

**THE INFLUENCE OF SOCIAL, ECONOMY AND
STYLE OF CLOTHING TO CONSUMER BEHAVIOR
IN CHOOSING CLOTHING**

By:



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ABSTRACT

THE INFLUENCE OF SOCIAL, ECONOMY AND STYLE OF CLOTHING TO CONSUMER BEHAVIOR IN CHOOSING CLOTHING

This research is conducted to see the influence of buying pattern in each factor. It is also done to identify the most important factor (out of these three factor) that influenced consumer behavior in choosing clothing and hopefully this research could be the guideline for the retailers and manufacturers of clothing to improve their market strategies. In the attempt to achieve these objectives, sets of questionnaires were distributed to 300 respondents. The respondents are among the shoppers at KLCC shopping center, Midvalley Megamall and One Utama shopping center. All the data were analyzed by using Statistical Packages for Social Science (SPSS). From the survey conducted, it can be concluded that the major respondents are female, at the age between 18-25 years old. Majority of them are students who are single with Diploma or Bachelor and their monthly income is around RM500-RM1000. As a conclusion, of all the three factors that influenced consumer behavior in choosing clothing, it is found that style of clothing is the main factor and followed with the other two factors, which are economy and social. Style of clothing consists of several aspects such as colour, style and type of fabric. Majority of the respondents prefer light colours, simple style and also comfortable type of fabric.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Clothing is one of the human basic needs. Everybody needs clothing to cover his or her bodies from danger, warmth and cold (Spear, 2000). Other than that, clothing is also functioned as to give self-confidence and express the wearer's personality (Jarnow, 1990). It is difficult to differentiate between basic clothing and fashionable clothing especially today. It is because clothing of today is not just a basic need for human beings but it becomes a fashionable item (Spear, 2000).

Consumers of today are demanding clothes, which are more personalized and go well with their personality. In other words, the appropriate clothing choice may boost the wearer's confidence (Jarnow, 1990). The changes of consumer's demand towards clothing keep on changing from time to time due to the changes of behavior of consumer and their buying pattern (Lewison, 1997). Consumer behavior and their buying pattern are two aspects, which are influenced by certain factors such as economy, social, style of clothing, demographic, culture, religion and psychology (Armstrong & Kotler; 1990).

Due to this scenario, retailers and manufacturers of clothing need to fulfill their consumer's satisfaction as well as to address consumers demand so