



THE INFLUENCE OF BRAND NAME ON CONSUMER  
BUYING DECISIONS  
STUDY ON LEVI'S JEANS IN KOTA KINABALU

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## ABSTRACT

The purpose of this research is to investigate the influence on the brand name in consumer buying judgement specifically study on Levi's jeans. Previous research adopted six factors to test in the Malaysian environment. The six factors that influence the consumer decision-making brand name, product quality, price, style, promotion, and store environment. Brand name has shown the strong effects in influencing the consumer buying judgement. Questionnaires were distributed and self-administered to 100 respondents. Descriptive analysis and graphical analysis were used for this study. The overall research results showed that between six factors that mentioned in the previous study shows the factor that influences the most in Levi's jean's brand name case are product quality, and it has become why Levi's jeans brand name are mythical compared to other jean's brand.