

A STUDY OF FACTORS INFLUENCING
GENERATION Y'S PURCHASE INTENTION ON
LUXURY BRAND IN MALAYSIA

LIM JIANG YI
TEE SIH CHING

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

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Y'S PURCHASE INTENTION ON LUXURY BRAND IN
MALAYSIA**

BY

**LIM JIANG YI
TEE SIH CHING**

**A research project submitted in partial fulfillment of the
requirement for the degree of**

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

**FACULTY OF ACCOUNTANCY AND MANAGEMENT
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DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
- (4) The word count of this research report is (estimated) words.

Name of Student:	Student ID	Signature:
1. Lim Jiang Yi	16UKB05317	
2. Tee Sih Ching	16UKB04972	

Date:

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DEDICATION

This work done is especially dedicated to:

Ms Foo Meow Yee

and

To our families and our loved ones,

Thanks for being there when we needed you the most.

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LIST OF ABBREVIATIONS

IV	Independent Variable
DV	Dependent Variable
LB	Purchase intention on Luxury Brand
PQ	Perceived Quality
CE	Celebrity Endorsement
SS	Social Status
SI	Social Influence
SPSS	Statistical Package for the Social Sciences
Std.	Standard
Sig.	Significance

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PREFACE

Nowadays, luxury brand involves varies type of the products and consists of different type of the brand name all around the world. The advancement of the technology has not only bringing those luxury brand companies to the new business trend, but it also make changes toward the Generation Y's purchase intention. Generation Y always feel conscious toward the luxury brand and they always adopt the luxury brand to indicate their personal characteristic and therefore their purchase intention will vary according to the development of social trend. Generation Y always get themselves familiar with varies sort of advanced shopping experience in order to facilitate their understanding towards a particular brand or product. Moreover, different people has different preferences, therefore there are different reasons and factors that influence these group of generation toward purchasing luxury brand.

This research examines the factors that influence the Generation Y's purchase intention towards the luxury brand in Malaysia. Researcher has identified five main factors that affect Generation Y's purchase intention towards the luxury brand. Those factors are including the perceived quality, celebrity endorsement, social status, social influence and brand trust. Through this research study, we are able to become more understand what makes Generation Y willing to impact their intention to purchase the luxury brand.

ABSTRACT

This study aimed to examine the factors influencing the Generation Y's purchase intention on the luxury brand. Purchase intention always be developed and affected by different reasons that what makes the Generation Y that plan to purchase the luxury brand or product in the future. In this research study, our target population will be the Generation Y among Malaysia. We conducted a total of 200 sets of the questionnaire to our target population by using the convenience sampling technique. In order to assess the reliability, the Cronbach's alpha will be used to measure the reliability test. Moreover, the data collected will be analyzed by using the Perason's Correlation and Multiple Regression Analysis. Therefore, based on the results of the research study, the independent variables are perceived quality, celebrity endorsement, social status, social influence and brand trust will be consider as the determinants of the factors influence the purchase intention towards the luxury brand.

Key words: perceived quality, celebrity endorsement, social status, social influence, and brand trust and purchase intention.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The aim of this examination paper is to examine the reasons influencing Generation Y's Purchase Intention toward luxury brand in Malaysia. We want to figure out how the purchase intention can have an effect by perceived quality, celebrity endorsement, social status, social influence and brand trust among Generation Y. Additionally, we will target the Generation Y in our research topic is because they are always aware of the latest luxury brand therefore they have the high consuming strength to consume the luxury brand. By having the variety of the luxury brand this can enable the Generation Y to improve their lifestyle in their daily life. It is clearly understood that the Generation Y has the intention to consume has a noteworthy impact and effect on the business esteem and its future pattern.

1.1 Research Background

1.1.1 Luxury Brand

According to Mamat et.al (2015), indicated that the luxury brand is normally quiet expensive which charge a huge amount of the money for the buyers and it is usaully fit in to niche marketplace. They are bought and embellished by people for a wide range of thought processes. According to Heine. K. (2010), the customer usually characterize luxury brands by price, quality, symbolic meaning, uniqueness, and aesthetics. Luxury brands include handbags, accessories, attire, perfume, watches, and shoes for which simple utilize or show of particular luxury branded items brings a sense of reputation (Gao. L et al., 2009). Examples of luxury brand's names include Chanel, Gucci, Louis Vuitton, Burberry, Coach, Porsche, Mercedes Benz, Ferrari, BMW, Cartier, Tiffany, Dunhill, Hermes, Christian Dior, Rolex and etc. Purchase of the luxury brands can show a feeling of prosperity and accomplishment. The interest of luxury products is on the grounds that they are uncommon, superb, refined and high-class (Bain and Company, 2012).

The luxury brand market are increasing significantly around the world. Based on Bain and Co. (2014), there are almost 500 million of the buyers have been keep on increasing by 66 percent in growing of the level of 2013. The quick developing for the extravagance is to a great degree heterogeneous (Kapferer and Laurent, 2016), which has actuated the need to better appreciate its clients and what influences them to inspire expend the extravagance brands.

Luxury brand product has now keeping increasing in the demand of the developing countries over the years (Narang, 2011). Moreover, the luxury brand market also increasing in the demand of Malaysia's consumers as there have high income level. In July 2015, there is a larger increase of 9.4% of the retail business in Malaysia which is about the total of RM33.6 billion to July 2016. There are some well-known global luxury brand which can found in Malaysia's shopping center that are basically located in Kuala Lumpur such as Midvalley, Pavilion, The Garden Mall, Fahrenheit, Lot 10, (the department of statistics Malaysia, 2016).

1.1.2 Generation Y and Luxury Brand

Generation Y has become major consumers in the fast developing that cope with the brands (Martin and Turley, 2004). The purchasing energy of Generation Y uncommonly influences the economy and this generational partner is exceptionally unique in the commercial center (Noble, Haytko& Phillips, 2009).

Generation Y who are likewise called the millennial was born between the late 1980s and the late 1997s (21-38 years old) which show a vital part in the advancement of the luxury segment in the future (Lindsey Pollak, 2018). There are about 66% of the millennial spend most their time on searching the accurate information about the luxury brands (Wong, 2010). Most the Generation Y often likely to purchase luxury brand is because they wanted to increase their self-image although this group of generation has a low income than the other age group and they often want to look fashionable in the eye of the others.

In view of Fernandez (2009) showed that Generation Y buyers are willing to invest and spend more on luxury brands for more prominent levels of significant worth and taste. Customers who may have extended acquiring power have extended spending on extravagance items especially such as the luxury watch, shoes, handbags and accessories.

The objective of this examination is to inspect Generation Y's utilization for luxury products which negligible show or utilization of specific branded things conveys prestige to owners, beside any useful utility (Vigernon and Johnson, 2004). Therefore, this research purposes to establish causal relationships between variables. The objective of this explanatory research is to explore the relationships between perceived qualities, celebrity endorsement, social status, social influence and brand trust that affect consume's purchase intentions towards luxury brand among the Malaysian Generation Y.

1.2 Problem Statement

The researchers are proposed that how some of the specific competition around the world to fortify client purchase intention towards a brand and also to boost their savor into a brand. Agreeing to Fernandez (2009), Generation Y often has the strong budgetary capacity and ability to pay money to purchase the luxury brand to develop their own personality. Therefore, they have become the major target population for Malaysia marketer. Thus; this study goal is to evaluate the causes influencing purchase intention of the Generation Y for luxury brands among Malaysia.

According to Li (2011), nowadays, generation Y becoming more conscious about the brand and often being fully informed to the current brand or product through the innovative gadget and by the internet. Based on AmitSaha (n.d), online shopping via the internet has become more famous among the consumers as it is easier and convenient for the consumer to purchase without to step out of their home. According to Sinha. P & Singh.S (2017), online purchases also offer a wide variety of goods and choices for the consumers. Consumers likely to consume through online instead of going to the physical store as they trust that the products can be easily found through online stores than in the retail stores (Chiang. K. P & Dholakia. R.R, 2003).

Moreover, there is some of the people have misunderstanding and misconception between the luxury and premium brand, it always said that the price tag describe the luxury brand which is always more expensive than the premium brand. Although it is true, but the luxury brand is more accurate to describe the luxury brand with social cachet, timelessness and their story (Eftekhari.A, 2016). In addition, said by Eftekhari.A, premium brands can't progress toward becoming the luxury brand just by raising their costs. While the luxury brand must not try to expand their appeal to the premium brand market it is because the luxury brand has the probability of losing the very selectiveness of their luxury appeal.

The research was conducted on buying products with the recognized brand name is related to the quality of the brand itself (Ortht.U.R el at., 2004). Thus, this particular research intended to discover whether perceived quality associated with the luxury good will influence the Generation Y's intention in purchasing the luxury brand. The intentions in acquiring luxury goods were generally perceived as constrainable to the thought of "purchasing to impress others", which still pretty much serves a key standard for the advertising parties of luxury goods. (Tsai. S.P., 2005). A prior research has been done how marketing strategy for the luxury brand influences the intention of Generation Y purchasing conduct (Hamann, Williams, & Omar, 2007) therefore the attention will be on recognizing the positive and negative effect of celebrity endorsement in notice or advertisement on buyer intentions.

A strong competitive advantage can be created by social status with a powerful brand identity which basically assuring the supports from customers (Porter & Claycomb, 1997). Therefore, this point of view of the researchers are to find out how the social status can have an effect on intention of the Generation Y in purchasing the luxury brand. According to Darian. J. C, (1998), likewise propose that purchasing luxury brands considers favorably on the financial status and to inspire as well as impress others through the presence of their buy. This research will evaluate whether social influence on purchasing luxury goods will impact the Generation Y's intention. Overall, the researchers wanted to find out what will be the reasons that Generation Y consume the most of the luxury brand.

Lastly, the researchers may also aim to evaluate whether there is an effect of the purchase intention on the luxury item by the brand trust. The willingness of the individual who believe that the brand provide the credibility and assurance is defined as trust (Gefen, Karahanna & Straub, 2003). Therefore, this research that carry out whether there is a noteworthy relationship between the purchase intentions.

1.3 Research Objectives

Research objective drives all parts of the strategy, including instrument plan, information gathering, investigation, and at last the proposals (Lyons.K, 2017). According to Shafiq et al (2010), the significance of the present study is exceptionally extraordinary on the grounds that the present investigation is about the purchase intention in which the relationship between perceived quality, celebrity endorsement, social status, social influence and brand trust lead to the Generation Y's purchase intention.

1.3.1 General Objective

This research addressed a number of objectives which examine the purchase intention of luxury brands among Generation Y in Malaysia. This research offers the following research objective:

RO 1: To investigate the factors influencing Generation Y's purchase intention towards luxury brands in Malaysia.

1.3.2 Specific Objectives

RO 2: To determine whether Generation Y in Malaysia purchase luxury brand is affected by the perceived quality.

RO 3: To determine whether Generation Y in Malaysia purchase luxury brand is affected by the celebrity endorsement.

RO 4: To determine whether Generation Y in Malaysia purchase luxury brand is affected by the social status.

RO 5: To determine whether Generation Y in Malaysia purchase luxury brand is affected by the social influence.

RO 6: To determine whether Generation Y in Malaysia purchase luxury brand is affected by the brand trust.

1.4 Research Questions

The research questions of this research are:

RQ 1: What are the factors affect Generation Y in Malaysia purchase intention of luxury brands in Malaysia?

RQ 2: Does perceive quality influences Generation Y in Malaysia intention to purchase luxury brand?

RQ 3: Does celebrity endorsement influences Generation Y in Malaysia intention to purchase luxury brand?

RQ 4: Does social status influences Generation Y in Malaysia intention to purchase luxury brand?

RQ 5: Does social influences affected Generation Y in Malaysia intention to purchase luxury brand?

RQ 6: Does brand trust influences Generation Y in Malaysia intention to purchase luxury brand?

1.5 Hypotheses of the Study

The hypotheses of this research study include:

H1: Perceived quality has significant relation with purchase intention.

H2: Celebrity Endorsement has significant relation with purchase intention.

H3: Social Status has significant relation with purchase intention.

H4: Social Influence has significant relation with purchase intention.

H5: Brand Trust has significant relation with purchase intention.

1.6 Significance of the Study

The objective that the researchers wanted to conduct this research topic is because the researchers wanted to evaluate the relationship exist between perceived quality, celebrity endorsement, social status, social influence and brand trust lead to the Generation Y's purchase intention. First of all, it is not unexpectedly customers are motivating to purchase luxury products is because the ideas of value and quality which continue moderately stable from year to year, overall the customers of all countries, therefore it is vital to understand how the perceived quality will motivate consumers to consume luxury brands (Salgues. F. 2015).

In the point of view of financial plan and the circumstances driving in the market is stated as distinctive consumers have distinctive preferences. Therefore, it is important to understand the Generation Y motivation to purchase luxury brands is due to the celebrity endorsement (Anudeep. A el at., 2015). Celebrity endorsement can be describe as a parties which has contracted with a particular company to endorse the product in order to attract the attention from the people and stimulate the sales of the company.

According to Yuri. S & Buchanan-Oliver. M. (2015), as the growing number of consumers is increasing significantly, it is important to investigate what makes Generation Y toward purchasing the luxury brands. As the products provide a sense of uniqueness, a sense of wealth and status which caused the products to be more attractive and increase the will of the Generation Y to purchase these items.

Moreover, this research project is also important to identify how Generation Y is being influenced to purchase luxury brands. This is because nowadays, the Internet acting as an essential part in our lives mainly because it bring a lot of the benefits and advantages for different kinds of consumers. For example, we can obtain information about luxury brands and able to review the comment through the website. It is very cost effective and convenience to use the Internet as a survey platform for all the consumers despite of their different situation or places.

Therefore, this can influence consumers to purchase luxury brands whatever good review that capture from the website.

Lastly, trust is important for the customers to set up a relationship with a specific brand due to without trust customers may not be able to develop their commitment to a brand. Consumers will become loyal when they trust the particular brand and likely to spend a premium cost on a brand (Alam. S. S & Yasin. N. M, 2010). Thus, it is significant to understand how brand trust can influence purchase intention from the luxury brand. This able to assist the marketer and researcher to realize the Generation Y's expectation and perception mainly on their intention towards buying different types of the luxury brand.

1.7 Chapter Layout

1.7.1 Chapter 1: Introduction

In chapter 1 outline the general view of study content. It usually starts with a brief opening of the overall aim to conduct this research and also highlight a clear review of the research project by examining the luxury brand and also discuss for the major issues that challenge the selected luxury brands among Generation Y. Moreover, it covers the objectives of the research project, hypotheses and validation of the research.

1.7.2 Chapter 2: Literature Review

In chapter 2, the content is basically on the literature review and it builds up the relevant hypothesis which particularly based on the data that we received from the respondents. It is important for us to search and examine on all the past researchers acquired which are based on the most relevant journals, articles, reports and other useful information in order to proceed the literature review. Moreover, it also outline the five independent variables and dependent variable with a proposed conceptual framework that influenced the purchase intention of targeted Generation Y on the luxury brand. Thus, the hypotheses development will be discussed in this chapter.

1.7.3 Chapter 3: Research Methodology

This chapter will outline all the research methodology that are used to analyses the different way to examine the hypotheses such as the research design, data collection, sampling design and the research instrument that describe what the methods being used.

1.7.4 Chapter 4: Data Analysis

In this part, the researchers will outline all the data collected from the respondents which convert into a percentage and also into a table and figure. In the descriptive analysis, researchers will discuss the demographic profile of different individuals among the Gen Y, the general information and also the central tendencies measurement of constructs to determine the mean of the results provided. Moreover, the researchers will carry out the results of the reliability test, the Pearson's Correlation and Multiple Regression results will be discussed.

1.7.5 Chapter 5: Discussion, Conclusion and Implications

Lastly, the researchers will basically conclude the overall results that outlined on the research. In addition, the further implication of the study, findings, limitation and recommendation will be involved in the chapter 5.

1.8 Conclusion

In conclusion, overall the topic of this chapter has outlined the foundation for the research project. The background of research has introduced the audiences about the information related to luxury brands. Problem statement that is identified under this research project has proven its importance and worth to study. Through the research objectives and research questions, the audiences can have a better understanding of this research study. Hypotheses and significant of study will provide the audiences the required knowledge and form the interest in this research study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, we will use literature review to explain the dependent variable and independent variables, as well as showing the theoretical framework and forming hypothesis development. The dependent variable on our research is purchase intention on luxury brand followed by five (5) independent variables which include the perceived quality, celebrity endorsement, social status, social influence and brand trust among Generation Y. Besides, the conceptual framework provides a graphical diagram to make a better concept in the research. The hypothesis is further developed after the review of literature.

2.1 Review of the Literature

A literature review is an evaluative report of data found in the writing which is related to the range of study. The literature review should outline, describe, evaluate and explain this literature. It requires the access of secondary sources in order to review the published and unpublished paper based on the topic selected, and to find out the issue of this paper (Sekaran & Bougie, 2003). Therefore, below is the review of the dependent variable, independent variables and mediation variable.

2.1.1 Dependent Variable: Purchase Intention

The term 'purchase intention' is generally used to foresee the next purchase motive (Grewal, Krishnan, Baker & Borin, 1998). Customer's willingness to purchase a product is referred to purchase intention as mentioned by Dodds, Monroe & Grewal (1991). Blackwell, Miniard & Engel (2001), believed that purchase intention is also indicated when the customer is considering and feeling to purchase.

Bagozzi and Burnkrant (1979) express purchase intention as one's personal bias to a specific product. Based on Kim & Kim (2004), intention to buy is the buyer's motive to acquire a certain items. Purchase intention is the wishes to buy certain goods or services in the future, not certainly to execute the purchase intention as it is purchasing is still subject to the individual's capability to perform according to Qun et al. (2012).

Concepts like considering some products, buying a product and expecting to have it help to stimulate the intentions of purchasing (Porter, 1974). Zeithaml (1988) specified that one's characters, behaviour, and perception on quality and value would cause an impact toward buyer's purchase intention as well. The higher the purchase intention will lead to the more purchase willingness. In addition, purchase intention will become greater as the perceived value higher (Zeithamal, 1988).

Aged between 21-38 years old are categorized as Generation Y that mainly are university students, who are more likely to express their purchase intention to luxury brands, and turn it into action instead of thinking as it enables them to identify their social status and express their own personalities (Knight, D. K et al., 2007). Ahmed, Ghingold & Zainurin (2007) mentioned that Malaysian youth's spending behavior are majority supported by study loan, scholarship, self-sponsored, parents and other financial support.

2.1.2 Independent Variable: Perceived Quality

Alex & Thomas (2011) stated that product quality refers to the product characteristics and attributes which can add value to the brand in order to meet consumer expectation. In the area of marketing, the concept of perceived quality has been generally identified as the crucial element of purchase intention. There are two ways of perceived quality add value to consumers. Firstly, giving motivation to the consumers to consume by providing excellent brand experience. Another way is to ensure product differentiation in order to outstanding in the market and compete against their rival. According to Zeithaml (1988), consumer perception on the product quality is based on the advantages which can be obtained from the product and the personal behaviour towards it, which generally known as perceived quality. The real product quality is different to perceived quality because it will affect consumer's next purchase intention if the product has a bad image previously. Furthermore, consumers will not believe that product although the product tends to alter due to their disagreeable experience in the past (Aaker, 1996).

Amatulli and Guido (2011) signify that a brand fits with superiority or excellence criteria can affect customers' personal behaviour towards it through the perceived quality. The major factors that lead to product bias by the consumers are the authenticity and durability in terms of the product quality (Thelen et al., 2006). Buyers from Generation Y are more emphasize on the entire performance of the product, which contributes the most in the process they valuing and perceiving the product quality (Levy and Guterman, 2012).

People who are interested in the luxury brand tend to consider whether the physical characteristics and functions of the goods that contributes to the product quality is worth against the price (Kaiser, 1998). Consumers who interest to consume a particular brand because they received the brand that comes with the right quality, features and performance benefits. Lee, H.J

et al.(2009) explained that high perceived quality is arised from the brand differentiation and the ability to provide superiority, hence consumers will more likely to support that particular brand which fulfill these two criterias when compare to other competing brands.

2.1.3 Independent Variable: Celebrity Endorsement

McCracken (1989) and Schlecht (2003) clarified celebrity endorser represent the brand to acquire community acknowledgment, in a way that takes the advantages of the acknowledgment and collaborate it with the promotional activities, for example, the advertisement. Celebrities endorses the brand to increase the credibility of the advertisements and to let the advertisements to become more compelling. Since Generation Y is immersed in celebrity's images figuring out which celebrity this generation can identify with is vital to the consumption of the advertised item. Celebrity endorsement makes an item more socially remarkable and consequently, this enables generation Y to create an impression about themselves through consumption of that item (McCormick. K., 2016).

There is a few researchers have been set up to find out whether the celebrity endorsements able to bring out consumers' purchase intention (Till & Shimp, 1998). Generation Y effectively search out items that reflect their self-recognition (McCormick. K., 2016), therefore appearance of endorser in the advertisent will potentially prompt them to purchase the brand in order to build up their self-image. A brand being endorsed by the celebrity able to interfere with the consumption requirements of this generation (Sukhdial et al., 2002).

No matter the varies type of the product, the strategy of using the celebrity endorsement of a particular brand or product enable the consumers to become more understand the advantage of the extended introduction of the brand. A majority of the target audience that can immediately identify the celebrities is, therefore a situation in which the consumers have an effect on transferring in the attractiveness and desirability of the endorser toward the association of the brand and the items (Cara. C & Tocila. T., 2015).

Besides, The Korea Economic Daily (2006) also said that the celebrity endorsement will motivate the customer's intentions toward the product and brand in which the celebrity sponsored. Moreover, according to Daneshvary.R & Schwer, R. K. (2000), by using the celebrity endorsement able support in selling the luxury brand and product success. The Korea Economic Daily (2006) indicates the customers often have a greater impact on the celebrity endorsement when the endorser demonstrates their image, popularity and affinity which will lead the customers toward their purchase intention. According to Bush. A. J. et al. (2004), there is an outcome that displays the celebrity endorsement had perfectly induces Generation Y's purchase intention. From the study of Park, S. Y .et al. (2012) also examined that the Generation Y have a propensity to imitate celebrities.

Moreover, previous research also clarified that negative celebrity evidence and data may destroy the brand assessment and purchase intention (Edwards and La Ferle, 2009). By using the celebrity endorsement it should measure the product match with the message provided by the endorser. It should measure the celebrity endorsment able to provide the credibility. If there is a mismatch between the message of the product and celebrity endorsement it can destroy the brand of the product (Ghani & Kakakhel, 2011).

2.1.4 Independent Variable: Social Status

Living in the simultaneous materialistic culture, individuals continually consumed luxury brands to upscale their social status as such person is more likely to reveal their status to the public through the representative value of the brands which they have (Nia and Zaichkowsky, 2000). The proprietary of luxury brands can outline the messages to indicate one's social status. At the same time, it is likewise ready to convey the image of achievement of a person from their possession of luxury brands, hence becoming a factor to get luxury brands (Nueno and Quelch 1998).

According to Wilcox et al. (2009) showed that buyers consume luxury brands fundamentally for the purpose to reflect their individual or social goals. A similar research result is conducted, shows that whereby Western and Eastern societies seek to consume luxury brands to depict their differentiation or social standing (Nueno and Quelch, 1998). Furthermore, numerous buyers will spend a huge proportion of their disposable revenue for brands which can represent their status (Nunes. P.F et al., 2004).

Han et al. (2010) expressed that customers who are materialistics will always use the possession of luxury brands to judge which social class are they sorted in. Furthermore, Steenkamp, Batra, & Alden (2003) states that the term "premium" attached with price, quality, product or services always relates to compelling social label as it brings out symbolic effect. Many buyers are interested to consume luxury brands as it able to obtain respect from others and added to convey their social status in order to measure their individual's accomplishment and performance.

Luxury brands have been presented and focused on the young buyers' group as this group of people are considered extremely responsive towards it. Most of the young customers are interested to consume luxury brands especially the young female customers aged between 20 and 30 because they wanted to look differently from the others. Moreover, the researcher find out that the 'logo' of the luxury handbags might be seen by the customers as a way to allocate themselves into a specific social class in the society (Bush, A. J. et al., 2004).

There are many of factors that broaden the extent for social status to interfere the purchase intention. However, there is also a negative side in the social status. This is because, this propensity may drives one to participate to become selfish in which they also take the advantages of themselves without consider others' feeling, for example, gaining more cash and offering less to others. However, the cash and capitals not the only significant monetary standards (Wang. Y, 2015).

2.1.5 Independent Variable: Social Influence

According to Catherine et al, (2017), social influence is refers to how the society, ethnicity and social status stimulate the sense of responsibilities of the customers. As indicated by Mamat et al. (2016), social influence also explained by how the people connects to the world. Social media, for example, Instagram, Facebook, Blog, Twitter and so on are also a reason that impacts customers to consume luxury brands (Nelson and McLeod, 2005). This is because, they can figure out not only the information about the luxury brand as well as they can get item reviews and comments from other users that recently or previously used the luxury brands.

Besides, the meaning of social influence is how a buyer's behavior can be influenced by other individuals (Ang et al., 2008). Generation Y buyers in every region of the world are responsive to the standards formed by the society, therefore they purchase luxury products. Customers who are more vulnerable to external pressure would confront considerably more huge effect on social influence, hence varies their purchase intention (Algesheimer et al., 2006). Nowadays, it is easier for consumers to access online items reviews because of the availability of internet and social media. In short, the willingness of an individual to purchase luxury products relies on his or her reaction to social pressure as mentioned by Danziger (2007).

According to Lin. (2007) describes social influence as a practice with regards to at least two individuals attempting to impact each other's intentions to carry such social pressure into their behavior. Subjective norm reflects how the interpersonal influences and consciousness of references, for example, family, colleagues, relatives and friends that shapes and impacts consumers' behavior.

According to Azira Rahim el at. (2015), buyers' action is being affected by individuals that surround them. They tend to get some suggestion or advice from people that surround them and experiences from others who have already used the luxury brands or products. They may have a tendency to get it from various type of persons mainly for those that close to them. Customers have a tendency to get guidance and opinions from their loved ones based on the value of a luxury brand and will consume the similar brand their loved ones use.

2.1.6 Independent Variable: Brand Trust

Trust can trigger the purchase intention of luxury goods. Hur, W.M., Kim, MS. & Kim, H. (2014) stated that trust exists when an individual willing to buy the goods without considering the cost to spend and the benefits to gain as that person already had confidence in such exchange relationship. For example, despite the price, luxury brands like Rolex and Chanel are able to gain trust in their consumer group with their relatively high price because they already have brand prestige towards their products quality and service.

According to Cleopatra (2015), the consumers believe that the brands will act in the best interest of them when the products or services of a brand is secure and reliable, as well as creates integrity. In layman term, both of the customer and the product or service provider have to keep their promises. Luxury brand retailers need to design and market a true luxury experience to the right customers, whilst consumers will have the intention to repurchase the luxury goods after experience the value of the goods or services (Umair Tariq & Habibullah Khan, 2016). For example, Mercedes-Benz ensures the features, performance and safety of their cars are always fulfilling customers' satisfaction and adequate after-sales services is provided so that the customers will trust them and have continuous support towards their brand in terms of their quality products and services.

According to Estelle, Daniël, and Karlien (2017), trust can relate to purchase intention or behavioural intention of a person through the anticipation of actions and manners from one party to another party, and such manner will be the root of the relationship between customers and brands, as well as create strong bonds between them. In the aspect of services, trust becomes a significant element as services are intangible, therefore trust can be a beneficial tool for some company to market their services to a customer, For example, Marriott hotel group strives for excellence and consistent in every aspect of their services. People trust Marriott because they expect the same experience and service on every hotel regardless to which country they are staying, and Marriott able to make it.

In Lee, J., Lee, JN. & Tan, B.C.Y.(2015) research, it stated that the existence of brand trust induces the customer to become an active buyer when a luxury brand able to present its positive results in terms of their products or services, making confidence of customer towards their brand. In contrast, if a company fails to show positive results to their brand, uncertainty will arise to cause them become passive buyers, especially the potential customers, as they are mostly risk adverse. This statement becomes more salient when applying on luxury brand as the customers pay a premium price for up-scale products or services, expecting of fascinating experience. Adopting the Malaysia Airlines case, they faced immediately drop of their credibility and critical damage to the good prestige that they strive to maintain for years while the plane crash incident strikes on them. The negative results shown have prompt their customers switch to another competitive airline available in Malaysia such as AirAsia. In this case, the ability of a company to build brand trust will affect the purchase intention towards the luxury brand.

Based on Paulssen, M., Roulet, R. & Wilke, S (2014) research explained further to the risk context, customer's satisfaction and trust to a brand are intervened by their risk perceptions. Customers who are appeal to the luxury brand are tends to risk adverse, in our common view. However, an individual mostly use their past purchase experience to determine future purchase decision, only certain level of risk will be considered and it is insufficient to influence the brand trust and purchase intention. For example, BMW recalls roughly a million vehicles over fire risk and overheat problem in year 2017. Yet, brand trust could help them to sustain in the market, that their customers will still purchase BMW's car because they have satisfied past purchase experience.

2.2 Review of Relevant Theoretical Models

2.2.1 Perceived Quality

Figure 2.1: Perceived Quality

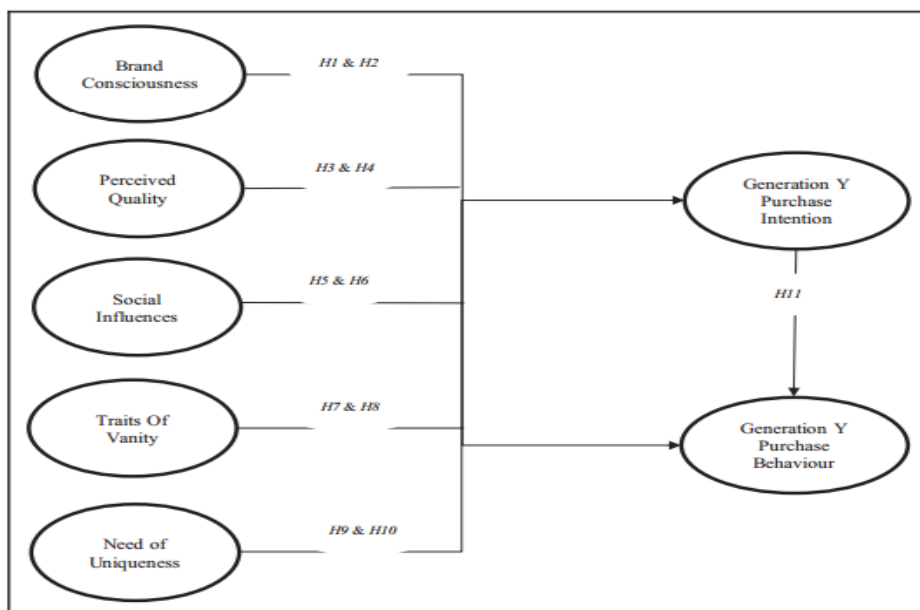


Figure 1 Theoretical research framework

Adapted from: Catherine Qian Ying Soh, Sajad Rezaei, Man-Li Gu, (2017) "A structural model of the antecedents and consequences of Generation Y luxury fashion goods purchase decisions", *Young Consumers*, Vol. 18 Issue: 2, pp.180-204.

By referring to Figure 2.1, the researchers have adopted from the framework of "A structural model of the antecedents and consequences of Generation Y luxury fashion goods purchase decisions" by Catherine Qian Ying Soh, Sajad Rezaei, and Man-Li Gu, (2017) to create the proposed framework for this research.

Figure 2.1 presents the framework that examines the direct effects of brand consciousness, perceived quality, social influence, trait of vanity and need for uniqueness toward Generation Y's purchase intention and influence Generation Y actual purchase behavior.

2.2.2 Celebrity Endorsement

Figure 2.2: Celebrity Endorsement

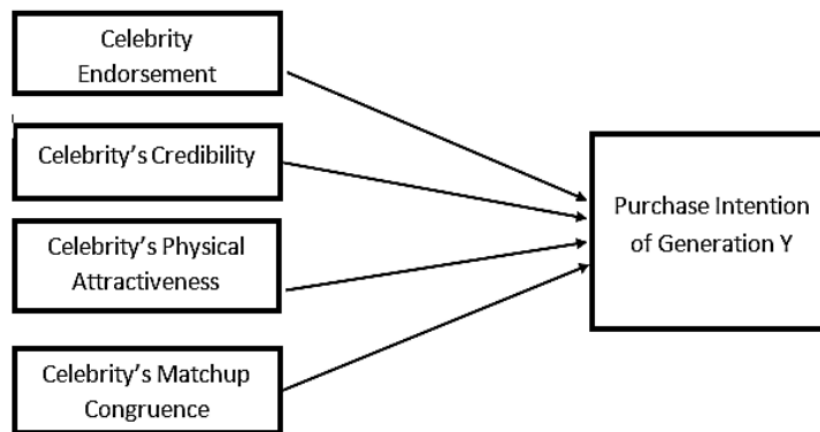


Figure 1: Research Framework (Researchers, 2015)

Adapted from: Abdurrahman. D.T el at. (2016). Determinant Factors of Celebrity Endorsement on Consumer Purchase Intention: A Study on Universities Generation Y Regarding Selected Mobile Service Providers in Nigeria. *Australasian. Journal of Business, Social Science and Information Technology*, Volume 2, Issue 2, April 2016.

By referring to Figure 2.2, the researchers have adopted from the framework of “Determinant Factors of Celebrity Endorsement on Consumer Purchase Intention: A Study on Universities Generation Y Regarding Selected Mobile Service Providers in Nigeria” by Abdurrahman. D.T el at. (2016) to create the proposed framework for this research.

Figure 2.2 presents the framework that examines the direct effects of celebrity endorsement, celebrity's credibility, celebrity's physical attractiveness and celebrity's matchup congruence toward purchase intention.

2.2.3 Social Status

Figure 2.3: Social Status

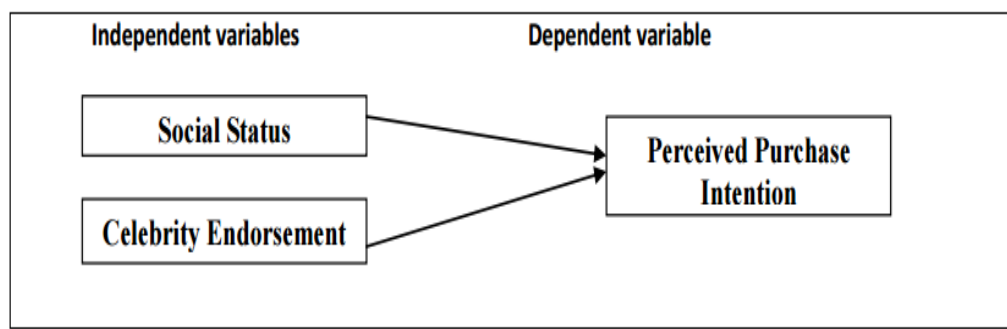


Figure 1: The Proposed Conceptual Framework

Adapted from: Tan. M. Z et al. (2013). Perceived Purchase Intention of Undergraduates Towards Luxury Brands: Case Study. *Proceeding of the International Conference on Social Science Research, ICSSR 2013* (e-ISBN 978-967- 11768-1-8).

By referring to Figure 2.3, the researchers have adopted from the framework of “Perceived Purchase Intention of Undergraduates Towards Luxury Brands: Case Study” by Tan. M. Z el at. (2013) to create the proposed framework for this research.

Figure 2.3 presents the framework that examines the direct effects of social status and celebrity endorsement toward purchase intention.

2.2.4 Social Influence

Figure 2.4: Social Influence

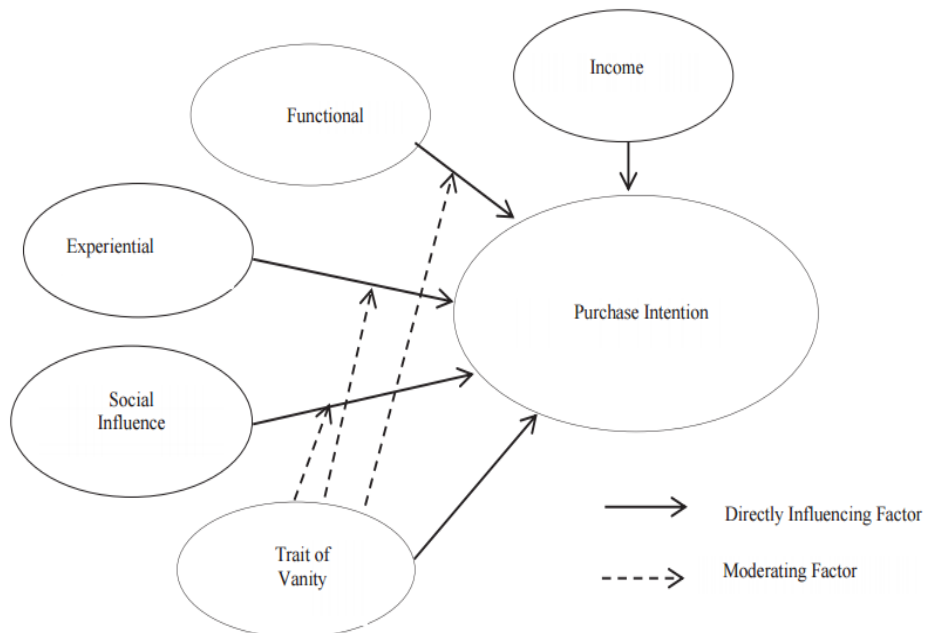


Figure 1: Proposed Luxury Purchase Intention Model

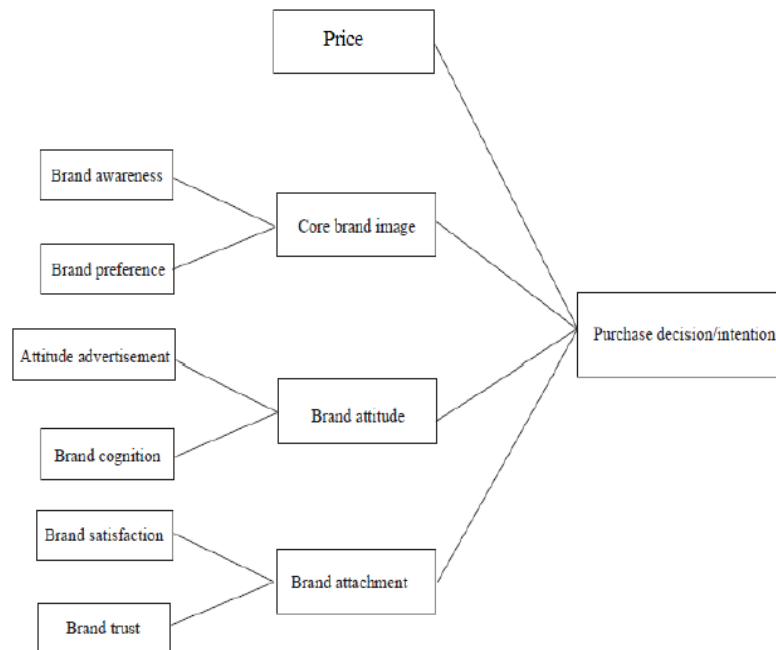
Adapted from: Mamat. M. N et al. (2016). Purchase Intentions of Foreign Luxury Brand Handbags among Consumers in Kuala Lumpur, Malaysia. *Procedia Economics and Finance*, 35 (2016) 206 – 215.

By referring to Figure 2.4, the researchers have adopted from the framework of “Purchase Intentions of Foreign Luxury Brand Handbags among Consumers in Kuala Lumpur, Malaysia.” by Mamat. M. N et al. (2016) to create the proposed framework for this research.

Figure 2.4 presents the framework that examines the direct effects of income, functional value perception, experiential value perception and social influence that correlated to purchase intention. Trait of vanity presents a moderating factor which is correlated to purchase intention.

2.2.5 Brand Trust

Figure 2.5: Brand Trust



Adapted from: Tariq. U & Khan. H (2016). Impact of Branded Goods on Consumer's Purchase Intentions. *KASBIT Business Journal (KBJ)*, 9 (2016) 176-195.

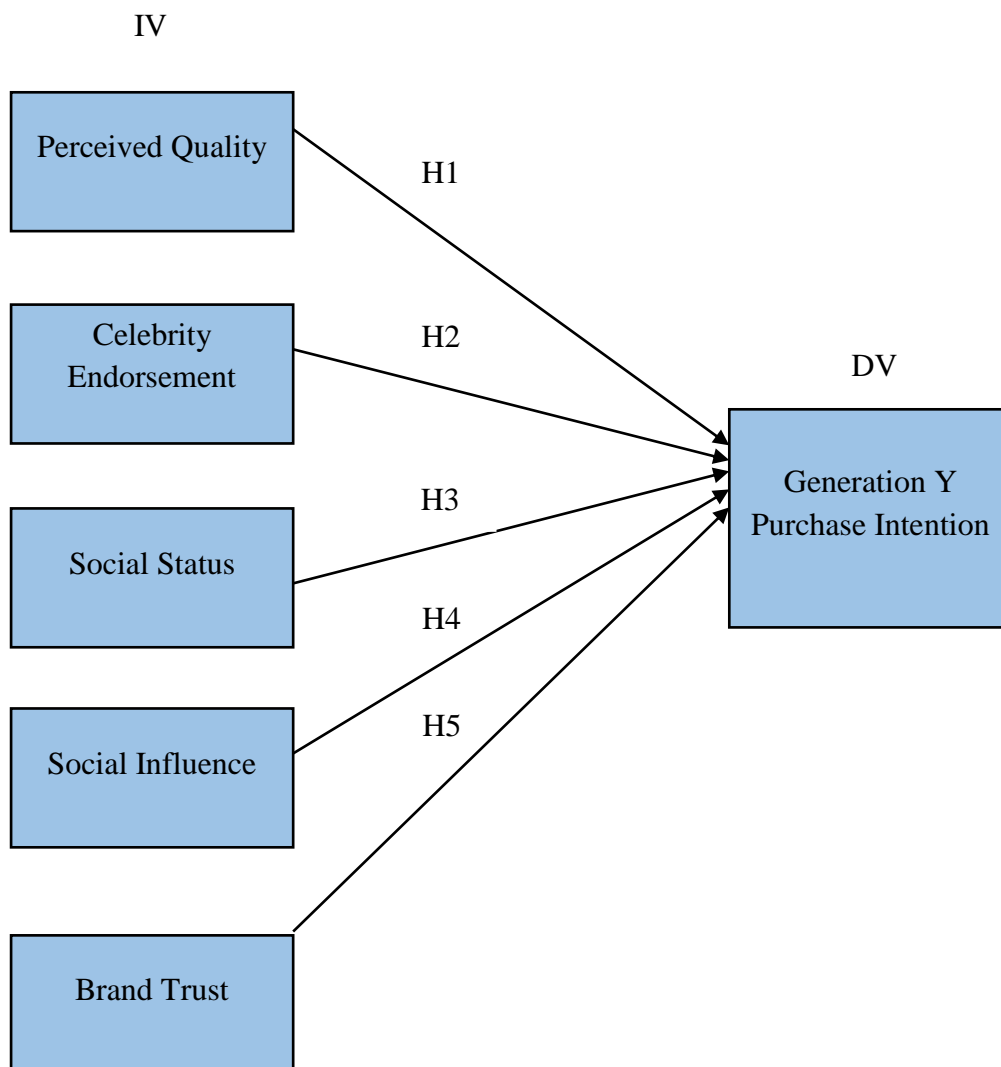
By referring to Figure 2.5, the researchers have adopted from the framework of "Impact of Branded Goods on Consumer's Purchase Intentions" by Tariq. U & Khan. H (2016) to create the proposed framework for this research.

Figure 2.5 presents the framework that examines the direct effects of price, core brand image, brand attitude and brand attachment that correlated to purchase intention. Brand attachment correlated brand trust to purchase intention.

2.3 Proposed Conceptual Framework

Figure 2.6 below is the proposed framework which developed in our research project. It shows how the dependent variable (Purchase intention of luxury brand) relates to the five independent variables (perceived quality, celebrity endorsement, social status, social influence and brand trust).

Figure 2.6 A Model of Factors influencing Generation Y's Purchase Intention of
Luxury Brand



Source: Developed from the research

2.4 Hypotheses Development

Examining several common factors, which are perceived quality, celebrity endorsement, social status, and social influence can help to evaluate the growing demand for luxury brands in the global marketplace. Some helpful bits of knowledge can be studied, such as forming of purchase intentions are identified by understanding the connections between these factors and purchasing intentions. Therefore, a few hypotheses are developed in the midst of the study.

2.4.1 Hypotheses 1: Perceived Quality

H1: Perceived quality has significant relation with purchase intention.

Perceived quality of products can be determined through their visible performance in its finest quality, attractive features, and potential benefits that brought to the consumer and also acted as the dominant factors for them to purchase luxury goods. The sense of superior is stimulated while they experienced differentiation and being added value after using the quality products. For example, a cheap branded car will always need to send to the workshop for repairs, however luxury car will only need repairs for wear and tear (Vanessa Page, 2017). Another example in terms of differentiation in service, an Android phone within the warranty period will get repairs by the technician, whereas iPhone users can get a brand new unit of iPhone if they have found any defects of the goods within the warranty period. Thus, luxury goods always sold at a higher price while comparing to economic goods. Luxury goods tend to create this kind of experience, therefore motivate consumers to choose them over the competitor. Besides, perceived quality varies on the perception level and spending setting. Thus, perceived quality has a significant criterion to interfere with consumer's purchase intention (Thuy T.N Vo & Chi T.K Nguyen, 2015).

2.4.2 Hypotheses 2: Celebrity Endorsement

H1: Celebrity Endorsement has significant relation with purchase intention.

Celebrity endorser represents the image and promises to the brand, giving a high extent of interest, support, and maybe message recall makes the goods socially remarkable and builds trust and credibility to the generation Y towards the brand. Generation Y nowadays are trend-sensitive that makes them easily switching from one brand to another brand. They are simply influenced by the celebrity endorser as they have a sense of unity. They want to be same as their idol. The celebrity endorsed the brand have made the consumer's confidence level increase because the endorser makes the advertisement more credible. Besides, Generation Y is appeal and favour to the items that reflect their self-recognition or self-image as same as the endorser. However, scandals involved the endorser will affect image recognition and purchase intentions of the consumer, bringing negative impacts to the brand.

2.4.3 Hypotheses 3: Social Status

H1: Social Status has significant relation with purchase intention.

Materialistic culture is going viral in most of the part of the world. Individuals are likely to pay a premium price for luxury products or well-known brands which symbolize their social status and prosperity. It is very common to see the huge influence of materialism globally when the consumers around the world are sharing the ideal of material lifestyles and reviewing the value of the well-known brands, and it is growing year by year. The reason is luxury goods indicates success and social status, which is the factors that highly materialistic people always pursued (Hye-Jung Park, Nancy J. Rabolt, Kyung SookJeon, 2008). Furthermore, luxury goods help an individual, especially business people to achieve their personal or social goals, as it reflects the spending power and the revenue earned by that particular person, hence increase investor's confidence and also obtain respect from them. Linking to the target group to our study, generation Y, the young customers appealed to the luxury product because they wanted to look 'cool', and intend to blend into the crowd as well as specific social class. Thus, social status able to affect the consumer's purchase intention and enable to receive respect from others.

2.4.4 Hypotheses 4: Social Influence

H1: Social Influence has significant relation with purchase intention.

Social influence to the purchase intention of consumers is lying on the reaction of them towards the marketing strategy in social media. Social media platforms assist in building and spreading fashion trends and news, and it is definitely way more effective and efficient when comes to traditional ways, such as the newsletter, magazines, newspaper, etc. Therefore, luxury retailers applying this strategy to communicate with the consumers, hence convert them into brand advocates. For example, luxury retailers organize workshop or launching event whenever they want to introduce a new product, inviting those social media influencer and blogger as a guest, so that they can connect with their consumers via the popularity of the guests when they posted the event photos with description in their social tools, such as Instagram, Facebook, and Blog (Emmanuel Probst, 2011).

Another way of social influence is found in globalization and foreign education. Nowadays, information can be easily accessed through the internet, those after used reviews and comments exposed to consumers in a very less effort. Besides, social pressure can shape the purchase intention of the consumers. The pressure arises from the interpersonal influences and consciousness of references. Therefore, word-of-mouth is a powerful asset to the luxury brand as the referral such as family, colleagues, relatives and friends will always provide valuable advice and suggestion on choosing the luxury products, this initiates the purchase intention of the consumer, encouraging them to consume similar brand their loved one use regardless of the price.

2.4.5 Hypotheses 5: Brand Trust

H1: Brand trust has significant relation with purchase intention.

Customer trust is one of the key factor to sell luxury brands in the competitive luxury industry. It is important for luxury brand to focus on gaining confidence from consumers in order to ensure repurchase action afterward as they are "taking a risk" to buy the product and subscribe for service in a premium price. Therefore, the anticipation of actions and manners to the luxury retailer will be always expected. Giving the wants that exceeding customer's expectations continuously is the way to build strong personal relationships with customer, hence getting customer trust and fostering purchase intention. According to Estelle, Daniël, and Karlien (2017), trust can relate to purchase intention.

2.5 Conclusion

This chapter outlines the literature reviews of the study with the variables which adopted from others relevant and past researchers. Prior to the proposed conceptual framework, some relevant theoretical models are found and used to strengthen the core framework. Various secondary data has been found to support this research study and for better understanding. Moreover, the conceptual framework is developed in this chapter to ensure comprehension of this research study. Other than that, hypotheses formed are further developed after reviewing those literatures. For chapter 3, discussion is made on various research methodology used.

CHAPTER 3: METHODOLOGY

3.0 Introduction

By going this chapter, the researchers outline the various methods used to gather data throughout the study. The data collection, statistical procedures, and tool utilized in the study are deliberated. Therefore, by carry out all of this methodology, this can assist the readers to have a clear picture of this research proposal by whatever information provided by the researchers. This is due to, there are seven important sections in this study methodology which include research design, data collection, sampling method, research instrument, measurement scales, data processing and the data analysis that will be discussed further by following.

3.1 Research Design

Based on Sekaran & Bougie (2003), research design is an idea which important information and database can be collected and eventually come out a solution in order to handle the issues. Moreover, there are various ways to gather data such as qualitative study, which obtained the feedback from the wide perspective answers in interview basis, quantitative study that answers are collected from the structured and straightforward questions (Sekaran & Bougie, 2003).

3.1.1 Descriptive Study

This research can be categorized into descriptive research. Based on Zikmund (2003), the characteristics of a population or phenomenon often involve in the descriptive study. This research intended to provide a prior knowledge of the factors influence Generation Y toward purchasing the luxury brand. The aim of this research project is to explain the different types of the causes that will have an impact on the intention to consume the luxury brand among the target population which is the Millennial. The causes include perceive quality, celebrity endorsement, social status, social influence and brand trust.

Furthermore, the researchers will also convey out the pilot study to examine the quality of the questionnaire only after continue to spread of the actual questionnaires to the total of 200 populations. The reason to have the pilot test is because the researchers wanted to guarantee that all of the populations can totally comprehend the questionnaires and able to gauge the length of the time to finish the entire survey without any miscommunication being occurred. (Edwin R. van Teijlingen & Hundley. V, 2001). Moreover, the researchers also wanted to find out that all the hypotheses formed by the researchers are being equivalent to the specific objectives and questions.

3.1.2 Quantitative Research

According to Anderson (2006), quantitative research could acquire the numerical information for data analysis by executing mathematical models. An overview instrument was composed by utilizing appropriately tested and validated surveys aggregated to form a specific tool. Other ways are the questionnaire, in observation basis that without respondent awareness or through secondary data where the source of data already available and exists. It is vital to conduct the quantitative study because by doing so the researchers can collect the results provided by their respondents in able to explain the causes that make them interested to consume the luxury brand. For this research study, it is done through the distribution of online questionnaires to all the respondent that is among Generation Y.

3.1.2 Casual Study

The causal study is typically involve two different method which is the field experiment and the laboratory experiment. The field experiment normally proceed with a condition that is almost nautrally which test the hypthoses being matched to the present reality (Jefferys. A, n.d). Causal research is to distinguish the circumstances and end results relationship (Zikmund, 2003). Therefore, in this research proposal the resarchers focus on field experiment to determine whether the independent variables will have an effect on the dependent variable in order to find out the factors influencing Generation Y's intention to purchase the luxury brand.

3.2 Data Collection

Data collection incorporates the use of certain approaches to gather, get ready and apply the basic information that collected from the respondents or through other useful sources (Sekaran & Bougie, 2003). Primary data and secondary data were gathered as the establishment of investigation and study. The both sorts of information are significant which recognize answer the theories and research questions. According to Zikmund, Babin, Carr & Griffin, (2010), primary data refers to the direct information or raw data collected for a research study. The sources of primary data can be collected through questionnaires observe method and interviews. For secondary data, it can be obtained from libraries and internet such as books and e-journal articles as it is usually are historical and already assembled. (Sekaran & Bougie, 2003).

3.2.1 Primary Data

The primary data that being explained in this research proposal include distributing the questionnaire through online to the respondents which are among the Generation Y. The reason of carrying out this research proposal is to determine the independent variables (perceive quality, celebrity endorsement, social status, social influence and brand trust) on the dependent variable (purchase intention). Online questionnaires is being used it is because the researchers able to collected the data easily which can save a lot of time and cost without having to travel around to distribute the questionnaires and also without haven't to print out therefore, it is quit convenient. The questions will be entered into the Google Forms that able to save all the data automatically and by using this forms the researchers able to collect the results within 5 days with a total 200 respondents.

3.2.2 Secondary Data

In this research, secondary data is proceed through gathered and collected the information from journal articles, textbook, reports, and other reliable online sources in order to carry out the literature review. The researchers abstract the applicable and important purposes of thinking to additionally improve the discussion of this subject. It shows the relationship and effect of the independent variables towards the dependent variable. Mainly, most of the journal articles were accessed through UTAR database and Emerald Insight. Other than that, there are also a minority of journals available through Google Scholars which is free of charge.

3.3 Sampling Design

First of all, Sekaran and Bougie (2013) proposed that the sample of studies consists of selected particular prospects from a portion of the population, not necessary must include all the members, some number of prospects, or called as “sample” will carry the similar elements of the population. Thus, the sample of study can be form based on these prospects and assumptions and conclusions can be made by the researchers. Sampling is identified with the procedure of influence thinking and overall judgments by discussing from the estimation of a subset of a population design related to the appropriate arrangement (Zikmund et al., 2010).

3.3.1 Target Population

Once the decision to the sample has been made we need to define the target population which is characterized in term of components, time and geographical boundaries (Sekaran. U, 2003). Hair, Bush and Ortinau (2006), target population can be characterized as a particular group of people which the analysts are very concerned in order to gather information or measurement from them to proceed the following step. In this research project, the target population will be the Generation Y with the age between 21 years old to 38 years old among the whole Malaysia (Malcolm, n.d).

Figure 3.1 shows the total numbers of the population by age group in Malaysia based on the statistics done by Malaysia Informative Data Centre.

Figure 3.1: Population by Age Group, 2000 - 2017, Malaysia

Jadual 8.1.1: Penduduk mengikut kumpulan umur, 2000 - 2017, Malaysia
Table 8.1.1: Population by age group, 2000 - 2017, Malaysia

Tahun/Year	Kumpulan umur /Age group ('000)				Purata kadar pertumbuhan penduduk tahunan (%) Average annual population growth rate (%)
	Jumlah/Total	0-14	15-64	65+	
2000	23,494.9	8,003.1	14,560.0	931.8	2.5
2001	24,030.5	8,075.8	14,983.1	971.6	2.3
2002	24,542.5	8,100.3	15,425.5	1,016.8	2.1
2003	25,038.1	8,089.4	15,883.8	1,064.9	2.0
2004	25,541.5	8,073.0	16,355.4	1,113.1	2.0
2005	26,045.5	8,041.9	16,841.2	1,162.4	2.0
2006	26,549.9	8,000.3	17,336.3	1,213.3	1.9
2007	27,058.4	7,953.5	17,842.3	1,262.7	1.9
2008	27,567.6	7,905.0	18,350.9	1,311.7	1.9
2009	28,081.5	7,865.3	18,858.3	1,362.9	1.8
2010	28,588.6	7,822.1	19,341.4	1,425.1	1.8
2011	29,062.0	7,790.8	19,779.1	1,492.1	1.6
2012	29,510.0	7,776.6	20,167.2	1,566.2	1.5
2013	30,213.7	7,783.4	20,780.3	1,649.9	2.4
2014	30,708.5	7,773.6	21,200.8	1,734.1	1.6
2015	31,186.1	7,775.8	21,589.0	1,821.4	1.5
2016	31,633.5	7,759.8	21,962.3	1,911.4	1.4
2017*	32,049.7	7,732.9	22,314.0	2,002.8	1.3

Source: Malaysia Informative Data Centre, (n.d.). *Population by age group, 2000-2017, Malaysia.*

3.3.2 Sampling Frame and Sampling Location

Zikmund et al., (2010) has explained that the sampling frame is the foundation where the sample was gathered. The sampling frame is a sign of considerable number of components in the population that the sample is drawn (Sekaran & Bougie, 2003). In the study, the sampling location was the whole Malaysia as we are distributing the questionnaire through online. There is no specific location or institution to conduct this survey. According to Wiersma.W, (n.d) online surveys are generally considered as less expensive, quicker, and more convenient.

Moreover, it is very simple for respondents to complete their questionnaire through the online survey is pretty convenience for our target populations to accomplish the online questionnaire and for their reactions to be organized and examined. In addition, all the data collected which direct store in the database. (Wilson and Laskey 2003). It is also very convenient for respondents as they can answer the questionnaire whenever they free compare to other physical survey methods (Joel R. Evans, & Anil Mathur, 2005). It also also very convenient to conduct the online questionnaire through the Internet because it enable the researchers to connect and communicate all the people in Malaysia and also around the world, therefore it is a speedy way to done through the internet.

3.3.3 Sampling Elements

Sampling elements are the element from which the data is flavored (Malhotra, Hall, Shaw & Oppenheim, 2002). The sampling elements for this research proposal was the college or university students and the working group within the age of 21 to 38 years old as our target was Generation Y. The purpose we target these groups of respondents is because they are willing to consume and invest in luxury brands and they are often conscious about the brand (Fernandez, 2009).

3.3.4 Sampling Technique

Sampling technique involve two types which are probability and non-probability sampling. In our research proposal, 200 respondents among Generation Y will be selected to fill in the questionnaire, therefore the sampling technique we used in our study is the non-probability sampling.

In addition, the non-probability sampling that we used is the convenience sampling. According to Zikmund et al., (2010), the convenience sampling is getting those individuals and unit that are most advantageously accessible. Based on Sekaran and Bougie (2003), this research report controls the convenient sampling because of its reason is the most effortless approach to get to and got information as it requires less time, less cost to set up the questionnaires and conduct the information gathering process, yet, it might not generalizable because all the feedback is in form of yes or no, agree or disagree, where extra information by respondents are being constraint. Besides that, convenience sample has the advantages of being quickly to collect the data. Hence, the researchers able to allocate the questionnaire easily to the target population, working adults and students among Malaysia with using the convenience sampling.

3.3.5 Sampling Size

With the application of “rules of thumb” informing sample size, the most suitable size of the sample in research is more than 30 people and smaller than 500 respondents (Sekaran & Bougie, 2003). For our research, the sample size will be a total of 200 sets of the questionnaires being spread to our target population among the Malaysian.

There is the total numbers of the population in Malaysia in 2017 from statistics done by Malaysia Informative Data Centre that showed on the figure 3.2. By showing by the results, the population of Malaysia consists of 32,049.7 million of individuals and there are about 11, 678.5 million of the individuals which is the age among the Generation Y group in the whole Malaysia.

Figure 3.2: Total Numbers of Population in Malaysia of Different Generation 2017

Jadual 8.1.2: Penduduk mengikut kumpulan umur dan jantina, 2000 - 2017, Malaysia
Table 8.1.2: Population by age group and sex, 2000 - 2017, Malaysia

Kumpulan umur/ Jantina Age Group/sex	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017*
Jumlah/Total																		
0-4	2,833.4	2,801.2	2,742.4	2,688.8	2,609.5	2,555.8	2,524.7	2,513.5	2,512.5	2,515.0	2,508.6	2,506.6	2,524.7	2,559.3	2,571.2	2,601.6	2,630.4	2,620.9
5-9	2,646.0	2,685.8	2,714.7	2,733.0	2,741.3	2,741.6	2,724.3	2,697.3	2,670.9	2,659.8	2,659.5	2,619.8	2,581.8	2,553.7	2,536.9	2,518.4	2,513.4	2,532.6
10-14	2,523.7	2,580.8	2,640.4	2,684.8	2,719.3	2,742.1	2,749.0	2,741.2	2,721.1	2,691.1	2,654.0	2,605.5	2,670.0	2,670.5	2,665.5	2,655.8	2,616.0	2,579.4
15-19	2,335.7	2,428.0	2,516.3	2,594.1	2,660.9	2,719.1	2,764.4	2,801.9	2,828.3	2,841.8	2,837.4	2,852.6	2,853.6	2,867.8	2,852.8	2,846.7	2,862.7	2,873.0
20-24	2,088.5	2,149.2	2,231.0	2,334.2	2,448.9	2,561.8	2,668.5	2,752.8	2,818.7	2,869.8	2,912.0	2,964.9	3,017.5	3,121.9	3,182.5	3,225.4	3,244.6	3,251.1
25-29	1,919.5	1,948.1	1,981.6	2,019.9	2,068.3	2,136.3	2,226.1	2,349.5	2,498.5	2,652.2	2,789.6	2,871.6	2,924.5	3,027.7	3,079.3	3,135.9	3,169.4	3,245.2
30-34	1,837.1	1,854.0	1,869.4	1,886.9	1,909.5	1,938.0	1,970.0	2,002.7	2,040.5	2,096.3	2,161.7	2,267.6	2,368.5	2,522.4	2,643.1	2,731.2	2,797.8	2,845.3
35-39	1,668.2	1,702.6	1,735.4	1,765.6	1,792.2	1,816.0	1,838.5	1,862.5	1,889.9	1,920.9	1,954.8	1,977.3	1,996.6	2,046.8	2,095.1	2,158.2	2,236.8	2,336.9
40-44	1,451.0	1,490.6	1,530.7	1,570.5	1,608.4	1,644.4	1,678.1	1,709.9	1,739.0	1,765.7	1,791.5	1,811.5	1,827.7	1,860.3	1,880.3	1,898.7	1,918.5	1,934.6
45-49	1,205.1	1,250.1	1,291.1	1,331.3	1,373.0	1,416.2	1,459.2	1,501.3	1,541.5	1,579.3	1,614.3	1,643.4	1,667.1	1,695.4	1,713.1	1,727.9	1,741.3	1,756.6
50-54	877.7	934.2	992.7	1,048.0	1,097.4	1,142.2	1,185.3	1,229.2	1,276.0	1,323.9	1,370.8	1,415.7	1,455.0	1,496.7	1,532.3	1,560.3	1,585.1	1,604.1
55-59	657.9	684.9	718.2	756.5	807.3	857.8	908.0	953.8	993.5	1,029.4	1,066.0	1,111.1	1,159.8	1,212.0	1,260.2	1,304.2	1,345.4	1,383.4
60-64	519.3	537.7	553.8	568.0	583.6	605.4	635.2	675.1	723.8	775.3	823.5	863.2	896.8	929.2	962.2	1,000.4	1,040.8	1,084.8
65-69	378.3	392.5	411.0	432.9	454.4	472.4	488.8	499.5	506.8	517.2	530.0	570.5	613.0	662.3	708.5	748.6	785.1	816.0
70-74	264.2	275.7	284.7	291.5	299.1	311.1	326.0	346.7	371.4	393.5	409.3	421.3	426.5	430.3	439.6	460.9	490.0	528.1
75-79	142.7	152.8	166.6	181.6	194.9	205.4	213.1	216.5	218.0	222.3	233.4	247.5	267.8	290.3	308.1	319.8	330.7	335.0
80+	146.7	156.3	162.5	167.5	173.3	181.2	192.8	205.0	217.3	228.1	244.4	252.8	259.0	268.9	277.9	292.4	305.6	323.8
Jumlah/Total	23,484.9	24,030.5	24,542.5	25,038.1	25,541.5	26,045.5	26,549.9	27,058.4	27,567.6	28,081.5	28,588.6	29,062.0	29,510.0	30,213.7	30,708.6	31,196.1	31,633.5	32,049.7

Source: Malaysia Informative Data Centre, (n.d.). *Population by age group and sex, 2000-2017, Malaysia.*

Below represent the three sub group between the ages of 21-38 years old which called the Millennial. From the outcome we received, there are total 200 questionnaires being spread to the target population. The age of 21 to 27 with 148 questionnaires to the target population. The age of 28 to 33 with 25 questionnaires to the target population and the age of 33 to 38 with 27 questionnaires to the target population.

Table 3.1: Sampling Size of Different Generation Y Age Group

Age	Sampling size based on the percentage
21-27	74.0%
28-33	12.5%
34-38	13.5%
Total	100

Source: Developed from the research

3.4 Research Instrument

Self-completion survey is used as the research instrument in this study as a part of this examination. The utilization of self-completion survey basically involved paper-based or electronic that provide advantage to complete the entire process even without the presence of an interviewer (Carlson and Winquist, 2014). In this study, questionnaires were spread randomly through online for the target populations. The reason the researchers are using the self-completion questionnaire is because it is easy and able to help to reduce the prejudice of the respondents. (Bryman, 2012). It is very easy for using the self-completion survey because the individuals just to choose the most preferred choice without having to give any opinion which may need a few times for the respondents to complete. Furthermore, it also can help the researchers to minimize the possible bias that provided by the respondents (Bryman, 2012).

3.4.1 Questionnaire Design

Questionnaire distribution method is used in this research as the questionnaire survey is cost-saving and effective. It is used to collect the primary data from the target respondents. Furthermore, the questionnaire distribution method is more convenient to use. In designing the questionnaire, there involved a few types of the design. Thus, we tent to design the questionnaire with close-ended questions as it allowed the target populations to make decision quickly and effectively (Sekaran & Bougie, 2003). Moreover, the language we used in the questionnaire is the simple English to make sure respondents fully understand the questions stated.

In this study, we prepared a set of structured questionnaires. All of the data collected will be only served for educational research purpose and would be kept it as confidentially. The questionnaire involve several section which include Section A, Section B and Section C. Section A is includes the social demographic background information of respondents typically that involve the ethnicity group, the age of the Generation Y, the gender and the level of the education of each of the respondents.

While Section B contains some general information from the respondents, such as did respondents own a luxury brand, what luxury brand that respondents willing to buy in the future, how often respondents buy a luxury brand, how much respondents spend and the important factors on buying a luxury brand.

In the section C is developed to capture independent variables and dependent variable as the table below. This invlove 6 constructs of all IV nd DV. Part A to part E consists of the independent variables such as perceived quality, celebrity endorsement, social status and social impact and brand trust which indicate the factors that affect the purchase intention of the luxury brands. While Part F contains of the dependent variable

which is the purchase intention of luxury brands. By completing the questionnaires, it requires the target population to answer the questions by selecting the five-point Likert scale.

Table 3.2: Parts of IV and DV

Parts	Variables	Independent and dependent variables
A	Independent Variable	Perceived Quality
B	Independent Variable	Celebrity Endorsement
C	Independent Variable	Social Status
D	Independent Variable	Social Influence
E	Independent Variable	Brand Trust
F	Dependent Variable	Purchase Intention on Luxury Brands

The measuring scale is 5-point Likert scale in which:

- 1 = Strong Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Source: Developed from the research

Table 3.3: Summary of Measures

Variable	Number of Items	Measurement Scale
Perceived Quality	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Celebrity Endorsement	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Social Status	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Social Influence	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Brand Trust	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Generation Y's Purchase Intention on Luxury Brands	5	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)

Source: Developed from the research

3.4.2 Pilot Test

Pilot testing is basically a pretest approach in research, where several of chosen respondents react the test and comment on the method of the test (Second Language Testing, 2018). They highlighted those problems aligned within the assessment method, events where contents are misleading, and establishing or other typographical errors or potential problems. The pilot test must be carry on before the actual questionnaires are being distributed in order to ensure the reliability and the accuracy of the assessment. (Saunders et al., 2010). A total 30 copies of questionnaires are distributed respondents. The pilot test is able to check whether any questions impact respondents feel uncomfortable and especially to avoid miscommunication among the designated questions with those pilot test respondents. Besides, it allowed us to realize the potential errors in the questions when conducting the pilot test right before we allocate the questionnaire to our target populations.

Table 3.4: Pilot Testing

Constructs	Cronbach's Alpha	No. of items
Perceived Quality	0.804	6
Celebrity Endorsement	0.923	6
Social Status	0.851	6
Social Influence	0.882	6
Brand Trust	0.778	6
Purchase Intention on Luxury Brand	0.756	5

Source: Developed for Research

3.5 Construct Measurement

3.5.1 Measurement Scale

The measurement simply means gathering the information or data as numbers. A scale is an instrument showing how people are recognized and how they differentiated from one another based on the variables of interest to our examination (Sekaran & Bougie, 2003). There are basically four different types of scale measurement which are normally used by researcher in doing research which include the first measurement that is nominal, ordinal as the second measurement, third measurement is interval and lastly is the ratio scales measurement. In this research, we are selecting the nominal measurement, ordinal measurement and interval scale measurement as the method in this particular questionnaire.

According to Sekaran & Bougie, 2003, the nominal scale is one of the measurement that the utilized by researchers to allocate subjects to the chosen groups. Next, the nominal scale measurement is used for classification of variables, without involving any others quantitative value (Market Research Man, 2017). Furthermore, ordinal scale measurement allowed things to be organized in order according to how much of different perceptions they have and it also a rank-orders the categories (Zikmund et al., 2010). In section A and B of the designated questionnaire, nominal method and ordinal method were chosen to design the different types of questions on demographic profile of the target population and some general information. Questions such as gender, race, ethnicity and occupation are using the nominal scale. While questions such as age, personal spending and the important characteristics when buying luxury goods that use the ordinal scale.

Lastly, the interval scale is considered as numeric scales in which recognize the request, as well as the precise contrasts between the different qualities (Market Research Man, 2017). In Section C uses the interval scale which also known as five-point Likert scale. This scale showed as 1 represent Strongly Disagree, 2 represent Disagree, 3 represent Neutral, 4 represent Agree, and lastly 5 represent Strongly Agree. This sector the relationship between independent and dependent variables are determined.

3.5.2 Origin of Construct

Table 3.5: Origin of Construct

Constructs	Sources
Perceived Quality	Zohaib Ahmed (2014)
Celebrity Endorsement	Radha. G & Jija. P (2013)
Social Status	Geiger-Oneto. S; Gelb.B.D; Walker.D; Hess.J.D (2012)
Social Influence	Ming.W.S (2011)
Brand Trust	Gesti. F & Tengin.H (2013)
Purchase Intention on Luxury Brand	Mohammad Hussain (2017)

Source: Developed for Research

3.6 Data Processing

Data processing is basically known as a procedure that measures the data received from the respondents is precisely accurate and dependable in order to compose into an excellent quality of research proposal. Data processing mainly involved go through and checking all the questionnaire, editing and coding different data, lastly is data transcribing and data cleaning.

3.6.1 Questionnaire Checking

Questionnaire checking is the first step in data processing in order to ensure the quality level of data. Besides that, the process of checking those questionnaire was carried out is to detect any problems and errors involved such as confusion of instruction and especially question difficulty in the questionnaire, grammar, and inappropriate vocabulary. The purpose of checking questionnaires is to correct the errors before we conduct the real survey.

3.6.2 Data Editing

Editing the data is the way of inspecting the information gathered in questionnaires to recognize blunders and omissions and to see that they are rectified and the schedules are ready for tabulation (Zikmund et al, 2010). Data editing is purposely used to screen the questionnaire to avoid inconsistency and deficiency from the responses received where correction can be taken to improve the accuracy of the surveys. Therefore, actions were taken in data editing such as checking the omissions and adjust the errors to improve the quality of the research project.

3.6.3 Data Coding

Data coding is basically a process allocating a number to the participants' responses so that they can easily be converted into the database (Sekaran & Bougie, 2003). All information was precisely coded to allow exchanging data from surveys to the computer database as a simpler job and in the meantime improve and guarantee the precision of the responses. Codes are frequently utilized to represent the meaning in the data, thus it is occurring as numerical symbol that allow simpler interpretation instead of using a lengthy alphabetical depiction as well as allow the researchers to transfer the data into the computer program with the shortest time. For an illustration, the age of the respondents which can be coded as "1" for 21 to 27 years old and "2" for 28 to 33 years old. Furthermore, it can be categorized accordingly from 1 to 5 in the questionnaire to determine the extent of 'strongly disagree', 'disagree', 'neutral', 'agree', and 'strongly agree' and there is other more of the items being coded.

3.6.4 Data Transcribing

All information or statistics that comprises changing over the statistics code from the survey or coding sheets into the soft copy or straightforwardly into the laptop by typing into the computer is a term of data transcribing (Malhotra & Paterson, 2006). Before the statistics are transferred to the computer, it is necessary to check and ensure there is without any errors and omissions involved. Once the steps above have been completed by verify all the information then the researchers will carried all the information that will be translate to the actual data from the laptop or computer memory. In this study proposal, the Statistical Project of Social Science (SPSS) system will be used as to transcribe all the information.

3.6.5 Data Cleaning

Last but not least, the data cleaning must be proceed. Basically, the data cleaning is a process to identify and adjust the mistake. Data cleaning manages information issues once they have happened. Error-prevention strategies can decrease numerous issues yet can't eliminate them. Data cleaning involve three-stage process, including repeated cycles of screening, diagnosing, and editing the incomplete and inaccurate data (PLoS Med, 2005). Therefore, the main aim that the researchers must carry out this step it is because data cleaning normally able to improve and control all the data or information without any mistakes or omissions in order to provide an accurate and precise data. Data cleaning process may also be carried out by applying the Statistical Project of Social Science 22.0 (SPSS) system. By using SPSS 22.0 software, is it useful as it provide smoothen of the procedure of data cleaning. This is because the fact that checking utilizing computer is considerably more exact and predictable.

3.7 Data Analysis

Data analysis usually represents the technique of methodically applying all the numerical data as well as intelligent systems to show and illustrate and assess information (Burns & Bush, 2008).

3.7.1 Statistical Packaging for the Social Science (SPSS)

For this research project, version 22.0 of SPSS for Windows is chosen to use to run the data analysis. SPSS software ready to examine all the useful quantitative or numeric data that has been gathered, this is because it able to help the researchers to conduct all the quantitative data. Besides, SPSS contains information gathering and association, information yield and measurable tests. It is helpful to apply the system as it can enter all the information that has been collected by the researchers and it can translate all the numerical data into figures and tables that show the percentage of the overall results. Using SPSS software which brings a lot of convenience to researchers as it is competent to process and run the information in a substantial volume as well as it is easier for us to execute all the analysis.

3.7.2 Descriptive Analysis

Descriptive analysis that enable to show, explain and make a conclusion of the data in such a meaningful way, for example, the method may arise up from the information (Laerd Statistics, 2018). Descriptive statistics will test the number of population in the data collected from the respondents (Sekaran, & Bougie, 2003). Thus, the questionnaires gathered from 200 respondents is a raw data. Therefore, in this proposal of the study, the researchers have been translated all the relevant information that provided by the target population into a method of frequencies and percentage into the charts or graphs. Moreover, it also enables the researchers to carry out the mean of each of the constructs.

3.7.3 Scale Measurement

In the proposal of the study, all the scale measurement must be provided because the researchers wish to carry out the reliable results. Therefore, it is important for the researchers to carry out the internal reliability of the results. It also wanted to determine the relationship between the independent and dependent variables. As we have discussed previously, the pilot test which will also be tested in order for the researchers to proceed the continuous step to spread the questionnaires to the qualified respondents.

3.7.3.1 Reliability Test

The reliability test has been presented by applying the Cronbach's Alpha that is a useful instrument that the researchers has been applied in this study because it can assist the researchers to define the internal reliability and consistency of all the independent and dependent variables which are perceived quality, celebrity endorsement, social status and social influence and the purchase intention towards luxury brands. Reliability test is for the researcher to study the sign of internal consistency with the tool to test the idea and assesses the integrity of a measure (Zikmund et al., 2010). The internal consistency reflects the homogeneity of the items in the measure that taps the construct (Sekaran&Bougie, 2003).

It is significant to understand that the smaller the alpha value represent the weaker relationship between the independent and dependent variable. While, the larger the value which clearly understand that it will provide the stronger relationship between the variables. All of the variables that is above 0.7 of the alpha value which mean that the result is a reliable result as it matched the obligation of the internal reliability test. Therefore, if one of the dependent or independent variables that is below the 0.7 of the alpha

result will show an inaccurate results. While the value of the alpha that achieves 0.9 and above was considered the excellent reliability. Below show the range of the value for Cronbach's Alpha.

Table 3.6: Range of Cronbach's Alpha value

Cronbach Coefficient alpha (α)	Indication
α value < 0.60	Poor reliability
α value between 0.61 and 0.70	Fair reliability
α value between 0.71 and 0.80	Good reliability
α value between 0.81 and 0.95	Excellent reliability

Source: Zikmund, Babin, Carr & Griffin (2010). *Business Research Method (8th ed.)*.

3.7.4 Inferential Analysis

Basically, the inferential analysis was carried out is because it enables the researchers to measure whether all of the independent variables has the relationship between the dependent variable that is matched or consistent to the hypotheses that outlined in this study. In order to provide the constancy and the reliability of the results it must conduct this reliability test (Malhotra, 2004). The Pearson's Correlation analysis is carried out to test the correlation results and the multiple regressions will also be covered in this in order to provide the accurate results therefore, this section will enables the researchers to test the T-test, the ANOVA test, to provide the F-value and the coefficient results.

3.7.4.1 Pearson's Correlation Analysis

West of England, (2018), there is a degree of the intensity between the dependent and independent variables which is known as Pearson's Correlation analysis. Therefore, it should be carried out to measure the relationship between the independent variables (IV) and the dependent variable (DV) in our research study.

The formula of the Pearson's Correlation is:

$$r = \frac{n(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[n\Sigma x^2 - (\Sigma x)^2][n\Sigma y^2 - (\Sigma y)^2]}}$$

The Y is referring to the dependent variable while X is referring to the independent variables. If the value between the independent and dependent variable is fall under zero which clearly mean that there is no any correlation provided. While the value is +1 or -1 it usually matched the method as the Pearson Correlation is lies on this value. If the value is greater than the zero then it has a positive association, while there will be a negative correlation between the independent and dependent variables when the value is lower than the zero (statistics, n.d).

Table 3.7: Value for Pearson Correlation Analysis

Correlation	Positive	Negative
None	+0.0 to +0.09	-0.09 to -0.0
Weak	+0.10 to +0.30	-.0.30 to -0.10
Moderate	+0.30 to +0.50	-0.50 to -0.30
Strong	+0.50 to +0.90	-0.90 to -0.50
Perfect	+1	-1

Source: Deborah. J. Rumsey (n.d). *How to interpret a correlation coefficient*

3.7.4.2 Multiple Regression Analysis

A strategy that utilization to lead the components to be dissect independently which each impact can be anticipated is known as multiple regression examination (Skyes, 1993). This research brings up the analysis to check the relationship between independent variables and dependent variables. According to Stockburger (n.d.), while there is a various indicator factors it is an expansion of linear regression with two forecaster variables is the multiple regression examination. There is a minimum when a straight change of the X factors (independent variables) is done as such that the aggregate of squared deviations of the watched and anticipated Y (dependent variable). Therefore, the researchers wish to test the relationship between the five independent variables which are perceived quality, celebrity endorsement, social status, social influence and brand trust on the purchase intention toward the purchase of luxury brands which is the dependent variable. In this part, the researchers may also will provide the value of the ANOVA and the coefficient value.

The formula of the Multiple Regression analysis:

$$y = \beta_0 + \beta_1\chi_1 + \beta_2\chi_2 + \dots + \beta_m\chi_m + \varepsilon$$

y = Dependent variable

β_0 = Intercept

$\beta_1, \beta_2, \dots, \beta_m$ = Regression Coefficient of the independent variables

$\chi_1, \chi_2, \dots, \chi_m$ = Independent variables

ε = Random error

3.8 Conclusion

As a conclusion, this chapter will outlined all the research design that the researcher will be used. Both of the primary and the secondary results will be carried out in order to collect and gathered all the qualified and useful information. In this study, the target population will be the Generation Y that aged between 21-38 years old. The researchers will carried out the questionnaires by being distributed through online among the whole Malaysia. The sampling techniques may also be included because it can help the readers to understand which of the techniques that the researchers will be used. Therefore, as a result the convenience sampling will be included. There are total of 200 respondents will be carried out through the online survey. Before distribute all the questionnaires, the researchers must conduct all the questions that are relevant to carry out and the pilot test will be assist the researchers to find out any of the omissions involved. Lastly, the researchers will discussed about the data analysis method will be involved in this study.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

After completed in the chapter 3, following is important to further describe the data analysis that discussed in the chapter 4. The researchers will conclude all the results provided by the Generation Y which shown in the Statistical Package for Social Science Version 22.0 (SPSS). Then the researchers will show the result into the graph and percentage. It also stated the mean for each of the constructs that include in the questionnaire. It is easy to get all the results from the SPSS system that are time-saving. Moreover, this section, the researchers may also will discuss what method being used in the inferential analysis. But, in this study, the researchers will focus on Pearson Correlation and Multiple Regression. We will also test the reliability test on each of the constructs to determine whether it is a reliable results of each of the variable.

4.1 Descriptive Analysis

It is utilized to characterize the essential part of the information in a research is known as descriptive analysis. It diagrams the outlines approximately the measure and test, for example, utilizing the tables or graphs (socialresarchmethods, 2008).

4.1.1 Respondents Demographic Profile

For this section, we include six questions that consist gender, age, ethnicity, status, education level and monthly allowance.

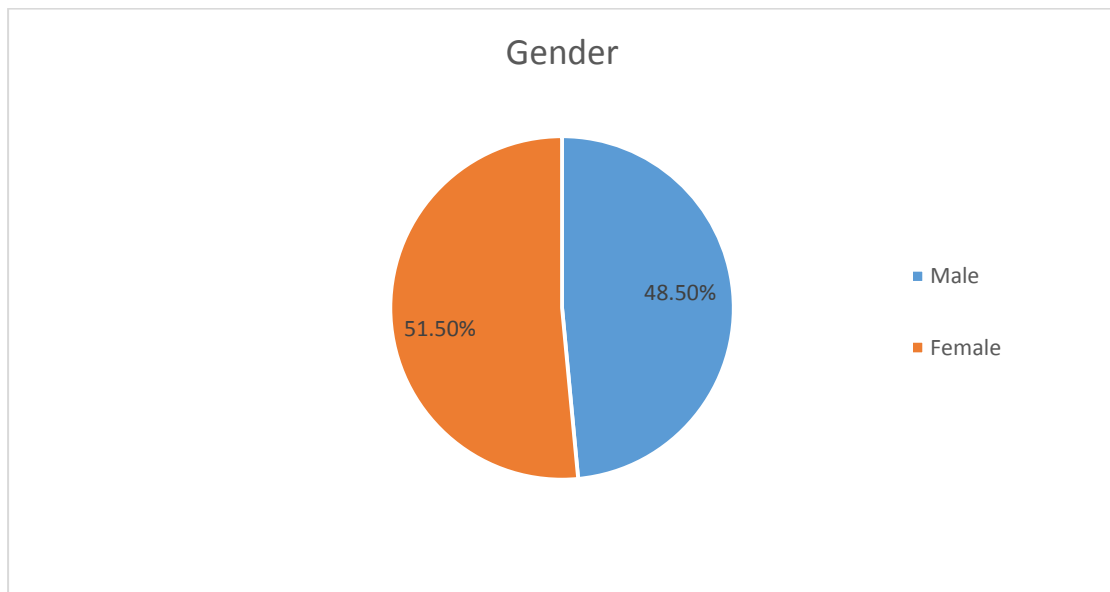
4.1.1.1 Gender

Table 4.1: Statistic of Respondents' Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	97	48.5	48.5	48.5
Female	103	51.5	51.5	100
Total	200	100	100	

Source: Developed from the research

Figure 4.1: Percentage of Respondent Based on Gender



Source: Developed from the research

There is a complete of 200 participants to answer the questions. A total of 103 (51.50%) of respondents are female and a total of 97 (48.50%) of the respondents are male which shown above the Table and Figure 4.1.

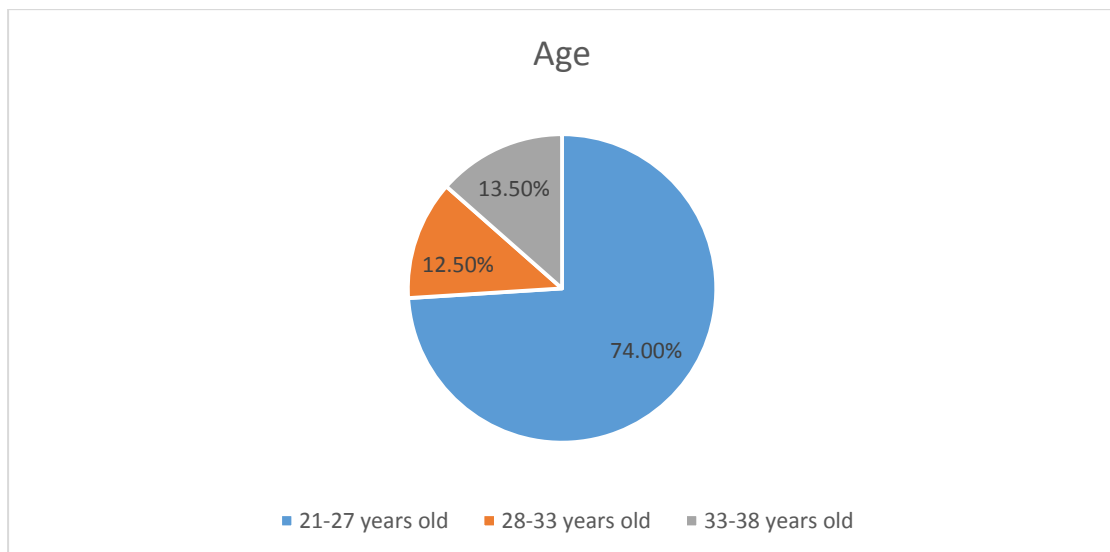
4.1.1.2 Age

Table 4.2: Statistics of Respondents' Age

	Frequency	Percent	Valid Percent	Cumulative Percent
21-27 years old	148	74.0	74.0	74.0
28-33 years old	25	12.5	12.5	86.5
34-38 years old	27	13.5	13.5	100
Total	200	100	100	

Source: Developed from the research

Figure 4.2: Percentage of Respondent Based on Age



Source: Developed from the research

Above the table and figure show that there are a total of 148 participants (74.00%) between the age of 21-27 years old, with a total of 25 participants (12.50%) with the age within 28-33 years old and lastly there are a few of peoples with the age between 34-38 years old represented of 27 participants (13.50%).

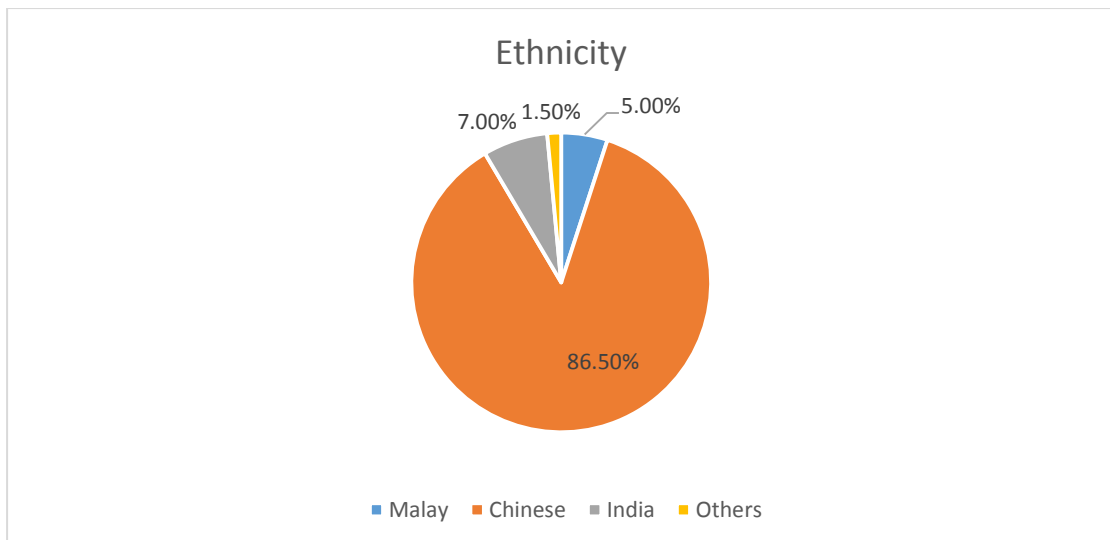
4.1.1.3 Ethnicity

Table 4.3: Statistic of Respondents' Ethnic Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	10	5.0	5.0	5.0
Chinese	173	86.5	86.5	91.5
India	14	7.0	7.0	98.5
Others	3	1.5	1.5	100
Total	200	100	100	

Source: Developed from the research

Figure 4.3: Percentage of Respondents' Ethnic Group



Source: Developed from the research

The ethnicity group of Malay consists of 10 (5.00%) participants, Chinese was the majority respondent's with total 173 (86.50%) of sample size and Indian with 14 (7.00%) respondents. There is a total of 3 (1.50%) of the sample size from other ethnic group which based on above the figure and table 4.3.

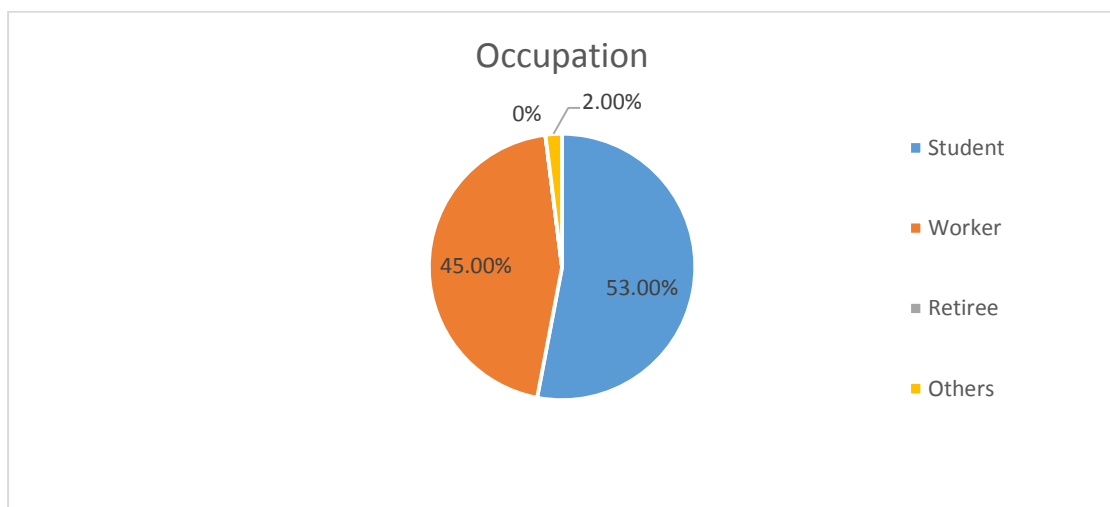
4.1.1.4 Occupation

Table 4.4: Statistic of Respondents' Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	106	53.0	53.0	53.0
Worker	90	45.0	45.0	98.0
Retiree	0	0	0	98.0
Others	4	2.0	2.0	100
Total	200	100	100	

Source: Developed from the research

Figure 4.4: Percentage of Respondents' Occupation



Source: Developed from the research

There is an amount of 90 participants (45.00%) that are the worker which mean they are holding a job. While there is a large quantity of 106 participants (53.00%) represent the students. There a least amount of the participants which represented other careers, with total 4 peoples (2.00%) shown on the table and figure 4.4 above.

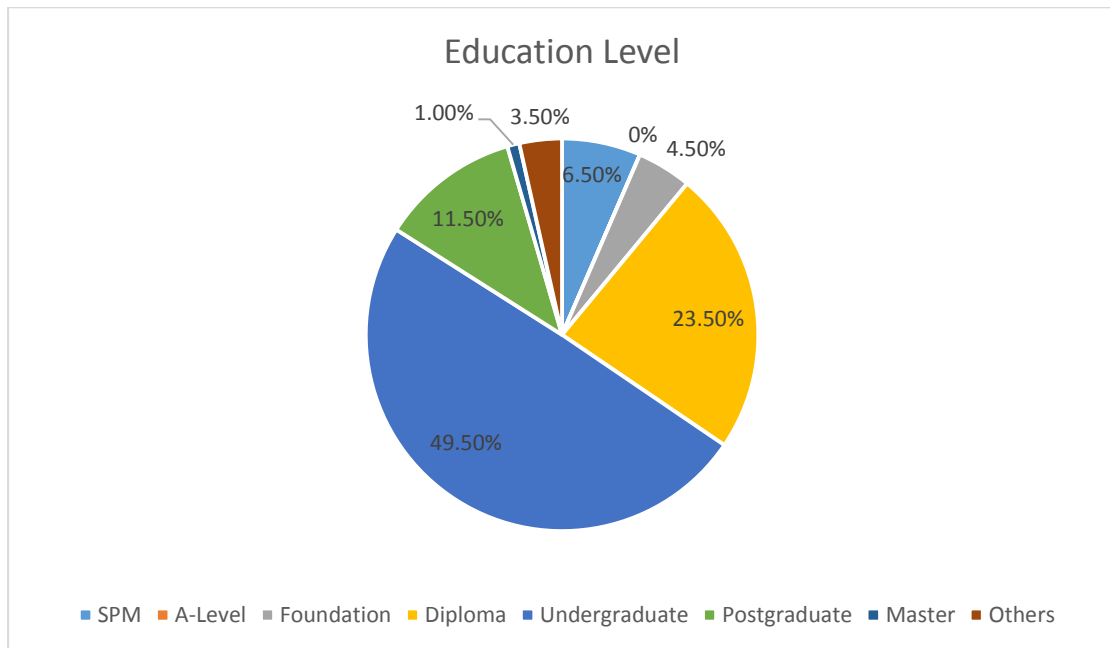
4.1.1.5 Education Level

Table 4.5: Statistic of Respondents' Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
SPM	13	6.5	6.5	6.5
A-Level	0	0	0	6.5
Foundation	9	4.5	4.5	11.0
Diploma	47	23.5	23.5	34.5
Undergraduate	99	49.5	49.5	84.0
Postgraduate	23	11.5	11.5	95.5
Master	2	1.0	1.0	96.5
Others	7	3.5	3.5	100
Total	200	100	100	

Source: Developed from the research

Figure 4.5: Percentage of Respondents' Occupation



Source: Developed from the research

According to Table 4.5 and Figure 4.5, respondents with SPM holder consists total 13 respondents (6.50%). There is none of the respondents with A-Level holder, whereas Foundation holder consists of 9 respondents (4.50%), followed by Diploma holder with 47 respondents (23.50%) which is the second larger population. There is a majority of 99 respondents (49.50%) with the Undergraduate holder, Postgraduate with 23 respondents (23%), Master with 2 respondents (1.00%) and lastly there is a total 7 (3.50%) respondents with other education holder.

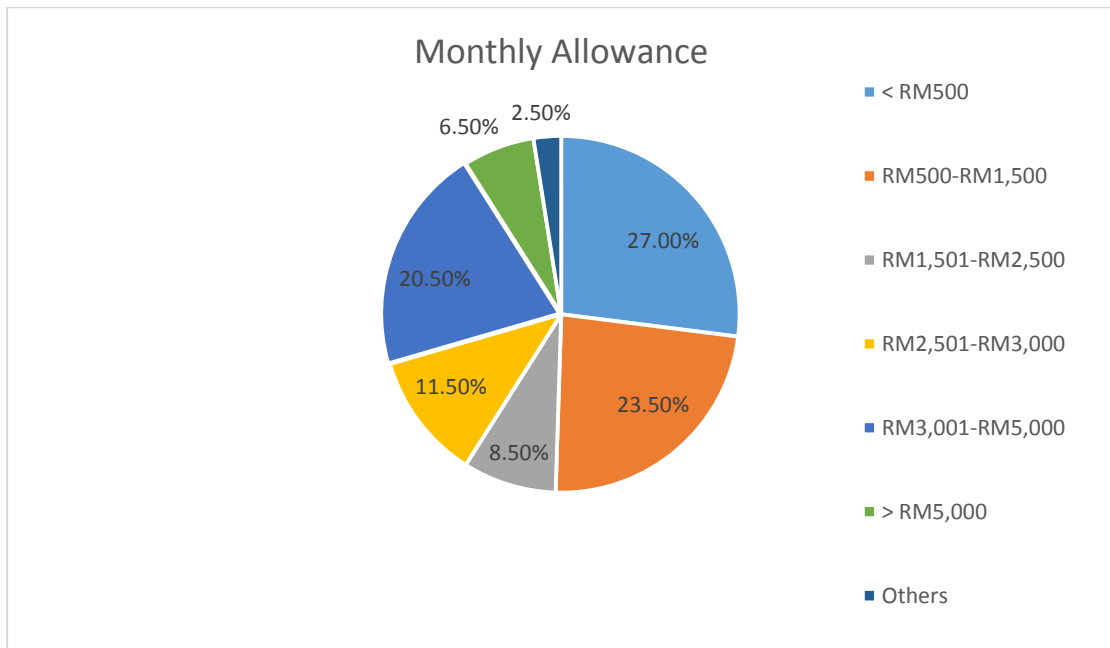
4.1.1.6 Monthly Allowance

Table 4.6: Statistic of Respondents' Monthly Allowance

	Frequency	Percent	Valid Percent	Cumulative Percent
< RM500	54	27.0	27.0	27.0
RM500-RM1,500	47	23.5	23.5	50.5
RM1,501-RM2,500	17	8.5	8.5	59.0
RM2,501-RM3,000	23	11.5	11.5	70.5
RM3,001-RM5,000	41	20.5	20.5	91.0
> RM5,000	13	6.5	6.5	97.5
Others	5	2.5	2.5	100
Total	200	100	100	

Source: Developed from the research

Figure 4.6: Percentage of Respondents' Monthly Allowance



Source: Developed from the research

Based on the Table 4.6 and Figure 4.6, a total of 54 participants (27.00%) with less than RM500 of their income, and a total of 47 of the respondents (23.50%) have a monthly income of between RM500-RM1500. Next, the amount of RM1501-RM2500 of the income that only have 17 participants are holding within this sum. A total of 23 participants are holding their income with amount of between RM2501-RM3000 and there is also quiet much of the individuals with total of 41 participants (20.50%) have a monthly wages with between of RM3001-RM5000. There is only a small amount of individuals with the wages of more than RM5000 (6.50%) and only 5 respondents (2.50%) with other monthly income.

4.1.2 Respondents General Information

In this section, we include five general information of all the respondents, the questions including do you own a luxury brand, luxury brand prefer to have in the future, how often to buy luxury brand, total amount willing to spend on luxury brand and the important characteristics to buy a luxury brand.

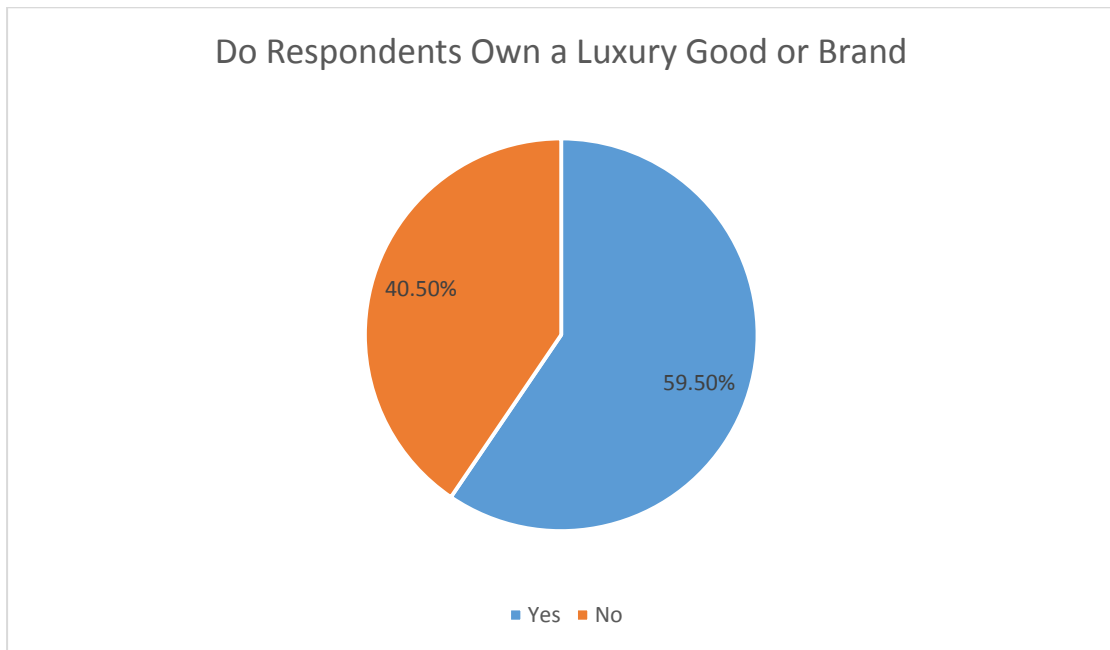
4.1.2.1 Do Respondents Own a Luxury Good or Brand

Table 4.7: Statistics of Do Respondents Own a Luxury Good or Brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	119	59.5	59.5	59.5
No	81	40.5	40.5	100
Total	200	100	100	

Source: Developed from the research

Figure 4.7: Percentage of Do Respondents Own a Luxury Good or Brand



Source: Developed from the research

According to Table 4.7 and Figure 4.7, the huge amount of respondent with 119 individuals (59.50%) do own a luxury brand or good, while the rest of 81 respondents (40.50%) do not own a particular luxury brand or good.

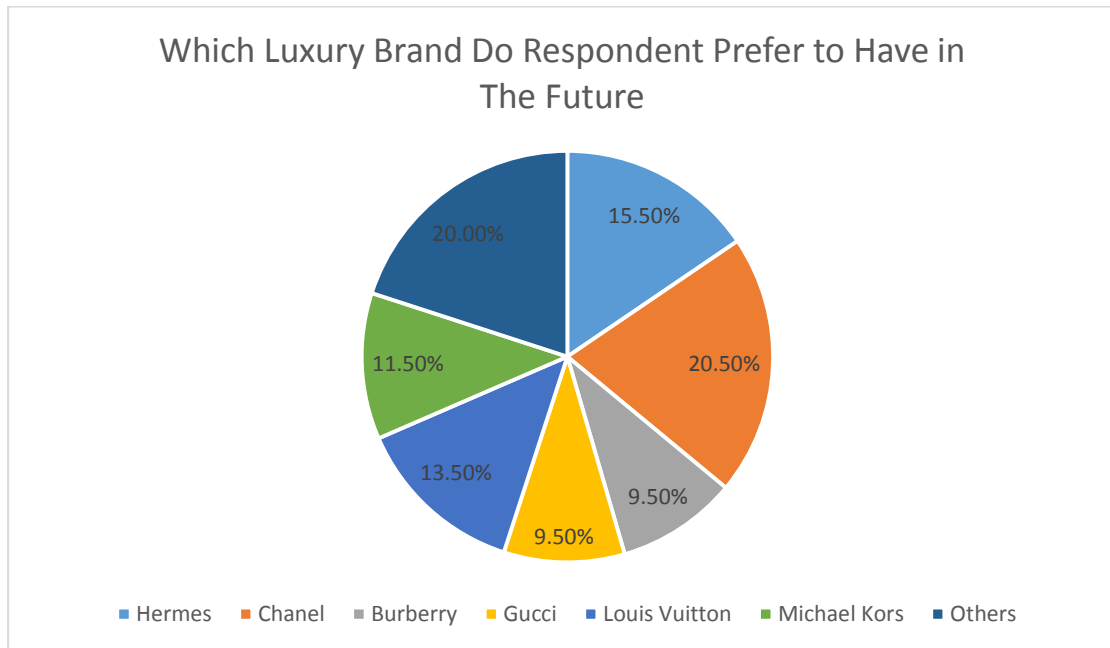
4.1.2.2 Which Luxury Brand Do Respondent Prefer to Have in The Future

Table 4.8: Statistics of Which Luxury Brand Do Respondent Prefer to Have in The Future

	Frequency	Percent	Valid Percent	Cumulative Percent
Hermes	31	15.5	15.5	15.5
Chanel	41	20.5	20.5	36.0
Burberry	19	9.5	9.5	45.5
Gucci	19	9.5	9.5	55.0
Louis Vuitton	27	13.5	13.5	68.5
Michael Kors	23	11.5	11.5	80.0
Others	40	20.0	20.0	100
Total	200	100	100	

Source: Developed from the research

Figure 4.8: Percentage of Which Luxury Brand Do Respondent Prefer to Have in The Future



Source: Developed from the research

According to Table 4.8 and Figure 4.8, Chanel is the brand with the highest number of respondents wish to obtain in the future with 41 (20.50%) out of the total respondents, while a total 40 (20.00%) respondents prefer to other luxury brand. There is a total of 31 (15.50%) respondents prefer to purchase Hermès and 27 (13.50%) respondents prefer to purchase Louis Vuitton near future. Following a total of 23 (11.50%) respondents likely to buy Michael Kors and there is a same total of 19 (9.50%) respondents prefer to purchase Burberry and Gucci in the future.

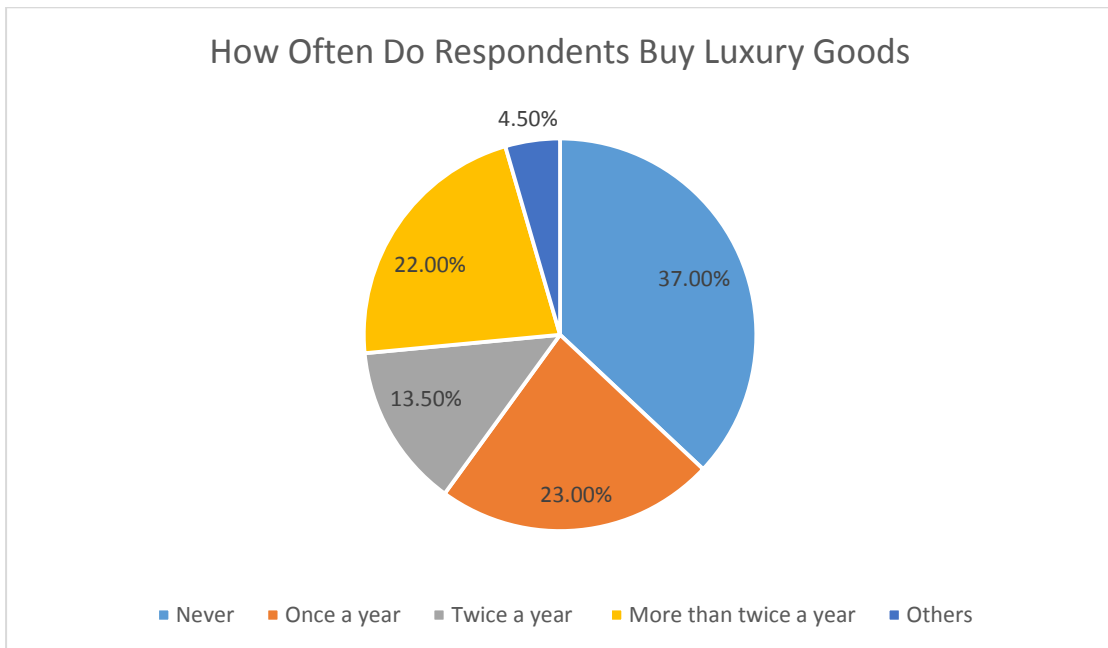
4.1.2.3 How Often Do Respondents Buy Luxury Goods

Table 4.9: Statistics of How Often Do Respondents Buy Luxury Goods

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	74	37.0	37.0	37.0
Once a year	46	23.0	23.0	60.0
Twice a year	27	13.5	13.5	73.5
More than twice a year	44	22.0	22.0	95.5
Others	9	4.5	4.5	100
Total	200	100	100	

Source: Developed from the research

Figure 4.9: Percentage of How Often Do Respondents Buy Luxury Goods



Source: Developed from the research

Based on Table 4.9 and Figure 4.9, there is an amount of 74 participants (37.00%) that they do not tend to consume the luxury brand. Coming with the sequence, there is an amount of 46 participants (23.00%) that are only willing to buy the luxury good once a year. Besides, there are 44 respondents (22.00%) purchase luxury good more than twice a year and 27 respondents (13.50%) purchase luxury good twice a year. Finally, total of 9 (4.50%) respondents will purchase luxury good depend on their necessarily on luxury brand.

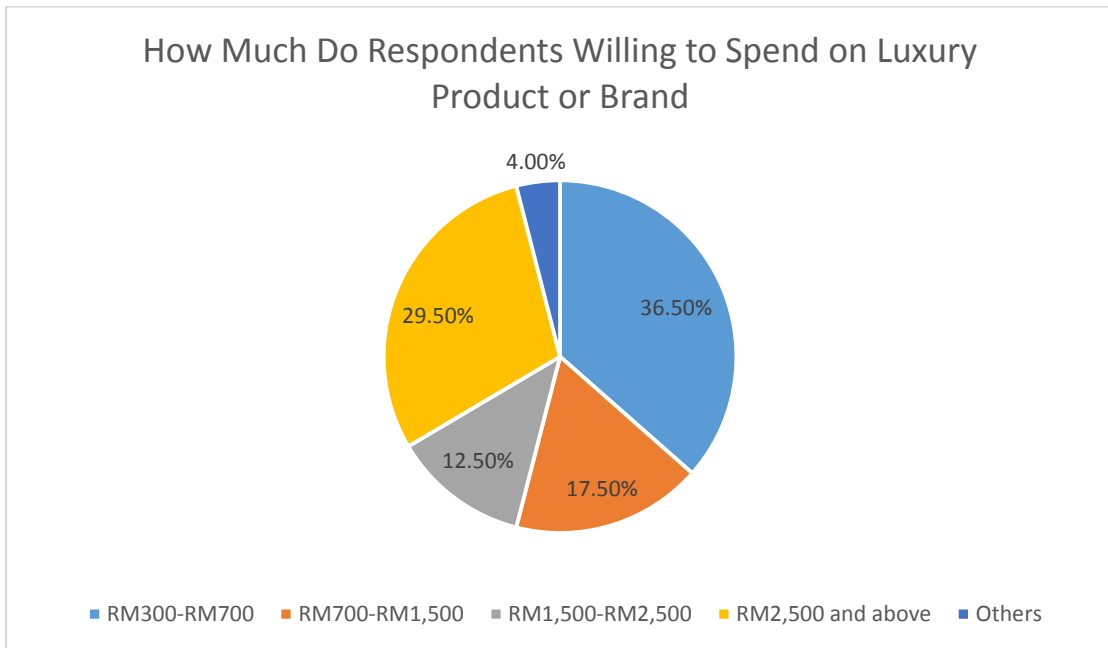
4.1.2.4 How Much Do Respondents Willing to Spend on Luxury Product or Brand

Table 4.10: Statistics of How Much Do Respondents Willing to Spend on Luxury Product or Brand

	Frequency	Percent	Valid Percent	Cumulative Percent
RM 300- RM 700	73	36.5	36.5	36.5
RM 700- RM 1, 500	35	17.5	17.5	54.0
RM 1, 500- RM 2,500	25	12.5	12.5	66.5
RM 2, 500 and above	59	29.5	29.5	96.0
Others	8	4.0	4.0	100
Total	200	100	100	

Source: Developed from the research

Figure 4.10: Percentage of How Much Do Respondents Willing to Spend on Luxury Product or Brand



Source: Developed from the research

Based on Table 4.10 and Figure 4.10, there is out of 73 individuals (36.50%) willing to spend between RM300-700 to buy a luxury good, 35 (17.50%) respondents will spend between RM700-RM1500 to buy a luxury good. Amount between of RM1500-RM2500, there is a total 25 (12.50%) respondents will spend on luxury good. 59 respondents (29.50%) will spend on luxury good and lastly 8 (4.00%) respondents will spend other than these amount or not willing to spend.

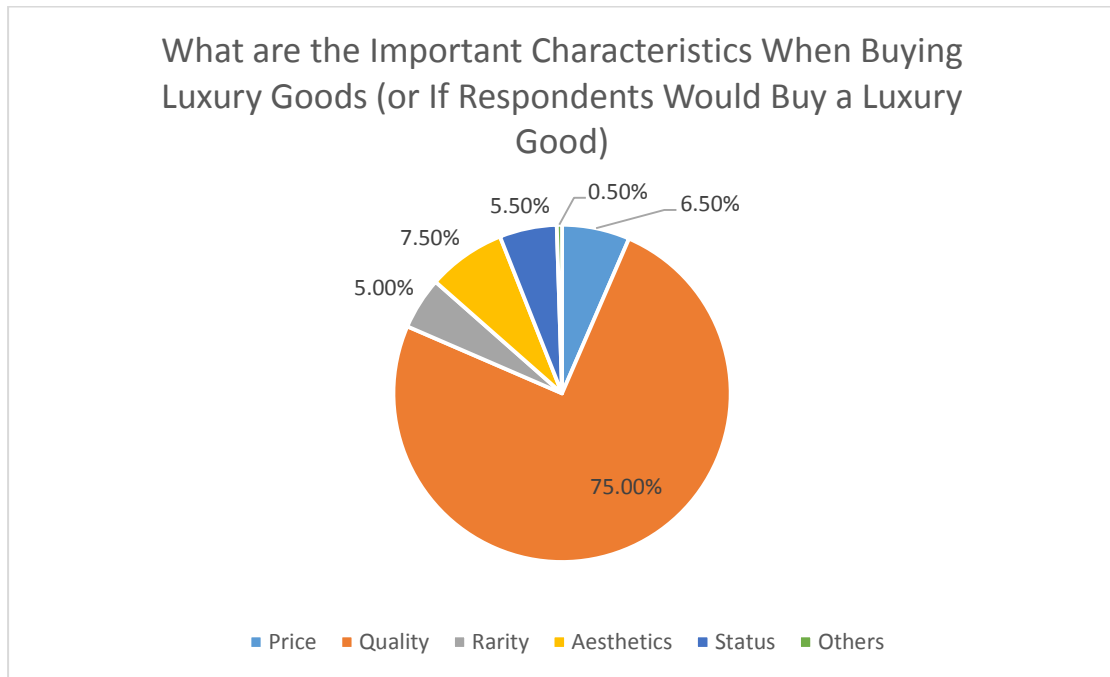
4.1.2.5 What are the Important Characteristics When Buying Luxury Goods (or If Respondents Would Buy a Luxury Good)

Table 4.11: Statistic of What are the Important Characteristics When Buying Luxury Goods (or If Respondents Would Buy a Luxury Good)

	Frequency	Percent	Valid Percent	Cumulative Percent
Price	13	6.5	6.5	6.5
Quality	150	75.0	75.0	81.5
Rarity	10	5.0	5.0	86.5
Aesthetics	15	7.5	7.5	94.0
Status	11	5.5	5.5	99.5
Others	1	0.5	0.5	100
Total	200	100	100	

Source: Developed from the research

Figure 4.11: Percentage of What are the Important Characteristics When Buying Luxury Goods (or If Respondents Would Buy a Luxury Good)



Source: Developed from the research

An amount of 13 individuals (6.50%) vote price is the most important when consider to buy luxury good and a majority of 150 (75.00%) respondents choose the quality is the most important feature when purchase luxury brand. There is a similar amount of respondents with 10 (5.00%) and 11 (5.50%) respondents choose rarity and status are the important feature to consume a luxury good and a total 15 (7.50%) respondents say aesthetics is the most important characteristic. Lastly, there is only 1 (0.50%) respondent vote none of the characteristic is important when buy a luxury good that shown in the Table 4.11 and Figure 4.11.

4.1.3 Central Tendencies Measurement of Constructs

Next in this area, it include six parts, part one to five are the independent variables (Perceived Quality, Celebrity Endorsement, Social Status, Social Influence and Brand Trust). While part six is the dependent variable (Purchase Intention) that influence Generation Y to purchase luxury brand.

4.1.3.1 Perceived Quality

Table 4.12: Central Tendencies Measurement of Constructs: Perceived Quality

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. The quality of the material used for the luxury brand will affects my purchase intention.	0.5	4.0	7.0	46.0	42.5	4.26	2
2. I will only purchase a luxury brand if the product are convenient to use.	1.5	3.5	11.0	46.5	37.5	4.15	3
3. I will only purchase a luxury brand if the product's design are socially accepted.	4.0	8.5	19.0	37.0	31.5	3.835	5
4. I will only purchase a luxury brand if product using the good materials which provide lasting worth.	1.0	1.0	8.0	42.0	48.0	4.35	1
5. Luxury brands provide assurance.	3.5	4.0	24.5	43.5	24.5	3.815	6
6. Luxury brands provide clearly their functions and performances.	2.0	3.0	25.5	46.5	23.0	3.855	4

Source: Developed from the research

According to the Table 4.12, there are a total of 6 statements of the question. Firstly, there is an amount of 4.26 of the mean with the question of "The quality of the material used for the luxury brand will affects my purchase intention." Secondly, the option of "I will only purchase a luxury brand if the product are convenient to use" Show the mean of 4.15. Thirdly, "I will only purchase a luxury brand if the product's design are socially accepted" will show an amount of 3.835 mean. Fourthly, the option with "I will only purchase a luxury brand if product using the good materials which provide lasting worth" ranked in the first out of the six options with a mean of 4.35. The least rank is the option of "Luxury brands provide assurance" include a mean of 3.815. Lastly, the option of "Luxury brands provide clearly their functions and performances" with a mean of 3.855.

4.1.3.2 Celebrity Endorsement

Table 4.13: Central Tendencies Measurement of Constructs: Celebrity Endorsement

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. Celebrity endorsement is an important factor that influence to purchase the luxury brand.	4.0	17.5	33.5	32.5	12.5	3.32	3
2. Celebrity trustworthiness improves luxury brand value.	2.5	18.5	31.5	37.0	10.5	3.345	2
3. Celebrity endorsement can attract my awareness toward purchasing luxury brands.	4.5	16.0	35.5	34.5	9.5	3.285	4
4. Celebrity physical appearance increase the luxury brands image and value.	5.0	14.0	34.5	33.5	13.0	3.355	1
5. I pay attention to what brands my favourite movie stars and pop singers are using.	11.0	23.5	31.0	26.5	8.0	2.97	6
6. I usually trust in a well-known brand because of the advertisement with celebrity and famous actress.	6.0	22.0	36.5	28.5	7.0	3.085	5

Source: Developed from the research

According to the Table 4.13, there are a total of 6 statements of the question. Firstly, there is an amount of 3.32 of the mean with the question of “Celebrity endorsement is an important factor that influence to purchase the luxury brand.” Secondly, the option of “Celebrity trustworthiness improves luxury brand value” show the mean of 3.345. Thirdly, “Celebrity endorsement can attract my awareness toward purchasing luxury brands” will show an amount of 3.285 mean. Fourthly, the option with “Celebrity physical appearance increase the luxury brands image and value” ranked in the first out of the six options with a mean of 3.355. The least rank is the option of “I pay attention to what brands my favourite movie stars and pop singers are using” include a mean of 2.97. Lastly, the option of “I usually trust in a well-known brand because of the advertisement with celebrity and famous actress” with a mean of 3.085.

4.1.3.3 Social Status

Table 4.14: Central Tendencies Measurement of Constructs: Social Status

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. Luxury brands can symbolise social status.	2.0	6.5	24.0	51.0	16.5	3.735	1
2. When purchasing luxury brand for myself, I prefer brand with bold, recognition logo which can enhance social status.	5.0	7.0	28.0	46.5	13.5	3.565	3
3. Purchase luxury brand primary due to symbolic reason in order to reflected individual or social goal.	2.5	8.0	30.5	40.5	18.5	3.645	2
4. Purchase luxury brand in order to gain respect from others as well as to communicate their social status.	6.5	11.5	26.0	45.0	11.0	3.425	6
5. I willing to spend on luxury brand for my status related good.	6.0	12.5	22.5	41.5	17.5	3.52	4
6. Luxury brands help me fit into important social situations.	6.0	11.0	24.5	42.5	16.0	3.515	5

Source: Developed from the research

According to the Table 4.14, similarly there are also a total of 6 opinions. Firstly, there is an amount of 3.735 of the mean with the question of "Luxury brands can symbolise social status" with indicated that most of the participants that are strongly agree this statement. Secondly, the option of "When purchasing luxury brand for myself, I prefer brand with bold, recognition logo which can enhance social status" show the mean of 3.565. Thirdly, "Purchase luxury brand primary due to symbolic reason in order to reflected individual or social goal" will show an amount of 3.645 mean. Fourthly, the option with "Purchase luxury brand in order to gain respect from others as well as to communicate their social status". This statement indicated that there is the lowest mean of 3.425 that most of the individuals do not agree this statement. Fifthly, "I willing to spend on luxury brand for my status related good" include a mean of 3.52. Lastly, the option of "Luxury brands help me fit into important social situations" with a mean of 3.515. While the result show that there is a highest mean meaning that most of the individuals are agree to the statement, while the lowest rank means the respondents do not strongly agree from the statement.

4.1.3.4 Social Influence

Table 4.15: Central Tendencies Measurement of Constructs: Social Influence

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. Before purchasing a luxury branded product, it is important to know what brands will make good impression on others.	7.0	16.5	31.0	35.5	10.0	3.25	2
2. My friends and I tend to buy the same luxury brand.	12.0	28.5	37.0	17.0	5.5	2.755	6
3. Before purchasing a luxury branded product, it is important to know what kinds of people buy certain brands.	8.0	24.5	34.5	23.5	9.5	3.02	4
4. Before purchasing a luxury branded product, it is important to know what kinds of people buy certain brands.	10.5	20.0	41.5	20.5	7.5	2.945	5
5. I tend to pay attention to what luxury brand others are buying.	9.0	18.0	37.5	28.0	7.5	3.07	3
6. Before purchasing a luxury branded product, I would like to seek suggestion from others.	7.0	11.5	32.0	37.0	12.5	3.365	1

Source: Developed from the research

According to the Table 4.15, similarly there are also a total of 6 opinions. Firstly, there is an amount of 3.25 of the mean with the question of “Before purchasing a luxury branded product, it is important to know what brands will make good impression on others”. Secondly, the option of “My friends and I tend to buy the same luxury brand” shows the mean of 2.755 which indicated that most of the participants that are strongly disagree this statement. Thirdly, “Before purchasing a luxury branded product, it is important to know what kinds of people buy certain brands” will show an amount of 3.02 mean. Fourthly, the option with “Before purchasing a luxury branded product, it is important to know what kinds of people buy certain brands” with the mean of 2.945. Fifthly, “I tend to pay attention to what luxury brand others are buying” include a mean of 3.07. Lastly, the option of “Before purchasing a luxury branded product, I would like to seek suggestion from others” with a mean of 3.365. This statement indicated that there is the highest mean of 3.365 that most of the individuals normally agree this statement.

4.1.3.5 Brand Trust

Table 4.16: Central Tendencies Measurement of Constructs: Brand Trust

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. I will purchase luxury brand because the brand will act in the best interest of me.	1.5	3.0	22.5	56.5	16.5	3.835	2
2. I will purchase luxury brand because it meets my expectation.	1.0	1.0	18.0	53.5	26.5	4.035	1
3. I never feel disappointed once I bought luxury brand.	7.0	10.0	31.0	38.5	13.5	3.415	5
4. I feel confident on luxury brand.	2.5	7.5	25.0	51.0	14.0	3.665	3
5. Luxury brand guarantees satisfaction.	4.0	3.5	29.5	48.0	15.0	3.665	3
6. I will purchase luxury brand because it provide a sense of safety.	6.5	13.0	25.0	41.5	14.0	3.435	4

Source: Developed from the research

According to the Table 4.16, correspondingly there are also a total of 6 opinions. Firstly, there is an amount of 3.385 of the mean with the question of "I will purchase luxury brand because the brand will act in the best interest of me". Secondly, the option of "I will purchase luxury brand because it meets my expectation" show the mean of 4.035 which indicated that most of the participants that are mostly agree to this statement. Thirdly, "I never feel disappointed once I bought luxury brand" will show an amount of 3.415 mean. This statement indicated that there is the lowest mean of 3.415 that most of the individuals normally do not agree this statement. Fourthly, there is 2 options provide the equal mean of 3.665 with the questions of "I feel confident on luxury brand" and "Luxury brand guarantees satisfaction". Lastly, the option of "I will purchase luxury brand because it provide a sense of safety" with a mean of 3.435.

4.1.3.6 Purchase Intention

Table 4.17: Central Tendencies Measurement of Constructs: Purchase Intention

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. I will purchase luxury branded products in the near future.	3.0	7.0	19.0	54.0	17.0	3.75	2
2. I will consider to buy luxury brands which are better known.	4.5	4.5	23.0	49.0	19.0	3.735	3
3. I will recommend to my friends or others to buy the luxury branded products.	6.5	14.0	27.0	39.5	13.0	3.385	5
4. The variety and availability of luxury brands urge and drive my purchase intention.	6.0	8.0	22.5	47.5	16.0	3.595	4
5. I am satisfied with purchase luxury brands that provide good quality and motivate me to purchase luxury brands.	1.5	2.5	20.5	56.0	19.5	3.895	1

Source: Developed from the research

According to the Table 4.17, in the purchase intention construct, it only has a total of 5 opinions. Firstly, there is an amount of 3.75 of the mean with the question of "I will purchase luxury branded products in the near future". Secondly, the option of "I will consider to buy luxury brands which is better known" show the mean of 3.735. Thirdly, "I will recommend to my friends or others to buy the luxury branded products" will show an amount of 3.385 mean which indicated that most of the participants that almost do not agree this part of the statement. Fourthly, the option with "The variety and availability of luxury brands urge and drive my purchase intention" with the mean of 3.595. Fifthly, "I am satisfied with purchase luxury brands that provide good quality and motivate me to purchase luxury brands" include a mean of 3.895. This statement indicated that there is the highest mean that most of the individuals normally agree this statement.

4.2 Scale Measurement

4.2.1 Reliability Analysis Test

As shown by the Statistics Solutions, reliability analysis test refer to the circumstance that a scale should mirror the construct it is estimating. Reliability analysis is use to measure whether the questionnaire is reliable to yield accurate results. The Cronbach's Alpha method is going to include and carry out by the researchers in the section as to yeild the reliable results that obtatined from the questionnaire.

Table 4.18: Reliability Analysis for Independent Variables (IV)

No	IndependentVariables	Cronbach's Alpha Coefficient	No. of items
1	Perceived Quality	0.733	6
2	Celebrity Endorsement	0.890	6
3	Social Status	0.885	6
4	Social Influence	0.870	6
5	Band Trust	0.827	6

Source: Developed from the research

Table 4.19: Reliability Analysis for Dependent Variables (DV)

No	Independent Variables	Cronbach's Alpha Coefficient	No. of items
1	Purchase Intention on Luxury Brand	0.833	5

Source: Developed from the research

From Table 4.18, all of the IV and DV will show their each of the internal reliability. Overall, the IV of celebrity Endorsement indicated the strongest reliability compare to others independent variables, it outlines the value of the alpha of 0.890. In contrast, the perceived quality indicated the lowest alpha value compare to others independent variables with the value of 0.733 alpha. By the sequence, the social status has the value of 0.885 alpha value which will be the grade of number 2. Besides, social influence contains 0.870 of the alpha value which will be the grade of number 3 and the last DV of brand trust consists the alpha value of 0.827. While the dependent variable has the value of 0.833 of the alpha.

To sum up, all of the constructs no matter is IV or DV both represents more than 0.7 of the value of alpha, thus we can conclude that all of which represent the strong internal consistency.

4.3 Inferential Analysis

4.3.1 Pearson's Correlation Analysis

According to the West of England, (2018), a level of the quality of the relationship between the two factors that is often refer to Pearson's Correlation analysis. The X is refer to the independent variables while Y is refer to dependent variable. It is important to have the Pearson's Correlation which represents the r value it most lies between +1 and -1 (statistics, n.d).

The correlation coefficient (r) expresses the strength of the relationship between the perceived quality, celebrity endorsement, social status, social influence and brand trust (IV) and purchase intention (DV) whether two variables change correspondingly. Positive correlation is when both variables are increase, hence the correlation coefficient will likely be closer to 1. Adversely, negative correlation will be closer to -1 due to one variable decreases and the other variable increases.

The p-value indicates the probability if the relationship between the purchase intention and the perceived quality, celebrity endorsement, social status, social influence and brand trust were in fact zero.

$$H_0: \rho = 0$$

$$H_1: \rho \neq 0$$

A small p-value less than $\alpha = 0.05$, the correlation coefficient is called statistically significant, represents strong evidence against the null hypothesis, therefore reject null hypothesis (Medcalc, n.d.). A large p-

value greater than $\alpha = 0.05$ represents null hypothesis of a research question is true, therefore fail to reject the null hypothesis (Deborah, 2016).

The sign of the P-value (+ or -) claims the path of the relationship between the purchase intention and the perceived quality, celebrity endorsement, social status, social influence and brand trust.

Table 4.20: Correlation Matrix for Six Constructs

	Pervceived Quality	Celebrity Endorsement	Social Status	Social Influence	Brand Trust	Purchase Intention on Luxury Brand
Pervceived Quality	1					
Celebrity Endorsement	0.270(**)	1				
Social Status	0.329(**)	0.374(**)	1			
Social Influence	0.166(**)	0.376(**)	0.383(**)	1		
Brand Trust	0.472(**)	0.300(**)	0.620(**)	0.252(**)	1	
Purchase Intention on Luxury Brand	0.442(**)	0.365(**)	0.639(**)	0.265(**)	0.760(**)	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Developed for the research

4.3.1.1 Implication of Correlations

Hypothesis 1

H_{A1} : Perceived quality have significant relationship to purchase intention on luxury brand.

Reject H_0 if p-value < 0.05

Table 4.20 displays that perceived quality takes a significant moderate positive linear correlation relationship to the purchase intention on luxury brand, with $r = 0.442$. Since its p-value = 0.000, which is lower than $\alpha = 0.05$, indicates there is a significant linear relationship between them, therefore null hypothesis is rejected.

Hypothesis 2

H_{A2} : Celebrity endorsement have significant relationship to purchase intention on luxury brand.

Reject H_0 if p-value < 0.05

Table 4.20 shows that celebrity endorsement has a significant moderate positive linear correlation relationship to the purchase intention on luxury brand, with $r = 0.365$. Since its p-value = 0.000, which is lower than $\alpha = 0.05$, indicates there is a significant linear relationship between them, therefore null hypothesis is rejected.

Hypothesis 3

H_{A3}: Social status have significant relationship to purchase intention on luxury brand.

Reject H₀ if p-value < 0.05

Table 4.20 shows that social status has a significant strong positive linear correlation relationship to the purchase intention on luxury brand, with $r = 0.639$. Since its p-value = 0.000, which is lower than $\alpha = 0.05$, indicates there is a significant linear relationship between them, therefore null hypothesis is rejected.

Hypothesis 4

H_{A4}: Social influence have significant relationship to purchase intention on luxury brand.

Reject H₀ if p-value < 0.05

Table 4.20 shows that social influence has a significant weak positive linear correlation relationship to the purchase intention on luxury brand, with $r = 0.265$. Since its p-value = 0.000, which is lower than $\alpha = 0.05$, indicates there is a significant linear relationship between them, therefore null hypothesis is rejected.

Hypothesis 5

H_{A5} : Social influence have significant relationship to purchase intention on luxury brand.

Reject H_0 if p-value < 0.05

Table 4.20 shows that social influence has a significant strong positive linear correlation relationship to the purchase intention on luxury brand, with $r = 0.760$. Since its p-value = 0.000, which is lower than $\alpha = 0.05$, indicates there is a significant linear relationship between them, therefore null hypothesis is rejected.

4.3.2 Multiple Regression Analysis

According to on Sekaran & Bougie (2003), a technique that utilization to quantify in excess of one independent variable to clarify the fluctuation in the dependent variable that is known as multiple regression analysis. The variable that we need to anticipate is known as the dependent variable, while the factors that utilization to foresee the estimation of the reliant variable is call the independent variable (statistic, 2018).

Table 4.21: Multiple Regression Analysis Model Summary

Model	R	R Square (R ²)	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.637	.628	.45692

Source: Developed for the research

Based on the table above, the correlation of the model, $r = 0.798$, which will specifies a strong positive linear correlation. The coefficient of determination, r^2 of this model is 0.637, understand that 63.7% of the variation in purchase intention towards luxury brand is influenced by perceived quality, celebrity endorsement, social status, social influence, and brand trust. Meanwhile, 36.3% of the variation in purchase intention towards Luxury Brand is left unexplained, and it may be explained by other factors. Besides, the model has an adjusted multiple coefficient of determination, R_a^2 of 0.628, which is always smaller that R^2 as it considers both the sample size n and the quantity of β parameters in the model.

Table 4.22: Table of ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	71.100	5	14.220	68.111	0.000 ^b
Residual	40.503	194	.209		
Total	111.603	199			

Source: Developed for the research

$$H_0: \beta_1 = \beta_2 = \beta_3 = 0$$

H₁: At least one of the coefficients is nonzero

Based on the table above, at the significant level of $\alpha = 0.05$ and the p-value shows 0.000 that will be less than α value, showing that there is at least one of the coefficients of the 5 predictors is nonzero. Hence, the null hypothesis will be excluded or rejected. Therefore, there is sufficient evidence to conclude that the multiple regression model is adequate at $\alpha = 0.05$ and the F-statistic is significant with the F-value = 68.111.

Table 4.23: Output of Multiple Regression Analysis Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.004	.251		-.016	.988
	Perceived Quality	.104	.063	.082	1.643	.102
	Celebrity Endorsement	.084	.044	.093	1.889	.060
	Social Status	.228	.055	.245	4.181	.000
	Social Influence	-.013	.044	-.014	-.294	.769
	Brand Trust	.601	.065	.545	9.212	.000

Source: Developed for the research

The new multiple regression equation is form as following:

$$\mathbf{LB = -0.004 + 0.104 (PQ) + 0.084 (CE) + 0.228 (SS) + (-0.013) (SI) + 0.601 (BT)}$$

Where

LB = Purchase intention on Luxury Brand

PQ = Perceived Quality

CE = Celebrity Endorsement

SS = Social Status

SI = Social Influence

BT = Brand Trust

$$H_0: \beta_i = 0$$

$$H_1: \beta_i \neq 0$$

Where $i = 1, 2, 3, 4, 5$

The estimated attitude toward purchase intention is -0.004 point ($\beta_0 = -0.004$), which indicates that the attitude toward purchase intention is expected to be -0.004 point when the points of perceive quality, celebrity endorsement, social status, social influence, and brand trust is set to be zero.

4.3.2.1 Implication of T-Test

Hypothesis 1

H_{A1} : Perceived quality have significant impact on purchase intention on luxury brand.

Reject H_0 if p-value < 0.05

Table 4.20 shows the estimated attitude towards purchase intention is expected to increase by 0.104 point ($\beta_1 = 0.104$) for every point increase in perceived quality, by keeping other variables as constant. Since its p-value = 0.102, which is greater than $\alpha = 0.05$, indicates perceived quality has an insignificant effect on Generation Y's purchase intention on luxury brands, therefore null hypothesis is accepted.

Hypothesis 2

H_{A2}: Celebrity endorsement have significant impact on purchase intention on luxury brand.

Reject H₀ if p-value < 0.05

Table 4.20 shows the estimated attitude towards purchase intention is expected to increase by 0.084 point ($\beta_2 = 0.084$) for every point increase in celebrity endorsement, by keeping other variables as constant. Since its p-value = 0.060, which is bigger than $\alpha = 0.05$, indicates celebrity endorsement has no significant effect on Generation Y's purchase intention on luxury brands, therefore null hypothesis is accepted.

Hypothesis 3

H_{A3}: Social status have significant impact on purchase intention on luxury brand.

Reject H₀ if p-value < 0.05

Table 4.20 shows the estimated attitude towards purchase intention is expected to increase by 0.228 point ($\beta_3 = 0.228$) for every point increase in social status, by keeping other variables as constant. Since its p-value = 0.000, which is lower than $\alpha = 0.05$, indicates social status has significant effect on Generation Y's purchase intention on luxury brands, therefore null hypothesis is rejected.

Hypothesis 4

H_{A4}: Social Influence have significant impact on purchase intention on luxury brand.

Reject H₀ if p-value < 0.05

Table 4.20 shows the estimated attitude towards purchase intention is expected to decrease by 0.013 point ($\beta_4 = -0.013$) for every point increase in social influence, by keeping other variables as constant. Since its p-value = 0.769, which is greater than $\alpha = 0.05$, indicates social influence has an insignificant effect on Generation Y's purchase intention on luxury brands, therefore null hypothesis is accepted.

Hypothesis 5

H_{A5}: Brand trust have significant impact on purchase intention on luxury brand.

Reject H₀ if p-value < 0.05

Table 4.20 shows the estimated attitude towards purchase intention is expected to increase by 0.601 point ($\beta_5 = 0.601$) for every point increase in brand trust, by keeping other variables as constant. Since its p-value = 0.000, which is lesser than $\alpha = 0.05$, indicates brand trust has significant effect on Generation Y's purchase intention on luxury brands, therefore null hypothesis is rejected.

4.4 Conclusion

To sum up of this chapter, the researchers will outlined all the respondent's demographic profile and general information have been examined under the descriptive analysis. Under the scale measurement, the reliability test of the independent variables and dependent variable have been carried out. All the variables has more than 0.7 and above of Cronbach's alpha, indicates there exists a strong internal consistency.

Lastly, the Pearson's Correlation analysis and Multiple Regression analysis all of the value will be given and will be included in the inferential analysis. The outcome shows that only social status and brand trust has among all the independent variables. Brand trust has the most significant relationship to the purchase intention towards luxury brands. In Chapter 5, further discussion and conclusion will be detailed.

CHAPTER 5: DISCUSSION, IMPLICATION AND CONCLUSION

5.0 Introduction

This chapter will carry out 5 sections which summarizes all the results from chapter 4, such as statistical analysis of descriptive, central tendency, Cronbach's Alpha reliability test, Pearson correlation and multiple regression, implicates the results into study. Then, it also outlines the limitation encountered throughout the study. Lastly, there is the recommendation for future research along with a conclusion on this research.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

5.1.1.1 Demographic Profile

Based on the Chapter 4 the respondent's demographic profile recorded in the part of the descriptive study, there are total 97 (48.5%) male respondents and 103 (51.5%) female respondents out of 200 target respondents. There is a popular of Generation Y are within the age of 21-27 years old with total 148 (74.0%) respondents, a total of 25 (12.5%) respondents are aging between 28-33 years old and 27 (13.5%) respondents are aging between 34-38 years old. Among the respondents,

there is minority of 10 (5.0%) respondents are Malay, a majority of 173 (86.5%) respondents are Chinese and 14 (7.0%) respondents are Indians and another 3 (1.5%) respondents are from other races. There is a total of 106 (53.0%) respondents are students, 90 (45.0%) respondents are worker, none of the respondents are retire and lastly, there is a total of 4 (2.0%) respondents are fall under other categories of occupation. While for the education level among these respondents, most of them are with Undergraduate holder consists of 99 (49.5%) respondents, followed by 47 (23.5%) respondents are under Diploma holder, 23 (11.5%) respondents are Postgraduate, 17 (6.5%) of the respondents are with SPM holder, 9 (4.5%) respondents with Foundation holder, 2 (1.0%) respondents with Master holder and none of them with A-Level holder and a total of 7 (3.5%) respondents with others education holder. For the monthly allowances of the respondents, there is a majority of 54 (27.0%) respondents with allowances that is less than RM500 mainly because of the respondents are students, followed by 47 (23.5%) respondents with allowances between RM500-RM1500, 41 (20.5%) respondents with allowances in between RM3001-RM5000, 23 (11.5%) of them with allowance in between RM2501-RM3000, 17 (8.5%) respondents with allowance is between RM1501-RM2500, 12 (6.5%) respondents with more than RM5000 income and lastly 5 (2.5%) of them with others income level.

5.1.1.2 General Information

Similarly, in the previous chapter it also include the raw data of respondents' general information, there is a total of 119 (59.5%) respondents do own a luxury good and 81 out of 200 respondents (40.5%) do not own a luxury brand. Besides, there is a majority of 41 (20.50%) respondents prefer to consume Chanel in the future, while a total 40 (20.00%) respondents prefer to other luxury brand. There is a total of 31 (15.50%) respondents prefer to purchase Hermes and 27 (13.50%) respondents prefer to purchase Louis Vuitton near future. Following a total of 23 (11.50%) respondents likely to buy Michael Kors and there is a same total of 19 (9.50%) respondents prefer to purchase Burberry and Gucci in the future. Among these respondents, 74 (37.0%) respondents never buy a luxury good, 46 (23.0%) respondents purchase luxury good once a year, 23 (13.5%) respondents purchase luxury good twice a year, 44 (22.0%) respondents likely to purchase luxury good more than twice a year and total of 9 (4.50%) respondents will purchase luxury good depend on their necessarily on luxury brand. Moreover, a majority of 73 (36.50%) respondents willing to spend between RM300-700 to buy a luxury good, 35 (17.50%) respondents will spend between RM700-RM1500 to buy a luxury good. Amount between of RM1500-RM2500, there is a total 25 (12.50%) respondents will spend on luxury good. 59 respondents (29.50%) will spend on luxury good and lastly 8 (4.00%) respondents will spend other than these amount or not willing to spend. The important characteristics of luxury brand when respondents likely to consume a luxury brand involve 13 (6.5%) respondents consider the price, 150 (75.0%) respondents are considering the quality, 10 (5.0%) and 11 (5.5%) respondents consider the rarity and status when purchase a luxury brand, 15 (7.5%) respondents consider the aesthetics and only one respondents (0.5%) vote none of the characteristic is important when buy a luxury good.

5.1.1.3 Central Tendencies Measurement of Constructs

The central of the tendencies that the researchers have been provided in the part of the descriptive analysis will shows six constructs which were the perceived quality, celebrity endorsement, social status, social influence, brand trust and the purchase intention. From the perceived quality, the statement of “I will only purchase a luxury brand if product using the good materials which provide lasting worth” has the highest mean of 4.35. Under the celebrity endorsement, the statement of “Celebrity physical appearance increase the luxury brands image and value” ranked the highest with the mean of 3.355. Under the social status, the statement of “Luxury brands can symbolise social status” has the highest mean of 3.735. For the part of social influence, the statement of “Before purchasing a luxury branded product, I would like to seek suggestion from others” shows the highest mean of 3.365. Under the brand trust, the statement of “I will purchase luxury brand because it meets my expectation” scored the highest mean of 4.035. Lastly, under the purchase intention, the statement of “I am satisfied with purchase luxury brands that provide good quality and motivate me to purchase luxury brands” shows the maximum mean of 3.895.

5.1.2 Scale Measurement

The measurement of scale is to be concluded which is basically reviewed on the reliability test. In this research, there are total of 6 constructs which a sum of 35 objects needed to carry out by using the Cronbach's Alpha method. That will be tested by using the SPSS 22.0. According to the results, under the independent variables, the celebrity endorsement showed the largest scored of Cronbach's value of the alpha of 0.890, following is the social status had the second highest score with 0.885, next is the social influence with 0.870, brand trust ranked at fourth with 0.827 and perceived quality has the score of 0.733 alpha value. Lastly, the dependent variable which is the purchase intention had the score of 0.833. Therefore, it can be concluded that all the test are reliable and accurate because each of the constructs that are almost above the value of 0.7.

5.1.3 Inferential Analysis

5.1.3.1 Pearson's Correlation Analysis

Based on the results in previously covered in Chapter 4, it will test all the five independent variables which are the perceived quality, celebrity endorsement, social status, social influence and brand trust whether that has matched with the hypotheses that the researchers have been involved in earlier with the dependent variable which is the purchase intention. Therefore, as the results showed that in this study it only have two independent variables will have the relationship with the purchase intention. The results showed that the brand trust and purchase intention on luxury brand has the largest correlation with 0.760, while the relationship between the social influence and purchase intention on the luxury brand has the least correlation value with 0.265. The rest of the constructs were fall between the 0.365 and 0.639 of correlation value.

5.1.3.2 Multiple Regression Analysis

The results showed the R Square value is 0.637 that involved in the table 4.21. The value implies that 6.37% of the purchase intention towards luxury brand is influenced by perceived quality, celebrity endorsement, social status, social influence, and brand trust. While the adjusted R Square value shows 0.628.

From the table 4.23 shows the output of multiple regression coefficients, there are total three of the independent variables show insignificant relationship with the dependent variable which are the perceived quality, celebrity endorsement and social influence. The perceived quality, celebrity endorsement and social influence show no significant relationship with the purchase intention on luxury brand that implied the results of 0.102, 0.060 and 0.769, which are higher than 0.005. While there only two of the independent variables show a substantial relationship with dependent variable, which are the social status and brand trust. The social status show the value of 0.000 and the brand trust show the value of 0.000 thus there is significant relationship with the purchase intention.

By referring table 4.23, the Beta value is also show on the table, it show that which independent variable has the strongest and least impact on the dependent variable. Therefore, the most relevant of the hypotheses of the brand trust has clearly indicated that it has the most powerful effect with the purchase intention on the luxury brand with the value of 0.601. While on the other hand, the value provide of -0.013 that is the social influence which involved the least effect with purchase intention on the luxury brand. Thus, as of the mathematical form of the multiple regression equation showed as below:

$$\mathbf{LB = -0.004 + 0.104 (PQ) + 0.084 (CE) + 0.228 (SS) + (-0.013) (SI) + 0.601 (BT)}$$

5.2 Discussion of Major Findings

The main goal of this proposal study is to measure the relationship between perceived quality, celebrity endorsement, social status, social influence and brand trust toward Generation Y's purchase intention on luxury brand. The results of the overall of hypotheses testing will be concluded as below of the table 5.1.

Table 5.1: Summary of the Results for Hypotheses Testing

Hypotheses	Unstandardized Coefficient Beta	t-value	Significant Level	Result
H1: Perceived quality has significant relation with purchase intention	0.104	1.643	0.102	Not Supported
H2: Celebrity Endorsement has significant relation with purchase intention.	0.084	1.889	0.060	Not Supported
H3: Social Status has significant relation with purchase intention.	0.228	4.181	0.000	Supported
H4: Social Influence has significant relation with purchase intention.	-0.013	-0.294	0.769	Not Supported
H5: Brand trust has significant relation with purchase intention.	0.601	9.212	0.000	Supported

Source: Developed for the research

Based on table 5.1, brand trust has the most value of coefficient beta of 0.601 among all the independent variables, indicates its ability to increase the most of the point of the purchase intention for every point increase in the brand trust, by keeping other variables as constant. In contrast, social influence has the least impact to purchase intention, with its coefficient beta of -0.013, which means that the estimated attitude toward purchase intention for luxury brand is expected to decrease by 0.013 point for every point increase in the celebrity endorsement, by keeping other variables as constant.

Besides, the results show that only brand trust and social status are significant at the 5% level of significance among all the independent variables, where the p-value is 0.000 which is less than 0.05, rejecting the null hypothesis. Therefore, there is only brand trust and social status are supported to the research and showing positive to the research question and research objective, the rest of independent variables such as perceived quality, celebrity endorsement, and social influence are unsupported in our research.

There are few reasons we found that it may explain how the perceived quality, celebrity endorsement, and social influence showing negative in our research and that could be the problems why they are not influencing generation Y's purchase intention towards luxury brand. In the aspect of perceived quality, it will affect the consumer's judgment in the future if the product has a bad image previously. Therefore, the modification of the product due to the failure of its quality can barely change the consumer's purchase intention into positive way for their unfavorable past purchasing experience (Aaker, 1996).

Celebrity endorsement could not affect consumer's attitude towards purchase intention for luxury brand as the negative image of the endorser will bring negative impact to the brand. Besides, the uses of celebrity endorser which does not match the nature of product may confuse the consumers due to unable in delivering the product message. It will lead to the failure of providing credibility, as well as destroy the brand (Ghani & Kakakhel, 2011). In this case, celebrity endorsement will only have the advertising effectiveness as it might grab the attention of the consumers, but not affecting their purchase intention.

In the aspect of social influence, people tend to share and discuss their experiences and emotions on the social media regardless of positive or negative emotions after experiencing the product (Berger and Milkman, 2012). Consumers easily access to online product reviews through internet and social media making them more vulnerable to external social pressure, hence affecting their purchase intention towards luxury brands. Therefore, negative word-of-mouth may be the reason why social influence is not supported in our research and showing negative result towards the research objective and research question.

5.3 Implications of the Study

5.3.1 Managerial Implications

The primary purpose of this research study is to explore the factors in terms of the perceived quality, celebrity endorsement, social status, social influence and brand trust which will impact the Generation Y's purchase intention on the luxury brand. Such of this information enable the luxury brand companies to understand what makes consumers have the intention on the luxury brand in order to build strong relationship with the consumers by improving their products and services. It enable the luxury brand companies to know which factors are the greatest significant reason that make Generation Y likely to consume on the luxury brand.

From this research study, the statistic result shows the social status has no insignificant relationship with the purchase intention on luxury brand. It is clear to understand most of the customers purchase the luxury brand to reflect their social goal. Thus, it is important for the luxury brand's companies to enhance their brand's recognition. Most of the consumers purchase luxury brand is because it can enhance their self-image and to reflect their individual or social goal. It is also important for the companies to maintain their quality of the product and to provide the value for the customers of how the benefits or advantages and functions of the luxury brand presented. Moreover, companies can also focus in providing the uniqueness of the product with the limited version so that the consumers can gain their social status by purchasing the product. Thus, it able to enhance the brand's recognition and consumers may intent to purchase the luxury brand with the high value to reflect their social status and able to get respect from the others.

Furthermore, from the statistic result, it show that the brand trust has no insignificant relationship with the purchase intention. It is very important for the consumers to perceived the quality and value of the products and the services that provided by the luxury brand companies. Thus, it is vital for the companies to offer the good quality in order to gain trust from the customers. The companies can also provide the training to their employees to improve the product knowledge in order to provide the good services and able to gain the consumer's trust on the brand. According to Doney & Cannon, (1997), it indicated that the brand trust can be achieved from the consumers through the luxury brand products, if the companies can provide a sense of safety or security, validity and reliability and a sense of honesty.

5.4 Limitations of the Study

By conducting this study, however the researches may face some of the limitations involved in this proposal. Firstly, the restraint faced by the researchers is that in this research proposal there is only examine the relationship between the independent variables and dependent variable. However, other researchers may include other variables such as mediator and moderator variable. Thus, it may not accurate enough to conduct this research.

Besides, there is only the quantitative research was used in this research. Therefore, it is not accurate enough to only focus on the quantitative research due to the quantitative research only collect what the consumers have answer the questions in the questionnaire but it is unable to explain the reason they choose the selected option. Therefore, the data analysis result from the quantitative research only provide the statistical information to the researchers.

Lastly, as this research study focus on a specific age group which is Generation Y aged between 21-38 years old in which their purchasing power may be lower as most of the students are between this age group they did not have high purchasing power on the luxury brand. Nevertheless, in other topic of the study there are certain other researches might contain other type of the age group like which include the Generation X this is because most of the Generation X are between the age of 38 – 48 years old most of them may be able to work and earn their own income thus they are likely more consuming power than only focusing on only one generation, the researchers only can collect a limited information and have only limited point of view from different generation group.

5.5 Recommendations for Future Research

There are certain of the references for the future research in order for the researchers able to get clearer picture for the other similar research study. First of all, researchers are encouraged to include other variables such as the mediator variable and moderator variable. Mediating variable such as the consumer behavior that can be consider to include which has the great influence the purchase intention in order to explain clearly the relationship between the independent variables and dependent variable. Besides, the researchers can also include other more independent variables such as consumer's knowledge, customer service that may also affect the Generation Y's purchase intention. By doing so, researchers able to understand the factors and consumer's behavior which may impact on consumer's purchase intention.

Moreover, the researchers are also encouraged to involve the qualitative research but just focus on quantitative research. This is because, the qualitative research study is able to assist the researchers to provide a more in-depth and reliable information from their target population through the interview. Researchers are also able to for the respondents whenever the respondents feel confused to response the questions so that the Generation Y will not simply to response the questions. By doing so, researchers can get more information from the qualified respondents and able to collect more precise data.

Lastly, researchers are also encouraged to extend the target population to other generation group such as the Generation X, so that researchers can determine between the two age groups that what factors make their purchase intention toward the luxury brand and able to collect more reliable results and have a better understanding.

5.6 Conclusion

In the nutshell, the research study has been effectively completed the objectives to study the relationship between the perceived quality, celebrity endorsement, social status, social influence and brand trust toward the Generation Y's purchase intention on luxury brand in Malaysia. There is two out of five independent variables have a significant relationship with purchase intention on luxury brand and the rest show no significant relationship on the purchase intention toward luxury brand. Therefore, there are some recommendations have been discussed previously in order to support and carry out the future research study on this topic.

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Appendix A: Survey Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)
FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)**

Bachelor of International Business (Hons)

**Academic Research Survey on Factors Influencing Generation Y's Purchase
Intention on Luxury Brand in Malaysia**

Survey Questionnaire

Dear respondents,

We greatly appreciate you for taking the time and efforts to complete this questionnaire. This questionnaire will only take you 10-15 minutes to complete.

We are students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM), pursuing degree in Bachelor of International Business (Hons). We are currently conducting a study on "A Study of Factors Influencing Generation Y's Purchase Intention on Luxury Brand on Malaysia" for our final year project. The objective of this research project is to understand the reasons influencing consumers' intention toward purchasing luxury fashion brand.

Your responses are essential for us to complete our study. The information gathered from this questionnaire is strictly for academic purposes and we will assure that all information that you provided to us will be kept **PRIVATE AND CONFIDENTIAL**. Thank you for your participation and cooperation in this study.

NAME	STUDENT ID NO.
LIM JIANG YI	16UKB05317
TEE SIH CHING	16UKB04792

Section A: Demographic Profile

INSTRUCTION: Please read **EACH** question carefully and specify your appropriate answer by placing a **TICK** (✓) in the boxes given.

Each question should have **ONE** answer.

1. Gender

Male

Female

2. Age

21-27 years old

18-33 years old

33-38 years old

3. Ethnicity

Malay

Chinese

India

Others: _____

4. Occupation

Student

Worker

Retirees

Others: _____

5. Education Level

- SPM
- A-Level
- Foundation
- Diploma
- Undergraduate
- Postgraduate
- Master
- Others: _____

6. Monthly Allowance

- < RM 500
- RM 500- RM 1, 500
- RM 1, 501- RM 2,500
- RM 2, 501- RM 3,000
- RM 3, 001- RM 5,000
- > RM 5, 000

Section B: General Information

INSTRUCTION: Please read **EACH** question carefully and specify your appropriate answer by placing a **TICK** (✓) in the boxes given.

Each question should have **ONE** answer otherwise stated specifically.

1. Do you own a luxury good/brand?

Yes

No (Please state: _____)

2. Which luxury brand do you prefer to have in the future?

Hermes

Chanel

Burberry

Gucci

Louis Vuitton

Michael Kors

Others: _____

3. How often do you buy luxury goods?

Never

Once a year

Twice a year

More than twice a year

4. How much do you willing to spend on luxury product/ brand?

RM 300- RM 700

RM 700- RM 1, 500

RM 1, 500- RM 2,500

RM 2, 500 and above

Other

5. What are the important characteristics when buying luxury goods (or if you would buy a luxury good)?

Price

Quality

Rarity

Aesthetics

Status

Others: (please state: _____)

Section C: Construct Measurement

INSTRUCTION: Based on each statement below, please **CIRCLE** on the most appropriate response to indicate the importance rating of attributes with the statement on a scale of 1 to 5 as below.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

No.	Perceived Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The quality of the material used for the luxury brand will affects my purchase intention.	1	2	3	4	5
2	I will only purchase a luxury brand if the product are convenient to use.	1	2	3	4	5
3	I will only purchase a luxury brand if the product's design are socially accepted.	1	2	3	4	5
4	I will only purchase a luxury brand if products using the good materials which provide lasting worth.	1	2	3	4	5
5	Luxury brands provide assurance.	1	2	3	4	5
6	Luxury brands provide clearly their functions and performances.	1	2	3	4	5

No.	Celebrity Endorsement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Celebrity endorsement is an important factor that influence to purchase the luxury brand.	1	2	3	4	5
2	Celebrity trustworthiness improves luxury brand value.	1	2	3	4	5
3	Celebrity endorsement can attract my awareness toward purchasing luxury brands.	1	2	3	4	5
4	Celebrity physical appearance increase the luxury brands image and value.	1	2	3	4	5
5	I pay attention to what brands my favorite movie stars and pop singers are using.	1	2	3	4	5
6	I usually trust in a well-known brand because of the advertisement with celebrity and famous actress.	1	2	3	4	5

No.	Social Status	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Luxury brands can symbolise social status.	1	2	3	4	5
2	When purchasing luxury brand for myself, I prefer brand with bold, recognition logo which can enhance social status.	1	2	3	4	5
3	Purchase luxury brand primary due to symbolic reason in order to reflected individual or social goal.	1	2	3	4	5
4	Purchase luxury brand in order to gain respect from others as well as to communicate their social status.	1	2	3	4	5
5	I willing to spend on luxury brand for my status related good.	1	2	3	4	5
6	Luxury brands help me fit into important social situations.	1	2	3	4	5

No.	Social Influence	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Before purchasing a luxury branded product, it is important to know what brands will make good impression on others.	1	2	3	4	5
2	My friends and I tend to buy the same luxury brand.	1	2	3	4	5
3	Before purchasing a luxury branded product, it is important to know what kinds of people buy certain brands.	1	2	3	4	5
4	Before purchasing a luxury branded product, it is important to know what others think of people who use certain brands.	1	2	3	4	5
5	I tend to pay attention to what luxury brand others are buying.	1	2	3	4	5
6	Before purchasing a luxury branded product, I would like to seek suggestion from others.	1	2	3	4	5

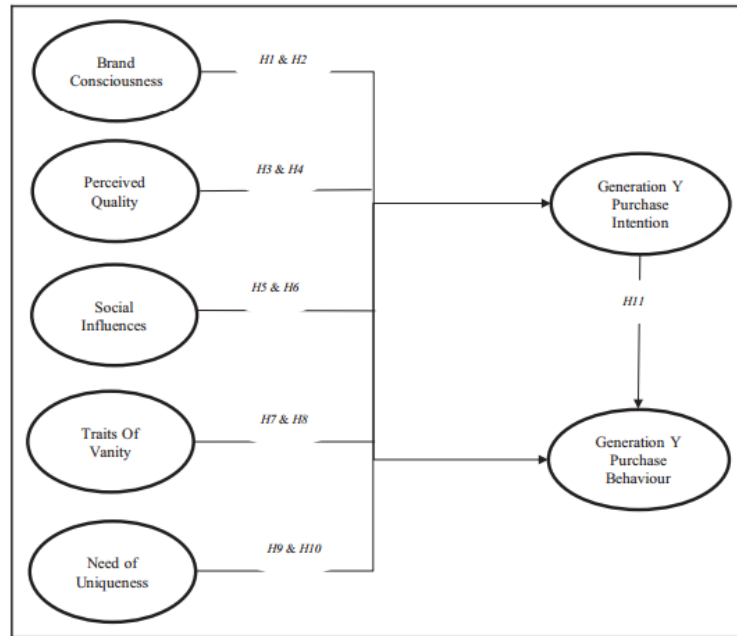
No.	Brand Trust	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I will purchase luxury brand because the brand will act in the best interest of me.	1	2	3	4	5
2	I will purchase luxury brand because it meets my expectation.	1	2	3	4	5
3	I never feel disappointed once I bought luxury brand.	1	2	3	4	5
4	I feel confident on luxury brand.	1	2	3	4	5
5	Luxury brand guarantees satisfaction.	1	2	3	4	5
6	I will purchase luxury brand because it provide a sense of safety.	1	2	3	4	5

No.	Purchase Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I will purchase luxury branded products in the near future.	1	2	3	4	5
2	I will consider to buy luxury brands which are better known.	1	2	3	4	5
3	I will recommend to my friends or others to buy the luxury branded products.	1	2	3	4	5
4	The variety and availability of luxury brands urge and drive my purchase intention.	1	2	3	4	5
5	I am satisfied with purchase luxury brands that provide good quality and motivate me to purchase luxury brands.	1	2	3	4	5

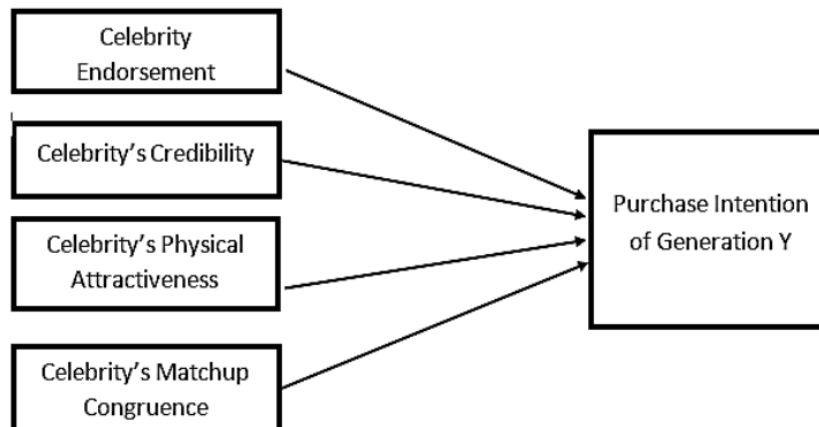
Thank you for your precious time to complete this questionnaire. Your cooperation and participation are sincerely appreciated.

Appendix B: Table and Figure

Appendix 2.1: Perceived Quality



Appendix 2.2: Celebrity Endorsement



Appendix 2.3: Social Status

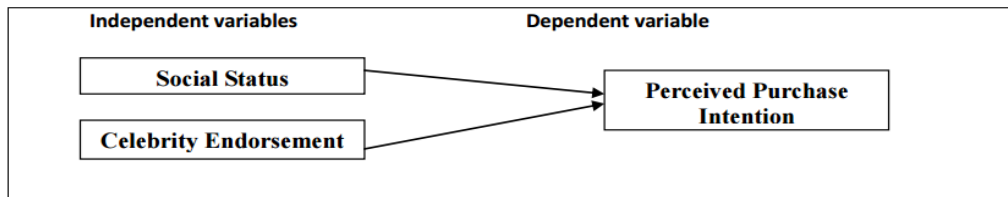
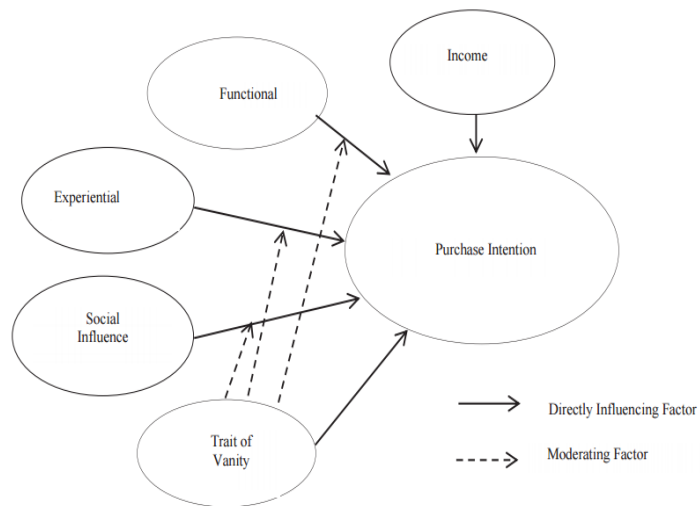
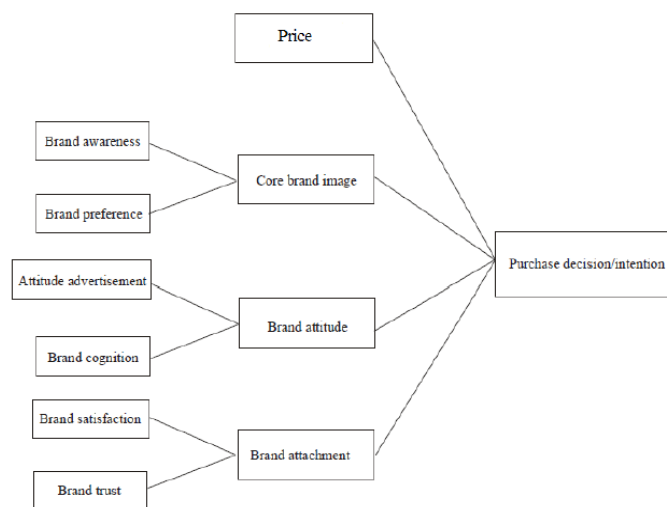


Figure 1: The Proposed Conceptual Framework

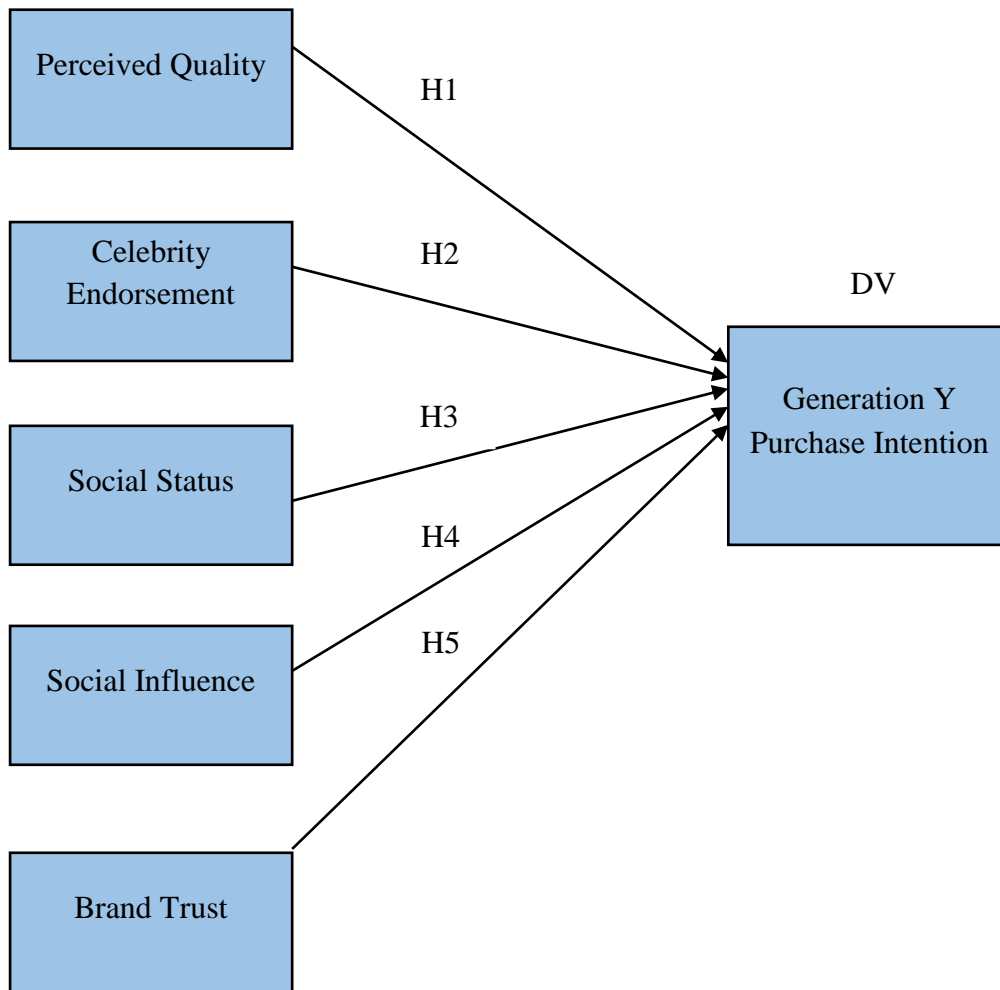
Appendix 2.4: Social Influence



Appendix 2.5: Brand Trust



Appendix 2.6: A Model of Factors influencing Generation Y's Purchase Intention of Luxury Brand



Appendix 3.1: Population by Age Group, 2000 - 2017, Malaysia

Jadual 8.1.1: Penduduk mengikut kumpulan umur, 2000 - 2017, Malaysia
 Table 8.1.1: Population by age group, 2000 - 2017, Malaysia

Tahun/Year	Kumpulan umur /Age group ('000)				Purata kadar pertumbuhan penduduk tahunan (%) Average annual population growth rate (%)
	Jumlah/Total	0-14	15-64	65+	
2000	23,494.9	8,003.1	14,560.0	931.8	2.5
2001	24,030.5	8,075.8	14,983.1	971.6	2.3
2002	24,542.5	8,100.3	15,425.5	1,016.8	2.1
2003	25,038.1	8,089.4	15,883.8	1,064.9	2.0
2004	25,541.5	8,073.0	16,355.4	1,113.1	2.0
2005	26,045.5	8,041.9	16,841.2	1,162.4	2.0
2006	26,549.9	8,000.3	17,336.3	1,213.3	1.9
2007	27,058.4	7,953.5	17,842.3	1,262.7	1.9
2008	27,567.6	7,905.0	18,350.9	1,311.7	1.9
2009	28,081.5	7,865.3	18,858.3	1,362.9	1.8
2010	28,588.6	7,822.1	19,341.4	1,425.1	1.8
2011	29,062.0	7,790.8	19,779.1	1,492.1	1.6
2012	29,510.0	7,776.6	20,167.2	1,566.2	1.5
2013	30,213.7	7,783.4	20,780.3	1,649.9	2.4
2014	30,708.5	7,773.6	21,200.8	1,734.1	1.6
2015	31,186.1	7,775.8	21,589.0	1,821.4	1.5
2016	31,633.5	7,759.8	21,962.3	1,911.4	1.4
2017*	32,049.7	7,732.9	22,314.0	2,002.8	1.3

Appendix 3.2: Total Numbers of Population in Malaysia of Different Generation 2017

Jadual 8.1.2: Penduduk mengikut kumpulan umur dan jantina, 2000 - 2017, Malaysia
 Table 8.1.2: Population by age group and sex, 2000 - 2017, Malaysia

Kumpulan umur/ Jantina Age Group/sex	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017*
Jumlah/Total																		
0-4	2,833.4	2,801.2	2,742.4	2,698.8	2,609.5	2,555.8	2,524.7	2,513.5	2,512.5	2,515.0	2,508.6	2,505.6	2,524.7	2,559.3	2,571.2	2,601.6	2,630.4	2,620.9
5-9	2,048.0	2,085.8	2,174.7	2,233.0	2,241.3	2,241.6	2,234.3	2,267.3	2,270.9	2,269.8	2,269.5	2,219.8	2,281.8	2,253.7	2,236.9	2,218.4	2,213.4	2,232.8
10-14	2,523.7	2,586.8	2,640.4	2,684.8	2,719.3	2,742.1	2,748.0	2,741.2	2,721.1	2,691.1	2,684.0	2,685.5	2,670.0	2,670.5	2,665.5	2,665.8	2,616.0	2,579.4
15-19	2,335.7	2,428.0	2,516.3	2,594.1	2,660.9	2,719.1	2,764.4	2,801.9	2,828.3	2,841.8	2,837.4	2,852.6	2,853.6	2,867.8	2,852.8	2,846.7	2,862.7	2,873.0
20-24	2,088.5	2,149.2	2,231.0	2,334.2	2,448.9	2,561.8	2,686.5	2,762.8	2,818.7	2,869.8	2,912.0	2,964.9	3,017.5	3,121.9	3,182.5	3,225.4	3,244.6	3,251.1
25-29	1,919.5	1,948.1	1,981.6	2,019.9	2,068.3	2,135.3	2,226.1	2,349.5	2,498.5	2,682.2	2,789.6	2,871.6	2,924.5	3,027.7	3,079.3	3,135.9	3,189.4	3,245.2
30-34	1,837.1	1,854.0	1,869.4	1,886.9	1,909.5	1,938.0	1,970.0	2,002.7	2,040.5	2,096.3	2,181.7	2,267.6	2,368.5	2,522.4	2,643.1	2,731.2	2,797.8	2,843.3
35-39	1,688.2	1,702.6	1,735.4	1,765.6	1,792.2	1,816.0	1,838.5	1,862.5	1,889.9	1,920.9	1,964.8	1,977.3	1,996.6	2,046.8	2,095.1	2,158.2	2,236.8	2,306.9
40-44	1,451.0	1,490.6	1,530.7	1,570.5	1,608.4	1,644.4	1,678.1	1,709.9	1,739.0	1,765.7	1,791.5	1,811.5	1,827.7	1,860.3	1,880.3	1,898.7	1,918.5	1,934.8
45-49	1,205.1	1,250.1	1,291.1	1,331.3	1,373.0	1,416.2	1,459.2	1,501.3	1,541.5	1,579.3	1,614.3	1,643.4	1,667.1	1,695.4	1,713.1	1,727.9	1,741.3	1,756.6
50-54	877.7	934.2	992.7	1,048.0	1,097.4	1,142.2	1,185.3	1,228.2	1,270.0	1,323.9	1,370.8	1,418.7	1,455.0	1,496.7	1,532.3	1,560.3	1,585.1	1,604.1
55-59	657.9	684.9	718.2	759.5	807.3	857.8	908.0	953.8	993.5	1,029.4	1,066.0	1,111.1	1,159.8	1,212.0	1,260.2	1,304.2	1,345.4	1,383.4
60-64	519.3	537.7	553.8	568.0	583.6	605.4	635.2	675.1	723.8	775.3	823.5	863.2	896.8	929.2	962.2	1,000.4	1,040.8	1,084.8
65-69	378.3	392.5	411.0	432.9	454.4	472.4	488.8	499.5	506.8	517.2	538.0	570.5	613.0	662.3	708.5	748.6	785.1	816.0
70-74	264.2	275.7	284.7	291.5	299.1	311.1	326.0	346.7	371.4	393.5	409.3	421.3	426.5	430.3	439.6	400.9	490.0	528.1
75-79	142.7	152.8	166.6	181.6	194.9	205.4	213.1	216.5	218.0	222.3	233.4	247.5	267.8	290.3	308.1	319.6	330.7	335.0
80+	146.7	156.3	162.5	167.5	173.3	181.2	192.8	205.0	217.3	228.1	244.4	252.8	259.0	266.9	277.9	292.4	305.6	323.8
Jumlah/Total	23,494.9	24,030.5	24,542.5	25,038.1	25,541.5	26,045.5	26,549.9	27,058.4	27,567.6	28,081.5	28,588.6	29,062.0	29,510.0	30,213.7	30,708.5	31,186.1	31,633.5	32,049.7

Appendix 3.3: Sampling Size of Different Generation Y Age Group

Age	Sampling size based on the percentage
21-27	74.0%
28-33	12.5%
34-38	13.5%
Total	100

Appendix 3.4: Parts of IV and DV

Parts	Variables	Independent and dependent variables
A	Independent Variable	Perceived Quality
B	Independent Variable	Celebrity Endorsement
C	Independent Variable	Social Status
D	Independent Variable	Social Influence
E	Independent Variable	Brand Trust
F	Dependent Variable	Purchase Intention on Luxury Brands

Appendix 3.5: Summary of Measures

Variable	Number of Items	Measurement Scale
Perceived Quality	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Celebrity Endorsement	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Social Status	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Social Influence	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Brand Trust	6	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Generation Y's Purchase Intention on Luxury Brands	5	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)

Appendix 3.6: Pilot Testing

Constructs	Cronbach's Alpha	No. of items
Perceived Quality	0.804	6
Celebrity Endorsement	0.923	6
Social Status	0.851	6
Social Influence	0.882	6
Brand Trust	0.778	6
Purchase Intention on Luxury Brand	0.756	5

Appendix 3.7: Origin of Construct

Constructs	Sources
Perceived Quality	Zohaib Ahmed (2014)
Celebrity Endorsement	Radha. G & Jija. P (2013)
Social Status	Geiger-Oneto. S; Gelb.B.D; Walker.D; Hess.J.D (2012)
Social Influence	Ming.W.S (2011)
Brand Trust	Gesti. F & Tengin.H (2013)
Purchase Intention on Luxury Brand	Mohammad Hussain (2017)

Appendix 3.8: Range of Cronbach's Alpha value

Cronbach Coefficient alpha (α)	Indication
α value < 0.60	Poor reliability
α value between 0.61 and 0.70	Fair reliability
α value between 0.71 and 0.80	Good reliability
α value between 0.81 and 0.95	Excellent reliability

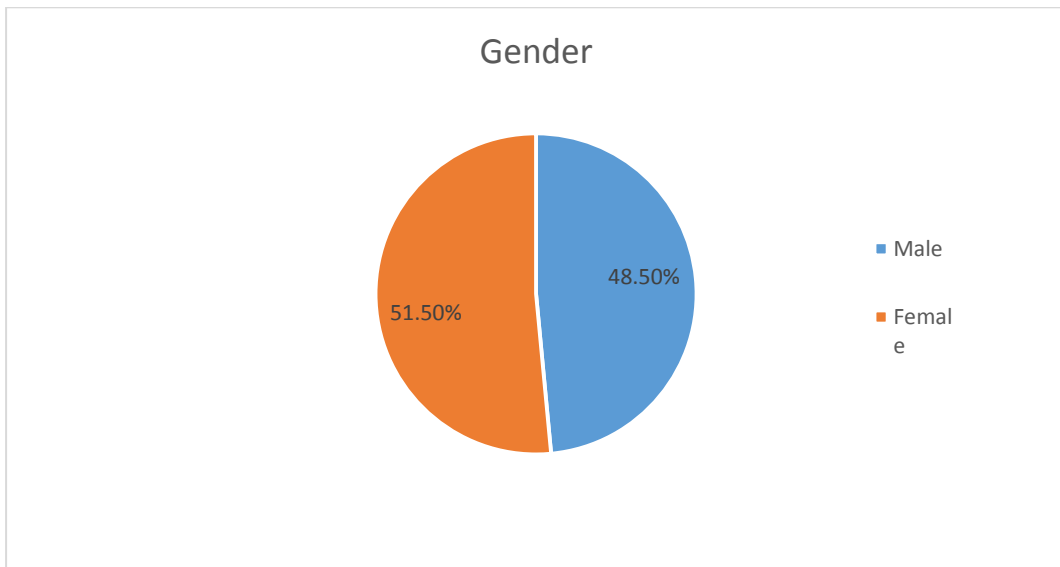
Appendix 3.9: Value for Pearson Correlation Analysis

Correlation	Positive	Negative
None	+0.0 to +0.09	-0.09 to -0.0
Weak	+0.10 to +0.30	-.030 to -0.10
Moderate	+0.30 to +0.50	-0.50 to -0.30
Strong	+0.50 to +0.90	-0.90 to -0.50
Perfect	+1	-1

Appendix 4.1: Statistic of Respondents' Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	97	48.5	48.5	48.5
Female	103	51.5	51.5	100
Total	200	100	100	

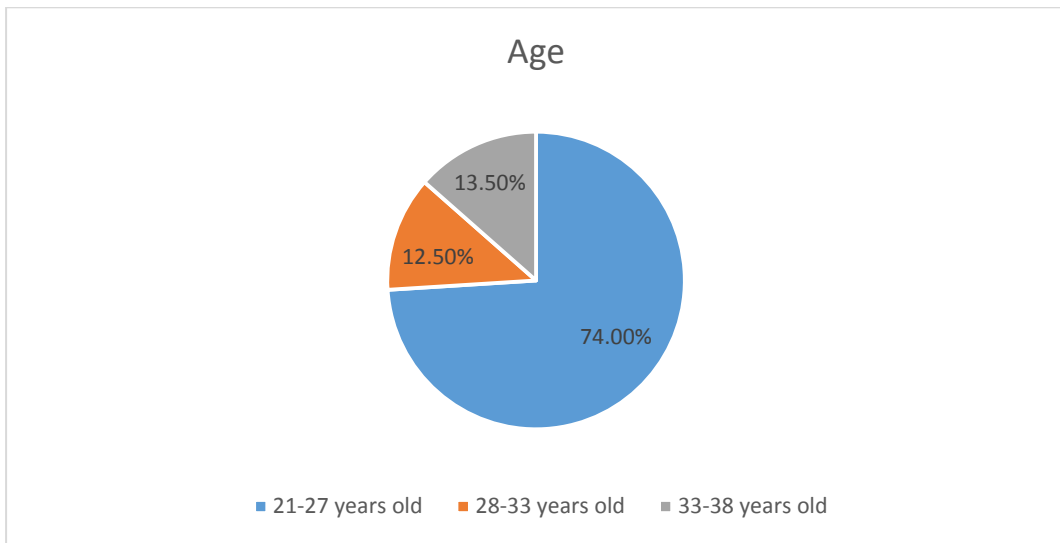
Appendix 4.2: Percentage of Respondent Based on Gender



Appendix 4.3: Statistics of Respondents' Age

	Frequency	Percent	Valid Percent	Cumulative Percent
21-27 years old	148	74.0	74.0	74.0
28-33 years old	25	12.5	12.5	86.5
34-38 years old	27	13.5	13.5	100
Total	200	100	100	

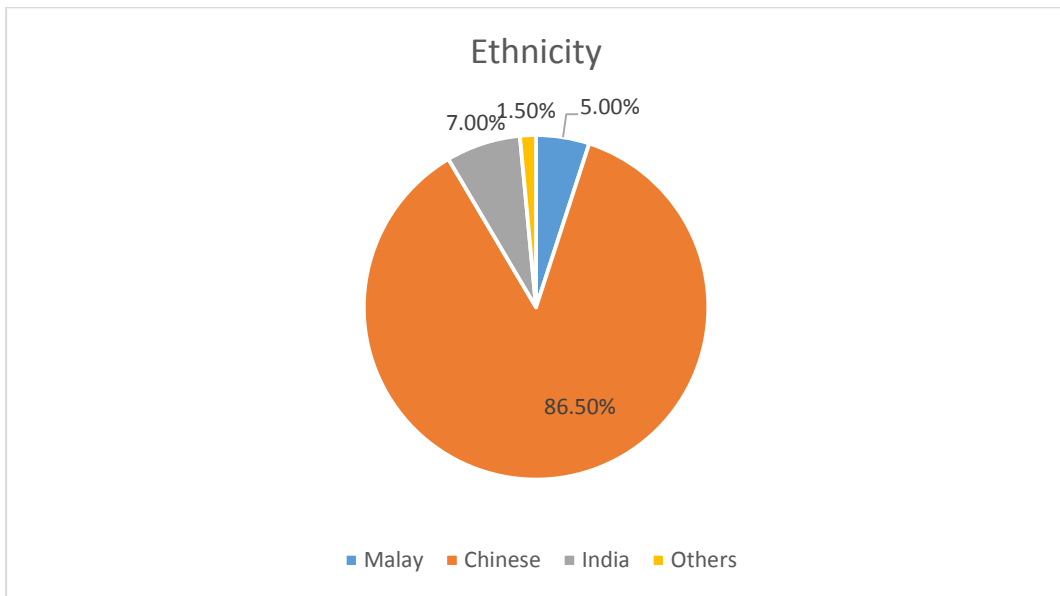
Appendix 4.4: Percentage of Respondent Based on Age



Appendix 4.5: Statistic of Respondents' Ethnic Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	10	5.0	5.0	5.0
Chinese	173	86.5	86.5	91.5
India	14	7.0	7.0	98.5
Others	3	1.5	1.5	100
Total	200	100	100	

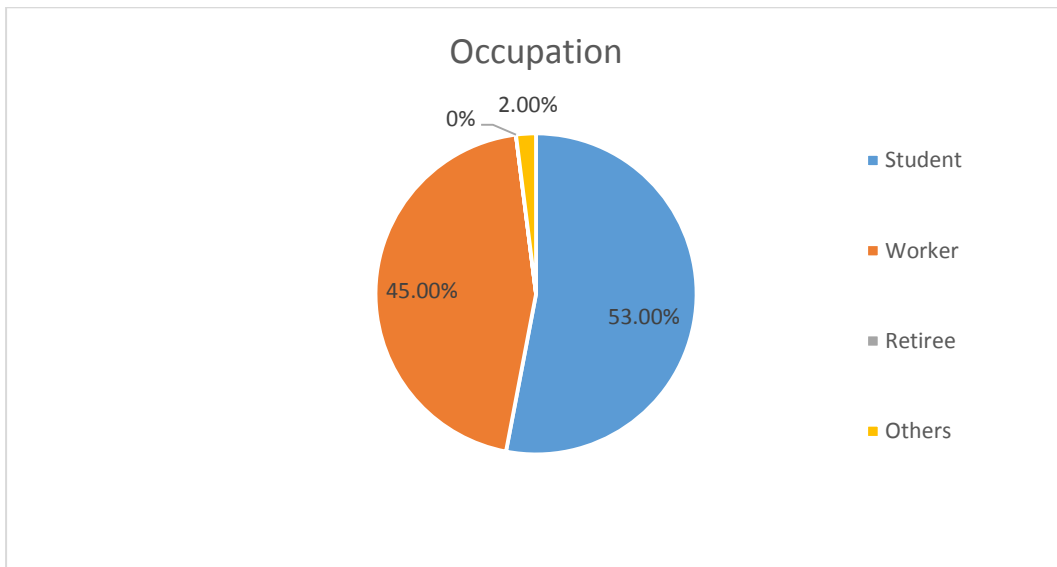
Appendix 4.6: Percentage of Respondents' Ethnic Group



Appendix 4.7: Statistic of Respondents' Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	106	53.0	53.0	53.0
Worker	90	45.0	45.0	98.0
Retiree	0	0	0	98.0
Others	4	2.0	2.0	100

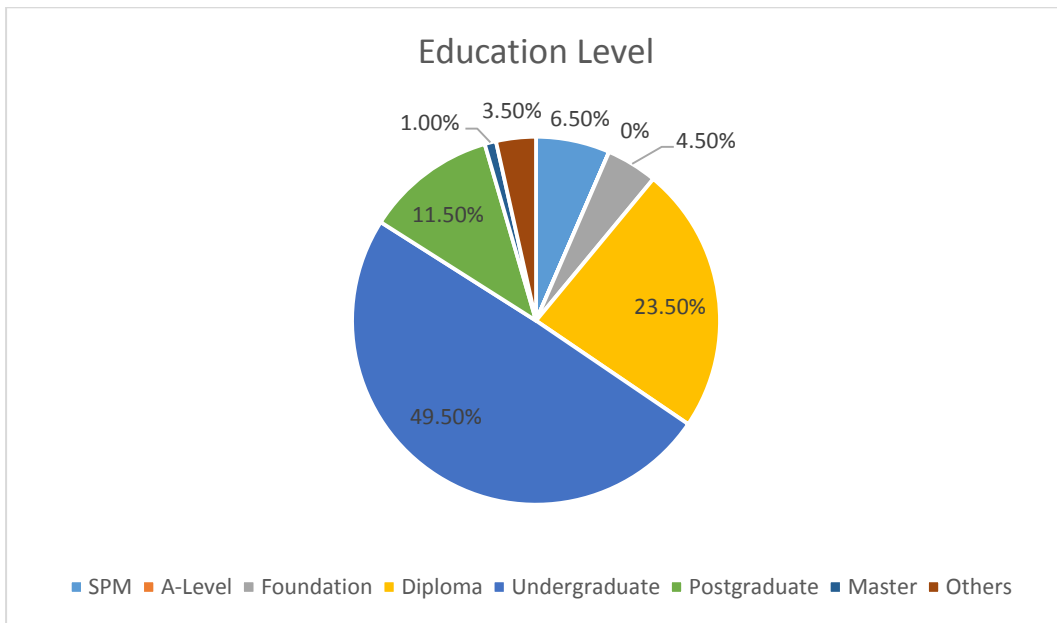
Appendix 4.8: Percentage of Respondents' Occupation



Appendix 4.9: Statistic of Respondents' Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
SPM	13	6.5	6.5	6.5
A-Level	0	0	0	6.5
Foundation	9	4.5	4.5	11.0
Diploma	47	23.5	23.5	34.5
Undergraduate	99	49.5	49.5	84.0
Postgraduate	23	11.5	11.5	95.5
Master	2	1.0	1.0	96.5
Others	7	3.5	3.5	100
Total	200	100	100	

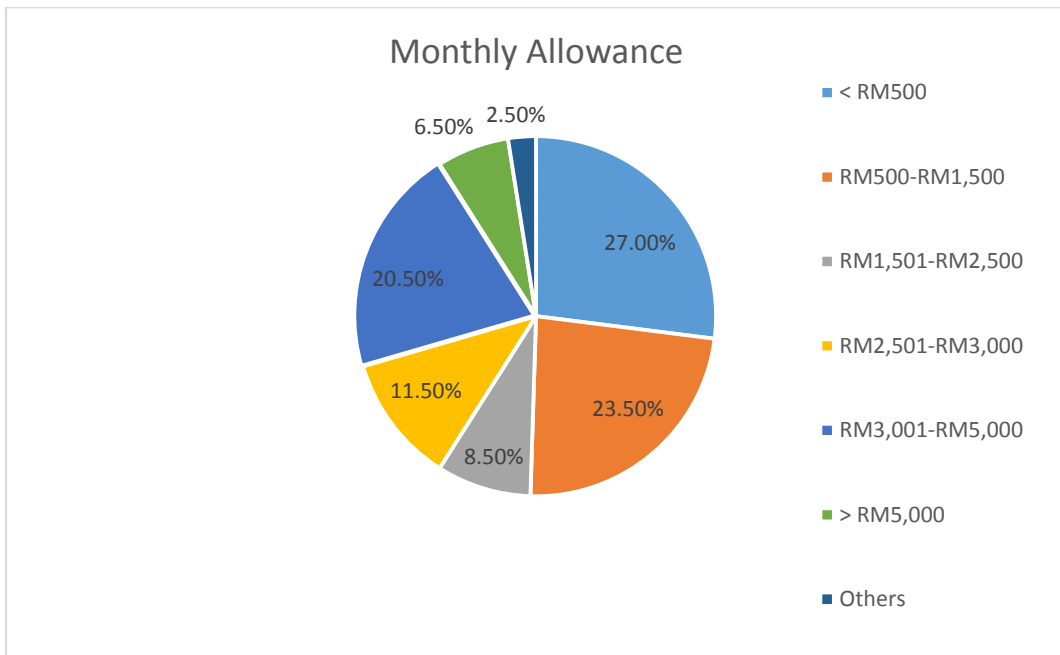
Appendix 4.10: Percentage of Respondents' Occupation



Appendix 4.11: Statistic of Respondents' Monthly Allowance

	Frequency	Percent	Valid Percent	Cumulative Percent
< RM500	54	27.0	27.0	27.0
RM500-RM1,500	47	23.5	23.5	50.5
RM1,501-RM2,500	17	8.5	8.5	59.0
RM2,501-RM3,000	23	11.5	11.5	70.5
RM3,001-RM5,000	41	20.5	20.5	91.0
> RM5,000	13	6.5	6.5	97.5
Others	5	2.5	2.5	100
Total	200	100	100	

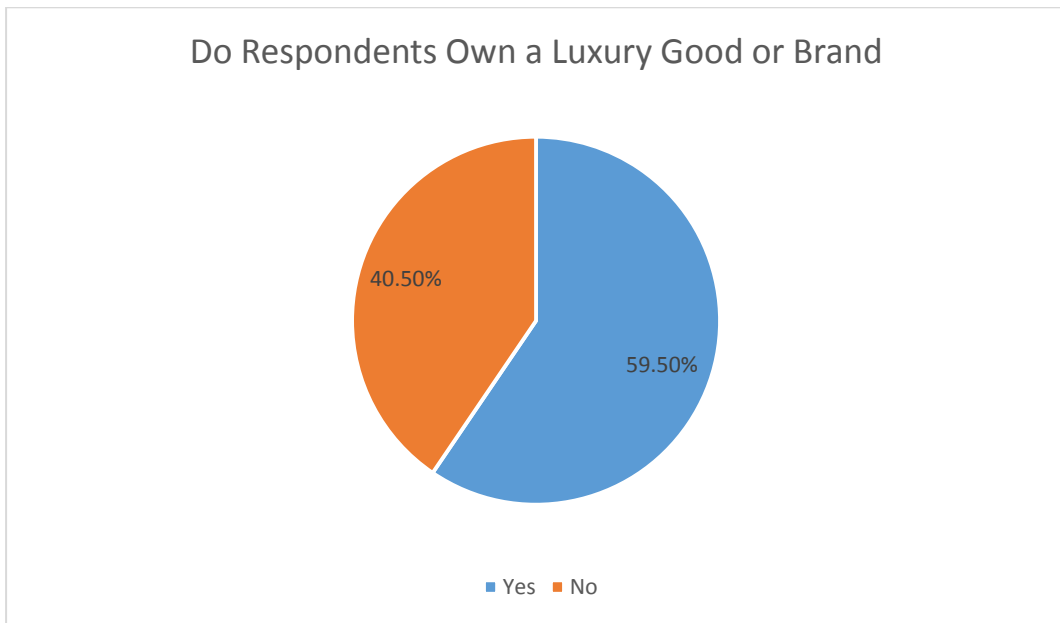
Appendix 4.12: Percentage of Respondents' Monthly Allowance



Appendix 4.13: Statistics of Do Respondents Own a Luxury Good or Brand

	Frequency	Percent	Valid Percent
Yes	119	59.5	59.5
No	81	40.5	40.5
Total	200	100	100

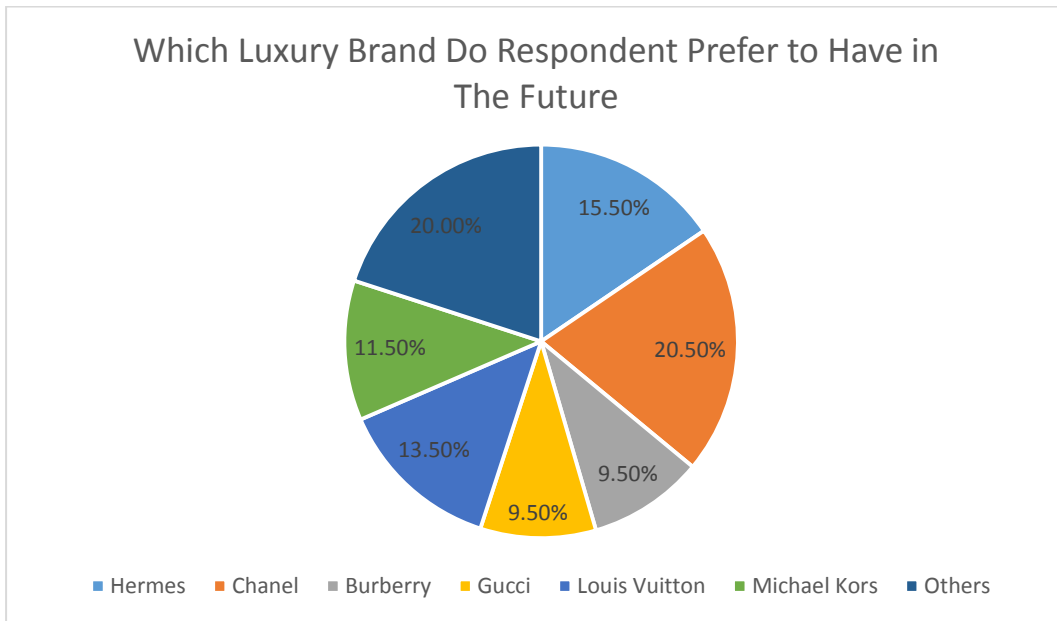
Appendix 4.14: Percentage of Do Respondents Own a Luxury Good or Brand



Appendix 4.15: Statistics of Which Luxury Brand Do Respondent Prefer to Have in The Future

	Frequency	Percent	Valid Percent	Cumulative Percent
Hermes	31	15.5	15.5	15.5
Chanel	41	20.5	20.5	36.0
Burberry	19	9.5	9.5	45.5
Gucci	19	9.5	9.5	55.0
Louis Vuitton	27	13.5	13.5	68.5
Michael Kors	23	11.5	11.5	80.0
Others	40	20.0	20.0	100
Total	200	100	100	

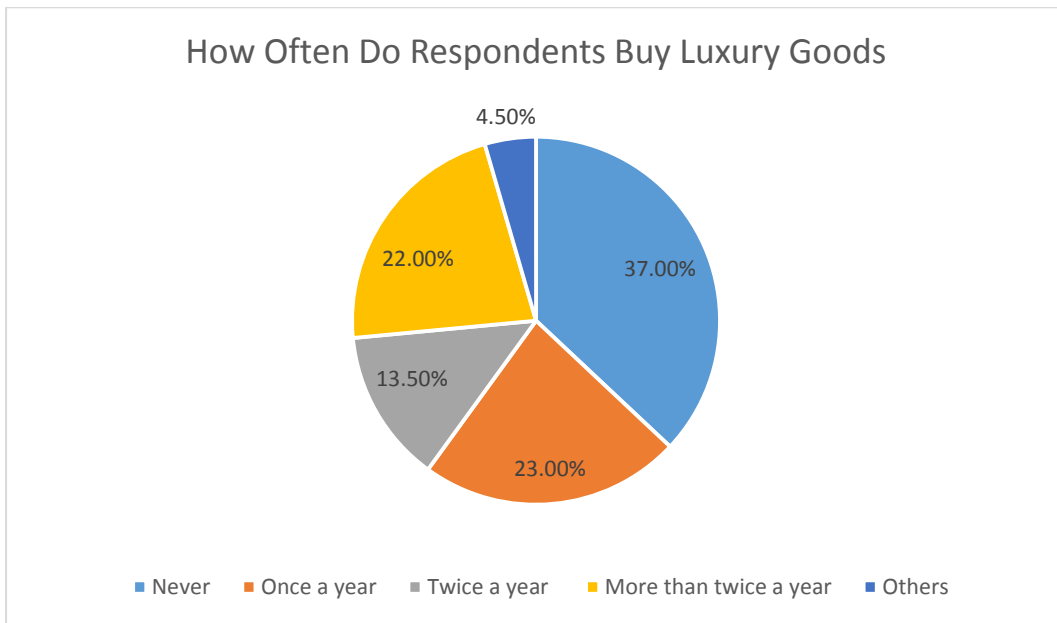
Appendix 4.16: Percentage of Which Luxury Brand Do Respondent Prefer to Have in The Future



Appendix 4.17: Statistics of How Often Do Respondents Buy Luxury Goods

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	74	37.0	37.0	37.0
Once a year	46	23.0	23.0	60.0
Twice a year	27	13.5	13.5	73.5
More than twice a year	44	22.0	22.0	95.5
Others	9	4.5	4.5	100
Total	200	100	100	

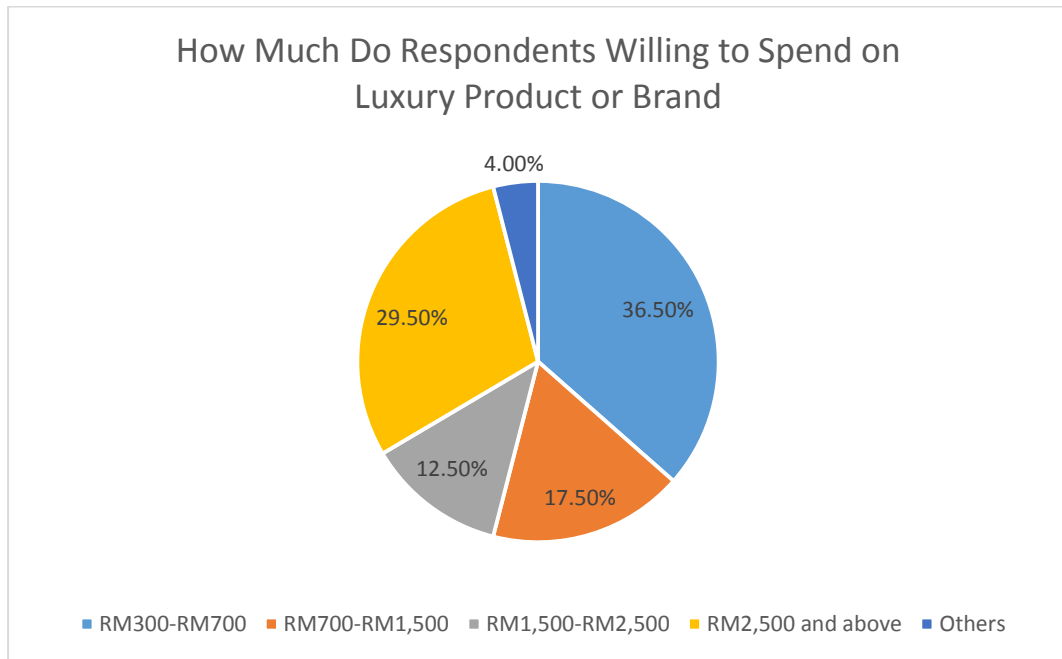
Appendix 4.18: Percentage of How Often Do Respondents Buy Luxury Goods



Appendix 4.19: Statistics of How Much Do Respondents Willing to Spend on Luxury Product or Brand

	Frequency	Percent	Valid Percent	Cumulative Percent
RM 300- RM 700	73	36.5	36.5	36.5
RM 700- RM 1, 500	35	17.5	17.5	54.0
RM 1, 500- RM 2,500	25	12.5	12.5	66.5
RM 2, 500 and above	59	29.5	29.5	96.0
Others	8	4.0	4.0	100
Total	200	100	100	

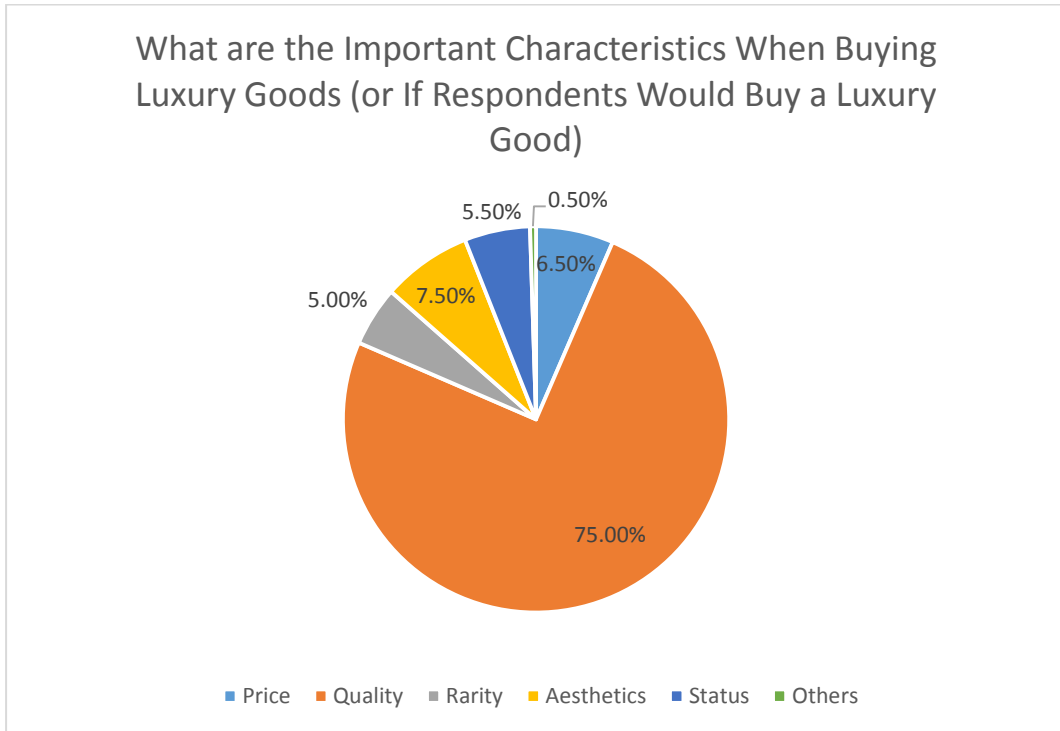
Appendix 4.20: Percentage of How Much Do Respondents Willing to Spend on Luxury Product or Brand



Appendix 4.21: Statistic of What are the Important Characteristics When Buying Luxury Goods (or If Respondents Would Buy a Luxury Good)

	Frequency	Percent	Valid Percent	Cumulative Percent
Price	13	6.5	6.5	6.5
Quality	150	75.0	75.0	81.5
Rarity	10	5.0	5.0	86.5
Aesthetics	15	7.5	7.5	94.0
Status	11	5.5	5.5	99.5
Others	1	0.5	0.5	100
Total	200	100	100	

Appendix 4.22: Percentage of What are the Important Characteristics When Buying Luxury Goods (or If Respondents Would Buy a Luxury Good)



Appendix 4.23: Central Tendencies Measurement of Constructs: Perceived Quality

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. The quality of the material used for the luxury brand will affects my purchase intention.	0.5	4.0	7.0	46.0	42.5	4.26	2
2. I will only purchase a luxury brand if the product are convenient to use.	1.5	3.5	11.0	46.5	37.5	4.15	3
3. I will only purchase a luxury brand if the product's design are socially accepted.	4.0	8.5	19.0	37.0	31.5	3.835	5
4. I will only purchase a luxury brand if product using the good materials which provide lasting worth.	1.0	1.0	8.0	42.0	48.0	4.35	1
5. Luxury brands provide assurance.	3.5	4.0	24.5	43.5	24.5	3.815	6
6. Luxury brands provide clearly their functions and performances.	2.0	3.0	25.5	46.5	23.0	3.855	4

Appendix 4.24: Central Tendencies Measurement of Constructs: Celebrity Endorsement

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. Celebrity endorsement is an important factor that influence to purchase the luxury brand.	4.0	17.5	33.5	32.5	12.5	3.32	3
2. Celebrity trustworthiness improves luxury brand value.	2.5	18.5	31.5	37.0	10.5	3.345	2
3. Celebrity endorsement can attract my awareness toward purchasing luxury brands.	4.5	16.0	35.5	34.5	9.5	3.285	4
4. Celebrity physical appearance increase the luxury brands image and value.	5.0	14.0	34.5	33.5	13.0	3.355	1
5. I pay attention to what brands my favourite movie stars and pop singers are using.	11.0	23.5	31.0	26.5	8.0	2.97	6
6. I usually trust in a well-known brand because of the advertisement with celebrity and famous actress.	6.0	22.0	36.5	28.5	7.0	3.085	5

Appendix 4.25: Central Tendencies Measurement of Constructs: Social Status

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. Luxury brands can symbolise social status.	2.0	6.5	24.0	51.0	16.5	3.735	1
2. When purchasing luxury brand for myself, I prefer brand with bold, recognition logo which can enhance social status.	5.0	7.0	28.0	46.5	13.5	3.565	3
3. Purchase luxury brand primary due to symbolic reason in order to reflected individual or social goal.	2.5	8.0	30.5	40.5	18.5	3.645	2
4. Purchase luxury brand in order to gain respect from others as well as to communicate their social status.	6.5	11.5	26.0	45.0	11.0	3.425	6
5. I willing to spend on luxury brand for my status related good.	6.0	12.5	22.5	41.5	17.5	3.52	4
6. Luxury brands help me fit into important social situations.	6.0	11.0	24.5	42.5	16.0	3.515	5

Appendix 4.26: Central Tendencies Measurement of Constructs: Social Influence

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. Before purchasing a luxury branded product, it is important to know what brands will make good impression on others.	7.0	16.5	31.0	35.5	10.0	3.25	2
2. My friends and I tend to buy the same luxury brand.	12.0	28.5	37.0	17.0	5.5	2.755	6
3. Before purchasing a luxury branded product, it is important to know what kinds of people buy certain brands.	8.0	24.5	34.5	23.5	9.5	3.02	4
4. Before purchasing a luxury branded product, it is important to know what kinds of people buy certain brands.	10.5	20.0	41.5	20.5	7.5	2.945	5
5. I tend to pay attention to what luxury brand others are buying.	9.0	18.0	37.5	28.0	7.5	3.07	3
6. Before purchasing a luxury branded product, I would like to seek suggestion from others.	7.0	11.5	32.0	37.0	12.5	3.365	1

Appendix 4.27: Central Tendencies Measurement of Constructs: Brand Trust

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. I will purchase luxury brand because the brand will act in the best interest of me.	1.5	3.0	22.5	56.5	16.5	3.835	2
2. I will purchase luxury brand because it meets my expectation.	1.0	1.0	18.0	53.5	26.5	4.035	1
3. I never feel disappointed once I bought luxury brand.	7.0	10.0	31.0	38.5	13.5	3.415	5
4. I feel confident on luxury brand.	2.5	7.5	25.0	51.0	14.0	3.665	3
5. Luxury brand guarantees satisfaction.	4.0	3.5	29.5	48.0	15.0	3.665	3
6. I will purchase luxury brand because it provide a sense of safety.	6.5	13.0	25.0	41.5	14.0	3.435	4

Appendix 4.28: Central Tendencies Measurement of Constructs: Purchase Intention

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Ranking
1. I will purchase luxury branded products in the near future.	3.0	7.0	19.0	54.0	17.0	3.75	2
2. I will consider to buy luxury brands which are better known.	4.5	4.5	23.0	49.0	19.0	3.735	3
3. I will recommend to my friends or others to buy the luxury branded products.	6.5	14.0	27.0	39.5	13.0	3.385	5
4. The variety and availability of luxury brands urge and drive my purchase intention.	6.0	8.0	22.5	47.5	16.0	3.595	4
5. I am satisfied with purchase luxury brands that provide good quality and motivate me to purchase luxury brands.	1.5	2.5	20.5	56.0	19.5	3.895	1

Appendix 4.29: Reliability Analysis for Independent Variables (IV)

No	Independent Variables	Cronbach's Alpha Coefficient	No. of items
1	Perceived Quality	0.733	6
2	Celebrity Endorsement	0.890	6
3	Social Status	0.885	6
4	Social Influence	0.870	6
5	Brand Trust	0.827	6

Appendix 4.30: Reliability Analysis for Dependent Variables (DV)

No	Independent Variables	Cronbach's Alpha Coefficient	No. of items
1	Purchase Intention on Luxury Brand	0.833	5

Appendix 4.31: Correlation Matrix for Six Constructs

	Pervceived Quality	Celebrity Endorsement	Social Status	Social Influence	Brand Trust	Purchase Intention on Luxury Brand
Pervceived Quality	1					
Celebrity Endorsement	0.270(**)	1				
Social Status	0.329(**)	0.374(**)	1			
Social Influence	0.166(**)	0.376(**)	0.383(**)	1		
Brand Trust	0.472(**)	0.300(**)	0.620(**)	0.252(**)	1	
Purchase Intention on Luxury Brand	0.442(**)	0.365(**)	0.639(**)	0.265(**)	0.760(**)	1

Appendix 4.32: Multiple Regression Analysis Model Summary

Model	R	R Square (R ²)	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.637	.628	.45692

Appendix 4.33: Table of ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	71.100	5	14.220	68.111	0.000 ^b
Residual	40.503	194	.209		
Total	111.603	199			

Appendix 4.34: Output of Multiple Regression Analysis Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.004	.251		-.016	.988
	Perceived Quality	.104	.063	.082	1.643	.102
	Celebrity Endorsement	.084	.044	.093	1.889	.060
	Social Status	.228	.055	.245	4.181	.000
	Social Influence	-.013	.044	-.014	-.294	.769
	Brand Trust	.601	.065	.545	9.212	.000

Appendix 5.1: Summary of the Results for Hypotheses Testing

Hypotheses	Unstandardized Coefficient Beta	t-value	Significant Level	Result
H1: Perceived quality has significant relation with purchase intention	0.104	1.643	0.102	Not Supported
H2: Celebrity Endorsement has significant relation with purchase intention.	0.084	1.889	0.060	Not Supported
H3: Social Status has significant relation with purchase intention.	0.228	4.181	0.000	Supported
H4: Social Influence has significant relation with purchase intention.	-0.013	-0.294	0.769	Not Supported
H5: Brand trust has significant relation with purchase intention.	0.601	9.212	0.000	Supported