

UNIVERSITI TEKNOLOGI MARA

**PERCEIVED VALUE OF
BARGAIN SHOPPING AMONG
YOUTH**

NADIA HANIM BT MOHD WASILAN

MASTER IN TOURISM MANAGEMENT

FACULTY OF HOTEL AND TOURISM MANAGEMENT

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CANDIDATE'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

Shopping is acknowledged as an enjoyable activity where most of the countries applying the concept of shopping “festivals”, “carnivals” and “seasons”. This shopping seasons is eagerly awaited by locals and visitors as to grab the great discount and promotions, bargains and unbelievable discounts. Youth are one of the potential segment that should not be overlooked. Youth are those who aged 18 to 30 years old which formerly known as youth shopper. They are an emerging group that is recognized as a meaningful market segment as they have high spending power. Due to the recession, consumer had changed their mindset about discounted goods as nowadays, they are looking for good deals. The concept of customer perceived value used for more sophisticated measures of the construct. This study endeavours to investigate the relationship between youth perceived value attributes of bargain shopping towards future intention. Yet, there is a lack of studies pertaining to their perceived value of bargain to youth especially the youth excursionist. The findings may help the retailers to understand the youth shopping behaviour and refurbish their strategies as to attract youth spend in Malaysia. The results offer significant implications for retailers and future research in this strategically important area.

Key words: *Youth Excursionist, customer perceived value, bargain shopping*

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