



**BUYING BEHAVIORS TOWARDS BRANDED APPAREL
AMONG GENERATION (Y)**

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Abstract

Research in Buying Behaviors towards branded apparel among generation (Y) filed has magnetized the interest of many researchers as a tool of developments for many countries. The scope of this study is Generation (Y) that has been studying at both campus which is UiTM and UNIMAS. The study of the factors shows the buying behavior among generation (Y) when purchase branded apparel has been question of many researchers. This study explores the relationship between the perceived quality, brand reputation, habitual and pricing on their buying behavior towards branded apparel. The data was gathered from 300 undergraduate`s students at two of the University branch campuses in the Kota Samarahan, Sarawak. Data collection was based on voluntary basis, informed consent, and anonymity. Regression analyses indicate that buying behavior is positively correlated with pricing. Besides that, the data also will be analyzed by using Pearson Correlation. Thus, this research should provide an overview of the influencing power of pricing towards buying behavior for make the new strategy for future readers.

Key words: perceive quality, brand reputation, habitual, pricing,, buying behavior.

TABLE OF CONTENTS

Particulars	Pages
Letter of Submission	i
Declaration	ii
Acknowledgement	iii
Abstract	iv
Table of Contents	v
List of Figures	ix
List of Tables	x

CHAPTER 1: INTRODUCTION

1.0 Introduction	1
1.1 Background of Study	1
1.2 Scope of Study	4
1.3 Problem Statements	5
1.4 Research Objectives	7
1.5 Research Question	8
1.6 Significance of Study	9
1.7 Definition of Terms	11

CHAPTER 1

INTRODUCTION

1.0. Introduction

This objective of this research study is to analyze the buying behavior towards a branded apparel among generation Y for university student in Kota Samarahan, Sarawak. This chapter will be consist background of study, research problem, research objective, research questions, and significance of study and also the definition of terms.

1.1. Background of Study

Cited by Wong (2010) in Malaysia, Generation Y is who's born between years 1980 until 1994 which are given the company very critical market segment in industry. The population of generation Y for the global market was perform 26% to 30% in statistical research result in 2009. Besides that, he also told that generation Y was the largest population in this nation with the highest income. In addition, this

CHAPTER 2

LITERATURE REVIEW

2.0. Buying Behavior towards a Branded Apparel among Generation Y

According to previous research, apparel are very important to everyone and it was a need for a human civilization other than food, water and a place to live. Since long time ago, the status of economic and social for human shows that how people's lifestyle will reflect towards apparel industry. Besides that, the apparel industry is the biggest industry other than technology industry because it was the industry that are growing fastest in the segment and also the second biggest foreign exchange earner for the country (Sundeep, 2013).

There are two categories of products which are food and toiletries which are the factors of the thing that already influenced the private label in departmental store of Hyderabad as a choice according to Gupta (2004). It gives the impact of the private level of brands on retailing dealing in garments that the study was already conducting by Memon (2006). In America, women's are very familiar with the apparel and shopping style because of their preference of nature. (Jinhee, 2007).