



**ROLE OF REFERENCES GROUPS IN YOUNG ADULTS  
PURCHASING BRANDED APPARELS IN  
KOTA KINABALU SABAH CONTEXT**

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In the Name of Allāh, the Most Gracious, the Most Merciful

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## ABSTRACT

Today's global market witnesses a cut-throat competition. Many new products enter the market, stay for a while, and then go obsolete. Fads come into existence and vanish even quicker than they appear. Rapid changes in the consumers' choices, increase in their disposable income, globalization, media exposure, and influence of global and psychological trends attribute to this behavior. To compete in the domestic as well as the global market, creating, and sustaining a strong brand image is necessary. Some apparel makers attempt to create a brand for their product in the global market, while many others just supply to international buying houses or retail chains according to their specifications. Branded apparels not only add a stylish image to the apparel, but it also gives something extra to the consumers. It enables them to create perceptions about the value of the apparel and the brand itself. Thus, this research is to identify the role of references group in young adults purchasing branded apparels in Kota Kinabalu, Sabah context. The respondents are selected randomly from the Kota Kinabalu young adult's buyers. The total of 200 questionnaires was distributed online to the respondents.