

YOUNG GENERATION'S PURCHASE INTENTION
TOWARDS FASHION APPAREL

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DECLARATION

We hereby declare that:

1. This undergraduate research project is the end result of our 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.
3. Equal contribution has been made by each group member in completing the research project.
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DEDICATION

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LIST OF ABBREVIATION

FI	Fashion Involvement
NFC	Novelty-Fashion Consciousness
PI	Purchase Intention
SAS	Statistical Analysis System
SMM	Social Media Marketing
SP	Sales Promotion
UTAR	UniversitiTunku Abdul Rahman

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ABSTRACT

Since more and more people concern about fashion, especially young generation. Thus, this study intends to investigate young generation's purchase intention toward fashion apparels. Nowadays, fashion is becoming a worldwide recognized fact. The fashion industry has a very intensive competition and companies are constantly introducing new fashions and styles to consumers every day. Then by using the four independent variables, social media marketing, sales promotion, novelty fashion consciousness and fashion involvement to further investigate whether it has significant relationship and influence with purchase intention toward fashion apparels. The findings have proposed the four variables into internal and external variables that might influence the young generation's purchase intention toward fashion apparels in Malaysia context. The external variables refer to social media marketing and sales promotion while internal variables refer to novelty fashion consciousness and fashion involvement.

CHAPTER 1: INTRODUCTION

1.0 Introduction

This study was intended to identify the factors which influence on the intention of young generation towards purchasing of fashion apparel. A scope regarding to the background of study, problem statement, research objectives, research questions, significance of study and chapter layout was covered in this chapter.

1.1 Background of Study

1.1.1 Definition of Young Generation

Generation refers to a group of individual who share a comparable age and shaped by a specific span of time such as events, trends and development. According to McCrindle (2014), there are three generation which are Generation X, Generation Y and Baby boomers. However, the researcher stated that generation can be defined sociologically rather than biologically. In the research, young generation can be classified as Generation Y and Generation Z and they have same characteristics. Today's generation are shaped by same commonalities whereas they are also active internet users in social media.

This research attempts to focus on young generation between 15 to 35 years old. We are not mainly focus on Generation Y but Generation Z as well, however we will be classified both generation as young generation. We believe that young generation nowadays such as Generation Y have time and money as compared to the young generation 20 or 30 years ago.

It is because most of the young generation, both of the parents are employed, the parents have been able to provide more financial support to their children (Gronbach, 2000). And yet, young generation has more positive attitude towards fashion apparel and higher purchase frequency as compared to Generation X and baby boomers (Pentecost & Andrews, 2010).

1.1.2 Fashion Apparel and Growth

Apparel, in other word refers to what you wear in which it can be described as attires, garments and clothing. While fashion refers to a trend that changes constantly as according to Barnard (2002), consumer's preference or choice on fashion might be varied and it will be changed from time to time. Consequently, "fashion apparel" is best used to describe the clothing, garments, attire or any things that changes according to trend or up to trend clothing, garments or attires. Besides, fashion apparel can be referred as shoes, shoes care products, leather goods such as leather bags and purses. Moreover, it also included accessories, outdoor and sport clothing as well as outdoor and sports shoes (Statista Market Forecast, n.d.). As in other words, apparel is normally consumed to protect, construct identities, and enhance one's physical appearance while presenting it to the outside world which contributes to image presentation (Faust & Carrier, 2009). Clothes and fashionable apparel are widely consumed goods which show the character and identity of individual who wear it (Dodd, Clarke, Baron, & Houston, 2000). Simultaneously, fashion is a prominent practice of people in the society. New apparel, trends and tastes are always the popular topic to be discussed among centuries (Tigert, Ring & King, 1976). Therefore, manufacturers and agencies need to understand the judgement of different groups towards a same brand of fashion apparel (Auty & Elliott, 1998). According to The Business of Fashion and McKinsey & Company (2016), fashion is an important role as it is one of the main's industries that propel the global economy. Fashion

apparel contributes in economy and social terms, such as it provides job opportunities and economy development towards countries.

Nowadays, there are more and more people who concerned about fashion (Vieira, 2010). Fashion can be defined as shoes, leather goods, clothes as well as accessories.

1.2 Problem Statement

Fashion is now becoming a worldwide recognized fact. The fashion industry has a very intensive competition and companies constantly introduce new fashions and styles to consumers every day. But the most inevitable arousal addressed to the problem which motivates consumers to purchase relies on many factors. And yet, some of the information about fashion research is incomplete or fragmented. Hence, comprehensive understandings on the external and internal factors are essential in this sense in order to close the gap.

Young generation are the major portion sources which contribute towards the economy. In 2017, Malaysia's fashion industry has achieved USD 134 million and the amount is expected to be increased by 11.7 % in 2021 with a volume of USD 208 million (Statista Market Forecast, n.d.). According to 2015-16 Outlook for the Retail and Consumer Products Sector in Asia (Yu, et al., 2015), the potential of fashion apparel in Asian market is foreseen to grow rapidly in the next 5 years considering the growing population of young generation and the awareness of western fashion. Thus, researchers take into account to study about factors which contribute towards purchase intention of fashion apparel towards young generation of Malaysia.

The rise of social media had furnish great platform for fashion brand companies to connect and interact with their target consumers as the young generation are more inclined towards these social media platform. Social media is an online applications, platforms and media that aim to stimulate interactions, cooperation as well as content sharing (Universal Maccann International, 2008). According to

Miller, Fabian and Lin (2009), the significant of social media relies on the reciprocal actions between consumers and community while facilitation of interactive, immediate through low-cost medium. Fashion marketers could made good use of medium as a communication channel to reach out the young targeted consumers. Social media marketing could be seen as additional unique and innovative elements in fashion apparel industry and as according to Kim and Ko (2010), it does contribute positively towards purchase intention. Hence, there is a need to study on the external arousal of these social media marketing towards young generation's intention to purchase on the fashion apparel.

There is no doubt that young generation has higher purchasing chances but some of them do not have high purchasing power as most of them are either students or unemployed. Hence, sales promotion is a tactic which fashion apparel companies could implement as it could probably attracts these portions of target consumers to purchase. Besides, sales promotions are flexible to integrate with any communication media such as social media platform to better reach among young consumers. According to Himawan and Abduh (2015), stated online promotion strategy can be considered to increase purchase intention as such sales promotion is inevitable to be carried out for this study.

The internal arousal could relies on many factors from different perspectives, and questions addressed such as who are the one and why they willing to consume and purchase on fashion apparels has to be investigate deeper in order to better understand their target market. As young generation, they are more inclined and interested towards fashion whereby are in process to search and create their self through fashion apparel. Instead, fashion involvement is best to conform to these types of consumers. Seo, Hathcote and Sweaney (2001) stated that consumer hold more positive intention towards purchasing fashion product or apparel if they choose and decide the new fashion on the basis of their choice and interest. On the other hand, they might hold stronger sense of novelty-fashion consciousness and are willing to experience new things in terms of fashion and apparel. Browne and Kaldenberg (1997) stated that consumer with high fashion conscious might be attracted by fashionable clothing and would spend a long span of time to buy at those products. The psychological arousal and internal personal traits are

extremely important for them to make purchase decision. Indeed, the internal arousals fashion involvements and novelty-fashion consciousness could provide a better understanding for the fashion marketers and business to better understanding the types of their consumers and their personality traits as well. So, it has to be investigating further to on the correlation between these factors and young generation's intention to purchase on fashion apparel.

1.3 Research Objective

1.3.1 General Objective

The core objective of this research is to identify factors that contribute in influencing the purchase intention of young generation towards fashion apparel.

1.3.2 Specific Objectives

1. To investigate significant influence of social media marketing towards young generation's purchase intention in fashion apparel.
2. To investigate significant influence of sales promotion towards young generation's purchase intention in fashion apparel.
3. To investigate significant influence of novelty- fashion consciousness towards young generation's purchase intention in fashion apparel.
4. To investigate significant influence of fashion involvement towards young generation's purchase intention in fashion apparel.

1.4 Research Question

What are the key factors that influence the purchase intention among young generation towards fashion apparel?

1. Does social media marketing impact on purchase intention among young generation towards fashion apparel?
2. Does sales promotion impact on purchase intention among young generation towards fashion apparel?
3. Does novelty- fashion consciousness impact on purchase intention among young generation towards fashion apparel.
4. Does fashion involvement impact on purchase intention among young generation towards fashion apparel.

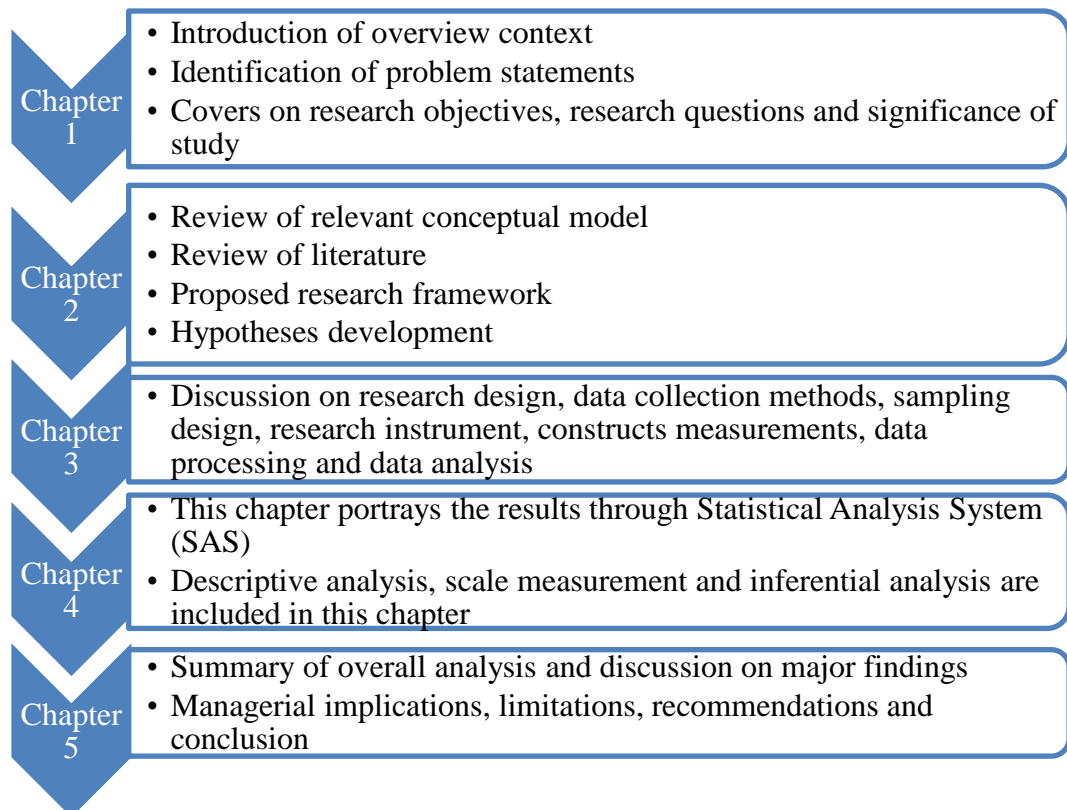
1.5 Significance of Study

This research study proposed 4 factors which refer to internal and external factors that assess the issues which might influence purchase intention among young generation towards fashion apparel in Malaysia context. In which external factors can be defines as effort required or contribution from the external environment while internal factors can be said as contribution from the inner which more focus on the personal traits or ability of consumer. Therefore, external factors refer to social media marketing, sales promotion while internal factors refer to novelty-fashion consciousness and fashion involvement. These might contribute marketing ideas for fashion marketers in Malaysia in terms of providing relevant knowledge and information for them to better understand the targeted domain consumer who are the young generation in Malaysia. Hence, they could segment their targeted potential consumers accordingly with the internal factors which refers to the consumer's traits and behaviour while held and position their market precisely based on the external factors such as preference of media, marketing communications channels, marketing tools and other relevant strategies to cues the purchase intention of their consumer towards their product. It is crucial for

business to best know the market trends and increases the potential of their marketing effort whereby increase sales. Thus, external and internal factors are equivalent important to understand their thought. Marketing fashion apparel precisely represents both opportunities and challenges for business which interested in capturing the mainstream market in which young generation are those who contributes majorly towards the economy worldwide. Hence, firm and business in fashion industry might use this paper as guidance for further enhancement and understand the opportunities and potential underlying. Rather, they can serve the findings in this paper as benchmark to improve their business and have a close analysis on possible areas they could have missed.

1.6 Chapter Layout

This research study consists of 5 chapters:



1.7 Conclusion

Fashion trend, the growth of fashion apparel industry, research target respondents, young generation and their purchase trend and intention have been discussed in this chapter. This research aims to study the significance influence of external factors, social media marketing, sales promotion and internal factors, novelty-fashion consciousness, fashion involvement towards the purchase intention of fashion apparel among young generation in Malaysia. The review of related literatures and conceptual models which are relevant to this research study will be further discussed in the following chapter.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, it included the documentation of a comprehensive review of relevant journals and past studies from secondary sources. Discussion included the explanation of the variables in this study, survey the relationship between social media marketing, sales promotion, novelty-fashion consciousness, fashion involvement and young generation's purchase intention towards fashion apparel in Malaysia. Whilst, review on relevant conceptual model, proposed research framework and short conclusion was drawn in this chapter.

2.1 Review of Relevant Conceptual Model

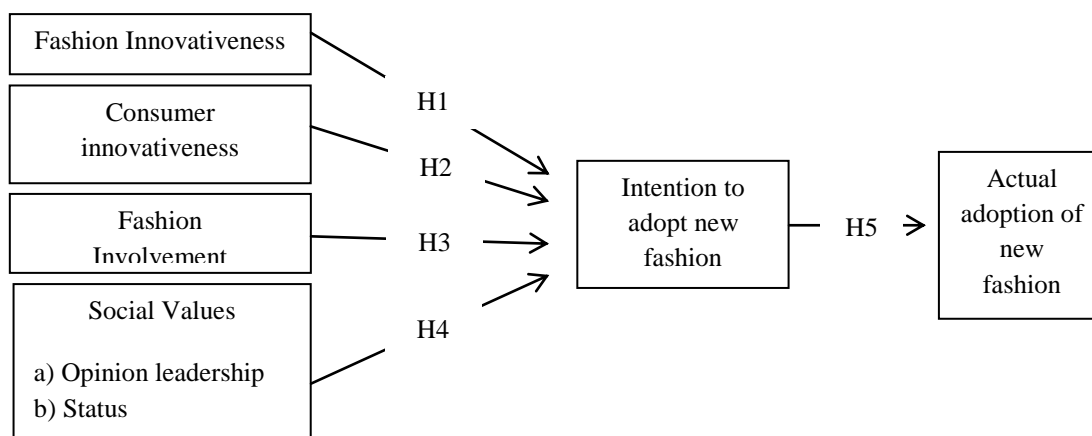


Figure 2.1.1 Conceptual framework of Rahman, Saleem, Akhtar & Khan (2014)
Adapted from: Rahman, S. U., Saleem, S., Akhtar, S., Ali, T., & Khan, M. A. (2014). Consumers' Adoption of Apparel Fashion: The Role of Innovativeness, Involvement, and Social Values. *International Journal of Marketing Studies*, 6(3), 49-64.

According to Rahman, Saleem, Akhtar & Khan (2014), the relationship between independent variables which are fashion innovativeness, consumer innovativeness,

fashion involvement and social values and dependent variables, adoption of new fashion shown in Figure 2.1.1 This conceptual framework acts as a base model; ideas were adopted from the model.

Fashion involvement was clearly reflects on the degree in which the purchase intention of the consumer will be influenced by the involvement of consumer involved in fashion. Therefore, an independent variable, **fashion involvement** was chosen as regarding to the paper as the hypotheses is supported. Fashion involvement has a positive correlation towards the intention of customers to take on new apparel fashion.

Meanwhile, fashion innovativeness enable consumer to have intention in adopting new fashion while consumer innovativeness enable consumer to develop experience by adopting new things. Thus, novelty-fashion consciousness was derived and adopted from the model as it was found to have similarity in between. Another finding from Khuong and Tran (2015), figure 2.1.2 stated that novelty-fashion consciousness has significant relationship towards impulse buying and the hypothesis was positively influence towards impulse buying. Impulse buying refers to behaviour where consumer experiences unexpected, often powerful and tenacious urge to purchase on something directly while purchase intention is a thought form to purchase on something. As such we adopt the idea from the study and **novelty-fashion consciousness** was chosen as our independent variables to indicate the impact on purchase intention in fashion apparel for our research study.

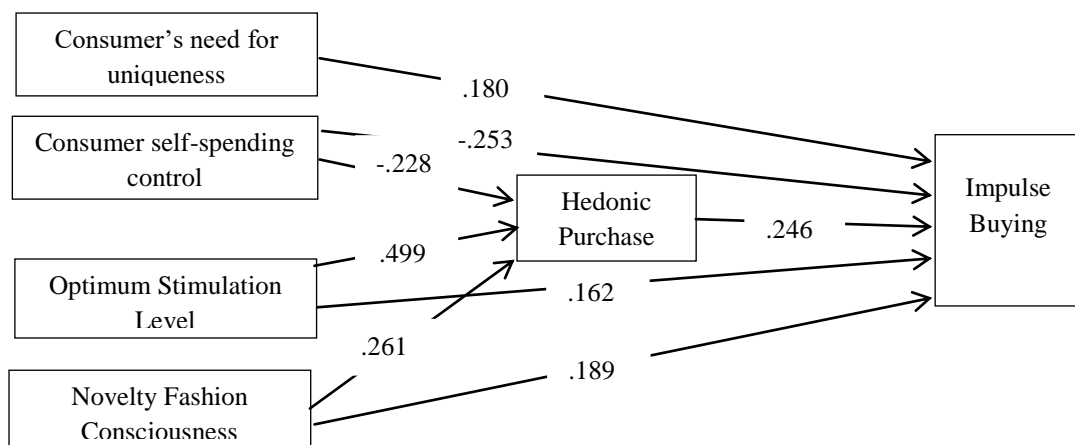


Figure 2.1.2 Conceptual Model of Khuong and Tran (2015)

Adapted from: Khuong, M. N., & Tran, T. B. (2015). Factors Affecting Impulse Buying toward Fashion Products in Ho Chi Minh City — A Mediation Analysis of Hedonic Purchase. *International Journal of Trade, Economics and Finance*, 6(4), 223-229.

Subsequently, from figure 2.1.1 social value which includes status and opinion leadership was proven to have positive relationship towards the adoption of new fashion. As such, we adopted the idea and derived social media marketing to further investigate as it involved word-of-mouth, review, rating, comments and opinions from users, fashion bloggers and influencers.

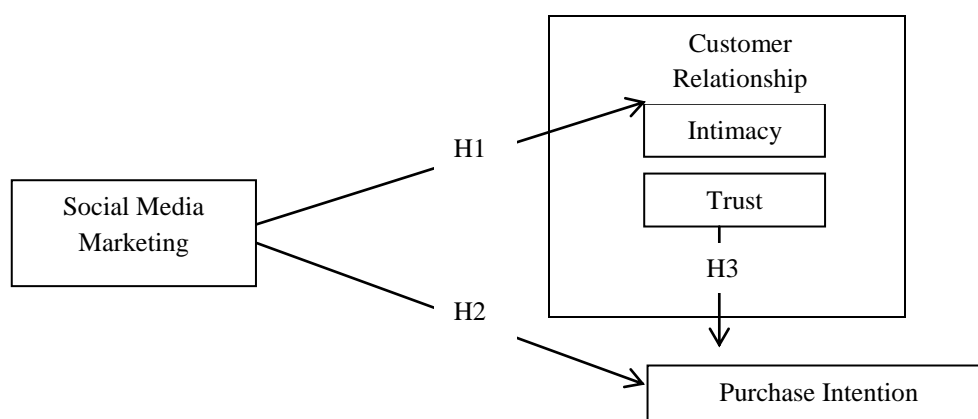


Figure 2.1.3 Conceptual Model of Kim and Ko (2010)

Adapted from: Kim, A.J., & Ko, E. ((2010). The impact of design characteristics on brand attitude and purchase intention: focus on luxury fashion brands. *Journal of the Korean Society of Clothing and Textiles*, 34(2), 252-265.

Besides another finding from figure 2.1.3 (Kim & Ko, 2010), the independent variable refers to social media marketing while dependent variables refer to customer relationship and purchase intention yet has proven to have positive relationship in between. Therefore, the independent variable adopted is **social media marketing** while dependent variables chosen from the model is **purchase intention**. Social media is a platform, online application media aims to share the content, to have interaction and cooperation (Universal Maccann International, 2008). According to Miller, Fabian, and Lin (2009), the two way flows of consumers and the community, the interactive, immediate and low-cost communications help to promote the significant of social media. Furthermore, the

advancement of social media has enhanced the brands and increased the purchase intention of consumer. Purchase intention can be said as the possibility of consumer to purchase something henceforward. According to Ko, Kim, and Zhang (2008), a firm is needed to understand the purchasing behaviour of consumer in order to fascinate and keep the customers. The result indicates social media marketing was positively correlated with purchase intention.

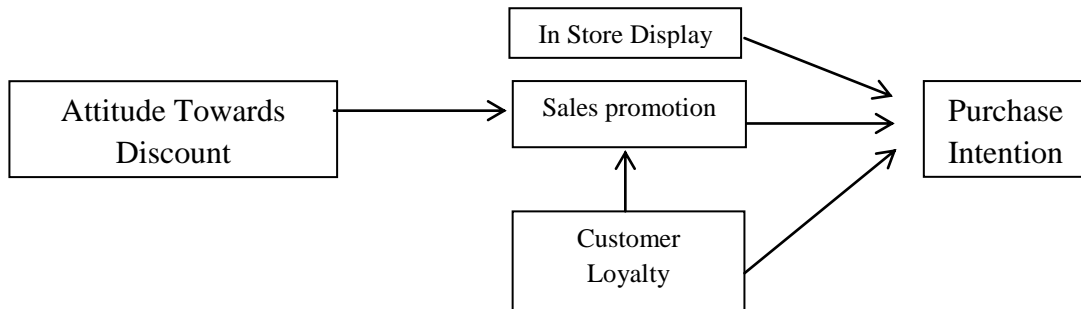


Figure 2.1.4 Conceptual framework of Akhter, Rizwan, Shujaat & Durrani (2014)

Adapted from: Akhter, S., Rizwan, M., Shujaat, S., & Durrani, Z. (2014). The impact of retail shoes sales promotional activities on ladies' purchase intention. *Journal of Public Administration and Governance*, 4(2), 166-178.

Lastly, another variable, sales promotion was derived and adopted from figure 2.1.4 (Akhter, Rizwan, Shujaat & Durrani, 2014). This model is to determine the relationship between attitude towards discount, in store display, sales promotion and customer loyalty towards purchase intention. From the findings, it shows significantly positive relationship between sales promotion and purchase intention. According to researchers, most of the respondents responded that they are motivated by sales promotion when making purchase. Hence, this independent variable, **sales promotion** will be adopted in our research for further understanding.

2.2 Review of Relevant Literature

2.2.1 Dependent Variable: Purchase intention

Purchase intention refers to an individual will attempt to purchase when the particular product meet the need of the person (Fishbein & Ajzen, 1975). However, according to Egorova, Grudieva, Morinez, Kube, Santos, Da Costa and Antranikian (2007), purchase intention is a situation in which consumer will tend to buy a particular product in a certain condition. Meanwhile, the purchase decision of customer is complicated whereby purchase intention has a close relation with many internal and external motivations during the purchasing process (Gogoi, 2013). According to Assael (2004), customer's intention to repurchase can be explained as purchase intention as well. Consumer with high purchase intention could lead to higher consumer action and intention to purchase a product (Conner & Armitage, 1998).

2.2.2 Independent Variable: Social Media Marketing

Social Media

Social media consider as an online platforms and communication channels that employed by society to share information, observations, profiles and the media itself (Ahmad, Ashiq & Salman, 2015). It also accelerates interactions and communications between distinct categories of people across the globe.

Nowadays, social media is a famous tool to be used in connecting fashion industry and their customers (M2PressWIRE, 2011). The development of social networking website such as Facebook, Instagram and You Tube are major platform in fashion industry. According to Qualman (2010), young

generations are active in social media sites. Online website is a platform for the young generation to receive information of their favourite fashion brands and their opinions are important towards a brand.

Social Media in Marketing

Social media marketing is used to know the behaviour of online consumers. The print media, television advertising and radio are now take over by the social media advertising as it is a modern marketing campaign. Nowadays, people like to communicate through social networking websites to share information. Consumers are preferred to seek for blog commentary, ratings and follow their friends through Facebook, Instagram and others (Ahmad, Ashiq & Salman, 2010).

Besides, social media helps to build brand image in consumers mind (Apparel Magazine, 2010). According to Stephenson (2009), social media is used by the designer to upload the advertisements and video behind the scene or screenshots and the fashion shows which acts to be human voice for the brand. According to Lee (2009), social networking site such as Facebook is a useful tool for brands to show real time consumer service and get immediate consumer's response in the fashion industry. Blogs and social networks such as Facebook, Instagram and YouTube provide the ways to reach out with audiences.

A natural suit for internet marketing would be the Facebook. Marketer could take benefit via using Facebook by building and improving the brand image and the company's power in the market. Facebook also the most frequently use to create online store within a Facebook frame. Retailers also must make it to user-friendly in order to ease the communication process in sharing the preferences, products, promotions and commentaries and make purchases (Saravanakumar & SuganthaLakshmi, 2012).

Global business companies prefer to utilize Instagram as a promoting tool as it is a famous social media network across the world. According to Dubovik (2013), Instagram is an application on mobile, it enables the users

to share their information such as pictures and videos to the followers on Instagram. In addition, photo or video can be snapped at anytime and anywhere and shared to local and international followers (Jadhav, Kamble & Patil, 2013). According to Bevins (2014), Instagram is a tool for promoting products and services of a company. This is because it is a valid way to promote, also a picture worth a thousand of words (Silva, De Melo, Almeida, Salles & Loureiro, 2013). According to Dennis (2014), the function of “hash tags” (#) in Instagram has contributed an easy way of showing the related photos and videos of a company's products or services. Instagram users can explore pictures and videos that are related to the hash tag by just clicking the hash tags (Dennis, 2014). Today, it is a trend for fashion companies to sign up an Instagram account to promote their products and services. This is because the interaction between the organization and the users are frequently view by the interested followers. Therefore, Instagram helps to improve the relationship between companies and customers as they are paying close attention to the comments.

The conversation and a cost-effective way for marketing activities and business practice is the major success of social media. YouTube is a global platform for informing, joining and inspiring people and it is a main distribution channel for original content creators and advertisers. YouTube is free to access in worldwide, as long as there are internet connected. Therefore, it would be an stunning marketing tool as a part of social media. According to Learmonth (2010), YouTube became a must-buy option for all people who attempt to attain a large volume of viewers, specifically the younger generation.

Social media provides a special marketing communication way (Eagleman, 2013). Social media marketing has utilized these social media applications as an expansion to meet the traditional marketing. Kaplan and Haenlein (2010) stated that online marketing activities help to form information to users. Also, mobile and web-based technologies enables people to share, discuss, co-create and amend the content (Kietzmann, Hermkens, McCarthy & Silvestr, 2011), According to Kim and Ko (2011), businesses

able to predict the future purchase behaviour of their customers more precisely by controlling the user generated content. It also can improve brand post prestige (De Vries, Gensler & Leeflang, 2012), establish awareness, fascinate new clients (Michaelidou, Siamagka & Christodoulides, 2011), raise sales and create loyalty (Castronovo & Huang, 2012).

According to Zarella (2009), social networks enhance the awareness of companies toward a product, which they can have innovation to improve their fundamental marketing programs. Social networks also offered the chance to communicate with customers on a personal level, which is typically hard or impossible to attain through traditional channels.

Social Media Marketing In Fashion Industry

The luxury brands have gained advantages from the formation of social media as it creates word of mouth and viral marketing. Word of mouth (WOM) influences most of the customers (Arndt, 1967; Alreck & Settle, 1995). According to East, Wright and Vanhuele (2008), different people from different groups have their own decision making, even once they have made their own choices, WOM from others are able to change their mind. According to Evans, Jamal and Foxall (2009), WOM is a process of communication that happens between a person with another person, based on brands, services, products, organizations and companies which can influence on the purchase intention of customers.

Therefore, fashion bloggers also play an important role in fashion industry. The term 'blog' was implied from the words "web" and "log" (Rettberg, 2007). They are considers as spiritual leaders and have a voice in fashion industry. Rocamora (2011) stated before as fashion blogs play an important role in this fashion industry. The commencement of fashion bloggers have gave a great impact in fashion industry (Lee, 2009). Therefore, most of the brands are depending on the feedback of fashion bloggers towards their products and it serves as a connection between the brand and their targeted customers. According to Kozinets (2006), blogs

provides a platform to express themselves on internet. Meanwhile, blogging is another chance for the customers to link with their favourite brands. For example, the blog can share some latest fashion finds and outfits of particular brand. According to McQuarrie, Miller and Phillips (2012), blog is the best tool to be used by fashion companies to achieve new or additional customers than previous. In other words, social media is not only a marketing strategy, thus it is a tool to observe the behaviour of customers towards fashion industry. Therefore, social media has welcoming by many fashion companies (Sanand, 2009).

Overall, social media is a modernistic and up-to-date and innovative component to enhance customers' online shopping experience. It provides extra profits to the companies as it is easy for the brands and retailers to reach out their potential customers in a familiar and reachable environment (Oliver, 2008).

2.2.3 Independent Variable: Sales Promotion

According to Kotler and Armstrong (2006), promotion mix also known as marketing communication mix that included personal selling, direct marketing, public relation, sales promotion as well as advertising. It is an important tool to ensure effective communication between company and customers. Target audience get to know what is the service or product offered by the company through promotion mix (The Chartered Institute of Marketing, 2009). Promotion is one of the factors that used to ensure market success as it combines different channels to communicate with customers (Familmaleki, Aghighi & Hamidi, 2015).

Sales promotion normally used to maximize profit in a short span of time (Familmaleki, Aghighi & Hamidi, 2015). It increased the demand of the products as well as the sale of the company (Richard, Gomez & Pofahi, 2012). According to Barone and Roy (2010), the customers will be more favourably towards the company which offers promotion. In another

research also proved that sales promotion is an effective tool to keep loyal customers (Ndubisi & Moi, 2006). According to Xia and Monroe (2004), price promotion contributed monetary saving for the consumers. When a customer needs to buy a specific item, he or she will look for products with promotion price. Therefore, the purchase intention to buy product with promotion is higher than product without promotion. In addition, by using promotion strategy, the possibility of spreading word of mouth is higher (Wirtz & Chew, 2002). Moreover, promotion can be categorized as monetary and non-monetary. Monetary promotion offers price discount for the customers while non-monetary promotion offers free gifts such as buy one get one free for the customers (Lowe, 2010). Examples of monetary promotion are rebates, discounts and coupon while the examples of non-monetary promotion are free samples, distribution of promotional prize, gifts, contests and loyalty program (D'Astous & Landreville, 2003; Alvarez & Casielles, 2005). Monetary promotion usually focused on short term objectives such as enhance their market share while non-monetary is more focused on achieving long term results such as increase their brand image or brand loyalty. However, researcher commented that monetary promotion works more efficient in evoking customer's purchase intention than non-monetary promotion (Kwok & Uncles, 2005; Luk & Tip, 2008).

For industries in the market, price promotion has become a common tactic that use to enhance the short-term sale (Harrison, 2000). Promotion usually used to attract price-sensitive customers, encourage trails, encourage customer to repeat purchase and provide customers added value with the products they purchased (Huff & Alden, 2000). Especially in Malaysia, there are at least 6 promotion will be organized annually as we are a multi-raced country. These sale promotions are often organized to celebrate the festival season of variety ethnic groups which include Hari Raya Adilfitri Sales, Chinese New Year Sales, Christmas Sales as well as Year End Sales. Past study showed that the intention of purchasing of new products is high during a festival season. This applies to all ethnic groups who believe that "New Year, New Luck". This phenomenon has brought a great

opportunity to the fashion industries to promote their products with sale promotions (Tong, Tong & Lai, 2012).

However, companies should understand the trend and culture of the audience in order to attract customer's attention and bring the message effectively (Dunay & Kruegar, 2010). Therefore, social media has become a popular strategy for the company to advertise their products. According to Ye and Zhang (2014), online sales promotion has similar function with traditional sales promotion. Online sales promotion is an activity that used incentive to grow the purchase intention of customers (Pathak, Garfinket, Gopal, Venkatesan & Yin, 2010). The effectiveness of traditional promotion mix was limited while online promotion will be more convenient. With the modern promotion, customers are able to get the latest information with one click of mouse, interactive communication and multimedia. And yet, the space of online promotion is limitless as customers are able to excess global net easily (Stojkovic, 2013).

The advancement of technology is a good chance for the fashion industries to reach out their customers by providing the information for the customers through the modern communication media (Kotler & Armstrong, 2006). Meng (2012) also proved that online marketing has a closed relationship with fashion industry. Online marketing not only provided a platform for the industries to enhance their own image, also provided development to the companies as well as helped in enhance the sale. In order to grab the consumers' attention among the competitors, running online contests is an effective way to foster response from the consumers such as offering them free service or offering promotion on online store (Levy, 2010). This statement is also been supported by other. According to Chandon, Wansink and Laurent (2000), Heilman, Nakamoto and Rao (2002), price promotion can enhance the mood as well as the tendency of the consumers to purchase the products. In addition, consumers nowadays are more active in searching and obtaining coupons through online (Birmingham, 2014).

2.2.4 Independent Variable: Novelty- Fashion Consciousness

Fashion consciousness, a terms which describes the degree of involvement in which a person has with styles or fashion in clothing. An individual does not necessary need to be a fashion innovator or leader either in order to conform to the term “fashion conscious”. Instead, the interest towards apparel, clothing, fashion and even appearance of a person can be described as fashion consciousness (Summers, 1970; Jonathan & Mills, 1982). Novelty- fashion consciousness reflects a characteristic whereby these people love to experience new things whilst they are conscious about things that are novelty and fashionable (Bae, 2004).

Fashion conscious consumers are strategic consumer whereby most of them are fashion adopters as they are interested in fashion, active to search for more fashion information, tried new fashion items as well as they will shop more frequently (Bertrandias & Goldsmith, 2006). A research from Walsh, Henning-Thurau, Wayne-Mitchell and Wiedmann (2001) stated that consumers among German are conscious about new style, desire to update their wardrobe and they are enjoyed in shopping which can describe their level of fashion consciousness. Commonly, high novelty-fashion consciousness person would seek out more fashion and craze with pleasure as well as excitement (Khuong & Tran, 2015). Besides, O'Cass (2004) had found that consumers' confidence was influence by fashion consciousness as the level of intention is developed by the confidence.

2.2.5 Independent Variable: Fashion Involvement

Involvement is said to be as products that relevant to consumers' life and their preference towards the products (Khare & Rakesh, 2010). O'Cass (2004) stated that involvement embraces arousal of motivational or interest

evoked by certain stimulus which showed through properties of drive. Consumers' involvement refers to the identification a person has towards a product (Cohen, 1983) whilst the involvement of product was determined by the personality of a person. Few researchers had unanimously stated that involvement could be a supportive metric which best explains consumer behaviour and segmenting the consumer markets.

A product involvement involves where a person perceives the goods that matter based on the interest, value and effort of consumers that contributed to the products (Bian & Moutinho, 2011). Product involvement can be considered as a framework that used to understand behaviour as well as decision made by consumer (Chakravarti & Janiszewski, 2003). Fashion involvement can be described as the interest of customer in the apparel product category (O'cass & Choy, 2008; Fairhurst, Good & Gentry, 1989; Rhie, 1985; Shim, Morris & Morgan, 1989). According to Kim (2005), the involvement of consumers on certain product will motivate the consumers to search for more information and it can affect their decision making. As such, motives and internal drives to behaviour act as an internal variable which contribute much towards involvement of product, people are willing to spend more time and effort to get to know about something they are interested and it works well in relation with fashion involvements (Houston & Rothschild, 1977; Bloch & Richin, 1983; Antil, 1984). Researchers found a group of students who major in textiles and clothing background tend to have higher impulse buying than students who come from other major background whereas their findings support that fashion involvement might contribute towards positive cues of fashion goods and items (Han, Morgan, Kotsiopoulos & Kang-Park, 1991). Fashion involvement has a tendency for product-specific impulsive buying (Jones, Reynolds, Weun and Beatty, 2003; Seo, et al., 2001) during shopping as it involves strong association with the product.

Self Concept and Fashion Involvement

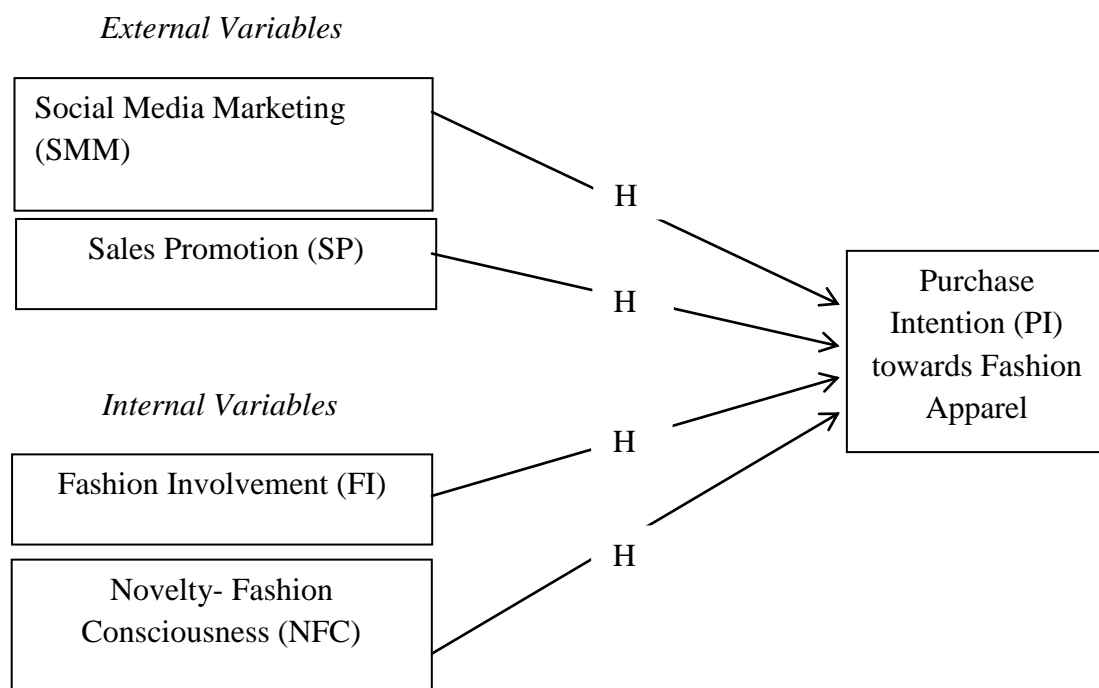
Another finding from Sirgy (1982) also mentioned that the need of customer towards a product, risk perceived and the capability of a product in improving lifestyle and self-image has close relation with the product that consumer involved whereas act as a consequence indeed. Consumer would place value on acquiring fashion apparel to improve their social and self-image. Apparel is a high involvement product category due to its capability that enable individual to portray and communicate his/her attitude or personality (Kapferer & Laurent, 1985; Goldsmith & Emmert, 1991; Kim, 2005; Radder & Huang, 2008). This was also supported by Runyan (1988) which stated that people may intend to purchase products which show their personality and the products that considered high visibility. Research evidence from marketing literature, an individual who need to maintain self-esteem was correlated with materialism, they would purchase products that enhance their appearance (Arndt, Solomon, Kasser & Sheldon, 2004) and with the level of satisfaction people have with their material possessions (Jackson, 1979). Further, Dittmar (1992) also posits that the symbolic meanings of his or her own material possession can influenced an individual's identity, and how the person relates to it.

Women might emphasize on importance in apparel choice as it contributes in enhancing self-image, the current trends and the desired image are the factors to influence the fashion apparel choice. A study from found that self-perception or self-image arouses motivation behaviour through direct or control human performance (Guthrie, Kim & Jung, 2008). A close relation of self-concept evokes cues towards positive purchase intention as people may purchase products or brands that are correspond to their own self-image (Britt, 1966). This has become part of one's self and forming extended-self (Belk, 1988). As such, consumer's possession of could be seen in order to confirm their self-image while sought after in shaping ideal-self. Additionally, self-concept can be claimed to have greatest connection to fashion products as the clothing is important in forming and self-exhibition (Davis, 1985; Evans, 1989; Lurie, 1981).

2.3 Development of Research Framework

From our review on available theories and literatures, we have found that many factors that may influence the purchase intentions of fashion apparel which vary in different context. However, we had decided to use 4 predictors to determine the fashion purchase intention. Therefore, we incline to integrate these variables into a single proposed research framework.

Figure 2.3: Proposed Research Framework



Source: Developed for Research

In Figure 2.3, a research framework was developed. There are 4 independent variables for this research study and they are group into 2 groups which are external variables and internal variables to prompt a better understanding. Thus, external variables can be defined as effort required or contribution from the external environment while internal variables can be said as contribution from the inner which more focus on the personal traits or ability of consumer. The external variables refer to Social Media Marketing (SMM), Social Promotion (SP) while internal variables refer to Novelty- Fashion Consciousness (NFC) and Fashion

Involvement (FI). Thus, the outcome of the study, dependent variable would be the intention of purchase towards fashion apparel.

2.4 Hypothesis Development

2.4.1 The relationship between SMM and PI

Social media marketing was proven to have influence on customers' purchase intention in fashion industry. Social media marketing is important to interact and communicate with customers (Miller, Fabian, and Lin, 2009). Moreover the increasing of use of social media in marketing will affect the customers' purchase decisions. According to Ko (2010), social media marketing had a positive influence on purchase intention.

H1: Social media marketing has significant influence towards young generation's purchase intention in fashion apparel.

2.4.2 The relationship between SP and PI

According to Pathak, Garfinkel, Gopal, Venkatesan and Yin (2010) online sales promotion is one of the methods which include all kinds of motivation to stimulate their target market and increase target customers' purchase intention to the particular products and services. Thus sales promotion can significantly effects customers' behaviour and purchasing decisions (Neslin, 2002). In apparel cases, social media is the right place to put promotion strategy so to create a positive responds among youth. Thus, online promotion strategy can be considered to increasing the purchase intention (Himawan & Abduh, 2015).

H2: Sales promotion has significant influence towards young generation's purchase intention in fashion apparel.

2.4.3 The relationship between NFC and PI

According to Khuong and Tran (2015) an individual with high novelty-fashion consciousness would keep up with latest fashion trends and love to try new fashion apparel. Fashion consciousness will impact customers' confidence and influence their intention to adopt new fashion trend (O'Cass, 2004). Fashion conscious consumers are early fashion adopters and they are interested and curious in fashion, active to search for fashion information, often shopping and they are more willing to try latest fashion product as to others (Bertrandias & Goldsmith, 2006; Iver & Eastman, 2010). Fashion conscious consumers are more favour towards fashion clothing and willing to spend more time in purchasing the products (Browne & Kaldenberg, 1997).

H3: Novelty-fashion consciousness has significant influence towards young generation's purchase intention in fashion apparel.

2.4.4 The relationship between FI and PI

Fashion involvement has become a strong factor to influence impulsive buying while shopping (Jones, et al., 2003; Seo, et al., 2001). Involvement gave impact on consumer's buying behaviour the most. For instance, consumer will have more purchase intention to buy the new fashion that selected and interested (Seo, et al., 2001). O'Cass (2000) founds that fashion involvement has close relation with the consumer's personal characteristics which reflects about his/her fashion knowledge, resulting in helping them to create their intentions to have new fashion. Consumer

involvement in the fashion clothing product category can be used to explain consumers' purchase behaviour. If the individual rated the fashion positively, it comes with trial and adoption (O'Cass, 2000; O'Cass & Choy, 2008; Auty & Elliot, 1998; O' Cass, 2004; Michaelidou & Dibb, 2006). .

H4: Fashion involvement has significant influence towards young generation's purchase intention in fashion apparel.

2.5 Conclusion

The research framework and hypotheses proposed were established based on the past studies and conceptual model reviewed. Research methodology will be discussed further in the next chapter.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Chapter 3 is discussing about the alternatives to use to collect the data. Methodology is applied to analyse hypotheses and research questions.. Meanwhile, the pilot test is conducted and the methods of data analysis are tested in this chapter.

3.1 Research Design

Research design refers to blueprint strategy showing the description of processes (Smith & Albaum, 2012). Research design is used to detail outline how an investigation will take place. Research design typically includes data collection method, which and how tools can be function to help in investigating data.

3.1.1 Descriptive Research

Descriptive research generally provides information which related to characteristics of population being studied (Burns & Bush, 2010). It was adopted to discover young generation's purchase intention toward fashion apparels. Besides that, the relationship between the variables is also being analysed.

3.1.2 Quantitative Research

Collecting quantitative data are analysed using mathematical methods (Aliaga & Gunderson, 2002). Quantitative method is adopted to gather appropriate and suitable information from a number of respondents on measuring the young's generation purchase intention towards fashion apparel.

3.2 Data Collection Method

Data collected are separated into two major types, which are primary and secondary. Questionnaire is the alternative to use to collect primary data, meanwhile secondary data was picked up from online databases. For the primary data, we distribute the questionnaire through social media platform: Facebook. Questionnaire will not propose to the public but sending to qualified respondents separately. Thus questionnaires will send to other respondents by selected qualified respondents. Two weeks is needed to collect 300 qualified responses out of 341.

3.2.1 Primary Data

Primary data refers to the information gathered for specific research problems, adopting the steps and methods that fit the research problem (Hox & Boejie, 2005). When conducting the research, questionnaires are distributed to target respondents to gain particular research. In this study 341 sets questionnaires are distributed to respondents in two weeks' time. Data is gathered from respondents which are students or working people in age primarily ranges from 15 to 35 years old.

3.2.2 Secondary Data

Secondary data collection method is used to analyse the non-first hand or data collected by other researchers in their researches before (Russell, 2001). Secondary data is easier to acquire as compared to primary data. Thus, the researchers collected updated and correspond information regarding to the research topic. Typically, the data is collected through online or journal articles from the Internet. Then, hypotheses were formulated regarding the previous studies that have been reviewed. However, these hypotheses to be examined after the collection of survey questionnaires.

3.3 Sampling Design

3.3.1 Target Population

Target population refers to a number of targeted people which significant to analysis and conclusion drawing (Lavrakas, 2008). The target population is young generation (students and working people) who falls between 15 years old to 35 years old. These targeted samples are narrowed down to people who have more consciousness toward fashion trend and their appearance and those who have the intention to buy any fashion apparel in the future.

3.3.2 Sampling Frame and Sampling Location

Sample frame refers drawn sample which means a sub set of targeted population whereas the sampling locations refers to location of population

(Zikmund, Babin, Carr & Griffinet, 2009). Target population in this study is Malaysia's young generation, specific location or places will not be chosen to conduct this survey. The sampling frame is not available because it is impossible to get data and information of a huge numbers of young generations in Malaysia. However, this survey will be distributed through online to respondents which come from various states and cities in Malaysia.

3.3.3 Sampling Element

Universities students and working adult in Malaysia who have the purchase intention on fashion apparel are the target respondents in this research. This study will be conducted through online survey.

3.3.4 Sampling Technique

There are two major sampling techniques can be used to analyse the sample, they are probability and non-probability sampling (Zikmund, et al., 2010). Non-probability technique was conducted to determine the samples. Non-probability sampling included convenience sampling, judgement sampling, quota sampling and snowball sampling (Zikmund, et al., 2010).

Judgement sampling means the deliberate choice of a researcher due to the qualities the participant possesses. This sampling technique do not need any theory to support and researcher decide what kind of information is needed and who is able to provide the information (Dörnyei, 2007). Online questionnaire is distributed through social media platform-Facebook to qualified respondents based on the judgement of researchers. Thus snowball sampling is adopted to select and filter the respondents. Snowball sampling refers to a qualified respondent invites other qualified respondents who is similar with them and fulfil the requirements of the

targeted sample (Berg, 2006). Chosen respondents will share the questionnaire to their friends or relatives who are fulfil the qualifications.

3.3.5 Sampling Size

According to Roscoe (1975), sampling size between 30 to 500 is the most appropriate for majority studies. Target sample in this study is 341 respondents and only 300 qualified responses. Respondents were answered the question based on their purchase intention toward fashion apparel. Before running the actual survey, 30 pilot test samples will be conducted to test the questionnaire's reliability.

3.4 Research Instrument

Aaker, Kumar, Day, Lawley, and Stewart (2007) stated that self-administered survey is a questionnaire that respondents do not need any assistance and interview to complete the questionnaire. Questionnaires are distributed and send to respondents through online channel. Online surveys have been selected because it is the easiest way to reach to respondents.

3.4.1 Purpose of Using Questionnaire

Hair, Money, Samouel and Page (2003) mentioned that questionnaire enable people to show their opinions, ideas or feelings toward certain issues. Thus the questionnaire helps to collect information and data in a standardized manner. Questionnaire can fasten the information collection's process, thus it can also simplified the collection process.

3.4.2 Questionnaire Design

Structured questionnaire is adopted and published on the social media site such as Facebook. Respondents required answering the questions from a number of options given. There are two main sections on this questionnaire, see Appendix C.

In the first section, Section A, respondents are required to answer some general questions which related to their personal information such as gender, age, marital status, ethnicity, highest academic qualification, incomes and employment status. These questions are able to draw respondent's demographic profile more accurately.

In Section B, questions are designed to seek on respondents' views towards the factors that influence young generation's purchase intention towards fashion apparel. In the last part of this Section B, questions were designed to identify the dependent variable, the purchase intention of young generation toward fashion apparel. Respondents are requested to choose from a set of multiple choices questions in questionnaire given.

3.4.3 Pilot Test

A total amount of 30 pilot tests will be conducted to complete the analysis. Malhotra (2006) stated that pilot test is giving chances and opportunities to revise on process of data collection and instrument as well. This revision is able to make sure that appropriate questions will be asked, right and true answer will be collected and this data collection method is useful. Thus pilot test can avoid any mistakes and errors in the actual survey questionnaires. 30 sets of questionnaires will distribute during this pilot test stage to collect data. In this study we distribute the questionnaires to 30 University Tunku Abdul Rahman's students to collect the data. Respondents are required to give their comments toward this questionnaire.

According to Hair, Money, Samouel and Page (2003) Rules of Thumb Cronbach's Alpha Coefficient Size, the alpha coefficient value in less than 0.6 is under poor strength of association while 0.9 and above is the best result which is excellent strength of association.

Table 3.1: Rules of Thumb about Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
Less than 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 and above	Excellent

Table 3.2: Result of Pilot Test

VARIABLES	CRONBACH VALUE
Social Media Marketing	0.722
Sales Promotion	0.858
Novelty-Fashion Consciousness	0.857
Fashion Involvement	0.757
Purchase Intention	0.781

According to table 3.2, Cronbach's alpha values for social media marketing, sales promotion, novelty-fashion consciousness, fashion involvement and purchase intention are between 0.7 to 0.9, which means the pilot test of the questionnaire is acceptable because they are good and very good in the strength of association.

3.5 Construct Measurement

This study involve the measurements of four independent variables which are social media marketing, sales promotion, novelty-fashion consciousness and fashion involvement toward the dependent variables which is young's generation purchase intention toward fashion apparel. These variables were measured by using questionnaires in which the respondents are required to answer based on their own opinions and perceptions.

3.5.1 Measurement Scale

Scale of measurement is a method to analyse and categorize the variables (Forsythe, Liu, Shannon & Gardner, 2006). The questionnaire for this study consists of two sections which are demographic profile for the respondents and their opinions towards social media marketing, sales promotion, novelty-fashion consciousness, fashion involvement and purchase intention toward fashion apparel.

Table 3.3 Questionnaire Structure

Questionnaire	No. Items
Qualified Question	3
Section A-Demographic	7
Section B-Social Media Marketing	7
Sales Promotion	6
Novelty-Fashion Consciousness	7
Fashion Involvement	6
Purchase Intention	7

In the first page of the questionnaire, there are three qualified questions to filter out the right targeted respondents.

In section A, questionnaire is applied nominal and ordinal measurement of scale. Nominal scale is used to the investigate gender, marital status, ethnicity, academic level and employment status. On the other hand, ordinal scale refers to the age range and personal monthly income.

In section B, this part consists of the opinions from respondents toward the factors that influence them to make purchase intention in fashion apparel. It comprised of four independent variables which are social media marketing, sales promotion, novelty-fashion consciousness and fashion involvement as well as one dependent variable which is purchase intention on fashion apparel. This section is using ordinal scale which means the questions are created by 5 Likert scale.

3.6 Data Processing

Data process can make sure the questionnaires have been completed accurately. Data processing included the preparing data analysis plan, questionnaire checking, data editing, data coding, data transcribing and data cleaning (Malhotra, 2006)

3.6.1 Questionnaire Checking

Checking and examining the questionnaire can be one significant process to recheck the questionnaire to make sure that this questionnaire is complete (Bajpai, 2011). That is impossible for every questionnaire distributed is acceptable. In this study, some questionnaires are not qualified because they were distributed to those who did not pay attention to every question on this questionnaire, they did not have purchase intention towards fashion apparel or they are not our targeted samples.

3.6.2 Data Editing

This process can ensure and raise the accuracy of the data from respondents because it can recheck the unsatisfied results from the respondents. Zikmund et al. (2009) editing process includes mending the errors after data collection. This process can avoid some errors especially human carelessness.

3.6.3 Coding

Data coding refers to assign a code to each options for the questions. Coding is known as a number to assigned into questionnaires and data that can be key into electronic devices for analysis (Lewis-Beck, Bryman, & Liao, 2004). The coding process includes data interpreting, data categorizing, data recording and data transferring to the data storage media (Zikmund et al., 2009).

3.6.4 Transcribing

Malhotra (2006) said divert data from questionnaire is accessible for further processing. Data that collected from respondents can be keyed in to computers or disks. In this study Statistical Analysis System (SAS) program is used to analyse data. SAS Enterprise Guide 7.1 which developed by SAS Institute is conducted the analysis to better understand the collected data from respondents (Hemedinger, 2014)

3.6.5 Data Cleaning

This process consist of manage missing and examining data. In this study, absence of data occurs when there is no answer provided by the respondents or they had ignored the questionnaire. Data which is not consistence need to be identified and taking a correction action before proceed to next process.

3.7 Data Analysis

After collection of data of 341 sets of questionnaire, 300 qualified data will be analysed by using SAS software.

3.7.1 Descriptive Analysis

Descriptive analysis is a tool to analyse the data which is describe, summarize and turn undressed data into useful data (Zikmund, et al., 2010). It included the frequency distribution, mean, mode, median, range, standard deviation and coefficient of variation. In section A, descriptive analysis has been chosen to analyse demographic profile.

3.7.2 Scale Measurement

3.7.2.1 Reliability Test

This method is used to measure the concept thus helps to examine the 'goodness' of measure (Cavana, Delahaye, and Sekaran, 2001). By using

reliability, the significance of relationship between the variables can be determined as well. The test of reliability is using rules of Cronbach's Alpha Coefficient to determine the result.

Table 3.4 Rules of Thumb of Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
= 0.9	Excellent
0.8 to < 0.9	Very Good
0.7 to < 0.8	Good
0.6 to < 0.7	Moderate
< 0.6	Poor

3.7.3 Inferential Analysis

3.7.3.1 Pearson's Correlation Analysis

This analysis is chosen to determine the relationship between independents variables and dependent variable. Pearson's correlation analysis (r) is applied to measure the importance of young generation's purchase intention towards fashion apparel and independent variables are social media marketing, sales promotion, novelty-fashion consciousness and fashion involvement. The larger the r value , the more importance between the two variables. Thus there is a positive relationship if $r = 1$. In contrast, there is a negative relationship if $r = -1$ between both variables. On the other hand, the r value of '0' refers to that's no relationship between two variables.

For this study, 5% significance level has been selected to analyse hypothesis. According to Malhotra (2006) null hypothesis will be rejected if p value is less than 0.05.

If, $p < 0.05$, reject H_0 and accept H_1
If, $p > 0.05$, accept H_0 and reject H_1

3.7.3.2 Multiple Regressions Analysis

Multiple Regressions Analysis is conducted to investigate the study. This method helps to predict the score on one variable. This method can be used to predict the level of importance of variables. Thus it can also analyse the relationship between variables. To evaluate the relationship among variables, the equation is indicated as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \dots + b_kX_k$$

The multiple regression analysis of this study is as below

$$\begin{aligned} &\text{Yong Generation's Purchase Intention towards Fashion Apparel} = \\ &a + b_1(\text{social media marketing}) + b_2(\text{sales promotion}) + b_3(\text{novelty-fashion} \\ &\text{consciousness}) + b_4(\text{fashion involvement}) \end{aligned}$$

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This study will analyse the results or findings which collected through questionnaires. Statistical Analysis System (SAS) 9.4 version was applied to analyse the information from 300 qualified questionnaires out of 341. The objective of this analysis is to investigate the relationship between all the variables.

4.1 Descriptive Analysis

4.1.1 Survey Responses

Questionnaires were distributed through online social media and there are 341 sets of questionnaires had been collected while 41 set with unqualified answer or incomplete answers. There are 12.02% unqualified questionnaire included 2.3% respondents which is not targeted segment (15-35 years) to answer this questionnaire, 5.3% respondents never bought any fashion apparel before and 12% respondents do not own any fashion apparel. In conclusion there is 90% response rate from all the questionnaires.

4.1.2 Respondents Demographic Profile

In section A 7 questions were prepared under respondents' profile which is gender, age, marital status, ethnicity, education level, monthly income and employment status.

Table 4.1 Demographic Background

Variable	Frequency	Percentage	Variable	Frequency	Percentage
<u>Gender</u>			<u>Highest Academic Qualification</u>		
Female	212	70.67	SPM	66	22.00
Male	88	29.33	Foundation	32	10.67
<u>Age</u>			Diploma	34	11.33
15-17	12	4.00	Degree	164	54.67
18-22	114	38.00	Other	4	1.33
23-27	143	47.67	<u>Personal Monthly Income</u>		
28-32	22	7.33	0-999	187	62.33
33-35	9	3.00	1000-1999	40	13.33
<u>Marital status</u>			2000-2999	40	13.33
Single	264	88.00	3000 & above	33	11.00
Married	35	11.67	<u>Employment Status</u>		
Other	1	0.33	Student	187	62.33
<u>Ethnicity</u>			Employed	97	32.33
Chinese	250	83.33	Unemployed	16	5.33
Indian	25	8.33			
Malay	22	7.33			
Other	3	1.00			

Source: Developed for the research

According to table above, it showing in this research has 88 male respondents and 212 female respondents to be tested. Female contributed 70.67% while male contributed 29.33% of the sample.

The respondents' age range between 23 to 27 years old contributed for the highest proportion among 300 respondents, which is 47.67% or 143 respondents. 12 respondents or 4% are at the age group of 15 to 18 years old. The 18 to 22 age group has of this study 114 respondents or 38% while in age group between 28 and 32 years old has 22 respondents or 7.33%. There are only 9 respondents or 3% falls in age group 33 to 35 years old.

According to table above, respondents who are single contributed the highest percentage that is 88% or 264 respondents out of 300 respondents. Next, that is followed by married respondents which made up to 11.67% or 35 respondents among 300 respondents. There are only 1 respondents or 0.33% is in other category of marital status.

Table 4.1 above stated Chinese have the highest percentage among 300 respondents which is 250 respondents or 83.33%. Next, it follows by 8.33% or 25 Indian respondents and 7.33% or 22 Malay respondents. Lastly, the lowest proposition is respondents which came from other races, which are 3 respondents or 1%.

Most of the respondents are degree holder which consists of 164 respondents or 54.67% among 300 respondents and it follow by SPM holders which consist of 66 respondents or 22%. There are 32 respondents or 10.67% are foundation holders and 34 diploma holders or 11.33%. Lastly there are only 4 respondents or 1.33% come from other education level.

Majority of the respondent have a low monthly income (below RM 1,000) which has 187 respondents or 62.33%. There are same amount of respondents came from range between RM1,000 to RM 1,999 and RM 2,000 to RM 2,999, which are 40 respondents or 13.33% for each category. Lastly, 33 respondents or 11 % personal monthly income level at range RM 3,000 .

There are 187 respondents or 62.33% are students which consist of 187 respondents or 62.33%. Next, respondents who are employed consists of 97

respondents or 32.33% and there are only 16 respondents or 5.33% are unemployed.

4.2 Scale Measurement: Reliability Test

Table 4.2 Cronbach Coefficient Alpha

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.897675
Standardized	0.900196

Source: Developed for the research

According to Malhotra (2006), the alpha coefficient range between 0.8 to 0.9 have a very good result in strength of association. The standardized alpha value is 0.900196 which means the questionnaire considers very good in reliability and consistency.

Table 4.3 Reliability Test

Variable	Standardized Variables		No. of Item
	Correlation with Total	Alpha	
SMM	0.751061	0.878420	7
SM	0.724305	0.884217	6
NFC	0.726466	0.883751	7
FI	0.750676	0.878504	6
PI	0.807136	0.866050	7

Note: SMM: Social Media Marketing
 SP: Sales Promotion
 NFC: Novelty-Fashion Consciousness
 FI: Fashion Involvement
 PI: Purchase Intention

Table above shows the purchase intention is adequate with 0.866 alpha values. The Cronbach' Alpha value for independents variables for this study, SMM is 0.878, SM is 0.884, NFC is 0.884 and FI is 0.879. This table conclude independents variables alpha value are larger than 0.7, so this is reliable and consistent.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient

Table 4.4 Pearson Correlation Coefficient Analysis

	SMM	SP	NFC	FI	PI
SMM	1.0				
SP	0.63322***	1.0			
NFC	0.66249***	0.56386***	1.0		
FI	0.61476***	0.63422***	0.59820***	1.0	
PI	0.66118***	0.66468***	0.67758***	0.72338***	1.0

Note: SMM: Social Media Marketing
 SP: Sales Promotion
 NFC: Novelty-Fashion Consciousness
 FI: Fashion Involvement
 PI: Purchase Intention
 *** $p < .001$.

Agnes (2011) stated that that is no or negligible relationship if range below 0.2, that is low degree of relationship if the range is between 0.2 to 0.4, if range is between 0.4 to 0.6 that is moderate relationship, that is marked degree of relationship if range is between 0.6 to 0.8 while there is high correlation if range is 0.8 and above.

From Table 4.4, results showed that ranges of all independent variables are in range between 0.6 to 0.8, social media marketing (0.66118), sales promotion (0.66468), novelty-fashion consciousness (0.67758) and fashion involvement (0.72338), which means there are marked degree of correlation between all independent variables and purchase intention.

4.3.2 Multiple Regression Analysis

Table 4.5 Analysis of Variance

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	83.11713	20.77928	143.06	<.0001
Error	295	42.84716	0.14524		
Corrected Total	299	125.96429			

Note: Predictors: Social Media Marketing, Sales Promotion,
Novelty-Fashion Consciousness, Fashion Involvement
Dependent Variable: Purchase Intention

Table 4.5 stated F-value is 143.06 with the significance probability associated with (Pr>F) of <.0001 which P-value<0.05. It means all independent variables in the linear regression model are suitable and able to show the variation in young generation's purchase intention toward fashion apparel

Table 4.6 Model Summary

Root MSE	0.38111	R-Square	0.6598
Dependent Mean	4.00714	Adj R-Sq	0.6552
Coefficient Variance	9.51076		

Note: Predictors: Social Media Marketing, Sales Promotion,
Novelty-Fashion Consciousness, Fashion Involvement
Dependent Variable: Purchase Intention

Based on table above R^2 is 0.6598, it means 65.98% of the independent variables is significant to analyse and investigate regression line. Thus 65.98% of purchase intention toward fashion apparel of young generation is significantly influenced by independent variables (social media marketing, sales promotion, novelty-

fashion consciousness and fashion involvement). R-square > 0.4 is considered acceptable as stated by Bonate (2005). The adj R² of 0.6552 indicates the strength of all independent variables to influence the dependent variable, the purchase intention of young generation.

Table 4.7 Parameter Estimates

Parameter Estimates						
Variable	DF	Parameter		t Value	Standardized	
		Estimate	Error		Estimate	
Intercept	1	0.44577	0.15470	2.88**	0	
SMM	1	0.14239	0.04967	2.87**	0.14665	
SP	1	0.19468	0.04567	4.26***	0.20612	
NFC	1	0.21053	0.03996	5.27***	0.25478	
FI	1	0.35400	0.04911	7.21***	0.35009	

Note: SMM: Social Media Marketing
 SP: Sales Promotion
 NFC: Novelty-Fashion Consciousness
 FI: Fashion Involvement
 PI: Purchase Intention
 Dependent Variable: Purchase Intention
 *** p<.001.
 **p<.05.

Table 4.7 shows all the independent variables are significantly influence the dependent variable. The result shows p-value of independent variables is less than alpha value 0.05, the multiple regression equation forms as:

$$\text{Purchase Intention} = 0.44577 + 0.14239(\text{SMM}) + 0.19468(\text{SP}) + 0.21053(\text{NFC}) + 0.35400(\text{FI})$$

According to Table 4.7, the increase of 0.14239, 0.19468, 0.21053 and 0.35400 units respectively happen in purchase intention when there is increase one unit in the performing of social media marketing (SMM),

sales promotion (SP), novelty-fashion consciousness (NFC) and fashion involvement (FI).

4.4 Hypotheses Testing

Hypothesis 1:

Social media marketing has significant influence on young generation's purchase intention towards fashion apparel.

Refer Table 4.7, the value of significant for social media marketing lesser than P-value of 0.05 ($p < 0.0001$). This result shows that social media marketing has significant influence towards the purchase intention on fashion apparel of young generation. Therefore H1 is accepted.

Hypothesis 2:

Sales promotion has significant influence on young generation's purchase intention towards fashion apparel.

Refer to Table 4.7, significant value of sales promotion is lesser than P-value of 0.05 ($p < 0.0001$). It shows sales promotion has significant influence towards the purchase intention on fashion apparel of young generation. Therefore H2 is accepted.

Hypothesis 3:

Novelty-fashion consciousness has significant influence on young generation's purchase intention towards fashion apparel.

Refer to Table 4.7, significant value of novelty-fashion consciousness is smaller than P= value of 0.05 ($p < 0.0001$). This result shows that novelty-fashion consciousness has significant influence towards the purchase intention on fashion apparel of young generation. Therefore H3 is accepted.

Hypothesis 4:

Fashion involvement has significant influence on young generation's purchase intention towards fashion apparel.

Refer to Table 4.7, the significant value of fashion involvement is lesser than P-value of 0.05 ($p < 0.0001$). This result shows that fashion involvement has significant influence towards the purchase intention on fashion apparel of young generation. Therefore H4 is accepted.

4.5 Conclusion

In a conclusion, SAS was applied to analyse 300 sets of data collected from 300 respondents. In this chapter, demographic profile has been tested by descriptive analysis and reliability test had conducted. Furthermore, Multiple Regression Analysis and Pearson Correlation Analysis have been tested and explained the hypotheses of this study. Lastly, further discussion will be discussed in following chapter.

CHAPTER 5: DISCUSSIONS, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 will further discuss and summarized the results that collected in previous chapter. Summary of statistical analysis, discussion on major findings, implication, limitations of the study and recommendations for future studies will be discussed in this chapter.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis-Respondents' Demographic Profile

As according to demographic profile analysis of respondents in Chapter 4, a total of 212 or 70.67% are female while 88 or 29.33% are male. Most of the respondents are in age range between 23 to 27 years old (47.67%), followed by range of 18 to 22 years old (38%), range of 28 to 32 years old (7.33%), range of 15 to 18 years old (4.00%) and lastly 3% for age range of 33 to 35 years old. Furthermore, results showed most of them are single (88.00%), 11.67% of respondents have married and only 0.33% is other category of marital status. Moreover, there are 83.33% of respondents are Chinese, following by Indian (8.33%), Malay (7.33) and other races contributed 1.00% among 300 respondents. Besides, majority of the respondents are Bachelor Degree holders (54.67), following by SPM holders (22%), Diploma holders (11.33%), Foundation holders (10.67%), and other category of academic qualification (1.33%). Meanwhile, respondent who earn below RM999 contributes 62.33% among 300

respondents. There are same proportional for respondents who gain RM1000-RM1999 and RM2000-RM2999 (13.33%) and lastly 11% of high income level. In terms of employment status, 62.33% of them are student; following by employed people (32.33%) and unemployed people consists of 5.33%.

5.1.2 Scale Measurement- Reliability Test

Cronbach Coefficient Alpha Analysis was applied to test the reliability of 33 items including four independent variables, which are social media marketing (7 items), sales promotion (6 items), novelty-fashion consciousness (7 items), fashion involvement (6 items) and dependent variable, purchase intention (7 items). Novelty-fashion consciousness has the highest yet reliable score with alpha of 0.883194. The followings are sales promotions (0.880909), fashion involvement (0.875564), social media marketing (0.873996) and purchase intention (0.863171).

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Analysis

As implied from the results in Chapter4, all four independent variables have a significant yet positive relationship with dependent variables, purchase intention. Fashion involvement had the most significant positive relationship with purchase intention, which is 0.72338, followed by novelty-fashion consciousness (0.67758), sales promotion (0.66468) and social media marketing (0.6618).

The results between Multiple Regression Analysis and Pearson Correlation Analysis are conforming as fashion involvement is the strongest factor which contributes in influencing the purchase intention of young generation towards fashion apparel.

5.1.3.2 Multiple Regression Analysis

According to analysis in chapter 4, the F-value is 143.06 with significant level not more than 0.0001. Therefore, all the hypotheses developed are accepted with a linear equation:

R^2 is 0.6598 represents 65.98% of purchase intention towards fashion apparel of young generation can be influenced by social media marketing, sales promotion, novelty-fashion consciousness and fashion involvement. Fashion involvement has the strongest impact towards purchase intention which is 0.35400, followed by novelty-fashion consciousness (0.21053), sales promotion (0.19468) and social media marketing (0.14239).

$$\text{Purchase Intention} \\ = 0.44577 + 0.14239(\text{SMM}) + 0.19468(\text{SP}) + 0.21053(\text{NFC}) + 0.35400$$

5.2 Discussion of Major Findings

5.2.1 Influence of social media marketing on young generation's purchase intention in fashion apparel

The results reveal there is positive correlation between the social media marketing and purchase intention. Although it is the weakest variable among all variables, it was proven to have significant influence towards purchase intention yet conform to findings from Kim & Ko (2010). The result indicates how significant information and opinions sharing between customers on social media contributes while these causal interactions among users with others seem to create higher purchase intention.

5.2.2 Influence of sales promotion on young generation's purchase intention in fashion apparel

The results declared there is positive yet significant influence between sales promotion and intention to purchase while the young generation are attracted and inclined towards sales promotion. According to Akhter, Rizwan, Shujaat and Durrani (2014) and Dib and Alnazer (2013), sales promotion has positive correlation with purchase intention. The purchase intention of customers tends to be influenced by the sales promotion although they have no prior intention to purchase the specific products (Akhter, et al., 2014). The statement has been proved by other researchers who stated that sales promotion has significantly influenced the preplanned purchase of the customers and gaining more purchase intention among customers (DelVecchio, Henard & Freling, 2006; Dib & Alnazer, 2013).

5.2.3 Influence of novelty-fashion consciousness on young generation's purchase intention in fashion apparel

As implied from the result, novelty-fashion consciousness can be considered as a strong variable since it has significant influence towards purchase intention. It is reliable yet second highest rank among other variables as the major dimension of this variable were investigate comprehensively and the study on the relationship and impact of novelty-fashion consciousness towards purchase intention were proven and conform with the past studies and relevant framework model which adopted. Findings from Bertrandias and Goldsmith (2006), which adopted was clearly proven as consumer with high fashion consciousness are mostly fashion adopters as they have more interest towards fashion. Thus, they would subsequently have tier towards fashion related information searching, shopping motives and evoke their higher purchase intention.

5.2.4 Influence of fashion involvement on young generation's purchase intention in fashion apparel

Fashion involvement has the most significant correlation with the purchase intention as it has the highest rank among other variables. The overall dimension of fashion involvement were carried out comprehensively and investigate further in this study as such, the influence of fashion involvement towards purchase intention was proven to be sufficient and prominent. Hence, this internal arousal was proven to be inevitable towards the purchase intention as O'Cass (2000) stated before, personal traits of the consumer which reflects about an individual's subjective knowledge on fashion was closely related to fashion involvement, resulting in helping them to develop their intentions to adopt new fashion. An individual would proceed to trial and adoption once he or she perceived fashion positively.

5.3 Implication of the Study

5.3.1 Managerial Implication

This study might contribute some managerial implications for the business in fashion industry which had target generation Y as their target population. This study shows social media marketing, sales promotion, novelty-fashion consciousness and fashion involvement have a positive impact on influencing decision of young generation on purchasing fashion apparel. According to this study, firms and marketers are able to generate more powerful marketing strategy by concentrate on these four factors. This study might assist marketers in understanding the trend in fashion market well and enable them to target their segment more precisely, efficiently and effectively.

5.3.1.1 Social Media Marketing

As implied, social media marketing was proven as it positively influence on the purchase intention towards fashion apparel of young generation. Marketing managers from fashion industry are recommended to design unique social media marketing such as advertise and promote their product through email, mobile apps, blog or other social media platform as competitive advantage. Social media had become a must for young generation to collect information. It can be used as a channel between companies and consumers. Therefore social media marketing can helps the company or marketers from fashion industry to gain a high reach to their target population.

5.3.1.2 Sales Promotion

Sales promotion has a positive relationship towards young generation's purchase intention. Sales promotion is able to help company to maximize return on investment in a very short period. As the increasing of competition among the fashion industry, fashion retailers may consider attracting and gaining potential customers by offering sales promotion such as offer coupons and buy 1 get 1 free campaign. And from this study, the young generation perceived positively towards sales promotion and this contribute lots towards their intention of making purchase towards fashion apparel. Marketing managers could adopt this tactics in establishing price-value concept while capture this potential target market and get this opportunity to improve their business development instead.

5.3.1.3 Novelty-Fashion Consciousness

Novelty-fashion consciousness has strong correlation in influencing the purchase intention of young generation towards the fashion apparel and

hence proven this internal factor has conspicuous contributions towards the intention forming process to purchase. High NFC consumer are those who have high fashion sense yet they are searching for something different and unique so it is essential for marketers and business to understand while develop something creative yet innovative to capture this target market to assure success. In contrary to capture the low NFC consumer, they are required to develop in perspectives of quality and value. Marketers, managers or business must not neglect this element in designing or forming their plans as well as strategy for the fashion apparel business.

5.3.1.4 Fashion Involvement

As implied, people who involved more in fashion tend to have higher purchase intention. Therefore, marketers must develop interaction and engagement with their target market in order to involve them more in fashion. It's essential for marketers to create campaigns, events or fashion related activities such as fashion show or integrate innovative elements into their activities to encourage engagement of consumers in fashion. As such, it provides benefits, develop experience while advocate fashion throughout the process which consequently evoke relationship as well as create loyalty among consumer towards fashion brand companies who adopt series of innovated and fresh ideas. These activities, innovation and ideas has to be further develop and plan to arouse the internal tier of consumer to be involved in fashion and subsequently create pathway towards intention to purchase on fashion apparel. Adoption of new fashion helps substantially boost company's sale as consumers are attracted and engaged with fashion issue which provided by marketers.

5.4 Limitations of Study

Many important factors might be effective on influencing the purchase intention of fashion apparel. In this study, the authors only discuss the influence of social

media marketing, sales promotion, novelty-fashion consciousness and fashion involvement towards purchase intention. The comprehensive research model should be discussed in the future study. Next, respondent might have unclear or distinct comprehension about the questions and they might simply answer the questions. Besides, as carrying online survey, we find that 2.3% of our total respondents are not under our targeted segments hence they are not allowed to participate in this study. Therefore, this lengthens and delays our data collection period to collect all 300 sets of accurate data to make a whole. Lastly, by carrying online survey we do not know about the background of the respondents and some of them might not fall under or fulfill our requirements for this research study hence they might contribute inaccurate data.

5.5 Recommendations for future research

As understandings of fashion apparel and perceived importance for consumers, this study had tried its best to explore more on the young generations' intention in purchasing fashion apparel but still research is ongoing subject, indeed it requires gradual refinement. Hence, future research studies are recommended to explore more on the internal and external factors to replicate this study in order to have more comprehensive information in relation to this fashion studies in Malaysia. For enhancement, besides the variables that we proposed, future researchers can extend the research framework by adding other independent variables which might be possible in influencing the purchase intention. For instance, store display can be added in to measure for future studies. As fashion involved a wide context hence future researchers can further explore by narrowing down into luxuries, fast fashion, slow fashion, mass designer's fashion, green fashion and much more others. Additional variables can be extended from this proposed framework to prompt the actual adoption of fashion apparel. Besides, future researchers can carry out more fashion related studies in any other location as the customer behaviour, culture, background, preference and others are different. To overcome unclear comprehensions of respondents, the construction of questions must be in a careful, detailed, direct and easy understanding way. Furthermore, face-to-face

interview with respondents would be better in which the researchers can provide guidance to respondents in participating in the study to prompt for accurate data collection. Besides, researchers can better understand on the background of respondents as they can filter the respondents who do not fulfill the requirements in participating in this study. Yet, researchers are recommended to focus and filter the age range of respondents before sending out the questionnaire. This could ensure and overcome the inaccurate data collected from respondents who are out of the target. Thus, it could fasten the data collection period as well yet obtain more accurate results as if all the data collected are from the targeted respondents.

5.6 Conclusion

On the whole, this research has successfully attained research objectives set earlier which examine the significant influence of social media marketing, sales promotion, novelty-fashion consciousness and fashion involvement towards young generation's purchase intention towards fashion apparel. All independent variables were proven to have significant influence towards the dependent variable yet fashion involvement is the most essential factor which has the solidest impact towards the purchase intention. Subsequently, this study is beneficial for future researchers, marketers, businesses in different perspectives.

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Appendix A: The Original Sources of Measurement

Construct	Adopted from
Social Media Marketing	<p>Saravanakumar & SuganthaLakshmi (2012)</p> <p>Dennis (2014)</p> <p>Learmonth (2010)</p> <p>Zarella (2009)</p> <p>Evans (2009)</p> <p>Kozinets (2006)</p> <p>Lee (2009)</p>
Sales Promotion	<p>Barone & Roy (2010)</p> <p>Xia & Monroe (2009)</p> <p>Tong, Tong & Lai (2010)</p> <p>Birmingham (2014)</p> <p>Stojkovic (2013)</p> <p>Luk & Yip (2008); Kwok & Uncles (2005)</p>
Novelty-Fashion Consciousness	<p>Khuong and Tran (2015)</p> <p>Summers, 1970 and Jonathan & Mills, 1982</p> <p>Bertrandias & Goldsmith (2006)</p> <p>Wash et al. (2001)</p>
Fashion Involvement	<p>O'cass (2008)</p> <p>Fairhurst, Good and Gentry (1989)</p> <p>Rhie (1985)</p> <p>Shim, Morris and Morgan (1989)</p> <p>Kapferer, 1985 and Laurent, 1986;</p> <p>Goldsmith and Emmert, 1991; Kim, 2005</p> <p>Radder and Huang (2008)</p> <p>Runyan (1988)</p> <p>Arndt et al. (2004)</p> <p>Britt (1966)</p>

Source: Developed from research

Appendix B: Definition of Construct

Multi-item Measure	Scale	No. of Items	Sample Items
Social Media Marketing		7	<ul style="list-style-type: none"> • I found that it is easier to make purchase on fashion apparel through e-commerce stores on Facebook. • I can seek fashion inspiration on Instagram through searching relevant hashtag(#) keywords. • I find that fashion vlog (video blog) on YouTube is interesting and I gain much information from that. • I find that subscribing to fashion brand's social media sites help me in gaining new insight about the product offer. • I will review on word-of-mouth, ratings and comments on social media sites before I make a purchase for fashion apparel. • Sometimes I share with friends and/or family about the fashion apparel that I see and like on social media sites. • I can discover latest fashion trends from fashion bloggers.
Sales Promotion		6	<ul style="list-style-type: none"> • I find that company which provides sales promotion can attract my attention. • I find that fashion apparel with sales promotion can increase my purchase intention. • I am always attracted by sales promotion during festival season.

		<ul style="list-style-type: none"> • I will seek for online coupon or promotion before purchasing fashion apparel. • I find that online coupon, discount and rebate are much more convenient than promotion from physical store. • I prefer monetary promotion (offers discount, coupon and rebate) as compared to non-monetary promotion (free gift, free sample, contest and loyalty program) while purchasing for any fashion apparel.
Novelty- Fashion Consciousness	7	<ul style="list-style-type: none"> • I am conscious about fashion trend. • I tend to buy latest fashion products and apparel. • I would love to try new fashion apparel. • I am interested in fashion, I search for more fashion related information. • I shop more often for fashion apparel. • I will spend more times in exploring current fashion when I need to buy any fashion apparel. • I have the desire for up-to-date styles and frequent changes in my wardrobe.
Fashion Involvement	6	<ul style="list-style-type: none"> • I am concerned in the way I present myself and I want myself to look good in anyway. • I am concerned about what others think of me. • I tend to purchase on fashion apparel that could enhance my physical appearance. • I choose fashion apparel according to

		<p>my styles which can represent myself.</p> <ul style="list-style-type: none"> • I will dress up myself for different occasion. • I feel good and confidence when I dress up nicely.
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Purchase Intention	7	<ul style="list-style-type: none"> • I find that social media marketing plays an important role in influencing my purchase intention towards fashion apparel. • I have purchased one or more of the products which I have browsed on social media sites. • Some of my recent purchases were based on information which I found on social media sites. • I prefer to buy at promotion price when make a purchase on any fashion apparel. • I tend to buy more when the fashion apparel offers sales promotion. • I am conscious about fashion and novelty seeking so I would purchase any latest fashion apparel. • I tend to purchase on fashion apparel that makes me feel good in which can represent my style or personality.
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Source: Developed from research

Appendix C: Questionnaire



Questionnaire Survey

University Tunku Abdul Rahman

Faculty of Banking and Finance (FBF)

Bachelor of Marketing

Dear participant,

Survey on Young Generation's Purchase Intention towards Fashion Apparel

We are final year undergraduate students from University Tunku Abdul Rahman (UTAR) who enrolled in Bachelor of Marketing (Hons). Currently, we are conducting a research project entitle '*Young Generation's Purchase Intention towards Fashion Apparel*'.

This survey is conducted as a part of the requirement to complete our final year research projects. Therefore, we invite you to participate in our research as your responses will remain confidential and anonymous. This survey contains only two (2) sections. If you agree to participate in this project, please answer the questions on the questionnaire as best you can. Completion of this survey will take you approximately 10 to 15 minutes.

Once again, thanks for your assistance in this important endeavour. Your cooperation and effort is much appreciated.

Sincerely,

Lam Yu Yi *14ABB07669*

Lee Shun Li *14ABB07353*

Ong Juey Jia *14ABB07528*

Tan Wei Chian *14ABB07381*

Qualifying Question

1. Are you age between 15 to 35?
☐ Yes ☐ No

****Fashion Apparel: Fashion apparel refers to all wearable items, outfits, clothing, outerwear, garments, and attire.***

2. Have you ever buy any fashion apparel?
☐ Yes ☐ No
3. Do you own any fashion apparel?
☐ Yes ☐ No

Note:

1. *This questionnaire consists of **TWO(2)** sections. Please answer **ALL** questions in each section.*
2. *All the information that you provided will be treated in the strictest confidence.*
3. *Please complete the following question by ticking (√) on the relevant option.*
4. *This survey is only opened for people who aged from 15 to 35 years old. If you are not in this aged range, you are required to withdraw from this survey. Thank you for your cooperation.*

Section A: Personal Information

The following questions refer to the personal information of the respondents. Please tick the appropriate box to represent your answer. The information that you provided will be kept confidential.

1. Gender
☐ Male ☐ Female
2. Age
☐ Below 18 ☐ 18-22 ☐ 23-27 ☐ 28-32 ☐ Above 33
3. Marital status
☐ Single ☐ Married ☐ Other:_____
4. Ethnicity
☐ Chinese ☐ Malay ☐ Indian ☐ Other:_____
5. Highest Academic Qualification
☐ SPM
☐ STPM
☐ Foundation
☐ Diploma
☐ Degree
☐ Other:_____

6. Personal Monthly Income/Allowance (RM)

- ☐ 0-999
- ☐ 1000-1999
- ☐ 2000-2999
- ☐ 3000 and above

7. Employment Status

- ☐ Student
- ☐ Employed
- ☐ Unemployed

Section B

This section would be seeking on your opinion regarding to the factors that influence your purchase intention towards fashion apparel. Please choose the appropriate box to represent your answer.

The following questions refer to the usage of social media. Please choose the appropriate box to represent your answer.

1. Do you have any social media account?
- ☐ Yes ☐ No

2. What social media platform do you use regularly? (Can tick more than one)
- ☐ Facebook
 - ☐ Instagram
 - ☐ YouTube
 - ☐ Other

3. How much time do you spend on social media sites per day?
- ☐ Less than 1 hour
 - ☐ 1-3 Hours
 - ☐ 4-6 Hours
 - ☐ More than 6 hours

4. Do you follow any fashion related news on social media sites?
- ☐ Yes
- ☐ No

5. Which social media sites do you usually use to get those fashion related information? (Can tick more than one)
- ☐ Facebook
 - ☐ Instagram
 - ☐ YouTube
 - ☐ Other

Please indicate your opinion with each statement based on the 5 point scale
Strongly Disagree (SD) = 1, Disagree (D) = 2, Neutral (N) = 3, Agree (A) = 4
and Strongly Agree (SA) = 5

No	Social Media Marketing	S.D	D	N	A	S.A
1	I found that it is easier to make purchase on fashion apparel through e-commerce stores on Facebook.	1	2	3	4	5
2	I can seek fashion inspiration on Instagram through searching relevant hashtag(#) keywords.	1	2	3	4	5
3	I find that fashion vlog (video blog) on YouTube is interesting and I gain much information from that.	1	2	3	4	5
4	I find that subscribing to fashion brand's social media sites help me in gaining new insight about the product offer.	1	2	3	4	5
5	I will review on word-of-mouth rating and comments on social media sites before I make a purchase for fashion apparel.	1	2	3	4	5
6	Sometimes I share with friends and/or family about the fashion apparel that I see and like on social media sites.	1	2	3	4	5
7	I can discover latest fashion trends from fashion bloggers.	1	2	3	4	5
No	Sales Promotion	S.D	D	N	A	S.A
1	I find that company which provides sales promotion can attract my attention.	1	2	3	4	5
2	I find that fashion apparel with sales promotion can increase my purchase intention.	1	2	3	4	5
3	I am always attracted by sales promotion during festival season.	1	2	3	4	5
4	I will seek for online coupon or promotion before purchasing fashion apparel.	1	2	3	4	5
5	I find that online coupon, discount and rebate are much more convenient than promotion from physical store.	1	2	3	4	5
6	I prefer monetary promotion (offers discount, coupon and rebate) as compared to non-monetary promotion (free gift, free sample, contest and loyalty program) while purchasing for any fashion apparel.	1	2	3	4	5

Please indicate your opinion with each statement based on the 5 point scale
Strongly Disagree (SD) = 1, Disagree (D) = 2, Neutral (N) = 3, Agree (A) = 4
and Strongly Agree (SA) = 5

No	Novelty- Fashion Consciousness	S.D	D	N	A	S.A
1	I am conscious about fashion trend.	1	2	3	4	5
2	I tend to buy latest fashion products and apparel.	1	2	3	4	5
3	I would love to try new fashion apparel.	1	2	3	4	5
4	I am interested in fashion; I search for more fashion related information.	1	2	3	4	5
5	I shop more often for fashion apparel.	1	2	3	4	5
6	I will spend more times in exploring current fashion when I need to buy any fashion apparel.	1	2	3	4	5
7	I have the desire for up-to-date styles and frequent changes in my wardrobe.	1	2	3	4	5
No	Fashion Involvement	S.D	D	N	A	S.A
1	I am concerned in the way I present myself and I want myself to look good in anyway.	1	2	3	4	5
2	I am concerned about what others think of me.	1	2	3	4	5
3	I tend to purchase on fashion apparel that could enhance my physical appearance.	1	2	3	4	5
4	I choose fashion apparel according to my styles which can represent myself.	1	2	3	4	5
5	I will dress up myself for different occasion.	1	2	3	4	5
6	I feel good and confidence when I dress up nicely	1	2	3	4	5
No	Purchase Intention	S.D	D	N	A	S.A
1	I find that social media marketing plays an important —role in influencing my _purchase intention towards fashion apparel	1	2	3	4	5
2	I have purchased one or more of the products which I have browsed on social media sites.	1	2	3	4	5
3	Some of my recent purchases were based on information which I found on social media sites	1	2	3	4	5
4	I prefer to buy at promotion price when make a purchase on any fashion apparel	1	2	3	4	5
5	I tends to buy more when the fashion apparel offers sales promotion	1	2	3	4	5
6	I am conscious about fashion and novelty seeking so I would purchase any latest fashion apparel	1	2	3	4	5
7	I tends to purchase on fashion apparel that makes me feel good in which can represent my style or personality	1	2	3	4	5

Thank You

Appendix D : One Way Frequencies

One-Way Frequencies

Results

The FREQ Procedure

Gender	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	88	29.33	88	29.33
2	212	70.67	300	100.00

Note: 1= Male

2= Female

Age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	12	4.00	12	4.00
2	114	38.00	126	42.00
3	143	47.67	269	89.67
4	22	7.33	291	97.00
5	9	3.00	300	100.00

Note: 1= Below 18

2= 18-22

3= 23-27

4= 28-32

5= Above 33

Marital Status	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	264	88.00	264	88.00
2	35	11.67	299	99.67
3	1	0.33	300	100.00

Note: 1= Single

2= Married

3= Other

Ethnicity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	250	83.33	250	83.33
2	25	8.33	275	91.67
3	22	7.33	297	99.00
4	3	1.00	300	100.00

Note: 1= Chinese

2= India

3= Indian

4= Other

Highest Academic Qualification	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	66	22.00	66	22.00
3	32	10.67	98	32.67
4	34	11.33	132	44.00
5	164	54.67	296	98.67
6	4	1.33	300	100.00

Note: 1= SPM

2= STPM

3= Foundation

4= Diploma

5= Degree

6= Other

Personal Monthly Income	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	187	62.33	187	62.33
2	40	13.33	227	75.67
3	40	13.33	267	89.00
4	33	11.00	300	100.00

Note: 1= RM0-999

2= RM1000-1999

3= RM2000-2999

4= RM3000 and above

Employment Status	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	187	62.33	187	62.33
2	97	32.33	284	94.67
3	16	5.33	300	100.00

Note: 1= Student

2= Employed

3= Unemployed

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Appendix E : Cronbach Coefficient Alpha

The CORR Procedure

5 Variables: Mean SMM Mean SP Mean NFC Mean FI Mean PI

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
Mean SMM	300	3.88381	0.66851	1165	1.00000	5.00000
Mean SP	300	3.97556	0.68722	1193	1.50000	5.00000
Mean NFC	300	3.75095	0.78547	1125	1.00000	5.00000
Mean FI	300	4.08111	0.64189	1224	2.00000	5.00000
Mean PI	300	4.00714	0.64906	1202	2.28571	5.00000

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.897675
Standardized	0.900196

Deleted Variable	Raw Variables		Standardized Variables	
	Correlation with Total	Alpha	Correlation with Total	Alpha
Mean SMM	0.753186	0.873996	0.751061	0.878420
Mean SP	0.720950	0.880909	0.724305	0.884217
Mean NFC	0.726026	0.883194	0.726466	0.883751
Mean FI	0.748073	0.875564	0.750676	0.878504
Mean PI	0.806357	0.863171	0.807136	0.866050

Appendix F: Pearson Correlation Coefficients

Pearson Correlation Coefficients, N = 300 Prob > r under H0: Rho=0					
	Mean SMM	Mean SP	Mean NFC	Mean FI	Mean PI
Mean SMM	1.00000	0.63322	0.66249	0.61476	0.66118
Mean Social Media Marketing		<.0001	<.0001	<.0001	<.0001
Mean SP	0.63322	1.00000	0.56386	0.63422	0.66468
Mean Sales Promotion	<.0001		<.0001	<.0001	<.0001
Mean NFC	0.66249	0.56386	1.00000	0.59820	0.67758
Mean Novelty-Fashion Consciousness	<.0001	<.0001		<.0001	<.0001
Mean FI	0.61476	0.63422	0.59820	1.00000	0.72338
Mean Fashion Involvement	<.0001	<.0001	<.0001		<.0001
Mean PI	0.66118	0.66468	0.67758	0.72338	1.00000
Mean Purchase Intention	<.0001	<.0001	<.0001	<.0001	

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Appendix G: Multiple Regression Analysis

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	83.11713	20.77928	143.06	<.0001
Error	295	42.84716	0.14524		
Corrected Total	299	125.96429			

Root MSE	0.38111	R-Square	0.6598
Dependent Mean	4.00714	Adj R-Sq	0.6552
Coeff Var	9.51076		

Parameter Estimates						
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t	Standardized Estimate
Intercept	1	0.44577	0.15470	2.88	0.0042	0
Mean SMM	1	0.14239	0.04967	2.87	0.0044	0.14665
Mean SP	1	0.19468	0.04567	4.26	<.0001	0.20612
Mean NFC	1	0.21053	0.03996	5.27	<.0001	0.25478
Mean FI	1	0.35400	0.04911	7.21	<.0001	0.35009

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Linear Regression Results

The REG Procedure

Model: Linear_Regression_Model

Dependent Variable: Mean PI

