 due to most of the respondent were strongly agreed with this statement. It was followed by the statement "I will consider purchasing the fashion wear if the staff is willing to listen to my complaint." with mean 3.21. Next, the statement of "I will consider purchasing the fashion wear if the staff handles my complaint in and organized and professional manner." was ranked as number three with the mean of 3.15. Then, the statement "I will consider purchasing the fashion wear if the staff is able to solve my problem by providing a good solution." was ranked as four with the mean of 3.13, following by the statement "The response time taken after a complaint is made will affect my purchase intention." was ranked number five with the mean of 3.02. The last statement "I will consider purchasing the fashion wear if the staff is able to recommend an alternative plan to solve my current problem." was ranked as number six with the mean of 2.97. From here, the highest mean and rank indicated that most of the people are strongly agreed to this statement and complaint handling was important. Meanwhile, for the lowest rank and mean, it indicated that the statement was not agreed by the respondents where the complaint handling was less important.

4.1.2.7 Purchase of Fashion Wear

Table 4.17: Central Tendencies Measurement of Constructs: Purchase Intention of Fashion Wear

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. I will purchase the fashion wear because of the value that I will receive.	10.3	18.3	14.7	38.3	18.3	3.36	4
2. The quality (material) of the fashion wear must exceed my expectation.	2.7	24.3	11	39	23	3.55	1
3. Fashion wears that i purchased must have certain level of reputation.	10	18	14.3	39	18.7	3.38	3
4. My purchase intention will always be determined by good store ambience.	7	18.3	16	40	18.7	3.45	2
5. The way the sales assistants service their customers will affect my purchase intention.	12.7	16	15	38.3	18	3.33	5

6. I believe a good fashion wear brand will handle their customers' complaints seriously.	18.7	17.7	11.3	33	19.3	3.17	6

Source: Developed for the research

According to Table 4.17, it shows the six statement of purchase intention of fashion wear. The statement of "The quality (material) of the fashion wear must exceed my expectation." is ranked as number one with mean of 3.55. It was followed by the statement of "My purchase intention will always be determined by good store ambience." which ranked as number two with the mean of 3.45. "Fashion wears that i purchased must have certain level of reputation." was ranked as number three with the mean of 3.38. Next, "I will purchase the fashion wear because of the value that I will receive." was ranked as number four with the mean of 3.36 and "The way the sales assistants service their customers will affect my purchase intention." was ranked number five with the mean of 3.33. Lastly, the lowest ranked was "I believe a good fashion wear brand will handle their customers' complaints seriously." with 3.17 mean. The highest rank means that most of the respondents agreed with this statement on the purchase intention of fashion wear. For the lowest rank statement, majority of the respondents were disagreed with that statement on the important of purchase intention of fashion wear.

4.2 Scale Measurement

4.2.1 Reliability Analysis Test

According to Hair et al (2007), cronbach's alpha is the standard reliability measurement for the quantitative data collection. Nunnally (1978) stated that the cronbach alpha and composite reliability for each dimension have to be 0.7 and above to indicate a reasonably high reliability of the research measures and constructs. Researchers generally stated that an alpha of 0.60 to 0.69 as moderate, 0.7 to 0.79 as good and 0.8 to 0.89 as very good. Alpha value of 0.9 and above is considered as excellent in reliability. **In this study, we are using 150 samples for our reliability analysis test.**

Table 4.18: Reliability Statistics of Dependent and Independent Variables

Dependent Variables	Cronbach's Alpha	No. of Items
Purchase intention of Fashion Wear	0.811	6
Independent Variables	**Cronbach's Alpha**	**No. of Items**
Perceived Value	0.856	5
Perceived Quality	0.754	5

Brand Reputation	0.847	5
Outlet Ambience	0.899	6
Customer Service	0.834	5
Complaint handling	0.860	6

Source: Developed for the research

Based on the Table 4.18, Cronbach's alpha was used to measure the reliability of the 37 constructs questions in the section B of the questionnaire survey. Each variable was measured by five or six questions. As shown in the Table, the reliability was ranges from 0.754 to 0.899. Outlet Ambience has the strongest reliability among all the independent variables with the alpha value of 0.899. But, perceived quality has the lowest alpha value among all the independent variables with 0.754 alpha values. It was followed by the complaint handling which was the second rank with 0.860 alpha values. Next, perceived value consists of alpha value of 0.856 and brand reputation consists of 0.847 alpha values. Lastly, customer services have the lowest alpha value of 0.834 alpha values. On the other hand, our dependent variables (purchase intention of fashion wear) have the alpha value of 0.811.

In conclusion, the Cronbach's alpha of all constructs was more than 0.7 and above. This shows that the consistency reliability is satisfactory (Malhotra, 2007). **Therefore, the reliability among the measurement of variables in the scale can be indicated as reliable.**

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

According to Malhotra (2007), Pearson Correlation Analysis is use to test the correlation between two or more random variable. He also stated that this analysis reflects the degree of linear relationship between two variables.

According to the rule of thumb, the significant value for the result below 0.05 the significant two-tailed was called as P Value. If the value is below 0.05, it shows that there is a significant correlation between the variables. Besides, the result can be shown in either positive or negative significant correlation.

Table 4.19: Value for Pearson Correlation Analysis

Correlation	Negative	Positive
None	−0.09 to 0.0	0.0 to 0.09
Small	−0.3 to −0.1	0.1 to 0.3
Medium	−0.5 to −0.3	0.3 to 0.5
Strong	−1.0 to −0.5	0.5 to 1.0

Source: Buda and Jarynowski (2010); Cohen (1988)

Table 4.20: Correlation Matrix for Six Constructs

	Perceived Value	Perceived Quality	Brand Reputation	Outlet Ambience	Customer Service	Complaint Handling	Purchase Intention of Fashion Wear
Perceive Value	1						
Perceived Quality	0.673(**)	1					
Brand Reputation	0.676(**)	0.600(**)	1				
Outlet Ambience	0.820(**)	0.655(**)	0.695(**)	1			
Customer Service	0.551(**)	0.363(**)	0.530(**)	0.505(**)	1		
Complaint Handling	0.689(**)	0.608(**)	0.722(**)	0.687(**)	0.437(**)	1	
Purchase Intention of Fashion Wear	0.693(**)	0.559(**)	0.614(**)	0.670(**)	0.684(**)	0.617(**)	1

Source: Developed for the research

4.3.1.1 Correlation between Perceived Value and Purchase Intention of Fashion Wear

Hypothesis 1

H1: Perceived value has positive relationship with the purchase intention of fashion wear.

From the Table 4.20, perceived value was found to be significant to the purchase intention of fashion wear with the r equals to 0.693. **According to the rule of thumb of Pearson, r value in between 0.5 to 1.0 indicates a strong degree of correlation (Buda and Jarynowski, 2010; Cohen 1988).** Based on Li and Green (2010), customer perceived value is the assesment of product utility according to their perception on what is given and what is received throughout the whole purchases. Therefore, the result showed that the perceived value has strong positive relationship with the purchase intention of fashion wear.

4.3.1.2 Correlation between Perceived Quality and Purchase Intention of Fashion Wear

H2: Perceived quality has positive relationship with the purchase intention of fashion wear.

From the Table 4.20, perceived quality was found to be significant to the purchase intention of fashion wear with the r equals to 0.559. **According to the rule of thumb of Pearson, r value in between 0.5 to 1.0 indicates a strong degree of correlation (Buda and Jarynowski, 2010; Cohen 1988).** According to Alex & Thomas (2011), product quality is the collection of features and characteristics of a goods and services that consist of ability to fulfill user requirement. Hence, the result showed that the

perceived value has strong positive relationship with the purchase intention of fashion wear.

4.3.1.3 Correlation between Brand Reputation and Purchase Intention of Fashion Wear

H3: Brand reputation has positive relationship with the purchase intention of fashion wear.

According to the Table 4.20, brand reputation was found to have significant relationship with the purchase intention of fashion wear as the r is equals to 0.614. **According to the rule of thumb of Pearson, r value in between 0.5 to 1.0 indicates a strong degree of correlation (Buda and Jarynowski, 2010; Cohen 1988).** According to Zandan & Lustina (2012), a brand is the overall perception by existing and potential customer towards a company's products and services.Therefore, the result showed that there was a strong positive relationship between brand reputation and purchase intention of fashion wear.

4.3.1.4 Correlation between Outlet Ambience and Purchase Intention of Fashion Wear

H4: Outlet ambience has a positive relationship with the purchase intention of fashion wear.

From the Table 4.20, the result shows that there is significant relationship between outlet ambiences with the purchase intention of fashion wear. The result indicates that the r is equal to 0.670. **According to the rule of thumb of Pearson, r value in between 0.5 to 1.0 indicates a strong degree of correlation (Buda and Jarynowski, 2010; Cohen 1988)**. Mohanty & Sikaria (2011) stated that innovation of a designation of a retail store has an impact to the customer's shopping experience and

satisfaction. Therefore, the result showed that there was a strong positive relationship between outlet ambience and purchase intention of fashion wear.

4.3.1.5 Correlation between Customer Service and Purchase Intention of Fashion Wear

H5: Customer service has positive impact towards the purchase intention of fashion wear.

From the Table 4.20, customer service was found to have a significant relationship with the purchase intention of fashion wear as the r is equal to 0.684. **According to the rule of thumb of Pearson, r value in between 0.5 to 1.0 indicates a strong degree of correlation (Buda and Jarynowski, 2010; Cohen 1988).** Based on Berry's (2000), the customer practical experiences with the service from the business have become the key statement in brand evaluation. Therefore, the result showed that there was a strong positive relationship between customer service and purchase intention of fashion wear.

4.3.1.6 Correlation between Complaint Handling and Purchase Intention of Fashion Wear

H6: Complaint handling has positive relationship with the purchase intention of fashion wear.

From the Table 4.20, complaint handling was found to be significant to the purchase intention of fashion wear with the r equals to 0.617. **According to the rule of thumb of Pearson, r value in between 0.5 to 1.0 indicates a strong degree of correlation (Buda and Jarynowski, 2010; Cohen 1988).** According to Estelami (2000), consumer experiences of complaint on a product or service may results in different level of dissatisfaction and dissapointment. Hence, the result showed that the

complaint handling has strong positive relationship with the purchase intention of fashion wear.

4.3.2 Multiple Regression Analysis for Brand Experience

Multiple regressions involved a single dependent variable and two or more independent variables. According to Baker (2006), multiple regressions allow us to use more than one factor to make a prediction meanwhile simple regression only allows us to use only one causal factor. In addition, multiple regressions allow us to separate the causal factor, for analyzing purpose.

Table 4.21: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807^a	.651	.644	.54111

a. Predictors: (Constant), Complaint Handling, customer Service, Outlet Ambience, Brand Reputation, Perceived Value, Perceived quality

b. Dependent Variable: Purchase intention of Fashion Wear DV

Source: Developed for the research

According to the Table 4.21, the R Square = 0.651 indicated that there are 65.1% of the variation in the adoption decision can be explained by our predictors variations

(complaint handling, customer service, outlet ambience, brand reputation, perceived value, perceived quality). Meanwhile, the 34.9% will be explained by others factors. **The R square value is an indicator on how well the model fits the data** (**Tiwari, Mehta, Jain, Tiwari Kanda, 2007**). Based on Malhotra (2007), R Square will not decrease when more independent variable are added to the regression equation. When the diminishing returns set in, the first few variables and the additional independent variable does not make much of a contribution. For this reason, R Square was adjusted at 0.644 for the number of independent variables and the sample size.

Table 4.22: Table of ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	160.355	6	26.726	91.276	.000[b]
Residual	85.791	293	.293		
Total	246.145	299			

a. Dependent Variable: Purchase intention of fashion wear

b. Predictors: (Constant), Complaint Handling, Customer Service, Outlet Ambience, Brand Reputation, Perceived Value, Perceived quality

Source: Developed for the research

From the Table 4.22, the result shows that the significant value is = 0.000 < 0.05 which means that at least one of the six predictors can be used to model the purchase intention of fashion wear. **The regression model shows that the predictors complaint handling, customer service, outlet ambience, brand reputation,**

perceived value, perceived quality has done well in modeling the intention purchase intention of fashion wear. Hence, the F-statistic is significant (Malhotra, 2007) and the F-value = 91.276.

Table 4.23: Table of Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.846	.130		6.513	.005
Perceived Value	.139	.058	.162	2.403	.017
Perceived Quality	.105	.050	.104	2.093	.037
Brand Reputation	.008	.046	.010	.180	.857
Outlet Ambience	.117	.051	.150	2.291	.023
Customer Service	.309	.032	.409	9.523	.000
Complaint Handling	.125	.046	.152	2.733	.007

a. Dependent Variable: Purchase Intention of Fashion Wear

b. Predictors: (Constant), Complaint Handling, customer Service, Outlet Ambience, Brand Reputation, Perceived Value, Perceived quality

Source: Developed for the research

The new multiple regression equation is form as following:

FW = 0.846 + 0.139 (PV) +0.105 (PQ) + 0.117 (OA) + 0.309 (CS) + 0.125 (CH)

	FW	= Purchase intention of Fashion Wear
	PV	= Perceived Value
Where	PQ	= Perceived Quality
	OA	= Outlet Ambience
	CS	= Customer Service
	CH	= Complaint Handling

From the equation, the linear regression shows that by increasing a unit in perceived value, the purchase intention of fashion wear will increases by 0.139. Besides, by increasing a unit in perceived quality, the purchase intention of fashion wear will increases by 0.105. Moreover, by increasing a unit in outlet ambience, the purchase intention of fashion wear will increases by 0.117. Then, by increasing a unit in customer service, the purchase intention of fashion wear will increase by 0.309. Lastly, by increasing a unit in complaint handling, the purchase intention of fashion wear will increase by 0.125. All of these units' increases in value with the condition that the rest of the independent variables are remain constant. On the other hand, the result shows that the value for six variables VIF is less than 10. It shows that there is no multicollinearity. **Based on O'Brien (2007), the VIF indicated that value of five or ten and above is indicates a multicollinearity problem.**

4.3.3 Multiple Regression Analysis for Product Experience and Shopping and Service Experience

Table 4.24: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793[a]	.628	.626	.55518

a. Predictors: (Constant), Product Experience, Shopping and Service Experience

b. Dependent Variable: Purchase intention of Fashion Wear DV

Source: Developed for the research

According to the Table 4.24, the R Square = 0.628 shows that there are 62.8% of the variation in the adoption decision can be explained by our predictors variations (product experience, shopping and service experience). Meanwhile, the 37.2% will be explained by others factors. **The R square value is an indicator of how well the model fits the data** (**Tiwari, Mehta, Jain, Tiwari Kanda, 2007**). Based on Malhotra (2007), R Square cannot decrease when more independent variable are added to the regression equation. When the diminishing returns set in, the first few variables and the additional independent variable does not make much of a contribution. For this reason, R Square is adjusted at 0.626 for the number of independent variables and the sample size.

Table 4.25: Table of ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	154.602	2	77.301	250.791	.000[b]
Residual	91.544	297	.308		
Total	246.145	299			

a. Dependent Variable: Purchase intention of fashion wear

b. Predictors: (Constant), Product Experience, Shopping and Service Experience

Source: Developed for the research

From the Table 4.25, the result shows that the significant value is $0.000 < 0.05$ which means that at least one of the six predictors can be used to model purchase intention of fashion wear. **The regression model shows that the predictors product experience and shopping and service experience has done well in modeling the intention purchase intention of fashion wear.** Hence, the F-statistic is significant (Malhotra, 2007) and the F-value = 91.544.

Table 4.26: Table of Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.952	1.22		7.821	.000

Product Experience	.129	.070	.128	1.850	.065
Shopping and Service Experience	.640	.065	.679	9.783	.000

a. Dependent Variable: Purchase Intention of Fashion Wear

Predictors: (Constant), Product Experience, Shopping and Service Experience

Source: Developed for the research

The new multiple regression equation is form as following:

FW = 0.952 + 0.129(PE) + 0.640(SE)

	FW	= Purchase intention of Fashion Wear
Where	PE	= Product Experience
	SE	= Shopping and Service Experience

From the equation, the linear regression shows that by increasing a unit in product experience, the purchase intention of fashion wear will increase by 0.129 with the condition that the rest of the independent variables are remain constant. While by increasing a unit in shopping and service experience, the purchase intention of fashion wear will increase by 0.129 with the condition that the rest of the independent variables are remain constant. The strongest effect toward purchase intention of fashion wear is shopping and service experience. It shows that there is no

multicollinearity. **Based on O'Brien (2007), VIF indicated that value of five or ten and above is indicates a multicollinearity problem.**

4.4 Conclusion

In the chapter 4, by using the SPSS program version 20.0, all the analysis and the elaboration of the data had been completed. Throughout all the analysis, it shows that the relationship between perceived value, perceived quality, brand reputation, outlet ambience, customer service, complaint handling and purchase intention of fashion wear. Thus, all the six hypotheses proposed in this research were clarified. Further discussion and finding will be carried out in next chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In this chapter, there will be five sections which consist of summary on major findings in Chapter 4, implication of study, the limitations of research, recommendations for future research and final conclusion on this research.

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5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

Based on the descriptive analysis in Chapter 4, there were 194 female respondents (64.70%) and 106 male respondents out of 300 target respondents (35.30%). Both of this gender had been categorized into 3 different age range groups; 112 respondents within 20-24 years old (37.30%), 107 respondents within 25-29 years old (35.70%) and 81 respondents within 30–40 years old (27.00%).

Result on the marital status had revealed that most of the respondents are still single. The proportion of the target respondents are as followed, 217 single (72.30%) and 83 married (27.70%). Among the respondents, 208 of the total respondents (69.30%) are Chinese, 52 of respondents are Malays (17.30%), 35 of the respondents are Indians (11.70%) and 5 of them are from other races (1.70%).

There were 110 respondents with secondary school qualification (36.70%), which was the highest among this research. This is then follow up by degree holder with the total numbers of 93 respondents (31.00%), 70 diploma students (23.30%), 22 respondents are post graduate(7.30%), 4 respondents in professional level (1.30%) and only 1 respondents are a PHD holder (0.30%). Among the respondents, 101 respondents are at executive level (33.70%); 95 students (31.70%); 49 non-executive level (16.30%); 30 self-employed (10.00%); and lastly, 25 respondents fall under other categories of occupation (8.30%).

Majority respondents' monthly salary is between RM2001- RM3000 and this consists of 107 respondents (35.70%). The second highest monthly salary range is between RM500 or less with 98 respondents (32.70%). The third is RM3001- RM4000 with 60 respondents (20.00%). The rest of the respondents are with salary range between RM4001- RM5000, RM5001 or above, and RM1001-RM2000 with 16 respondents (5.30%), 11 respondents (3.70%) and 8 respondents (2.70%) respectively.

163 respondents (54.30%) will purchase fashion wear once per month, and this is the biggest portion on the frequency of purchase. The figure followed by purchase fashion wear every six month with 99 respondents (33.00%), weekly with 33 respondents (11.00%) and 5 respondents purchase fashion wear once a year (1.70%). There were 250 respondents who agreed that the will to purchase fashion wear are based on their past experience (83.30%). However, there were 50 of them who did not agree with the statement (16.70%).

5.1.2 Inferential Analysis

5.1.2.1 Pearson Correlation Analysis

According to the result from Chapter 4, all the independent variables (Perceived Value, Perceived Quality, Brand Reputation, Outlet Ambience, Customer Service and Complaint Handling) revealed a significant relationship with the dependable variable (Purchase Intention). According to the rule of thumb of Pearson, r value in between 0.5 to 1.0 indicates a strong degree of correlation (Buda & Jarynowski, 2010; Cohen 1988). Based on the research, Customer Service has the strongest relation with the dependent variable as it has the highest correlation value of 0.748.

5.1.2.2 Multiple Regression Analysis

Coefficient of determination, R Square 0.670 shows that there is 67% variation in the adoption decision can be explained with the predictors' variations (Perceived Value, Perceived Quality, Brand Reputation, Outlet Ambience, Customer Service and Complaint Handling).

The result from the ANOVA test indicated that the significant value is = 0.000 < 0.05 which means that at least one of the six predictors can be used to model the purchase intention of fashion wear (Perceived Value, Perceived Quality, Brand Reputation,

Outlet Ambience, Customer Service and Complaint Handling). Hence, the F-statistic is significant (Malhotra, 2007) and the F-value = 98.986.

The coefficient results revealed that among all the independent variables (Perceived Value, Perceived Quality, Brand Reputation, Outlet Ambience, Customer Service and Complaint Handling), the highest β-value of unstandardized coefficient is Customer Service with the β-value of 0.422, with the significant results of less than 0.05.

5.2 Discussion of Major Findings

5.2.1 Summary of Hypothesis Testing

Table 5.1: Summary of the Result for Hypothesis Testing

Hypothesis	Unstandardized Coefficient Beta	t-value	Significant Level	Result
H1: There is a significant relationship between perceived value and purchase intention of fashion wear.	0.201	2.876	0.004	Supported
H2: There is a significant relationship between perceived quality and purchase intention of fashion wear.	-0.034	-0.506	0.613	Not Supported
H3: There is a significant relationship between brand reputation and purchase intention of fashion wear.	0.066	1.261	0.208	Not Supported
H4: There is a significant relationship between outlet ambience and purchase intention of fashion wear.	0.137	2.303	0.022	Supported

H5: There is a significant relationship between customer service and purchase intention of fashion wear.	0.422	10.341	0.000	Supported
H6: There is a significant relationship between complaint handling and purchase intention of fashion wear.	0.099	1.831	0.068	Supported

Source: Developed for the research

H1: There is a significant relationship between perceived value and purchase intention of fashion wear

H1 hypothesizes that there is a significant relationship between perceived value and purchase intention as its p-value is less than 0.05 which is only 0.017. Hence, H1 is accepted in this research and this result was supported by the past researchers. (Hsieh, Chieh Wen, 2012).

H2: There is a significant relationship between perceived quality and purchase intention of fashion wear

The result indicates that there is significant relationship between perceived quality and purchase intention, as the significant level is less than 0.05. This has proven that

H2 is accepted and affirmed with the past studies carried out by Ashton, Scott, Solnet and Breakey (2010).

H3: There is a significant relationship between brand reputation and purchase intention of fashion wear

There is no significant relationship between brand reputation and purchase intention. This is because the result of the correlation and multiple regression analysis shows that the p-value of customer satisfaction is 0.857, which is more than 0.05. Therefore, the research on the brand reputation is not supported with the studies by Keller (1993), Del Rio et al (2011), Sinha and Batra (1999).

H4: There is a significant relationship between outlet ambience and purchase intention of fashion wear

There is a significant relationship between outlet ambience and purchase intention since its p-value is 0.023 which is less than 0.05. Therefore, H5 is supported and this is consistent with findings from the past studies by Michel Van Tongeran (1993).

H5: There is a significant relationship between customer service and purchase intention of fashion wear

There is a significant relationship between customer service and purchase intention where the p-value of perceived value is less than 0.05, which is 0.000. Therefore, H5 is supported and this finding is aligned with the result from past researchers, Lee and Hwan (2005).

H6: There is a significant relationship between complaint handling and purchase intention of fashion wear

From the result from the table above, it was found that there is a significant relationship between complaint handling and purchase intention. This is due to the p-value for the complaint handling with 0.007, which is less than 0.05. Hence, H6 is supported and the finding is confirmed with the past studies TARP (1986).

5.2.2 Major Findings

The research proven that perceived value, perceived quality, outlet ambience, customer service and complaint handling have a significant relationship with customer commitment. However, the result revealed that the brand reputation has no significant relationship to purchase intention.

Therefore, from the results obtained, we found that the customers are very concerned about the services they will receive from the products. Brand reputation does not have significant variable with purchase intention. Respondents are paying more attention towards other factors such as services, values and qualities. Unfortunately, the finding is not aligned with the previous studies of Keller (1993), Del Rio et al. (2011), Sinha and Batra (1999).

5.3 Implication of Study

5.3.1 Managerial Implication

According to the research findings, perceived value is one of the most important determinants towards customer purchase intention for fashion wear. Fashion wear brand should let their customers perceived that the value that they will received from

the products is even greater than what they had paid for. Businesses may offer them a good value by offering wide range of fashionable clothing in order to satisfy the customers' needs. Besides that, businesses can provide the customers value by making customers feel socially accepted with their products. This can be conducted by offering customers with products that are in trend or environmental friendly. This will make them to feel more socially accepted by their peers. Promotion can also be done to offer the customers with a better value added products. Campaigns such as warehouse sales and year-end sales will boost up and increase the effectiveness of the promotional effort. These will indirectly enhancing the customers' perceived value.

Outlet ambience is one of the determinants that have strong relation with purchase intention. They should create an appealing interior design in their physical store so that it will enhance the mood of their customers. The overall atmosphere of the store has to be improved as well. For instance, background music, lightings effect, and visual communications such as signs, graphics and theatrical effects need to suit the atmosphere that the customers are seeking. The captive music is proven to be able to create a comfortable environment to customers. Meanwhile, managers may create a music playlist with balance mix of artists, styles, genres, eras and tempos to promote customers' purchase intention.

The finding shows that customer service has the strongest relationship with the purchase intention. Businesses must strengthen their customer service to a whole new level in order to succeed. Businesses can provide trainings to their staff to improve their communication skills and products knowledge. Besides, after-sale service have to be improved as customer nowadays enjoy being treated well even after they purchase the products. Furthermore, one of the important things about customer service is to be available all the time. Therefore, businesses should implement a 24 hour customer service so that customer can be assisted at all time. This approach of customer service will definitely gain the customers' confidence on the brand as well as the products purchased.

5.4 Limitation of Study

Result revealed that about 69.30 % of the respondents are Chinese, and this may affects the accuracy of the research as Chinese itself does not represent whole Generation Y. Future researchers should ensure that the ratio must be based on the racial group population of Generation Y in Malaysia to obtain a better and reliable findings.

Apart from that, there are a few journals adopted in this studies are from overseas, therefore these journal may not be suitable for Malaysia studies. There might be certain variables that are not appropriate in Malaysia context.

Other than that, as this study only focuses on one specific age group which is Generation Y, further researchers should include other age groups such as the Generation X which have a stronger purchasing power. By doing so, researchers are able to determine the difference between both age groups in term of behavior, perception and the influencing factors to their purchase intention.

5.5 Recommendation for Future Research

In order get a more accurate response, researchers should also provide both online and offline survey for a greater accuracy of the research. Researchers therefore are able to determine the difference between both approaches.

Researchers can also increase the scale of the survey so that they can reduce the errors in order to get more accurate findings. Besides that, this may provide the respondents a bigger range of choices that the selected answer will be more accurate.

Lastly, researchers in the future can include the other independent variables that can influence the consumer purchase decision among Generation Y. By doing so, researchers can effectively understand the behavior of the respondents and other factors that might influence their purchase intention that this research yet to determined.

5.6 Conclusion

In conclusion, the research has successfully achieved the research objective, which is to determine the influencing power of brand experience towards the purchase intention of fashion wear among Generation Y. By referring to appropriate journal articles, a brand experience framework which consist of six elements that is perceived value, perceived quality, brand reputation, outlet ambience, customer service and complaint handling are identified. Five out of six independent variables have a significant relationship with purchase intention. Only one of the independent variables is not related to the purchase intention. At last note, the result from this research is able to support the future researchers that are interested to develop a further study on this topic.

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APPENDIX

Appendix 1: Questionnaire

The Influencing Power of Brand Experience towards the Purchase Intention of Fashion Wear among Generation Y

Dear respondent,

The purpose of this survey is to examine the factors influencing power of brand experience towards the purchase intention of fashion wear among Generation Y. Kindly answer all questions to the best of your knowledge. There are no wrong responses to any of these statements. All the information will be kept with high CONFIDENTIALITY.

Thank you for your participation.

Instructions:

1) There are **TWO** (2) sections in this questionnaire. Please answer ALL questions in ALL sections.

2) Completion of this form will take you approximately 5 to 10 minutes.

Section A: Demographic Profile

In this section, we are interested in your background in brief. Your answer will be kept strictly confidential.

1. Gender : ☐ Male ☐ Female

2. Age : ☐ Below 18 years old ☐ 19 - 25 years old ☐ 26 - 32 years

old ☐ ☐

33 – 36 years old Above 36 years old

3. Marital status : ☐ Single ☐ Widow

☐ Married ☐ Divorced

4. Religion : ☐ Malay ☐ Chinese ☐ Indian

☐ Others

5. Occupation : _____

6. Educational Qualification :

☐ Primary School

☐ Secondary School

☐ Diploma

☐ Degree

☐ Post-Graduate

☐ Professional

☐ PhD

Others : _____

7. What is your monthly salary package?

☐ RM500 or less

☐ RM501-RM1,000

☐ RM1,001-RM2,000

☐ RM2,001-RM3,000

☐ RM3,001-RM4,000

☐ RM4,000-RM5,000

☐ RM5,001 or above

8. How often do you purchase a fashion wear product

☐ Weekly ☐ Monthly ☐ Every 6 months ☐ Once a Year ☐ More than one year

9. Do you buy a fashion wear based on your past experience with the particular brand?

☐ Yes ☐ No

10. I will always look for friend's recommendation whenever i purchase a fashion wear product.

☐ Yes ☐ No

Section B: Evaluate the Influencing Power of Brand Experience towards the Purchase Intention of Fashion Wear.

In this section, we seek for your opinion regarding the influencing power of brand experience toward the purchase intention of fashion wear. Please indicate the extent to which you agreed or disagreed with each statement using 5 points Likert scale.

(1) = Strongly Disagree   (2) = Disagree   (3) = Neither agree nor disagree;

(4) = Agree   (5) = Strongly Agree

Please circle one number per line to indicate the extent to which you agreed or disagreed with the following statements.

Product Experience

IV 1: Perceived Value

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a. I will only consider purchasing a fashion wear products if the benefits that i receive have more value than the price that i paid	1	2	3	4	5
b. I am likely to purchase a fashion wear products if it will enhance my social status	1	2	3	4	5
c. I am likely to purchase a fashion wear product if the quality is equal or exceed what i'm paying	1	2	3	4	5
d. I will only purchase on fashion wear products that is considered cheap	1	2	3	4	5

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
for me					
e. The benefits that i get from purchasing a fashion wear must be more or equal to the price i paid	1	2	3	4	5
f. Low quality, good in fashion. High price	1	2	3	4	5

IV 2: Perceived Quality

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
a. The quality of the material used for the fashion wear will affects my purchase decision	1	2	3	4	5
b. I will only purchase a fashion wear products if the product are convenient to used	1	2	3	4	5
c. I will only purchase a fashion wear products if the design are socially accepted by others	1	2	3	4	5
d. I will only purchase a fashion wear products if it is environmentally friendly	1	2	3	4	5
e. I don't mind paying more for better quality fashion wear products	1	2	3	4	5

IV 3: Brand Reputation

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a. I am likely to purchase a fashion wear brand if it is popular among my social circle	1	2	3	4	5
b. I am likely to purchase a fashion wear brand if the brand are socially responsible (environment friendly)	1	2	3	4	5
c. A positive reputation of the fashion wear brand (overall perception by public towards a brand) is the key factors that affects my purchase decision	1	2	3	4	5
d. I will not consider purchasing a fashion wear product which i am not familiar with	1	2	3	4	5
e. I will not consider purchasing a fashion wear product if it has a negative word of mouth or bad reputation	1	2	3	4	5

Shopping and Service Experience

IV 4: Outlet Ambience

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a) **Visual Communications (Graphics, Signs and** Theatrical Effects) of a fashion wear store will affects the purchase intention	1	2	3	4	5
b) Appealing interior design of a physical store (color &design) will enhance my mood when purchasing a fashion wear.	1	2	3	4	5
c) The lighting of the store will affects my purchase intention	1	2	3	4	5
d) I am likely to purchase a particular fashion wear products if the store provides a comfortable environment	1	2	3	4	5
e) Background music of the fashion wear store will affect my purchasing intention	1	2	3	4	5
f) I will never consider purchase a fashion wear product if the overall atmosphere of the store is not appealing enough	1	2	3	4	5

IV 5: Customer Service

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a. I will consider buying a fashion wear brand if the staff able to listen what i request	1	2	3	4	5
b. A friendly staff will affects my decision of purchasing a fashion wear	1	2	3	4	5
c. An knowledgeable and professional staff will affect my purchasing intention	1	2	3	4	5
d. After-sale service of the brands (based on past experience)will influence my purchasing intention	1	2	3	4	5
e. Customer service is the most important factors for me when purchasing a fashion wear product	1	2	3	4	5

IV 6: Complaint Handling

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
a. I will consider buying a fashion wear brand if the staff able to recommend me an alternative plan to solve my current problem	1	2	3	4	5
b. I will consider buying a fashion wear brand if the staff willing to listen to my complaint	1	2	3	4	5

c. I will consider buying a fashion wear brand if the staff able to solve my problem by providing a good solution	1	2	3	4	5
d. I will consider buying a fashion wear brand if the way that they handle complaint is organized and professionally done	1	2	3	4	5
e. Efficient response time after a complaint is made will affect my purchase intention of a fashion wear	1	2	3	4	5
f. A good brand will always accept customer's complaint and makes proper improvement	1	2	3	4	5