



**DECLARATION OF ORIGINAL WORK**



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

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Hereby declare that:

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

Signature: *Aloysia* Date: 17 January 2015

## TABLE OF CONTENTS

	<b>Page</b>	
TITLE PAGE	i	
DECLARATION OF ORIGINAL WORK	ii	
LETTER OF SUBMISSION	iii	
ACKNOWLEDGEMENT	iv	
TABLE OF CONTENTS	v	
LIST OF FIGURES	viii	
LIST OF TABLES	lx	
LIST OF ABBREVIATIONS	x	
ABSTRACT	xi	
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	
1.1	Research Background	1 – 2
1.2	Problem Statement	3 – 5
1.3	Research Objectives	6
1.4	Research Questions	6
1.5	Scope of Study	7
1.6	Significance of Study	8
1.7	Limitation of Study	9
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	
2.0	Introduction	10 – 11
2.1	Perceived Value	12 – 13
2.1.1	Emotional Value	14 – 17
2.1.2	Social Value	18 – 19
2.1.3	Quality/Performance Value	20 – 21
2.1.4	Price/Value for Money	22 – 23
2.2	Purchase Intention	24 – 25
2.3	Theoretical Framework	26

## **ABSTRACT**

The purpose of this research is to analyse parents' perceived value in their intention to buy children's clothing. A total of 152 parents' that live in Kota Kinabalu was given the questionnaires, and researcher analysed the data by using Statistical Package for the Social Sciences (SPSS) software to verify the reliability and validity of the scale of perceived value. Perceived value is found to be in PERVAL concept that consists of four elements which is emotional value, social value, quality/performance value and price value for money. A scale of overall perceived value in parents purchase intention was obtained, composed of four elements and represented by 35 items that are highly significant to the measurement of coefficients analysis. These results indicate that social and quality/performance value are important factors to influence parents' intention to buy clothing for their children's compare to emotional and price value for money.

## CHAPTER 1: INTRODUCTION

### 1.0 INTRODUCTION

#### 1.1 Research Background

In the coming years, the development of children's clothing will be increase as the population of young children's getting higher. According to the Malaysia Census (2012), the population of children's age below 14 years are increase to 7,797.3 million from 7,790.0 million on 2011. Haluk Köksal (2007) stated that the importance of children's clothing market is clearly emerging as the ratio of total population considered. This is the major reason on why marketers are now seeing children's as an important market to explore.

Children's clothing is also being the part of family expenditure. In Shanghai, this family's monthly expenses for children is approximately US \$ 84.34 in 2002, while the use of children's clothing are eight sets of clothes per year per child, with an average price of US \$ 8.13. Furthermore, with sales totalling US \$ 1.034 million a year, it will be approximately at around 132 million sets as a total utilization of children's clothing (eChiantex, n.d.). Other than that, compared to year 2002, China National Commercial Information Centre found those children's clothing sales has increased 87.5 percent. This confirms that the expanding nature of children's clothing market that can really represent an area of significant economic growth in the clothing industry.