



**FACTORS THAT INFLUENCE GENERATION Y TO PURCHASE GLOBAL
APPAREL BRAND**

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ABSTRACT

With the rise of globalisation, consumers are increasingly faced with having to make purchase decisions between domestic and foreign products or brands. Therefore, it is important to gain a better understanding of what factors influence consumer decisions when considering a local or global product or brand. Although a number of studies have explored similar topics, a lack of research remains regarding a comprehensive theoretical model that provides a holistic view of factors influencing the decision to buy a global product. Therefore, the purpose of this study is to investigate those factors that influence the purchase decisions of global apparel brands among generation Y. More specifically, by means of a conceptual model, the present study proposes that country of origin, brand loyalty, brand image, and brand quality consumers' buying decisions. The findings of this study seek to fill the gap in literature regarding how generation Y consumers make buying decisions with regard to (global) apparel products. An empirical study was undertaken, in which 150 generation Y were asked to complete an online survey to determine which factors influence their choice of global fashion apparel. The obtained data was analysed by Statistical Package for Social Science version 25. The findings support all proposed hypotheses, but not all hypotheses were found to be significant. The findings revealed that country of origin is the main reason for consumers to consider buying global fashion-branded apparel. This study further provides a comprehensive model, adds to knowledge gaps, and provides several managerial implications and directions for future research.

Keywords: *globalisation; global brand; emerging markets; purchase intention; generation Y; fashion; apparel.*

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