



**PREFERENCES TOWARDS INTERNATIONAL LUXURY
APPARELS AMONG GENERATION Y FROM THE
PERSPECTIVE OF THE UNIVERSITY STUDENTS**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATIONS WITH HONOURS
(INTERNATIONAL BUSINESS)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“ DECLARATION OF ORIGINAL WORK”

Hereby, declare that :

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This paper project is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

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LETTER OF SUBMISSION

Date : 15 July 2016-07-12

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Faculty of Business Management

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Dear Dr Idham,

SUBMISSION OF PROJECT PAPER (IBM663)

Enclosed herewith is a report of our project paper titled Preferences towards International Luxury Apparels among Generation Y from the perspective of the University Students. It is with our very high hopes that this project paper has accomplished the requirements and expectations of the faculty and the desired objective of the course undertaken. Lastly, we would like to express our most sincere gratitude for the time, advice and guidance that you have delivered during the entire preparation right up to the completion of this project.

Thank You.

Yours Sincerely,

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ABSTRACT

This research aims to identify the predictor of consumer preferences in choosing international luxury apparel among generation Y from the perspective of the university students. A total of 150 students took part in this survey. The study found that fashion style has the strongest predictor towards international luxury apparels followed by country of origin. This study is imperative to the marketers to understand the student's preferences in a part of Peninsular Malaysia. The marketer also could realize the market segmentation and consequently formulate competitive marketing strategies and utilize target market wisely.