



**FACTORS INFLUENCING CLOTHING PURCHASE INTENTIONS: A STUDY OF
GENERATION Y CONSUMERS AT KUALA LUMPUR CITY CENTRE (KLCC)
MALL**

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JULY 2018

ACKNOWLEDGEMENT

“By the name of Allah S.W.T all Mighty Generous and Might Merciful:.

Assalamu’alaikum Warahmatullahi Wabarakaatuh

First and foremost, I would like to express my deepest gratitude to Allah S.W.T. for giving me opportunity, strength and ability in completing this project paper. This study could not be done perfectly without His help and guidance.

I would like to give my utmost appreciation to my first advisor, **Prof. Madya Dr. Wan Kalthom Binti Yahya** for her invaluable guidance and knowledge shared, continuous encouragement and care towards me throughout my research study. Moreover, despite her busy schedule, I am beyond thankful for the consultation that she has invested time for me in order to ensure my research study is required for academic purpose and beyond that. Besides that, I would like to thank **Puan Roszi Naszariah Nasni Naseri** for her encouragement throughout my research study.

Moreover, I would like to express my gratitude to all staff in Petroliam Nasional Berhad (PETRONAS) that have given me an opportunity to have my practical training in the company and for their support while I was there. Last but not least, thanks to those who were involved directly or indirectly in supporting me throughout my journey. Thank you.

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ABSTRACT

Clothing is an essential item in every individual's life as it is considered as the second skin of the body. Clothes have become a communication medium used to convey who the person is. The marketers are looking for factors that influence clothing purchase intention among Generation Y consumers at Kuala Lumpur City Centre (KLCC) Mall to create a strategy that match consumer's preference. The purpose of this paper is to identify the relationship between purchase intentions toward clothing among Generation Y at KLCC Mall by using independent variables which are need for uniqueness, word of mouth and perceived quality. Data for this study collected through the questionnaire to Generation Y were sampled and distributed through convenience sampling method. In this study, the independent variables had been tested and the data collected from 129 respondents at KLCC Mall will be used to identify which independent variables are the most significant in influencing the purchase intention. Later, the practical implications of the research findings were discussed. A regression-based model was used to identify the relationship between factors and the influence on consumer purchase intention. The results indicated that need for uniqueness was significant with clothing purchase intention. It concluded that consumers at KLCC Mall strongly emphasized their purchasing behaviour with need for uniqueness. The outcomes of this research suggested that the marketer should fulfil the demand in need for uniqueness and enhance more shopping outlet to produce unique clothes. Meanwhile, the marketer or fashion retailer should create awareness about quality clothes among consumers through social media, online shops and celebrity endorsers. This study is important to the marketers and clothing industry as to understand the factors that influenced Generation Y consumers purchase intention. Marketers could also make an improvement and strengthen their business based on the selected variable to be more competitive.