



**THE FACTORS OF YOUNG CONSUMER PREFERENCES TOWARDS
INTERNATIONAL BRAND APPAREL :
A STUDY ON INTERNATIONAL BUSINESS STUDENTS IN UNIVERSITI
TEKNOLOGI MARA
(CITY CAMPUS)**

NURZAITUL ASTRA BINTI MOHD RAHIM

2015829968

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

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA MELAKA (CITY CAMPUS)

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ABSTRACT

The purpose of this study aims to identify the factors of young consumer preferences in choosing international brand apparel in Universiti Teknologi Mara Melaka (City Campus). Of the 155 respondents from International Business Students start from Semester 1 until Semester 5, the study found that quality has the strongest predictor towards consumer preferences followed by country of origin, style and advertisement and promotion.

This study is important to the marketers to understand the consumer preferences especially young consumer to identify their preferences in choosing an international brand of apparel products in the developing country. The outcome from this research also will help students to identify the purpose of them when spending money of apparel especially branded apparel.