



**UNIVERSITI TEKNOLOGI MARA**

**FACTORS THAT INFLUENCE PURCHASE INTENTION TOWARDS GLOBAL  
FASHION BRANDS AMONG THE INTERNATIONAL BUSINESS STUDENTS OF  
UiTM MELAKA CITY CAMPUS**

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## **ABSTRACT**

This research aims to study factors that influence the purchase intention towards global fashion brand among the international business students of UiTM Melaka City Campus. The drivers of factors that affecting the purchase intention towards global fashion brand among the international business students of UiTM Melaka City Campus are Social Influence, Country of Origin, Brand Image and Perceived Quality. There are four hypotheses constructed in this research. 70 self-administered questionnaires were distributed to the unit of analysis which is the international business students of UiTM Melaka City Campus. The data collected were analysed using the Statistical Package for Social Science (SPSS). Results from this study shows that Social Influence and Brand Image have a significant impact of the Purchase Intention towards Global Fashion Brand.