

**THE RELATION BETWEEN PERSONALITY TRAITS
& PRESTIGE SENSITIVY WITH FASHION
CONSCIOUSNESS AMONG UITM
STUDENTS IN SABAH**

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
'DECLARATION OF ORIGINAL WORK'

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CHAPTER 1 INTRODUCTION

ABSTRACT

1.1 Background

Fashion has always been in focus for over a decade globally. In hence, fashion is part of the daily air and even though it continues to change all the time but in every event, you still can notice the approaching of a revolution in fashion. The purpose of this study was to examine the personality trait and prestige sensitivity, as well as the fashion consciousness among the Generation Y. Furthermore, the data collected from 251 questionnaire by using University students as a sample had gives an insight that fashion consciousness had an proportion of an ideal way through, as a mediating role over the personality trait and sense of prestige sensitivity on the Generation Y to be intrude into their fashion sense.

In other words, these adopted study, also had eventually found that at some points the relevance of personality trait implied of the big five trait had a relationship in affecting consumer attitude towards fashion brand's. Through these studies, it has eventually extended the scope on utilising the personality research in marketing by using the big five trait along with prestige sensitivity and the fashion consciousness phenomena, in essence to determine on how well these variables could be blending and bonding as a remedy to enhance the brand appeals among the Generation Y.

Young adults are the group of people who see fashion and beauty as an essential part of their lives (Ghaudous, Lachence, & Rebouille, 2003). Wearing branded clothing items had an impact on them. They perceive branded goods as very important because they wanted to gain social acceptance and at the same time it helps in boosting their self-esteem.

The fashion industry in Malaysia is growing rapidly since the past few years. Zara, H&M, Topshop and other prestige brand shops had made their ways in the shopping malls in Malaysia. Even the use of e-commerce had made it possible for the people in our country to make their purchase of goods from other parts of the world. So, people are showered with many different choices from international brands to the local brands. Such exposure had made it easier for people to purchase branded clothing. Since the fashion trends are very dynamic, so does the people's choice in clothing. However,

CHAPTER 1: INTRODUCTION

1.1 Background

The fashion industry had been growing tremendously in recent years. This scenario was contributed due to the consumer's changing attitudes towards fashion. They are always up-to-date with the latest fashion trends and they are also becoming more fashion conscious (D'aveni, 2010) Fashion had become an important trend in the apparel industry. The young adults especially are very sensitive in following the trend. Wearing clothes represents how ones want to be portrayed as by the rest of the world, whether people realized it or not, that is how decisions are made when buying clothing especially (Winter, 2002).

Young adults are the group of people who see fashion and beauty as an essential part of their lives (Beaudoin, Lachance, & Robitaille, 2003). Wearing branded clothing names had an impact on them. They perceive branded goods as very important because they wanted to gain social appreciation and at the same time it helps in boosting their self-esteem.

The fashion industry in Malaysia is growing steadily since the past few years. Zara, H&M, Topshop and other prestige brand shops had made their ways in the shopping malls in Malaysia. Even the use of e-commerce had made it possible for the people in our country to make their purchase of goods from other parts of the world. So, people are showered with many different choices from international brands to the local brands. Such exposure had made it easier for people to purchase branded clothing. Since the fashion trends are very dynamic, so does the people's choice in clothing. However,