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**DETERMINANTS OF PURCHASE INTENTION  
TOWARDS LUXURY FASHION BRANDS AMONG  
GENERATION Y CONSUMERS': A STUDY AMONG  
POSTGRADUATE STUDENTS OF UNIVERSITY  
UTARA MALAYSIA (UUM)**



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**UUM**  
Universiti Utara Malaysia

**MASTER OF SCIENCE (MANAGEMENT)**

**UNIVERSITI UTARA MALAYSIA**

**JANUARY 2018**

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FASHION BRANDS AMONG GENERATION Y CONSUMERS': A STUDY  
AMONG POSTGRADUATE STUDENTS OF UNIVERSITY UTARA  
MALAYSIA (UUM)**

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**UUM**  
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School of Business Management,  
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(Management)**



**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

**Universiti Utara Malaysia**

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AMONG GENERATION Y CONSUMERS': A STUDY AMONG POSTGRADUATE  
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## ABSTRACT

Given the tremendous increase in demand for luxury fashion product among generation Y consumers', had subsequently increased the concern among manufacturers and companies about the importance of measuring the crucial determinants that affect the purchase intention of luxury product brands within this cohort's population. This realization and concern, have led the fashion industry manufacturers and companies to focus on identifying the most crucial factor that are effectively influence generation Y in purchasing luxury fashion brands in order to differentiate their luxury product brands from other competitor, in effort to gain competitive advantages. In view of this, the purpose of this paper is to determine the most crucial factors that have significant relationship towards intentions to purchase luxury fashion brands among Generation Y consumers' in Malaysia by integrating the theory of planned behaviour (TPB) and Social Impact Theory (SIT) in the proposed model. There were four independent variables which have been investigated in this study including attitude towards luxury fashion brands, social electronic word of mouth (social e – WOM), perceived behavioural control, and country of origin. A total of 351 questionnaires were distributed among UUM local postgraduate student by using systematic intercept survey, to perform the statistical analysis for data analysis and findings. The results indicated the attitude towards luxury fashion brands, and country of origin have significant effect towards generation Y consumers' purchase intention on luxury fashion brands, however social electronic word of mouth (social e – WOM) and perceived behavioural control showed insignificant influence towards purchase intention. Among all predictors, attitude towards luxury fashion brands has the strongest influence on generation Y luxury fashion brands purchase intention.

*Keywords: attitude towards luxury fashion brands, social electronic word – of - mouth perceived behavioural control, country of origin, generation Y consumer purchase intention towards luxury fashion brands.*

## ABSTRAK

Memandangkan peningkatan yang besar dalam permintaan terhadap pasaran produk mewah di kalangan pengguna generasi Y, telah meningkatkan kebimbangan di kalangan pengeluar dan syarikat tentang kepentingan untuk mengukur dan mengenalpasti factor - faktor penting yang mempengaruhi niat pembelian jenama produk mewah di kalangan populasi kohort ini. Kesedaran dan keprihatinan ini telah menjurus pengeluar dan syarikat fesyen industri untuk menumpukan dan mengenalpasti faktor - faktor paling penting yang mempengaruhi generasi Y untuk membeli jenama fesyen mewah, bagi membezakan jenama produk mewah mereka daripada pesaing lain, seterusnya memperolehi kelebihan daya saing. Oleh yang demikian, tujuan kertas ini adalah untuk menentukan faktor-faktor yang paling penting yang mempunyai hubungan penting terhadap niat untuk membeli jenama fesyen mewah di kalangan pengguna generasi Y di Malaysia dengan menggabungkan Teori Perilaku yang Dirancang (TPB) dan Teori Impak Social. Terdapat empat pemboleh ubah bebas yang telah disiasat dalam kajian ini termasuk sikap terhadap jenama fesyen mewah, e - WOM sosial, kawalan tingkah laku yang dilihat, dan negara asal. Seramai 351 soal selidik telah diedarkan di kalangan pelajar pascasiswazah tempatan UUM dengan menggunakan tinjauan secara sistematik, untuk melakukan analisis statistik. Hasilnya menunjukkan sikap terhadap jenama fesyen mewah, dan negara asal mempunyai kesan dan pengaruh yang penting terhadap niat pembelian di kalangan pengguna generasi Y terhadap jenama fesyen mewah, sementara kawalan tingkah laku yang dilihat, dan e – WOM social tidak menunjukkan pengaruh yang penting ke arah niat pembelian. Di antara semua peramal, sikap terhadap jenama fesyen mewah mempunyai pengaruh terkuat terhadap niat membeli jenama fesyen mewah di kalangan generasi Y.

*Kata kunci: Sikap terhadap jenama fesyen mewah, e - WOM sosial, kawalan tingkah laku yang dilihat, negara asal, niat pembelian pengguna di kalangan generasi Y terhadap jenama fesyen mewah.*

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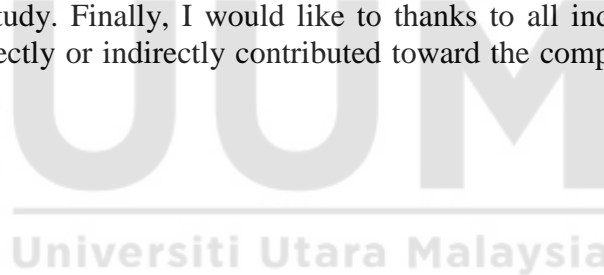
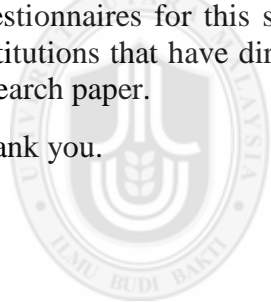
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## LIST OF ABREBRIATIONS

COO	Country Of Origin
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
H4	Hypothesis 4
Social e – WOM	Social e – WOM
SIT	Social Impact Theory
TPB	Theory Planned Behaviour
VIF	Variance Inflation Factor



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## APPENDICES

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## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

This chapter explains the background of the study. It covers seven segments which include the background of research, problem statement, research objectives, research questions, the significance of the study, the scope of the study, definitions of key terms, and organization of the study.

### **1.1 Background of the Study**

#### **1.1.1 What is Brand?**

Branding is primarily important in differentiating the products and services of one manufacturer from another manufacturer in the eyes of the customer. According to The American Marketing Association, a brand is referred to as a name, word or phrase, name, sign, symbol, design or combination of these in defining a product or service offered by the merchant, which differentiates their products from other competitors (Kotler & Armstrong, 2009; Hameed, Saleem, Rashid, & Aslam, 2014). Therefore, the fundamental element in developing a brand, is connected with the ability to select a name, logo, symbol, package, design or other feature that recognizes one particular product and differentiates it from the other product. These heterogeneous elements of a brand, which classify and distinguish it, are known as brand elements (Keller, 2013). Moreover, a brand is also classified as an element that is connective with the minds and emotions of the customer, as customers give a great amount of attention to brands as compared to any other elements (Franzen, & Bouwman, 2001; Hameed et al. 2014).

## 1.2 Problem Statement

Over the past years, the emerging markets have been identified as one of the most rapid growing demands for luxury brand products (Narang, 2011). Within Asian market, the sales of luxury product market in Malaysia and Indonesia are expected to increase including China and India. In fact, in May 2013 Bain and Company's has classified Malaysia as one of the six Southeast Asian countries that contributed to development growth of luxury market in the Luxury Goods Worldwide Market Study ( D'arpizio, 2013).

Given the growing demand for luxury goods, fashion brands are considered to play an important role in affecting current consumer's lifestyle (Tungate, 2005; McColl & Moore, 2011). The growth in a Malaysian's household disposable income has also gassed up the growth in demand and spending for luxury goods. The recent statistics provided by the Department of Statistics Malaysia (2016) reported that the Malaysian retail annual sale recorded a total of RM33.6 billion as at July 2016, with an increment of 9.4 per cent as compared to the same period last year 2015. Moreover, as reported by The New York Times newspaper, recently broad majority of luxury brands in Malaysia such as Channel, Brands, Louis Vuitton and Burberry have dramatically emerged in both urban and suburban area malls such as urban area malls which located at Suria KLCC, Pavilion, Gurney Pragon Starhill Gallery malls, while for the suburban area malls were located at Mid-City Valley (Young, 2013). This indicates that there is a high demand for high end luxury in domestic market among Malaysian consumer. As published by The New York Times newspaper, majority of real spending power in

Malaysia were generated among adult Malaysian namely wealthy and affluent group spender (Young, 2013).

Nevertheless, the luxury fashion brands were not only favourable among adult or high income earner, it also gain attention from generation Y consumer. In accordance with the Luxury Goods World Market Study report by Bain and Company (D'arpizio, Levato, Zito, Kamel, & Montgolfier, 2016) has indicated that young consumer especially generation Y who born between early 1980 and middle 1990 estimated to represent 40% of the global personal luxury goods market by 2025. Regardless the fact that their youthfulness and relatively low – income earner, generation Y eagerness to look fashionable with last fashion to boost their physical image as they tend to be fashion, technology and internet savvy and keen to shop. Likewise, existing studies showed that this group of young consumer are highly brand conscious and willing to spend in great amount for luxury products to obtained higher levels of quality and preference (Silverstein, & Fiske, 2008; Fernandez, 2009; Grotts, & Johnson, 2012; Giovannini, Yingjiao, & Thomas, 2015). Additionally, as mentioned by industrial specialize of luxury and fashion industries, generation Y is consider as economic influencer, as generation Y contributed 30 percent of all spending and, along with iGeneration provided 85 percent of the luxury development in the year 2016 (Paton, 2017). Correspondingly, a research conducted by United Overseas Bank Limited (UOB) Malaysia on generation Y shopping habits survey found that there was a 38 per cent increased in online shopping during the first six months of last year, with generation Y spending 1.4 times more than other cohort generations (Vijaindren, 2017). One of the key in effort to successfully secure the luxury market within generation Y consumer have been approached through brands to establish engaging

content for digital platforms for social media such as social networking of Instagram and Snapchat (Paton, 2017). Concisely, this indicated that generation Y are among market segment who possess a high degree of demand for luxury products given the current research findings.

In General, the theory of planned behaviour (TPB) (Ajzen, 1991) has been extensively used as a social psychology theory by many researchers in acquiring understanding about consumers' behaviour (Hung et al., 2011; Cheah et al., 2015; Weisheng, & Ho, 2016). In earliest studies, most of the researchers demonstrated consumer purchase behaviour by using Theory of Planned Behaviour, which is a continuation of the theory of reasoned action (TRA). Theory of Planned Behaviour is implemented to the study of consumers' intention to purchase green foods by Joshi, and Rahman (2016), purchase intention towards counterfeit sporting goods purchase Weisheng, and Ho (2016), and intention towards dietary supplements consumption Nor Azila, Yap, Liew, and Edwin (2014). Nevertheless, there appears to be a lack of Theory of Planned Behaviour implementation in the context of luxury fashion goods among generation Y consumers. Hence, this study aims to greater measure the theory of TPB and to deliver additional and beneficial insights into this topic by proposing an integrative theoretical model based on social impact theory to predict the generation Y consumers' purchase intention towards luxury fashion goods.

Further in this study, there is insufficient of evidence and understanding in investigating the influences consumer purchase intention towards luxury fashion goods brand among generation Y (Lee et al., 2008; Cheah et al., 2015; Hung et al.,

2011; Mamat et al., 2016; Qian , Sajad Rezaei, & Gu, 2017). As far as attitude towards luxury fashion brands are concerned among marketers and manufacturer, that there is apparently little literature to suggest that research has been conducted on generation – Y consumers in Malaysia. For example, Nga, and Ken Yien (2013) examined the Big Five personality traits in the financial decision making of Malaysian generation Y undergraduates, but little is known about this group age cohorts’ attitude and purchasing behaviour in the fashion clothing industry (Valaei, & Nikhashemi, 2017). Hence, it is noteworthy to have deeper and clear understanding within this cohorts’ attitude by underpinning factor of attitude towards fashion luxury brands in this research, by examining whether it have significant impact on the generation Y purchase intention on luxury fashion brands.

Other than that, nowadays generation Y have spent most of their time accessing social media via mobile phone as they are widely known as technology and internet savvy. As reported by The Straits Times (Lee, 2015) generation Y in Singapore spend nearly 204 minutes a day by using their mobile phones. Particularly, most of them spend 130 minutes a day on their phones, with over than half visiting on social media such as Facebook on a daily basis (Lee, 2015). In addition, due to the impact of peer pressure from friends and environment, most of young consumer engage in online community to seek for right opinion in their fashion consumption. For instance, they seek for opinion lot in term of brand preference from their friend or relative through social – electronic of mouth. Despite of this interesting facts, there is only a limited study had been conducted on social - electronic word of mouth in the context of generation Y purchasing intention towards luxury fashion brands. Most of the previous researchers, were focusing on peer pressure and social pressure factor for subjective norm in

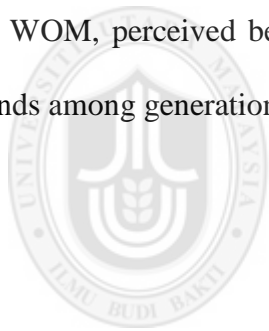
determining the luxury purchase intention (Jain, Roy, & Ranchhod, 2015; Jain, Khan, & Mishra, 2017). Past literature review indicates evidence on positive relationship and impact between social e – WOM and purchase intention, where Kudeshia, and Kumar (2017) suggests that positive social electronic word of mouth on media social such as Facebook has significantly influences on brand attitude and purchase intention of consumer. Hence, this study attempt to address the gap by examining the effect of social e – WOM towards generation Y consumers' purchase intention towards luxury fashion brands by proposing an integrative theoretical model based on social impact theory to model of theory planned behaviour.

In addition, despite the awareness among manufacturer has increased dramatically in discovering the most crucial determinant that influence the most on generation Y reaction towards their brand (Shukla, 2012; Bhaduri, & Stanforth, 2016), there is a lack of consistency within scholar in clarifying determinants of generation Y purchase intention towards luxury fashion goods brand. Ling, Norton, Zhang, and To (2009) proposed that perceived behavioural control is a key determinant in determining buying intention of luxury consumers in China. Meanwhile Jain, Roy, and Ranchhod (2015) has indicated that there is an insignificant relationship between perceived behavioural control and intention to purchase luxury products. Thus, based on the mixed results, it is crucial to study which factors that have the most influence on consumer purchase intention that lead to the consumer's behaviour towards luxury fashion goods (Hung et al., 2011).

Finally, country of origin as a new predictor is integrated into the theory of planned behaviour to further measure the determinant of generation Y consumer's purchase

intention towards luxury fashion brands. Azjen, and Fishbein (2005) indicated that additional factors can be embedded to the Theory of Planned Behaviour to present as powerful predictors of the study. Existing studies showed that there is strong relationship between country of origin image and consumer's intention in purchasing luxury products compared to intention on basic or essential product (Piron, 2000; Vijaranakorn, & Shannon, 2017).

Based on the gaps from previous researchers and limited researchers in a relation of Generation Y purchasing intention of fashion luxury goods brand. Thus, the study attempts to investigate the relationship between attitude towards luxury fashion, social e – WOM, perceived behavioural control and intention to purchase luxury fashion brands among generation y in Malaysia.



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### **1.3 Research Questions**

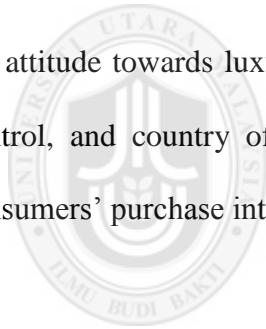
Based on the problem statement, below are the research questions:

#### **1.3.1 Research Question 1**

Do attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin factors have significant relationship with generation Y consumers' purchase intention towards luxury fashion brands in Malaysia?

#### **1.3.2 Research Question 2**

Do attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin factors have the most influence on generation Y consumers' purchase intention towards luxury fashion brands in Malaysia?



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## **1.4 Research Objectives**

The specific objectives of the study are as below:

### **1.4.1 Research Objective 1**

To determine whether attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin factors have significant relationship with generation Y consumers' purchase intention towards luxury fashion brands in Malaysia.

### **1.4.2 Research Objective 2**

To measure whether attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin factors have the most influence on generation Y consumers' purchase intention towards luxury fashion brands in Malaysia.

## **1.5 Significance of Study**

This study contributes to both theoretical and practical perspectives.

### **1.5.1 Theoretical Contributions**

From the theoretical perspective, despite various factors had been examined regarding consumer purchasing behaviour, there appears to be a lack of Theory of Planned Behaviour implementation in the context of luxury fashion brands among generation Y consumers. Given these limitation, this study appears to be useful tool for future researcher in the area of luxury fashion brands. Hence, this study has made contribution to enhance the theoretical foundation of Theory of Planned Behaviour and provide better understanding within this cohorts' generation with four predictor namely attitude towards fashion luxury brands, social e – WOM, perceived behavioural control, and country origin in this research and examined whether these factor have significant impact on the generation y purchase intention on luxury fashion brands.

Additionally, by embedded additional predictor of social e – WOM in the existing model of theory planned behaviours, this study therefore has made contribution in providing greater measure on theory planned behaviours and deliver beneficial insights into this topic by proposing an integrative theoretical model based on social impact theory to predict the generation y consumers' purchase intention towards luxury fashion goods.

Apart from that, there is a contradiction in term of research finding between the existing studies in refining the determinants of generation y purchase intention towards luxury fashion goods brand. Therefore, this study attempt to make contribution by searching on confirming evidence for the research hypothesis.

To sum up, this research had been made to bridge the gaps in the relationships between generation y consumer's purchase intentions of luxury fashion brands with four predictors in Malaysia context as well as understand the generation Y consumer's purchase intention towards luxury fashion brands.

### **1.5.2 Practical Contributions**

In term of practical perspective, by gaining better insight and understanding of young consumer, retailers will be able to exhibit and enhance more effective and efficient marketing plans and strategies to attract and gain larger number of consumers within this cohort. Marketing strategy on company enhancements should be performed to transform potential customers into actual customers and maintain them for future repurchase (Cheah, Phau, Chong, & Anwar Sadat, 2015).

Furthermore, the outcome from this research may assist companies in gaining more desirable understanding of key factors that contribute significantly towards consumer purchase intention and recognize what factors influence generation Y consumers before making a purchase (Hung et al., 2011). Thereby, companies should be knowledgeable and enlightened by the elements that will influence consumer purchase

intention towards luxury fashion goods, including attitude towards luxury fashion, social e – WOM, and perceived behavioural control and strengthen the element which contributes most in this luxury fashion brands industry.

### **1.6 Scope of Study**

This study is mainly focus on the dominant factors that influence generation Y consumers' purchase intention toward luxury fashion brands within Malaysia context. Therefore, the scope of this study is selected among Malaysian citizen represented by all local postgraduate students in University Utara Malaysia (UUM), Malaysia. The justification for choosing this population, is mostly because majority of postgraduate students fall within generation Y cohort's age range namely between age 22 to 40. This fact is supported by Morton (2002), indicates that generation Y consumers serving as young consumers who are born between the year 1977 and 1994. Thereby, it able to represent the whole population for this study within generation Y consumers' in Malaysia.

According to the recent data from academic affairs department, the total number of students who is registered as local Postgraduate student is about 4, 389 with active status. As mentioned by Krejcie, and Morgan (1970), rules of thumb for sample size determination is equal to 351 respondents that are worth to represent the overall local postgraduate students in UUM.

## **1.7 Definitions of Key Terms**

The following key terms are utilised in this study and it have been defined as below:

### **1.7.1 Attitude towards Luxury Fashion**

Attitude refers to the extent to which a person who has a positive or negative evaluation of a given behaviour. Attitudes toward a given behaviour are controlled by a person beliefs about the behaviour (i.e. positive or negative), where a belief relates to the personal values and the evaluation of the expected outcomes related to the behaviour (Fishbein, & Ajzen, 1975).

### **1.7.2 Social e – WOM**

Social e – WOM specify as any information associated to brands or goods shared among the virtual communities of social media sites (Hu, & Ha, 2015; Kudeshia, & Kumar, 2017).

### **1.7.3 Perceived Behavioural Control**

Perceived behavioural control is described as, “an individual’s perception of the ease or difficulty in performing the behaviour of interest, given the presence or absence of requisite resources and opportunities” (Ajzen, 1991).

#### **1.7.4 Country of Origin**

Country of origin, in connection of both brand origin and country of manufacture, plays crucial factor in projecting luxury brands (Krupka et al., 2014; Vijaranakorn, & Shannon, 2017).

#### **1.7.5 Intention to Purchase Luxury Fashion Goods Brand among Generation Y**

Consumer purchase intentions are the indication of consumer actual buying behaviour, consider as significant component in measuring how consumer buying intentions effect actual purchase behaviour (Mamat et al., 2011; Qian et al., 2017).

#### **1.7.6 Generation Y**

Generation Y, also refer as millennials (those born in the 1980s or 1990s), strongly identify as one of the most influential consumer for luxury segment market (Timperio, Tan, Fratocchi, & Pace, 2015).

#### **1.7.7 Fashion Luxury good brands**

Fashion luxury good brands are constitute of clothing, accessories, handbags, footwear, watches, personal ornaments, and fragrance, in which just by wearing or availability of a specific brand promotes luxurious symbolic to the owner, and practicality value becomes as a minor concerns (Vigneron & Johnson, 2004; Amatulli, & Guido, 2011).

## **1.8 Organization of the Study**

This thesis contains five chapters which are introduction, literature review, research methodology, data analysis and findings, and discussion and conclusion. The summaries of each chapter are as below.

### **1.8.1 Chapter 1: Introduction**

The first chapter of this thesis present an overview of research. It included the background of the study, problem statement, research questions and objectives, and significance of the study, continue with scope of study, and definition of key terms used in this study. Finally, organization of study is the end of the chapter one.

### **1.8.2 Chapter 2: Literature Review**

In chapter 2, all related literature review from past researchers will be discussing comprehensively in chapter 2. Discussion connecting to determinants of generation Y consumers' purchase intention towards luxury fashion brands in Malaysia elaboration and review of relevant concept of Theory of Planned Behaviours and explanation of underpinning of Social Impact Theory. Finally, chapter 2 also includes theoretical research model and the explanation about hypotheses development.

### **1.8.3 Chapter 3: Research Methodology**

This section will be cover research methodology of the study. It included research design, the population and sample of study, sample size of study, sampling technique,

questionnaire preparation, instruments and measurement variables, pre – test and pilot test procedure, techniques of data analysis, and statistical data analysis.

#### **1.8.4 Chapter 4: Research Methodology**

While in chapter 4, this section consists of explanation of data analysis and results of the study. It started with factor analysis, reliability analysis, descriptive analysis, correlation, and multiple regression analysis.

#### **1.8.5 Data Analysis and Findings**

Lastly, is comprised of major findings of the study that are summarized according to research objectives. Implication and contribution of the study limitations and future research are also covering in this chapter.

#### **Summary**

This chapter explains the latest issue and problem statement which lead to the development of research objectives and research questions that related to this study. Moreover, the conceptual framework was developed based on literature review presented in the chapter two. This study was concentrated on generation Y purchase intention towards luxury fashion brands which influenced by several factors such as attitude towards luxury fashion, social e- WOM, perceived behavioural control, and country of origin.



## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

This chapter describes about the literature reviews of the study which related to the dependent variable and independent variables of research topic. The literature reviews is mainly focusing on the dependent variable of generation Y consumers' purchase intention towards luxury fashion brands, and also independent variables of attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin in order to support this research study.

### **2.1 The Theory of Planned Behaviour (TPB)**

Theory of Planned Behaviour (TPB) model has been used to explained the variables used in this study. This study attempts to evaluate factors that influence generation Y consumers' purchase intention towards luxury fashion brands in Malaysia by using extended Theory of Planned Behaviour (TPB) model which are Attitude towards luxury fashion brands, social e – WOM, perceived behaviour and country of origin.

The Theory of Planned Behaviour (TPB) is a theory that explains individual behaviour and is associated to belief and behaviour that is an addendum and improvement version of the Theory of Reasoned Action (TRA) (Fishbein, & Ajzen, 1975). Theory of Planned behaviour comprises of three fundamental elements which are Attitude, Subjective Norm and Perceived behaviour control which is used in predicting the relationship between consumer purchase intention and actual purchase behavioural.

Initial study demonstrates that there is a positively correlated relationship between purchase intentions and purchase behaviour of luxury fashion products (Campbell, & Fairhurst, 2016) proposed based on Theory of Reasoned Action (TRA) model. Nevertheless, Theory of Reasoned Action, is inadequate in evaluating individual behaviour, as it demands resources combine with capability to be employed, had led to an increased on demand for a theoretical extension (Sheppard, Hartwick, & Warshaw, 1988).

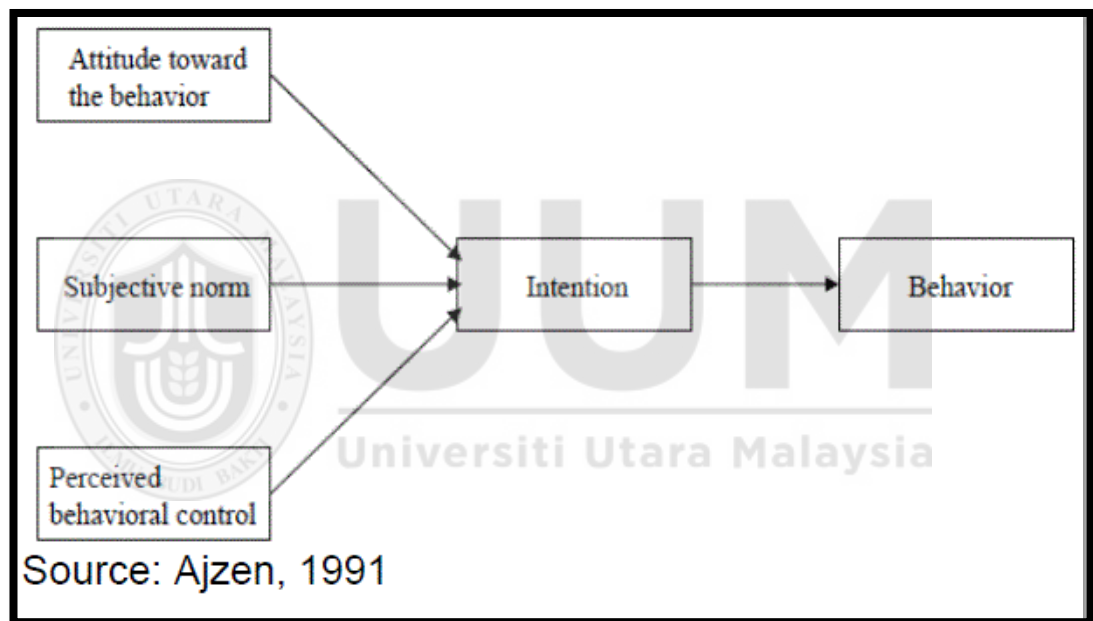


Figure 2.1: Theory of Planned Behaviour (Ajzen, 1991)

## 2.2 Social Impact Theory

This study aims to greater measure the theory of TPB and to deliver additional and beneficial insights into this topic by proposing an integrative theoretical model based on social impact theory to predict the generation Y consumers' purchase intention towards luxury fashion goods. Thereby, social e – WOM has been added as new predictor to the proposed model.

The Social Impact Theory (SIT) is introduced by Latane, and Nida (1981), which expressed that the likelihood in which an individual might be influenced socially with group behaviour when situated in a group of people is corresponding to a number of factor, which include the immediacy of the group (referring to their intimacy in space or time within the member of group), and they should be influenced by the a person's standing or importance in relation to other people within a society, and amount of member who convey intense influence (Qian et al., 2017). Latane, and Nida (1981) defines social impact as any form of influence on person feelings, belief, or behaviour that is deployed by the real, indirect, or imagined appearance or actions of others. In view of this theory, social impact theory is a metatheory that seeks to specify how the several ways in which an individual affect each other are caused by the limitation of time and space, and specifically, how effect is controlled by the strength, immediacy, and amount of other individual in the social surrounding (Nowak, Szamrej, & Latane, 1990).

### **2.3 Generation Y Consumer Purchase Intention towards Luxury Fashion Brands**

According to previous study, consumer purchase intentions is deemed as the gesture or indication of their actual purchasing consumptions, consider it crucial influential to study on how consumer purchase intentions effect the actual buying behaviour among consumer (Mamat et al., 2011; Qian et al., 2017). Intentions are presumed to develop the determination factors which affects the behaviour; it demonstrates the amount of effort, an individual are planning to employ or how determined people are willing in trying to execute the behaviour (Ajzen 1991; Wong, Lee, Lin, & Low, 2012).

Prior studies reflect that there is a positive and significant relationship between consumer intention and actual purchase behaviour. As illustration, Lai and Cheng (2016) has proved that there is a positive effect of customer intentions on actual green product purchase behaviour among Millennium consumer in Hong Kong. Furthermore, Qian et al. (2017) also indicated that social influences has significant impact towards consumer purchase intention and behaviour towards luxury fashion goods among the generation Y. Besides that, past studies also has revealed that perceived behavioural control were among predictor that have significant impact towards purchase intention on sport team licensed merchandise (Min, & James, 2016). Other studies showed that, consumer attitude has a significant relationship and effect towards intention to purchase luxury fashion apparel made in sweatshops in study conducted by Phau, Min, and Chuah (2015). Ultimately, existing studies also suggested that country of origin image affects significantly on consumer's intention to purchase luxury products stronger than their intention to purchase necessities or basic products (Piron, 2000; Vijaranakorn, & Shannon, 2017).

## **2.4 Attitude towards Luxury Fashion Brands**

The definition of attitude is related to the extent to which a person has a positive or negative evaluation of a given behaviour (Min, & James, 2016). Attitudes toward a given behaviour are explained by person's beliefs about the behaviour either (positive or negative), where a belief known as the subjective values and the judgement of the expected outcomes linked to the behaviour (Fishbein & Ajzen, 1975; Min, & James, 2016). Attitudes are often evaluated in relation to consumer's evaluation towards a brand using evaluative dimensions namely favourableness/unfavourableness or liking/disliking (Miniard et al., 1991; Chang, & Thorson, 2004; Escalas, 2004; Loken, 2006; O'Cass, & Choy, 2008). Hence, if a person believes that a behaviour would lead to favourable outcomes, then his or her attitude towards conducting the behaviour is presumably to be positive.

Fashion products portray an ideal context to evaluate generation Y attitude towards luxury brands. Fashion apparels are considered as a greatly self – expressive product and hence the possession of luxury – branded clothing are viewed as a vital status indication for generation Y (Sierra, & Hyman, 2011; Koksai, 2014; Casidy, Nuryana, & Hijrah Hati, 2015). Correspondingly, other related studies have suggested that luxury fashion brands enable consumers to demonstrate their self-concept, improve self – self-esteem, and make a good impression within their peers (Deeter-Schmelz et al., 2000; Taylor, & Cosenza, 2002; Piacentini, & Mailer, 2004; Husic, & Cicic, 2009; Casidy et al., 2015).

Brand prestige can affect the consumers' brand purchase intention through boosting their confidence during brand selection process, and their social status and the essence of individuality after brand consumption (Baek et al., 2010; Esmaeilpour, 2015). Brand prestige is a more prominent concept rather than functional concepts (Lye et al., 2001; Esmaeilpour, 2015). It may be prominent for consumers because of its connection to their self-concepts (Keller, 2013), wealth, power and social concepts (Alden et al., 1999; Esmaeilpour, 2015). Consumption of luxurious brands also develop value for the consumer through status and reputability consumption, thus it has a favourable effect on the consumers' attitude and loyalty (Eren-Erdogmus, & Budeyri-Turan, 2012; Esmaeilpour, 2015).

Hence, the hypotheses posited in this study are as follows:

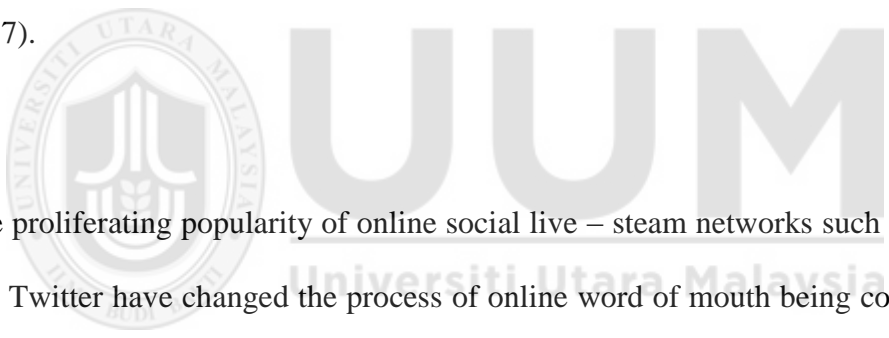
H1: Attitude towards luxury fashion brands has significant relationship with generation Y consumers' purchase intention towards luxury fashion brands.

## **2.5 Social e – WOM**

A large number of technology experts and stakeholders assumed that generation Y will head society into a modern world of personal information sharing and communication through the invention of social networking and mobile technology (Apresley, 2010; Bilgihan et al., 2013; Zhang, Omran, & Cobanoglu, 2017). The interaction patterns of generation Y demographic group have already been adopted through their use of social media advancement and mobile applications devices which will remain continuously, as they step forward into the economic ladder. In such a way, despite as they mature, have families and presume growingly significant responsibilities, their eagerness for

boundless information sharing, together with e – WOM, is predicted to sustain (Zhang et al., 2017).

Social electronic word of mouth or interactions between consumers through social networking sites has become one of the most widely used in digital media of the current e – WOM forms (Chu & Kim, 2011; Kudeshia, & Amresh Kumar, 2017). Social e – WOM may be classified as a non – formal network given the strong social relationships involved. The strength of interpersonal relationships is a combination of the quantity of time, the emotive intensity, the closeness (mutual trust) and the complementary services which described the relationship (Granovetter, 1973; Kudeshia, and Kumar, 2017).



The proliferating popularity of online social live – stream networks such as Facebook and Twitter have changed the process of online word of mouth being communicated and consumed in the digital span (Rui et al., 2013; Kudeshia, & Kumar, 2017). Unlike from the concept of interactions with the anonymous, through social e – WOM, potential consumers are enabled to recognise the sender’s gender specifications, professionalism and information trustworthiness because the sender is a close colleague or a friend (Abubakar, Mustafa, & Pinar, 2016). As an illustration, by publishing suggestions and viewpoints regarding a product or service within their profile pages on social networking sites, consumers seek to convince friends, social contact or potential consumers to see their viewpoints and, thus exert influence on their networks’ decision-making (Kudeshia, & Kumar, 2017).

In addition, social networking sites act as successful instruments for e – WOM among consumers, performing an essential source of product – related information and point of views. These sites have evolved the way consumers engage into purchase decisions, as they can easily and instantly share and exchange product – related information and views by personal contacts without geographic and time restrictions (Graham & Havlena, 2007; Kudeshia, & Kumar, 2017). Considering the wide acceptance of these sites, e – WOM based social network marketing has become a vital role for developing brand communication strategies (Chu & Kim, 2011), the potential effect which related to consumers’ decision-making which should not be disregarded Kudeshia, and Kumar (2017). Additionally, past literature review indicates evidence on positive relationship and impact between social e – WOM and purchase intention, where Kudeshia, and Kumar (2017) suggests that positive social electronic word of mouth on media social such as Facebook has significantly influences on brand attitude and purchase intention of consumer. Correspondingly, prior studies by Ladhari, and Michaud (2015) showed the effect of positive reviews generated on social networking on the choice of a hotel, has directly give positive impact towards consumer’s booking intention.

Hence, the hypotheses posited in this study are as follows:

H2: Social e – WOM has significant relationship with generation Y consumers’ purchase intention towards luxury fashion brands.



## **2.6 Perceived Behavioural Control**

Perceived behaviour control is defined as to the level of difficulty that a person has assessed when conducting a particular behaviour (Ajzen, 1991). Perceived behaviour control is estimated by a total set of control beliefs, that is, beliefs about the existence of factors that may induce or discourage the performance of behavior (Ajzen, 1991). Perceived behaviour control is useful in predict those behaviours that person intend to conduct but are incapable to conduct because of insufficient opportunities resources namely time, money, skills (Miller, 2005; Jain et al., 2017).

According to the Theory Planned Behaviour (Ajzen, 1991), the greater amount of opportunities and resources are available to a person, the greater level of control a person possessed over that particular behaviour. Perceived behaviour control is believed to have a significant impact on consumer purchase intentions and behaviours. As a basic rule, a person that has a positive attitude and encouraging subjective norms in relation to a given condition, and the higher perceived behaviour control, the higher the tendency of his or her intention to execute such the behaviour (Ajzen, 1991). As an illustration, Min, and James (2016) have suggested that person who have positive Attitudes, experienced pressure from peers, and have sufficient confidence in their capability to purchase sports team licensed merchandise, are aparently to have a significant purchase intention towards sports team licensed merchandise.

Past researchers, Ling et al. (2009) confirmed that perceived behaviour control have the most significant impact on consumers' luxury purchase intentions in China (Jain et al., 2017). Moreover, numerous studies have indicated that, perceived behaviour

control as one of the critical predictor in determining the consumer intention (Lee, & Ho, 2002; Teo, & Pok, 2003; Shih, & Fang, 2004; May, 2005; Jain et al., 2017). Additionally, Phau et al. (2015) findings proved that perceived behavioural control has impact on consumer intention to purchase on luxury fashion apparel made in sweatshops.

Therefore, based on a review of the past literature, it is hypothesized that:

H3: Perceived behavioural control has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

## **2.7 Country of Origin**

To begin with, country of origin is defined as a country where a manufacturer's brand or product is associated with country that carries out the manufacturing or assembling of the products (Yasin et al., 2007; Valaei, & Nikhashemi, 2017). While, as described by Roth, and Romeo (1992) country of origin image refers to all consumers establish perceptions of products of a particular country, based on their existing perceptions of that country's manufacture and marketing strengths and weaknesses. While as, country of origin stereotypes referred to the perceptions of an individual in particular country who prefer another country's products (Lin, & Chen, 2006).

Existing studies have confirmed that the brand name and country image are both extrinsic indication that consumers apply during the product-evaluation steps. Based on past researchers, the influence of country image was found to be significantly

influencing a candidate in luxury goods compared to different product category (Shukla, 2011; Vijaranakorn, & Shannon, 2017). This is supported by Nayir, and Durmusoglu (2008) who indicate that country of origin image is an external signal for prestige product, mostly when customer are lacking of knowledge and information about international brands (Hamzaoui, & Merunka, 2006; Moradi, & Zarei, 2012). Basically this is closely related with the halo effect of country of origin image which influence a person attitudes in relating to a product brands. As a matter of fact, country image serve as “halo effect” even when consumers are unfamiliar with the products while it functions as “summary structures”, when consumers are well informed about the product (Moradi, & Zarei, 2012).

Furthermore, most of luxury manufacturer companies have adopted on differentiation strategy within their brand strategy by associating with positive brand image of country of origin. Manufacturing companies can distinguish their products from other competitor by concentrating on any tangible such as taste and shape or intangible feature including price, brand name, and country of origin (COO) (Zeugner-Roth, Zabkar, & Diamantopoulos, 2008). Past literature reveals that a large number of consumers use country of origin stereotypes as a tool to linked quality rankings to the products (Yasin et al., 2007, Valaei, & Nikhashemi, 2017). As illustration, luxury brands can gain benefit through an association with a national identity, for instance the Italian style, which expresses an eccentric national cultural identity and image. Correspondingly, numerous fashion-industry companies which are located within developing countries that are unavailability from favourable brand origin’s image, have implemented relocation strategy, by relocating the location for their production and manufacturing plant within countries that are well recognised with favourable

country-of-origin image for luxury fashion, namely Italy, to improve the association of positive country origin image with their brands (Small et al., 2007; Vijaranakorn, & Shannon, 2017).

The studies in this relation have specified that, country image can have positive and negative effect on the decisions to purchase local products. This effect can be unfavourable, relying on the country and products (Papadopoulos, & Heslop, 2002; Bernabeu et al., 2008; Moradi, & Zarei, 2012). Typically, when a famous brand has a manufacturer in a well-developed country, have strong tendency to receive positive image of country of origin compared to those that produce in developing country. This fact is supported by Hamzaoui, and Merunka (2006), who recommended that the likelihood to be recognized and perceived brand prominent image is highly remarkable for product which originated and manufactured in a well-developed country such as France compared with the less developed country.

Hence, it could hypothesis that:

H4: Country of origin has significant relationship with generation Y consumers' purchase intention towards luxury fashion brands.

## 2.8 Theoretical Framework

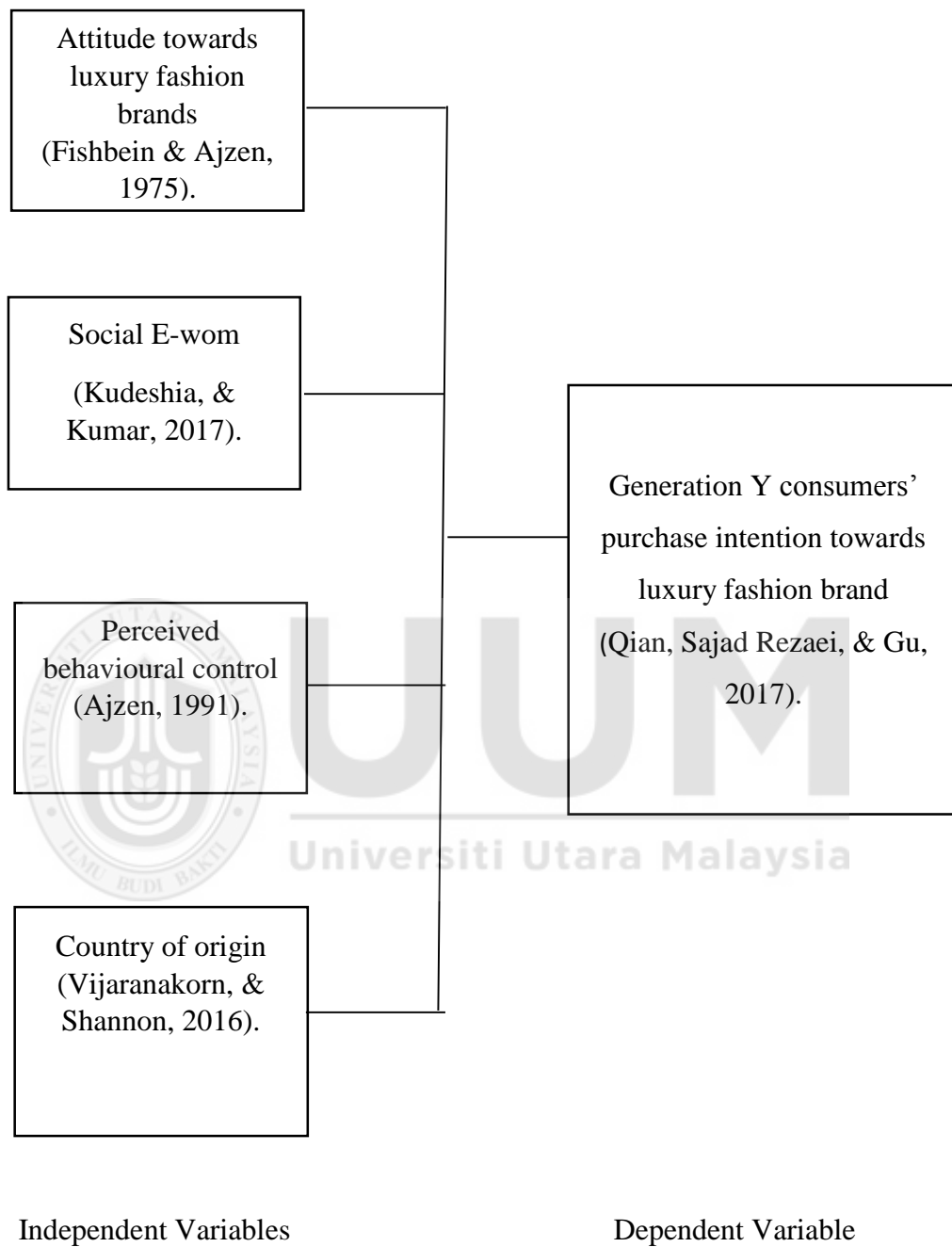


Figure 2.2 Theoretical framework

## **2.9 Research Hypothesis**

**Hypothesis 1 (H1):** Attitude towards luxury fashion brands has a significant influence on generation Y consumer's purchase intention towards luxury fashion brands.

**Hypothesis 2 (H2):** Social e-WOM has a significant influence on generation Y consumer's purchase intention towards luxury fashion brands.

**Hypothesis 3 (H3):** Perceived behavioral control has a significant on generation Y consumer's purchase intention towards luxury fashion brands.

**Hypothesis 4 (H4):** Country of origin has a significant influence on generation Y consumer's purchase intention towards luxury fashion brands.

### **Summary**

This chapter describes about the literature review of the study which consists of the generation Y consumer purchase intention towards luxury fashion brands, attitude towards luxury fashion brands, social e – WOM, perceived behavioural control and country of origin in order to support this research study. This literature reviews is constructed by having understanding from the literature reviews of previous research on this topic and citing other researchers work. Moreover, the theoretical framework was developed based on literature reviews presented in the chapter two.

## CHAPTER 3 RESEARCH METHODOLOGY

### 3.0 Introduction

This chapter explains about the research design, techniques of sampling design, conceptual framework, hypotheses, data collection, instrument used for research and also research data analysis. The sampling design consists of sample population, sampling technique, and sample size. As for the conceptual framework, it is based on the factor that influences generation Y consumer's purchase intention towards luxury fashion brands among Malaysian students in Universiti Utara Malaysia, Kedah.

### 3.1 Research Design

The research design is described as blueprint for research (Sekaran, & Bougie, 2013). Research design essentially plays an important role in providing guidelines for collection, measurement, and analysis of data. There are two types of research design which are exploratory research design and conclusive research design. Conclusive research design may be broadly classified into descriptive and causal research (Malhotra, 2010).

This study was based on quantitative, conclusive research design which is causal research. A causal research design is used to test the proposed variables. Causal research design is used to provide an understanding on the factors that have significant relationship with generation Y customers' purchase intention towards luxury fashion brands and to determine which independent variables have the most influence on

generation Y's purchasing intention towards luxury fashion brands among students in Universiti Utara Malaysia.

As the problem statement of this study considers understanding generation Y consumers' purchase intention, there is a need to collect data on individual basis from the UUM students. Hence, the unit of analysis for this study was based on individual. Moreover, this study is a cross – sectional study because data were collected just once, over a period of weeks.

## **3.2 Population and Sample**

### **3.2.1 Population**

Population is defined as the total number of people, events or things of interest being investigated by the researcher (Sekaran, 2003). While as, Malhotra (2010) defined population as the collection of all the elements that share homogenous set of traits and that constitutes the universe for the intends of marketing research problem.

As for this study, the population consists of all local postgraduate students of Universiti Utara Malaysia with the total of 4,389 students. In accordance with UUM Academic Affairs Department, there were 4,389 students registered on the semester of September 2017/2018 (A162) with an active status. The classification of local postgraduate students based on postgraduate college in UUM, namely UUM College of Arts and Sciences, (UUM CAS), UUM College of Business, (UUM COB), and UUM College



of Law, Government and International Studies (COLGIS), is demonstrated in Table 3.1.

Table 3.1  
*Local Postgraduates' students actively registered in UUM (Semester A162)*

<b>Name of Postgraduate College</b>	<b>Active Student</b>
UUM College of Arts and Sciences, (UUM CAS)	1, 947
UUM College of Business, (UUM COB)	1, 925
UUM College of Law, Government and International Studies (COLGIS)	517
<b>TOTAL</b>	<b>4, 3 89</b>

Source: Academic Affairs Department, Universiti Utara Malaysia (2017)

Hence, based on the table 3.1, the total population of this study is 4389 of local postgraduate students.

### 3.2.2 Sample

A sample is referred as a subgroup of population (Sekaran, 2003). It encompasses of certain members selected from the total population. In other words, only a fraction of the total number population would be selected as sample for the research.

In this study, the sample population was collected among 351 students from the total population of all local postgraduate students of Universiti Utara Malaysia (UUM).

### 3.3 Sample Size

The definition of sample size can be related with the number of elements to be composed in the study (Malhotra, 2010). In a survey-based research, Barlett, Kotrlik, and Higgins (2001), specified that it is crucial for researchers to recognise an accurate sample size for the study to minimize the expenses of sampling error.

In this study, the criteria for the sample size were set in accordance with the guidelines based on the formula proposed by Krejcie, and Morgan (1970) to determine the suitable sample size for this study. This formula helps to ensure that researchers get the minimum data needed before proceeding to the data analysis. Moreover, it also helps to prevent any inaccurate or biased results from imbalanced data during the analysis process. This indicates that it is essential to have appropriate sample size for the research as it enable the finding to be generalized the population in accordance with generalized scientific guideline for sample size decisions.

As there was a total population of 4,389 local postgraduate students, the total number of respondents were rounded to 4,000. According to the summary of table for determining sample size from a given population by Krejcie, and Morgan (1970) which is presented in Table 3. 2, for a given population of 4,000 shows that a sample size of 351 would be required to represent the population of this study. Hence, the sample size for this study is selected among 351 students of UUM as a respondents based on formula proposed by Krejcie, and Morgan (1970). The sample size is matched with Roscoe's rule of thumb, where a sample size that is larger than 30 and less than 500 is appropriate for most research.

Table 3.2  
*Summary of table for Determining Sample Size from a given population*

<b>Population (N)</b>	<b>Sample Size (S)</b>
3, 000	341
3, 500	346
4, 000	351
4, 500	354
5, 000	357
6, 000	361
7, 000	364
8, 000	367
9, 000	368
10, 000	370
15, 000	375
20, 000	377
30, 000	379
40, 000	380
50, 000	381
75, 000	382
1, 000, 000	384

Sources: Krejcie, and Morgan (1970) table

### **3.4 Sampling Technique**

In accordance to Sekaran, and Bougie (2010), sampling is known as the useful tool in selecting the sufficient number of the exact components from the population, so that the explanation of sample's element would assist in generalizing such characteristics for the entire population of study. Following a probability sampling technique, the proportionate stratified sampling technique have been used in this study as recommended by Bruwer, and Haydam (1996) in order to collect data that are sufficiently representing the population of study.

Firstly, the population of local postgraduate students is clustered into three Postgraduate College accordingly to its school, namely UUM College of Arts and Sciences, (UUM CAS), UUM College of Business, (UUM COB), and UUM College of Law, Government and International Studies (COLGIS). Thereafter, the sample size of 351 was bifurcated proportionately among three Postgraduate College presented in Table 3.3 below.

Table 3.3

*Proportionate stratification sampling*

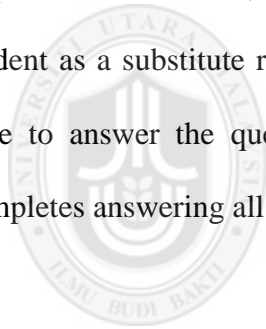
<b>Name of Postgraduate College</b>	<b>Number of Students</b>	<b>Proportionate (%)</b>	<b>Total number of respondents</b>
UUM College of Arts and Sciences, (UUM CAS)	1, 947	$(1, 947 / 4, 389) \times 100$ = 44.36 %	44.36 % x 351 = 156
UUM College of Business (UUM COB)	1, 925	$(1, 925 / 4, 389) \times 100$ = 43.84 %	43.84 % x 351 = 154
UUM College of Law, Government and International Studies (COLGIS)	517	$(517 / 4, 389) \times 100$ = 11.78 %	11.78% x 351 = 41
<b>TOTAL</b>	<b>4, 389</b>	<b>100 %</b>	<b>351</b>

### 3.5 Data Collection Procedures

For the purpose of data collection, it should take into account that there is no sample frame used in this study, as the list name of all local postgraduate UUM students cannot be accessed due to issues of private and confidential information. Due to the issues of unavailable population list for sampling frame and time constraint, intercept survey with self-administered questionnaires is used at each of main Postgraduate College and distribute accordingly to for this study as it is suitable with the nature of this study (Flint et al., 2016).

In view of data collection techniques, this study was conducted by using intercept survey with self – questionnaire over a specific duration of week including weekdays and weekends and also was conducted at different of times on morning and evening session to provide greater diversity in respondents and to executed the time – based sampling as mentioned by Sudman, (1980), and Bruwer, and Haydam (1996). To illustrate time – based sampling in this study, the questionnaire were distributed on random weekdays and weekends and in the first morning session (9 a.m. – 11 a.m.) as well second session (12 a.m. – 5 p.m.) as suggested by Bruwer, and Haydam (1996). It should be noted that, most of Postgraduate College have more than one Postgraduate School building and more than two building entrances. Nevertheless, it is impossible to secure and sample all entrances and building. Thus, only one main postgraduate school building and entrance with high traffic flow were selected for each postgraduate college in this study.

Finally, in order to reduce the percentage of bias, a systematic sampling was used in selecting the sample respondents at the each of main faculty building entrance including College School building of UUM College of Arts and Sciences, (UUM CAS), UUM College of Business, (UUM COB), and UUM College of Law, Government and International Studies (COLGIS), rather than randomly allowing the researcher to approach respondents at the researcher's own convenience as suggested by Lavrakas (2008). As such, in this study the selection of respondents have been made based on every 10th student who entering the faculty building and they were approached to participate and complete the questionnaire as proposed by Hornik, and Ellis (1988). In addition, in the situation where a researcher faces with unwilling respondents to answer, the questionnaire would immediately be given to next 10th student as a substitute respondent. Moreover, respondents were given a duration of time to answer the questions; about seven to ten minutes. After the respondent completes answering all questions, the questionnaire is returned back to researcher.



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### 3.6 Instrument Development

This study employed questionnaire as a research instrument. A questionnaire is referred to as a set of questions in written form to which respondents display their answer, commonly within rather closely defined alternatives (Sekaran, 2003). There are three fundamental objectives of a questionnaire, which are 1) it should interpret the information needed into a set of particular questions that respondents will and able to answer, 2) it should act as a tool to stimulate, encourage, galvanize the respondent to undertake in the interview, participate, and complete the interview, and 3) it must act as a tool to reduce the tendency of response error within respondents such as misanalysed of respondent inaccurate answer. Besides that, the issues in the questionnaire should address the study of the research.

In this study, there were four independent variables being examined. These include; attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin. As for the dependent variable, the variable being examined was generation Y consumer's purchase intention towards luxury fashion brands. Furthermore, all variables were operationalized accordingly with social science's scales and past literature studies as well. Moreover, the questionnaire in this study was developed and divided into three different sections such as Section: A, Section: B and Section: C.



### 3.6.1 Section A: General Behavioural

As for Section A, the question consists of general behavioural questions. This section was developed to verify the respondents' general knowledge about the purchase intention towards luxury fashion brands. As mentioned by past researchers', respondents' knowledge concerning issues studied is crucial to ensure that selected respondents have a clear insight on the questions that have been asked in the questionnaire (Atuahene – Gima, & Murray, 2004; Slater, & Atuahene – Gima, 2004).

The items are presented in Table 3.4.

Table 3.4  
*Items of General Behavioural (7 items)*

---

**Measurement of items**

---

1. Do you purchase luxury fashion branded products?
  2. Most preferred luxury fashion brands?
  3. What is your favorite type of luxury fashion branded products?
  4. How often do you purchase luxury fashion branded products?
  5. Where do you purchase luxury fashion branded products?
  6. How do you afford to purchase luxury fashion branded products?
  7. Most preferred country of origin selected luxury fashion brands?
- 

### 3.6.2 Section B: Independent and Dependent Variables

As for Section B, the questions were comprised of all independent variables items and dependent variable items. The items under Attitude towards luxury fashion brands was adapted from article written by Casidy et al. (2015). Based on the previous study, Attitude towards luxury fashion brands is refer to the extent to which a person who has

a positive or negative evaluation of a given behaviour. Attitudes toward a given behaviour are controlled by a person beliefs about the behaviour (i.e. positive or negative), where a belief relates to the personal values and the evaluation of the expected outcomes related to the behaviour (Fishbein, & Ajzen, 1975). Fashion luxury good brands are constitute of clothing, accessories, handbags, footwear, watches, personal ornaments, and fragrance, in which just by wearing or availability of a specific brand promotes luxurious symbolic to the owner, and practicality value becomes as a minor concerns (Vigneron, & Johnson, 2004; Amatulli, & Guido, 2011). There are total of five items all together for attitude towards luxury brands measurement items.

Besides that, there were some minor modifications performed on the questionnaire. For instance, the wording “I look my best when wearing prestige brand name clothing” was modified to “I look my best when wearing luxury fashion brand name”. These measurement was chosen because they were validated in the context of luxury fashion brands and had an acceptable reliability of 0.870. The items are presented in Table 3.5.

Table 3.5  
*Items of Attitude towards Luxury Fashion Brands (5 items)*

---

**Measurement Items**

---

1. I look my best when wearing luxury fashion brand name.
  2. I consider the luxury fashion brand name when purchasing clothing for myself.
  3. I like to wear luxury fashion brand name.
  4. I will pay a higher price for luxury fashion brands that is made by a popular designer or manufacturer.
  5. I usually shop in luxury fashionable stores.
- 

Sources: Casidy et al. (2015)

While as the items for Social e – WOM was adapted from Bambauer – Sachse, and Mangold (2011), and Abubakar et al. (2016). According to previous study, social e – WOM is specify as any information associated to brands or goods shared among the virtual communities of social media sites (Hu, & Ha, 2015; Kudeshia, & Kumar, 2017). All items for social e – WOM which consist 5 items was adapted without any modification and they were reported at an acceptable reliability 0.860. The items are presented in Table 3.6.

Table 3.6  
*Items of Social e – WOM (5 Items)*

---

**Measurement Items**

---

1.	I often read other consumers’/friends post in social media to make sure I buy the right luxury fashion brands.
2.	I often read other consumers’/friends post in social media to know what luxury fashion brands make good impression on others.
3.	I often read other consumers’/friends post in social media to gather information about luxury fashion brands.
4.	I often read other consumers’/friends post in social media to have confidence in my buying decision for luxury fashion brands.
5.	If I do not read consumers’ online product reviews when I buy a luxury fashion brands, I feel worry about my decision.

---

Sources: Bambaure – Sachse, and Mangold (2011), and Abubakar et al. (2016)

As for perceived behavioural control, the all five items was adapted from past researchers (Shim et al., 2001; Francis et al., 2004; Min, & James, 2016; Jain et al., 2017), and all items were reported at an acceptable reliability coefficient of 0.890. Based on previous study, operational definition for perceived behavioural control is refer to “an individual’s perception of the ease or difficulty in performing the behaviour of interest, given the presence or absence of requisite resources and opportunities” (Ajzen, 1991).The items are presented in Table 3.7.

Table 3.7  
*Items of Perceived Behavioural Control (5 items)*

<b>Measurement Items</b>	
1.	I myself decide whether to buy luxury fashion brands or not.
2.	I have money to buy luxury fashion brands.
3.	I am confident that I can purchase luxury fashion brands.
4.	For me purchase of luxury fashion brands is possible.
5.	For me purchase of luxury fashion brands is very easy.

Sources: (Shim et al.2001; Francis et al. 2004; Min, & James, 2016; Jain et al., 2017)

As regard for country of origin, 5 items were measured and adapted from Vijaranakorn, and Shannon, (2017). Based on the previous study, the operational definition for country of origin is referring to the connection of both brand origin and country of manufacture, plays crucial factor in projecting luxury brands (Krupka et al., 2014; Vijaranakorn, & Shannon, 2017).

These measurement was chosen because they were validated in the context of luxury fashion brands and had an acceptable reliability of 0.770. In this measurement, the items were modified with slight adjustment in term of wording for item 1, 2 and 3. For example, first item of “The fashion luxury products of brands originating from this country are sophisticatedly made was adjusted to “The luxury fashion brands originating from international country are sophisticatedly made. All this measurement items were reported at an acceptable reliability coefficient of 0.77. The items are presented in Table 3.8.

Table 3.8  
*Items of Country of Origin (5 items)*

---

**Measurement Items**

---

1. The luxury fashion brands originating from this developed country are sophisticatedly made compared to developing country.
2. The luxury fashion brands originating from this develop country last a long time compared to developing country.
3. The luxury fashion brands originating from this develop country are excellent compared to developing country.
4. This develop country has a reputation for making useful products, reflected in the luxury fashion products of its brand compared to developing country.
5. This develop country has expertise in the merchandise it offers, reflected in the luxury fashion products of its brands compared to developing country.

---

Sources: Vijaranakorn, and Shannon (2017)

In connection with measurement items for dependent variable of generation Y consumers purchase intention luxury fashion brands, the all seven items was adapted from past studies (Lee et al., 2008; Son, & George 2013; Qian et al., 2017). These measurement was chosen because they were validated in the context of luxury fashion brands and had an acceptable reliability of 0.779. The items are presented in Table 3.9 below.

Table 3.9  
*Items of Intention to Purchase Luxury Fashion Brands (7 items)*

---

<b>Measurement Items</b>	
1.	I intend to buy luxury fashion brands constantly.
2.	I intend to purchase luxury fashion brands within next year.
3.	The probability that I would buy luxury fashion brands within the next 12 months is high.
4.	I have strong possibility to purchase luxury fashion brand products such as clothing, handbag, shoe and accessories.
5.	Whenever I need to buy goods, it is very likely that I will purchase a luxury fashion brand products such as clothing, handbag, shoes, accessories instead of a common handbag, shoes, and accessories.
6.	I will buy luxury fashion brand products such as clothing, handbag, shoes, and clothing in the near future.

---

Sources: (Lee et al., 2008; Son, & George, 2013; Qian et al., 2017)

### 3.6.3 Section C: Demographic Information

Section C consists of five questions which are related to the respondents' demographic information such as sex, race, age, education level, and monthly personal income. The items are presented in Table 3.10

Table 3.10  
*Items of Demographic Information (5 items)*

---

<b>Measurement Items</b>	
1.	Sex:
2.	Race:
3.	Age:
4.	Education Level:
5.	Monthly Personal Income (RM):

---

### **3.6.4 Research Instruments**

Questionnaires for this research were established to gather relevant information about generation Y consumer's purchase intention towards luxury fashion brands among UUM students. The structure of this questionnaire, was developed into three section which were Section A – General Behavioural, Section B – Independent and Dependent Variables, and Section C – Demographic Information of Respondents'. A part from that, the questionnaire also completed with cover page and was created in booklet form.

#### **3.6.4.1 Translation of Research Instrument**

The measurement items of this study were adapted from several related articles of previous researchers. In this study, the primary language used is mainly based on British – English languages. As all the university student is associated with high level of education background and have the ability to understand English language because the learning education process in UUM is conducted based on English as a medium education language. Wherefore, there is no translation process involve in this questionnaire.

#### **3.6.4.2 Measurement Type of Scales and Scaling Design**

##### **3.6.4.2.1 Section A: General Behavioural**

Section A comprise of seven questions regarding general behavioural of respondents'. In this section, general behavioural questions were constructed to obtain the respondents' actual past behaviour on the luxury fashion brands, which in turn assists



in predicting their future behaviour. In this section, nominal scale were used for all items of general behavioural as those items can be divided into categories without having any order or structure.

#### **3.6.4.2.2 Section B: Independent and Dependent Variables**

Section B contains of all the independent and dependent variable questions. Each of the independent variables such as attitude towards fashion luxury brands, social e – WOM, perceived behavioural control and origin of country contains of 5 set of items, while as dependent variables of generation Y consumers' purchase intention towards luxury fashion brands contains of 6 set of items. Furthermore, in this section, the questions were constructed based on interval scale in the form five – point Likert scale for each items on a scale of 1 to 5 such as “1 = Strongly Disagree, 2= Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree”.

#### **3.6.4.2.3 Section C: Demographic Information**

Section C consists of five questions which are related to the respondents' demographic information such as sex, race, age, education level, and monthly personal income. In this section, two different scales were used which are ratio scale and nominal scale. For example, ratio scale is applied for question age and monthly personal income due to the numerical properties of the variable that it has a true zero point. Besides that, the nominal scale were for the rest of the question in Section C such as sex, race, and education level, were constructed by using nominal scale, as those items can be divided into categories without having any order or structure.

### **3.7 Pre – Test and Pilot Test Procedure**

#### **3.7.1 Pre – Test Procedure**

Pre – test is defined as testing of the questionnaire on a small sample of respondents to determine and remove potential errors (Malhotra, 2010). Besides that, pre – test is employ to enhance the quality of questionnaire items in all aspects which include question content, wording, sequence, form and layout, question level of challenging, and instruction for each items (Malhotra, 2010).

As for this study, before performing an actual survey, an initial draft of the questionnaire was pretested by seeking an opinions of one Marketing Professors and two postgraduate's students from Universiti Utara Malaysia (UUM) about the measure's representativeness and appropriateness as proposed by Sekaran (2003). Hence, the measures were then amended according to their suggestions for enhancing the respondents understanding. For instance, one item from independent variables “attitude for luxury fashion brands” was modified from “I consider the prestige brand name when purchasing clothing for myself” to “I consider the luxury fashion brand name when purchasing clothing for myself”. Furthermore in Section C of demographic questions, the scale of age for the questionnaire was changed to more appropriately scale according to generation Y range of age, starting with 22 – 25, 26 – 29, 30 – 33, 34 – 37.

### 3.7.2 Pilot Test Procedure

The pilot test is defined as a group of individuals gather together to assess the survey and brief their idea of the project before the final version of the questionnaire is distributed (Stangor, 2010). There are several benefit of conducting pilot – test before distributing actual one, for instances it can ensure that the instructions, questions and scale items are understandable by the respondents.

To test the reliability and validity of the questionnaires, a pilot test with 30 respondents were conducted. A total of 30 set of questionnaire had been distribute to 30 postgraduate students under School of Business (SBM). In order to ensure all the indicators of the model are matching the standard requirement of reliability analysis test, where Cronbach Alpha is should not be less than 0.70, reliability test is compulsory to be executed Nunnally (1978). Apart from that, Pallan (2011), also suggested that, the Cronbach Alpha's coefficient value of 0.70 is consider acceptable, anyhow 0.80 is more preferable which reflect good internal consistency. The result of reliability analysis for the pilot test of 30 respondents in this study is considered acceptable as all item of Independence and Dependent variables for Cronbach Alpha coefficient is above 0.7. It showed that all item scales has a good internal consistency and is presented as below in table 3.6 below.

Table. 3.11  
*Result of reliability analysis for pilot test*

<b>Variables</b>	<b>Cronbach's Alpha</b>
Attitude towards luxury fashion brands	0.890
Social e - WOM	0.920
Perceived behavioural control	0.811
Country of origin	0.879

### **3.8 Techniques of Data Analysis**

In this study, the data that have been collected through the survey were analysed using SPSS (version 22) program for Windows. Prior to primary analyses, the data were examined for data entry accuracy, outliers, and distributional properties.

### **3.9 Statistical Data Analysis**

In order to answer research questions, objectives and hypothesis, the data collected from organic respondent will be analyzed by using SPSS program which is stand for Statistical Program for Social Science. By using SPSS program, the data on respondents will be analyses based on frequency distribution analysis, reliability analysis, descriptive analysis, correlation analysis and regression analysis. The summary of result will be present through illustration in the form of table and figure.

### **3.9.1 Reliability Analysis**

The reliability test analysis results using the Cronbach's alpha as internal consistency indicator to measures the consistency and stability of independent variables and dependent variables.

According to Sekaran (2003) the purpose of establishing the measurement for reliability test, are mainly to measure both consistency and stability of variables. Cronbach's alpha are computed for each of the variables to investigate how well the items in a section positively correlated to one another.

### **3.9.2 Frequency Distribution**

Frequency distribution is define as mathematical distribution used by researcher to obtain and calculate the amount of responses with different values of variables and expressed calculated number in percentage term (Malhotra, 2010). The main purpose of frequency distribution is to measure responses number associated with uncommon values of variables.

### **3.9.3 Hypotheses Testing**

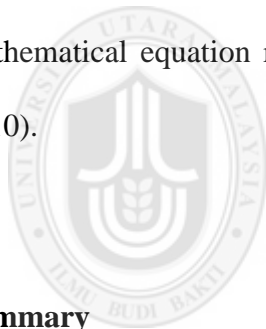
#### **3.9.3.1 Pearson Moment Correlation Analysis**

According to Malhotra (2010), Pearson moment correlation is describe as a statistic to summarize correlation strength between two metric variables. Therefore, Malhotra

(2010) mentioned that, Pearson moment correlation is mostly used to summarize the strength association between metric variables.

### **3.9.3.2 Regression Analysis**

Regression analysis is refer as a statistical procedure for measuring associative relationship between metric dependent variable and one or more independent variables (Malhotra, 2010). Moreover, regression analysis can be used to determine whether the independent variables explain a significant variation in dependent variables, determine how much of the variation in dependent variable can be explained by independent variable: strength of relationship, determine the relationship structure by developing mathematical equation relating the independent and dependent variable (Malhotra, 2010).



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#### **Summary**

This chapter explains about the methods or techniques that are used for this research study such as technique of research design and sampling design. The sampling design is consist of target population, sample population, sampling technique, and sample size. Moreover, in term of conceptual framework, it is develop based on the factor that influences generation Y consumers' purchase intention towards luxury fashion brands among postgraduate and undergraduate students in University Utara Malaysia which is consist of Attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin. Finally, the data collection for this study is also explained in the chapter 3 which was conducted based on intercept survey by using self-administered questionnaires.

## CHAPTER 4: FINDINGS AND ANALYSIS

### 4.0 Introduction

This chapter discusses the results and the findings of the study. It involves analysing the responses from the demographic, dependent variable and independent variables sections. The data collection for research was conducted based on systematic sampling through mall intercept survey at each of Postgraduate School faculty building entrance in UUM. Organization of the chapter starts with first reporting on the descriptive analysis for demographic profile of the respondents. Next, result of reliability analysis to measure the construct internal consistency of the measure, follows with descriptive statistics. This chapter ends with discussion on correlation and regression analysis results to test the hypotheses and answer research objectives construct earlier in previous chapter. The responses obtained from the questionnaires returned by the selected respondents were all analyse using Statistical Package for Social Sciences (SPSS) version 22.

### 4.1 Participation and Response Rate

There were 370 questionnaires distributed from 21st October 2017 till 13<sup>th</sup> November 2017. Due to some technical problems, such as missing or incomplete answer, only 351 questionnaires are used for analysis, yielding the response rate at approximate 94.5%.

## **4.2 Data Screening**

Data screening are also known as data cleaning. The screening ensures that all the respondents provide the answers for each of the questions in the questionnaire. This process will also examined for the existence of any unengaged responses provided by the respondents. In this study, the data screening process has identified there is no missing values but there are some cases with unengaged responses. All the unengaged responses case will be deleted since there is no variations exist in the cases or responses, which will not be so effective in explaining the influence of the determinants toward the dependent variable being investigated.

In this study, there are 18 responses deleted due to unengaged responses. The responses deleted are responses with id numbers 2, 19, 25, 69, 79, 80, 92, 100, 101, 102, 103, 104, 105, 106, 153, 154, 240, and 241. Therefore, the numbers of responses that are good for further analysis dropped to 333 responses from a total return response of 351 after considering the deletion of unengaged responses during the screening process.

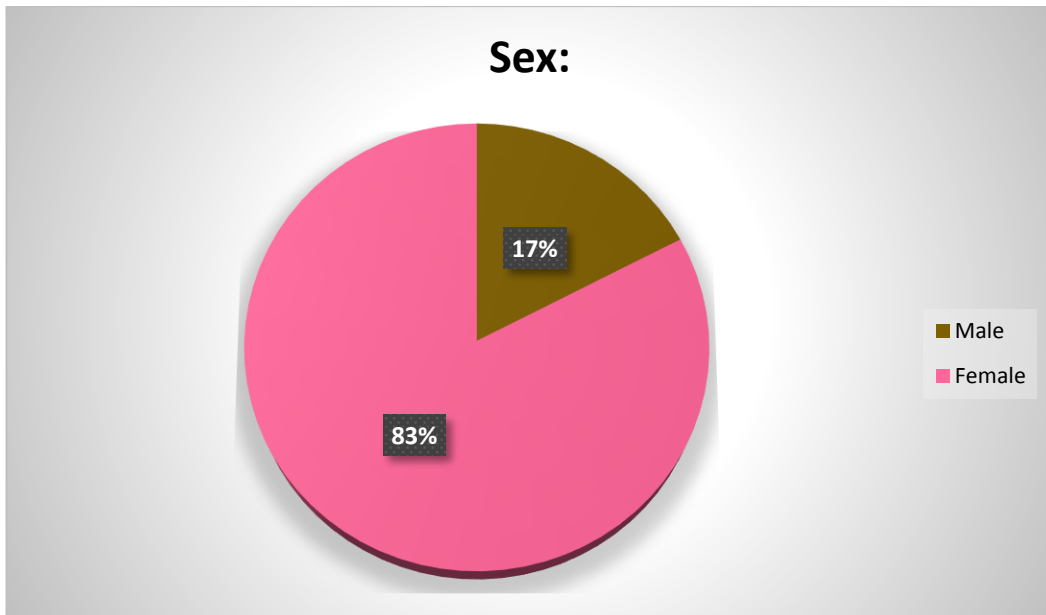
## **4.3 Frequency Distribution on Demographic Profiles of Respondents**

In this section, demographic information of the respondents has been analysed by using frequency distribution technique of descriptive analysis. The results are summarized below in Table 4.1 by using the frequency and percentage level of the respondents for each of the category in the questionnaire of demographic section which comprised of gender, age, race, education level and monthly personal income (RM).



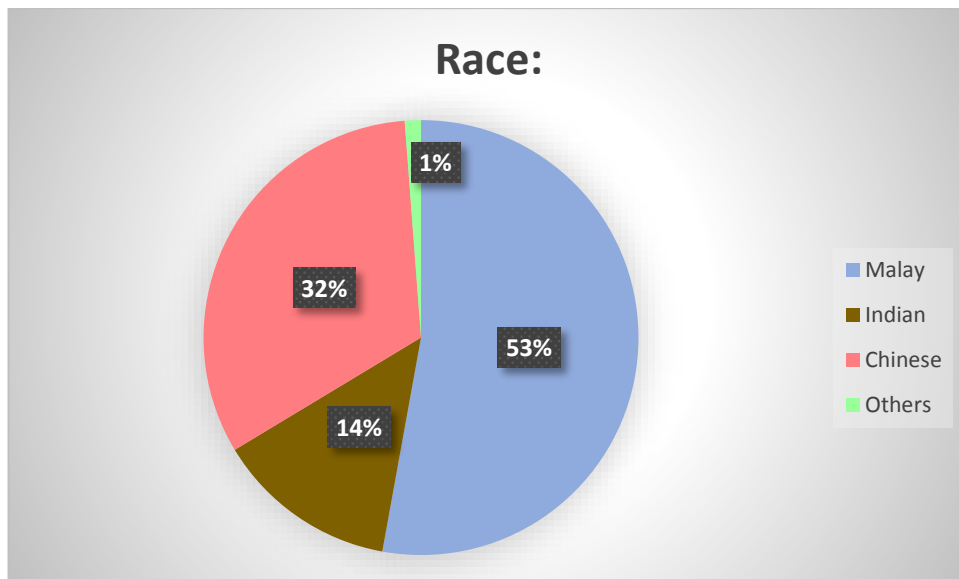
Table 4.1  
*Summary of Demographic Profile of Respondents (N= 333)*

Variable	Frequency	Percent (%)
<b>Sex</b>		
Male	58	17.0
Female	275	83.0
<b>Total</b>	<b>333</b>	<b>100.0</b>
<b>Race</b>		
Malay	176	53.0
Indian	45	14.0
Chinese	108	32.0
Others	4	1.0
<b>Total</b>	<b>333</b>	<b>100.0</b>
<b>Age</b>		
22 - 25	114	34.0
26 - 29	149	45.0
30 - 33	57	17.0
34 - 37	13	4.0
<b>Total</b>	<b>333</b>	<b>100.0</b>
<b>Education level</b>		
Master Degree	299	90.0
PHD	34	10.0
<b>Total</b>	<b>333</b>	<b>100.0</b>
<b>Monthly personal income (RM)</b>		
Less than 1000	107	32.0
1000 – 2000	96	29.0
2001 – 3000	70	21.0
3001 – 4000	45	14.0
4001 – 5000	10	3.0
5001 and above	5	1.0
<b>Total</b>	<b>333</b>	<b>100.0</b>



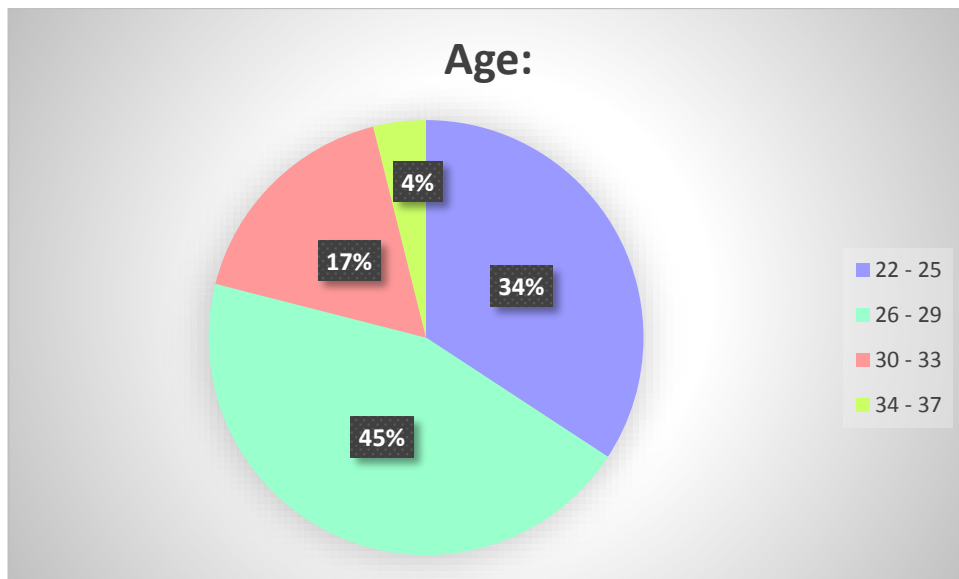
*Figure 4.1 Total percentage of respondent's sex*

From the Figure 4.1 and Table 4.1, it shows that majority of the respondents is among female respondents, which equal to 275 respondents and the minority respondents is among male with only 58 respondents that makes all together with 333 respondents. The percentage of both male and female respondents that answer the questionnaire is nearly 82 percent and 17 percent respectively.



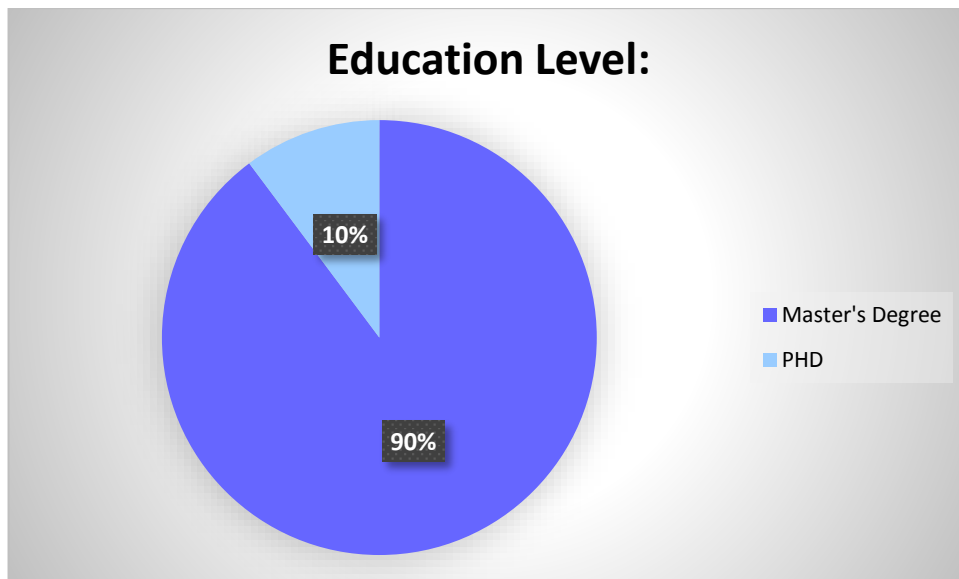
*Figure 4.2 Total percentage of respondent's race*

From the figure 4.2 and table above, most of respondent is Malay respondent with total of 176 respondents and 53 percent from the total percentage. Followed by Chinese and Indian respondent who have total response about 108 respondents (32 percent) and 45 respondent (14 percent) respectively. The lowest responses come from others ethnic group respondent comprise of Kadazan-Dusun and Bidayuh which contributed about 1 percent with 4 respondents.



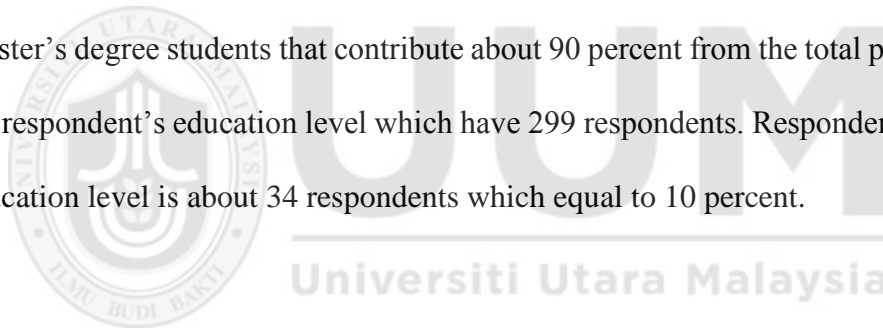
*Figure 4.3 Total percentage of respondent age*

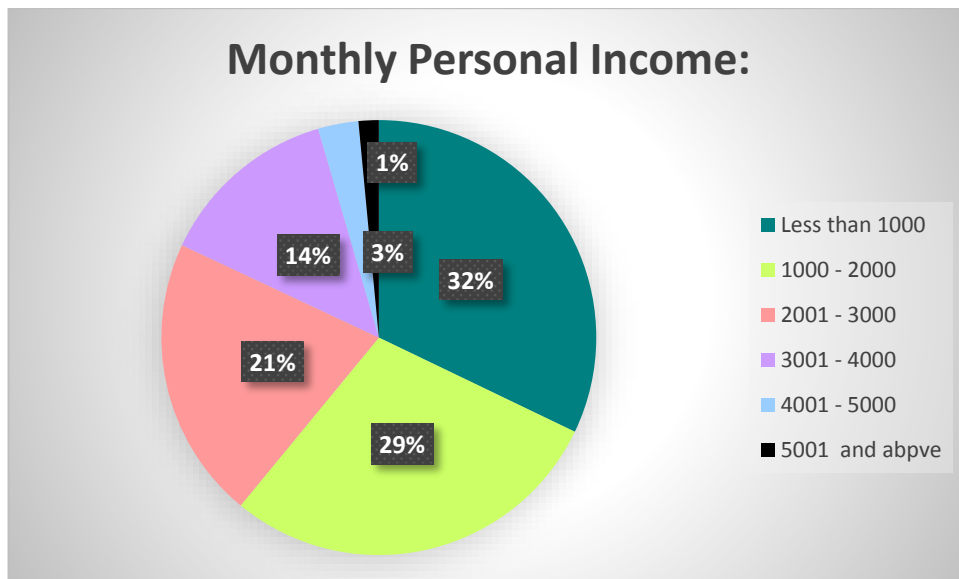
For the age profile, the majority of the respondents' age group is in the range of 26 – 29 years old with the total number of 149 respondents. This age group has the highest percentage, which equivalent to 45 percent. It follows with the second highest age group with age range of 22 – 25 years old with 114 respondents (34 percent). Next followed with age group range between 30 – 33 years with 57 respondents that give total percentage of 17 percent. The lowest responses come from age group of 34 – 37 years old such that only 13 respondents participated in this survey with percentage of 4 percent out of the total responses.



*Figure 4.4. Total percentage of respondent's education level*

In term of respondent's education level, the table conveys that most respondents are Master's degree students that contribute about 90 percent from the total percentage for the respondent's education level which have 299 respondents. Respondents with PHD education level is about 34 respondents which equal to 10 percent.





*Figure 4.5 Total percentage of respondent's monthly personal income (RM)*

In terms of the monthly personal income, it shows that most of the respondents have income level between less than RM 1000 which contributed to 32 percent with 107 respondents. The second highest responses are from customer who have income range between RM 1001 – RM 2000 with total of 96 respondents or equivalent to 29 percent.

The range of income between RM 2001 – RM 3000, RM 3001 – RM 4000, and RM 4001 – 5000 have contributed about 70, 45 and 10 respondents with 21 percent, 14 percent and 3 percent respectively. The least is from respondents with income 5001 and above which are 5 respondents (1 percent).

#### 4.4 Measures of Internal Consistency

This section discusses about the reliability test analysis results using the Cronbach's alpha as internal consistency indicator to measures the consistency and stability of independent variables and dependent variables. According to Sekaran (2003), the purpose of establishing the measurement for reliability test, is mainly to measure both consistency and stability of variables. Cronbach's alpha are computed for each of the variables to investigate how well the items in a section positively correlated to one another. A Cronbach's alpha value that are closer to the value of one (1.0) suggest higher internal consistency of the measurement. Generally value that are above 0.7 is considered as acceptable internal consistency (Sekaran, and Bougie, 2013). A summary of the test results reliability using Cronbach's Alpha for the research study are provided in the Table 4.2.

Table 4.2  
*Rules of Thumb for Cronbach's Alpha Coefficient Size*

Alpha coefficient range	Strength of association
$\alpha < 0.6$	Poor
0.6 - 0.7	Moderate
0.7 - 0.8	Good
0.8 - 0.9	Very good
0.9 >	Excellent

Source: Hair, Babin, Money, and Samouel (2003), Essential of Business Research Methods

Table 4.3  
*Summary of Reliability Test Result*

Items	No. of items	No. of items deleted	Cronbach's alpha	Strength of association
<b>Dependent variable</b>				
Intention To Purchase Luxury Fashion Brands	6	–	0.814	Very good
<b>Independent variables</b>				
Attitude Towards Luxury Fashion Brands	5	–	0.859	Very good
Social e-WOM	5	–	0.839	Very good
Perceived Behavioral Control	4	1	0.794	Good
Country Of Origin	5	–	0.785	Good

As refer to the above table, there are total of 6 items for the dependent variable of this research paper, which is intention to purchase luxury fashion brands. According to the result of the reliability test, the Cronbach's alpha for intention to luxury fashion brands is 0.814. This means that, the dependent variable has a very good strength of association as the value is more than 0.70. Hence, the Cronbach' alpha scale for the 6 items of dependent variable are considered as acceptable and reliable, as it suggest a



very good internal consistency reliability between the items as a set with value of scale above 0.70.

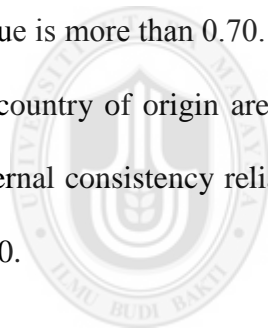
While as, the first independent variable which is attitude towards luxury fashion brands has total number of 5 items. According to the output of reliability test, the Cronbach' alpha for attitude towards luxury fashion brands is 0.859, consider as the highest scale of Cronbach's alpha coefficient compared to other three independent variables. This indicates that, the first independent variable has a very good strength of association as the value is more than 0.80. Hence, the Cronbach' alpha scale for the 5 items of independent variable are considered as acceptable and reliable, as it suggest a very good internal consistency reliability between the items in a set with value of scale above 0.70.

Similar to the second independent variable refer as Social e – WOM that have total of 5 items with Cronbach's alpha scale of 0.839, which defined as the variable that has a very good strength of association as the value is more than 0.70. Therefore, the Cronbach' alpha scale for the 5 items of Social e – WOM variable are considered as acceptable and reliable, as it suggest a very good internal consistency reliability between the items as a set with value of scale above 0.70.

Next, there are 5 items for the third independent variable. The third independent variable is perceived behavioural control with Cronbach's alpha scale of 0.672, However, one of the item in the perceived behavioural control was deleted in order to increase the reliability coefficient scale for third independent variable, which gives the

outcome of 0.794 for the Cronbach' alpha reliability analysis result. This means that, perceived behavioural control has a good strength of association as the value is more than 0.70. Hence, the Cronbach' alpha scale for the 4 items of independent variable are considered as acceptable and reliable, as it suggests a good internal consistency reliability between the items in a set with value of scale above 0.70.

Finally, based on the table 4.3, it shows that the fourth independent variable is country of origin, with total of 5 items. According to the result of the reliability test, the Cronbach's alpha for country of origin is 0.785. This Cronbach's alpha coefficient result, give indication that country of origin has a good strength of association as the value is more than 0.70. Hence, the Cronbach' alpha coefficient scale for the 5 items of country of origin are considered as acceptable and reliable, as it suggest a good internal consistency reliability between the items as a set with value of scale above 0.70.



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#### 4.5 Descriptive Statistics for Normality Assumption

According to Pallant (2011) the value of skewness act as an indicator of distribution symmetry. While as, kurtosis value can serve the information about the 'peakedness' of the distribution (Pallant, 2011). Moreover as mentioned by Khine (2013), the value of skewness and kurtosis can also provide information about the normality of data.

On top of that, the distribution is perfectly normal when the value of skewness and kurtosis is equal to 0 (Pallant, 2011). While as positive skewness values serve as positive skew, which means the scores cluttered to the left at the low values. Negative skewness values show a clustering of scores on the right-hand side of a graph with the high end score.

By referring on the skewness and kurtosis column, the value for skewness must not exceed value of 3, while as the kurtosis value must not exceed the value of 20 in order to avoid from violating the normality assumption for parametric statistical analysis (Kline, 2011; Khine, 2013).

Table 4.4  
*Descriptive Statistic*

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Attitude Toward Luxury Fashion Brands	333	3.3874	.82372	-.410	.134	-.199	.266
Social e - WOM	333	3.4751	.79940	-.420	.134	.496	.266
Perceived Behavioural Control	333	3.4632	.80937	-.424	.134	-.050	.266
Country Of Origin	333	3.7700	.68235	-.049	.134	-.473	.266
Intention To Purchase Luxury Fashion Brands	333	3.4565	.74143	-.526	.134	.600	.266
Valid N (listwise)	333						

Based on the results summarized in table 4.4, all the value in skewness and kurtosis column falls within the suggested range such that the skewness value are range between - 0.526 and - 0.049 , while the kurtosis value are range between - 0.473 and 0.600. Therefore, symmetrical distribution is assumed and thus parametric statistical analysis can be performed because there is no violation of normality assumption.

Apart from that, the mean values for the dependent variable of intention to purchase luxury fashion brands is equal to 3.4565, while the other four independent variables, which are attitude toward luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin ranges from 3.3874 to 3.7700.

#### **4.5.1 Deleting Outliers in Boxplots**

Before proceed to the Pearson correlation coefficient measurement, the data was examined in order to address and eliminating the existence of outliers within the data. However, the result in boxplots showed that there is no extreme outliers within the data collected for the research. Therefore, there is no deleting process of outliers and the total respondents of this study is remain the same as there is no extreme outliers within the data collected.

#### 4.6 Correlation Analysis

In this section, Pearson correlation coefficient was used to answer the research questions of 1.3.1. Moreover, it also used to meet with research objectives of 1.4.1. Correlation test is carried out, to determine whether there are significant association between the independent variables and dependent variables.

Next, multiple regression analysis was conducted to determine the factors that significantly influence the dependent variable. Table 4.5 is the interpretation for r value and Table 4.6 summarizes the results obtained from the correlation analysis between the dependent variables with independent variables.

Table 4.5  
*Interpretation for r Value Being Propose by Sekaran (2003)*

r Value	Correlation Strength
0.01 – 0.09	Very low correlation
0.10 – 0.29	Low correlation
0.30 – 0.49	Moderate correlation
0.50 – 0.69	Strong correlation
0.70 – 1.0	Very strong correlation

Table 4.6  
*Summary of Pearson Correlations*

	Intention to Purchase Luxury Fashion Brands	Attitude Towards Luxury Fashion Brands	Social e - WOM	Perceived Behavioral Control	Country Of Origin
Intention To Purchase Luxury Fashion Brands	1.000				
Attitude Towards Luxury Fashion Brands	.560**	1.000			
Social e – WOM	.351**	.497	1.000		
Perceived Behavioral Control	.480**	.717	.392	1.000	
Country Of Origin	.504**	.337	.420	.330	1.000

Note. \*\* p < 0.01

**Correlation 1:** There is significant correlation between attitude towards luxury fashion brands and generation Y consumers' intention to purchase luxury fashion brands.

A Pearson product-moment correlation coefficient was computed to assess the correlation between attitude towards luxury fashion brands and generation Y consumers' intention to purchase luxury fashion brands. There was a strong, positive correlation between the two variables,  $r = 0.560$ ,  $n = 333$ ,  $p < 0.01$ .

**Correlation 2:** There is significant correlation between social e – WOM and generation Y consumers' intention to purchase luxury fashion brands.

The correlation between social e – WOM and generation Y consumers' intention to purchase luxury fashion brands was investigated using Pearson product – moment correlation coefficient. There was a moderate, positive correlation between the two variables,  $r = 0.351$ ,  $n = 333$ ,  $p < 0.01$ .

**Correlation 3:** There is significant correlation between perceived behavioral control and generation Y consumers' intention to purchase luxury fashion Brands.

A Pearson product-moment correlation coefficient was computed to assess the correlation between perceived behavioral control and generation Y consumers' intention to purchase luxury fashion brands. There was a moderate, positive correlation between the two variables,  $r = 0.480$ ,  $n = 333$ ,  $p < 0.01$ .



**Correlation 4:** There is a significant correlation between country of origin and generation Y consumers' intention to purchase luxury fashion brands.

The correlation between country of origin and generation Y consumers' intention to purchase luxury fashion brands was investigated using Pearson product – moment correlation coefficient. There was a strong, positive correlation between the two variables,  $r = 0.504$ ,  $n = 333$ ,  $p < 0.01$ .

#### **4.7 Descriptive Analysis of Main Factors**

In this research, descriptive analysis was used to measure the minimum, mean and standard deviation for generation Y consumers' intention to purchase luxury fashion brands, attitude towards luxury fashion brands, social e – WOM, perceived behavioral control, and country of origin. All items in the questionnaire was measured by using a Likert scale of 1 to 5 starting from a scale of 1 represents as “Strongly Disagree” to scale of 5 represents as “Strongly Agree”. Summary of descriptive analysis results for all variables described in Table 4.7 below.

Table 4.7  
*Summary of Descriptive Statistics*

	Mean	Std. Deviation	N
Intention To Purchase Luxury Fashion Brands	3.4565	.74143	333
Attitude Toward Luxury Fashion Brands	3.3874	.82372	333
Social e – WOM	3.4751	.79940	333
Perceived Behavioural Control	3.4632	.80937	333
Country Of Origin	3.7700	.68235	333

From the Table 4.7, it shows that country of origin has the highest value of mean rather than other three independent variables which is equal to 3.7700 (Std. Dev.= 0.68235). This clearly indicates that, majority of generation Y consumer are more likely prefer luxury fashion brands that is originated and manufacturer from developed country compared to developing country.

This is followed by independent variables of social e – WOM and perceived behavioral control with value of mean equal to 3.4751 (Std. Dev. = 0.79940) and 3.4632 (Std. Dev. 0.80937) respectively.

Next, dependent variable of generation Y consumers' intention to purchase luxury fashion brands with 3.4565 (Std. Deviation=0.74143). This indicates that most respondents have a moderate to high degree of intention to purchase luxury fashion brands. Finally, the factors that have the lowest overall mean scores is attitude towards luxury fashion brands which is 3.3874 (Std. Dev. = 0.82372).

From the above table, therefore it can be concluded that most respondents are considered to accept all the variables. Apparently, there is no extremely high and low level of mean scores. According to Miller (1991), the value of mean should be more than 2.5 standard deviation value in order to have good representative of value for mean and standard deviation.

From the table above, it shows that standard deviations for all variables seem to fall between the ranges of 0.68235, and 0.82372, which reflect the existence of considerably acceptable variability within the data set. This indicates that all answers on the study variables were substantially different from one respondent to another, thus signifies the existence of tolerable variances in responses. These conclusions will be further analyzed and discussed in the next section.

#### **4.8 Multiple Regression Result Discussion existence of tolerable variances in responses. These conclusions will be further discuss in the next section.**

This section discusses the findings on the multiple regression application to investigate significant predictors for generation Y consumers' intention to purchase luxury fashion brands. Multiple regression analysis was conducted to determine which factors that significantly influence the dependent variable. This analysis attempt to answer the research question of 1.3.2, research objective of 1.4.2 and also all the research hypotheses. The regression analysis applied will test all hypotheses as stated earlier in the research objectives. The following hypotheses are subject for further analysis and the results are summarized in this section.

H1: Attitude towards luxury fashion brands has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

H2: Social e-WOM has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

H3: Perceived behavioral control has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

H4: Country of origin has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

Table 4.8  
*Summary of Model Summary<sup>b</sup>*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.657 <sup>a</sup>	.431	.424	.56267	2.256

Note:

a. Predictors: (Constant), Country Of Origin, Perceived Behavioural Control, Social e - WOM, Attitude Towards Luxury Fashion Brands

b. Dependent Variable: Generation Y Consumers' Intention To Purchase Luxury Fashion Brands

Based on the model summary summarize in Table 4.8, the R square value is 0.657. This indicates a large size effect (Cohen, 1988), as based on the R square value, 65.7 per cent variation in the dependent variable of generation Y consumers' intention to purchase luxury fashion brands can be explained by the combination of the four predictors which are attitude toward luxury fashion brands, social e – WOM, perceived behavioral control and country of origin.

While as the remaining 34.3 percent variation in the dependent variable are explained by other independent variables which are not which are not been examined in this research such as physical vanity, symbolic value, utilitarian value, uniqueness, hedonic value and others. Further evaluation on the result also suggest that no violation on the model assumption with respect to the problem of serial correlation and multicollinearity. There were supported by Durbin Watson statistic that are equal to 2.256.

Table 4.9  
*Summary of ANOVA<sup>A</sup>*

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	78.664	4	19.666	62.117	.000 <sup>b</sup>
	Residual	103.844	328	.317		
	Total	182.508	332			

Note. \*\*\*  $p < 0.001$

a. Dependent Variable: Generation Y Consumers' Intention To Purchase Luxury Fashion Brands

b. Predictors: (Constant), Country Of Origin, Perceived Behavioural Control, Social e – WOM, Attitude Toward Luxury Fashion Brands

Results from the ANOVA table as summarize in Table 4.9 provides the information on the general fitness of the proposed model. Based on the result obtained, the calculated F statistic value is 62.117 with a corresponding  $p < 0.001$ . Thus, the proposed model with the combination of the four predictors is said to be adequate in predicting the dependent variable. In other words, we have enough evidence to support the proposed model and conclude that the proposed model is significant in predicting the level of attitude towards luxury fashion brands, social e – WOM, perceived behavioral control and country of origin on generation Y consumers' intention to purchase luxury fashion brands.

Table 4.10  
*Summary of Coefficients<sup>a</sup>*

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.610	.197		3.095	.002		
Attitude Toward Luxury Fashion Brands	.344	.057	.382	6.020	.000	.430	2.323
Social e – WOM	-.025	.047	-.027	-.537	.592	.681	1.469
Perceived Behavioural Control	.092	.055	.100	1.659	.098	.477	2.094
Country Of Origin	.385	.051	.354	7.557	.000	.790	1.266

Note. \*\*\* p < 0.001

a. Dependent Variable: Intention To Purchase Luxury Fashion Brands

The coefficient summary presented in Table 4.10 provides the estimates of the proposed model parameters. The estimated equation for the proposed model is given in Table 4.11.

Table 4.11  
*Estimated Equation for the Proposed Model*

$Y = 0.610 + 0.344X_1 - 0.25X_2 + 0.92X_3 + 0.385X_4$
---

Indicators.

Y = Dependent variable of Generation Y Consumers' Intention to Purchase Luxury Fashion Brands

X1= Attitude toward Luxury Fashion Brands

X2= Social e - WOM

X3= Perceived Behavioral Control

X4= Country of Origin

#### **4.8.1 Interpretation for Unstandardized Coefficients Values Based on Table 4.10**

As refer to the result of B Unstandardized Coefficients for attitude towards luxury fashion brands, it indicates that when attitude towards luxury fashion brands increase by 1 units, the generation y consumers' intention to purchase luxury fashion brands will increased by 0.344. The B Unstandardized Coefficients also explained that, when country of origin increase by 1 units, the generation Y consumers' intention to purchase luxury fashion brands will increased by 0.385.



#### 4.8.2 Interpretation for Hypothesis Result Based on Table 4.10

**Hypothesis 1 (H1):** Attitude towards luxury fashion brands has a significant influence on generation Y purchase intention towards luxury fashion brands.

As can be seen, multiple regression has been used to test whether attitude towards luxury fashion brands has a significant influence on generation Y purchase intention towards luxury fashion brands in Malaysia. Based on the table above, it shows that attitude towards luxury fashion brands has the highest Standardized Coefficients Beta ( $B = 0.382$ ,  $p < 0.001$ .), which indicates as a good predictor with a positive influence between these two variables. This means that attitude towards luxury fashion brands is the major factor that have significant positive influence toward generation Y consumers' intention to purchase luxury fashion brands. This indicates that most of the generation Y consumers' possess positive attitude toward luxury fashion brands and have high intention towards purchasing luxury fashion brands. Therefore hypothesis H1 is supported.

Similarly, research by Sanyal, Datta, and Banerjee (2014) showed that attitude toward luxury brand products has significant effect on customer purchase intention with ( $\beta = 0.311$ ).

**Hypothesis 2 (H2):** Social e – WOM has no significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

Multiple regression has been used to determine whether social e – WOM has a significant influence on generation Y consumers purchase intention toward luxury fashion brands. From the observation of Table 4.10 shows that, social e – WOM has the lowest Standardized Coefficients Beta with estimated slope of ( $B = - 0.027$ ,  $p < 0.592$ ) which p value are greater than 0.001. This indicates that social e – WOM is not making significant unique contribution to the prediction of dependent variable. Social e – WOM does not significantly influence on generation Y consumers' purchase intention towards luxury fashion brands. Therefore hypothesis H2 is rejected.

In view of this, social e – WOM has contributed insignificant impact towards generation Y consumers' purchasing intention on luxury fashion brands mainly due to the nature of social e – WOM information source, where the information is extracts from strong social tie or relationship exists between social networking users and communities. Whereas, social e – WOM has been classified as an informal network given the strong social relationships involved. The strength of interpersonal relationships is a combination of the quantity of time, the emotive intensity, the closeness (mutual trust) and the complementary services which described the relationship (Granovetter, 1973; Kudeshia, & Kumar, 2017). Moreover, a few past studies have concluded that, information that are engaged within strong social tie information source have insignificant influence towards online consumer purchase

intention compared to information engaged from weak tie information sources (Steffes, & Burgee, 2009).

This fact is further supported by other researchers with evidence on strength of intense social tie of e – WOM, has suggested that family influence on social e – Wom has no significant impact towards among generation Y consumer behaviour (Zhang et al., 2017). Similarly, Khan, Ramzan, Shoaib, and Mohyuddin (2015) has indicated that strong social tie strength which exists within social e – WOM has no significant influence on consumer intention to purchase. Correspondingly, Steffes, and Burgee (2009) found that strong social tie is less influential rather than weak tie information source towards online consumer purchase decision. This is align with the nature feature of social e – WOM that has strong strength of tie information. Hence, independent variable of Social e – WOM is not a good predictor for the dependent variable purchase intention on luxury fashion brands among generation Y compared to two other factors.

**Hypothesis 3 (H3):** Perceived behavioral control has no significant influence on generation Y Consumers' Purchase Intention towards luxury fashion brands.

The multiple regression has been used to examine whether perceived behavioural control has a significant on generation Y consumers' purchase intention towards luxury fashion brands. Based on the Table 4.10, it shows that perceived behavioral control has the second lowest Standardized Coefficients Beta with estimated slope of ( $B = 0.100$ ,  $p < 0.098$ ) which p value are greater than 0.001. This indicates that perceived behavioral control is not making a significant unique contribution to the prediction of dependent variable. Hence, independent variable perceived behavioral control is not a good predictor for the dependent variable as it does not has significant influence on intention to purchase luxury fashion brands among generation Y compared to three other factors. Therefore hypothesis H3 is not supported.

As general fact, the nature of luxury fashion product brands is always deem under exclusive and expensive type of product category. In view of this, due to the lack of resources and capabilities among respondents in term of money and purchasing power, this further have led to low level of perceived behavioral control within the respondents of study in having intention to purchase luxury fashion brands. This fact is supported by the frequency distribution findings on respondent demographic information, indicated that majority of respondents have less than 1000 monthly personal income which contributed to 107 respondents with 32 percent, followed by 96 respondents (29.0 %) and 70 respondents who have income within range RM 1001 – RM 2000, and RM 2001 – RM 3000 respectively. Hence this indicates that most of

respondents have low level of purchasing power due to low level of income. This is aligned with finding from past researchers, as Jain et al. (2017) has indicated that there is an insignificant relationship between perceived behavioural control and intention to purchase luxury products.



**Hypothesis 4 (H4):** Country of origin has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

Finally, multiple regression has been applied to assess whether country of origin has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands. As refer to the above table, country of origin appeared to be the second most dominant factor that have significant influence toward generation Y consumers' purchase intention towards luxury fashion brands with Standardized Coefficients for Beta ( $B = 0.354, p < 0.001$ ). The value of beta show that, this independent factor makes the second most unique contribution in explaining the dependent variable, when the variance explained by all other variables in the model is controlled for. This means that country of origin have significant positive influence on generation Y consumers' purchase intention towards luxury fashion brands. To make it clearer, this finding indicates that, majority of generation Y consumer are more likely to prefer luxury fashion brands that is originated and manufacturer from developed country compared to developing country. This fact is supported by Hamzaoui, and Merunka (2006), who recommended that the likelihood to be recognized and perceived brand prominent image is highly remarkable for product which originated and manufactured in a well-developed country such as France compared with the less developed country. Therefore, hypothesis H4 is supported.

### **4.8.3 Interpretation for Value Tolerance and Variance Inflation Factor (VIP)**

#### **Based On Table 4.10**

Finally yet importantly, results stated that values of tolerance for all four variables (shown in parenthesis) are attitude towards luxury fashion brands with 0.430, social e – WOM with 0.681, perceived behavioral control with 0.477 and country of origin with 0.790. To have good results, all the value must be more than to 0.10 (Pallant, 2011). According to this analysis, all independents variables have tolerance values that are more than 0.10.

By looking on variance inflation factor (VIF) values, it shows that attitude towards luxury fashion brands has VIF value of 2.323, social e – WOM has VIF value of 1.469, and perceived behavioral control has VIF value of 2.094 while as country of origin factor has VIF value of 1.266. This shows that all values are good since the values are less than 10 (Hair, Anderson, Tatham, & Black, 1998). Values for tolerance and VIF are used to check on the existence for any issues of multicollinearity.

Based on the result discuss above and shown in Table 4.10, the value of tolerance and the variance inflation factor (VIF) is at the proper intervals, namely the tolerance is greater than the value of 0.1 and the VIF is smaller than the value of 10 (Hair et al., 1998). Therefore, there exist no violation of multicollinearity assumptions

#### 4.9 Summary Result of Hypothesis Testing

Table 4.12

*Summary of Hypothesis Results*

	Standardized Beta's Coefficients	Results	Direction of Influence
H1: Attitude towards luxury fashion brands has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.	0.382**	Supported	Positive influence
H2: Social e – WOM has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.	- 0.027	Rejected	-
H3: Perceived behavioral control has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.	0.100	Rejected	-
H4: Country of origin has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.	0.354**	Supported	Positive influence

Note. \*\*p < 0.001



## Summary

Based on the research finding, it shows that only two independent variables are significant at the 0.001 level which are attitude towards luxury fashion brands, and country of origin. While as, social e – WOM and perceived behavioural control is not significant at the 0.001 level as the result shows that it only significant at the level of 0.592 and 0.98 respectively, which is above the significant level of 0.001.

Furthermore, the findings also reveals that attitude towards luxury fashion brands is the predictor that has the most impact and influence on generation Y consumers' purchase intention towards luxury fashion brands. Besides that, only two hypothesis were accepted which are attitude towards luxury fashion brands, and country of origin, both independent variables have positive and significant influences on generation Y consumers' purchase intention towards luxury fashion brands. The last chapter will be explained on research summary, discussion of study based on research objective achievement, contributions of the study, limitations of study, recommendations for future research and conclusion for research study.

## CHAPTER 5: DISCUSSION AND CONCLUSION

### 5.0 Introduction

In this chapter, the discussion and finding of the study will be discussed based on the research objectives presented in chapter one. It started with the research summary and followed with achievement of investigation objectives. Next, followed with the contribution of the study in theoretical and practical field, discussion of limitation and future research will be included within this chapter. Finally, the chapter ends with a conclusion of the study.

### 5.1 Research Summary

In particular, the research is proposed to test the Theory of Planned Behaviour combine with extended two variables which are country of origin and social e – WOM, where social impact theory has been embedded into Theory of Planned Behaviour to further integrated social e – WOM factor into the proposed model. Moreover, this study was attempt to investigate the factors that have significant relationship and influence on generation Y consumers' purchase intention towards luxury fashion brands in Malaysia. Concisely, there are four independent factors have been tested including attitude of luxury fashion brands, social e – WOM, perceived behavioural control and country of origin to determine which independent variables have the most significant relationship and influence on generation Y consumers' purchase intention towards luxury fashion brands. There were four main hypotheses that have been proposed in this study which including:

H1: Attitude towards luxury fashion brands has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

H2: Social e – WOM has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

H3: Perceived behavioural control has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

H4: Country of origin has a significant influence on generation Y consumers' purchase intention towards luxury fashion brands.

Approximately, total amount of 351 students which comprised of local postgraduate's student from three different Postgraduate School namely UUM College of Arts and Sciences, (UUM CAS), UUM College of Business, (UUM COB), and UUM College of Law, Government and International Studies (COLGIS) have been selected as the respondents for this study. Additionally, the sample size for this study has been bifurcated proportionately among four Postgraduate Schools by using proportionate stratification sampling method.

Besides that, as for data collection, the data was collected by using intercept survey at each of different Postgraduate School entrance building in UUM with self-administered questionnaire. Moreover, in order to reduce the percentage of bias, a systematic sampling was used in selecting the sample respondents at the each of main faculty building entrance. For instance, in this study the selection of respondents have

been made based on every 10th student who entering the faculty building and they were approached to participate and complete the questionnaire.

In term of data analysis, Pearson's correlation analysis has been applied, to measure the first research objective. The findings from correlation analysis demonstrated that, each independent variables have significant association and relationship with generation Y consumers' purchase intention towards luxury fashion brands. In addition, the second research objective was measured by using multiple regression analysis to examine which determinant that have the most significant influence on generation Y consumers' purchase intention towards luxury fashion brands. Therefore, hypothesis 1 and hypothesis 4 are supported for this study as it significant at 0.001.



## **5.2 Discussion of Study Based on Research Objectives 1 and 2**

The discussion of this study was established based on the two research objectives, which have been presented in earlier chapter. Based on the Pearson correlation analysis in Chapter 4, it has been suggested that there were significant relationship between four independent variables and dependent variable including attitude of luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin.

Additionally, the result based on multiple regression analysis has indicated that there are two independent variables which have significant influence towards generation Y consumers' purchase intention towards luxury fashion brands. To make it clearer, the findings will be discussed further in the following sub-sections based on the research objectives 1 (5.2.1) and research objective 2 (5.2.2).

**5.2.1 Research Objective 1 :** To determine whether attitude towards luxury fashion brands, social e-WOM, perceived behavioural control, and country of origin factors have significant relationship with generation Y consumers' purchase intention towards luxury fashion brands in Malaysia.

In this study, the first research objective was aimed to determine the relationship between four independent variables and dependent variable. To be more specific, the first research objective is attempt to discover whether there is any significant relationship or association between attitude towards luxury fashion brands, social e –

WOM, perceived behavioural control, and country of origin with generation Y consumers purchase intention towards luxury fashion brands.

As referring to the Pearson correlation analysis result, it has been proved that there were a significant relationship between four independent variables namely attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin with generation Y consumers purchase intention towards luxury fashion brands.

The correlation results suggested that there was a strong, positive correlation between the attitude towards luxury fashion brands and generation Y consumers' intention to purchase luxury fashion brands. Hence, this evinces that attitude towards luxury fashion brands as the predictor which hold the highest coefficient value of correlation.

Subsequently, followed by country of origin which possessed second highest coefficient value for correlation. It showed that there was a strong, positive correlation between this two variables.

Next, there was a moderate, positive correlation between perceived behavioural control and generation Y consumers purchase intention towards luxury fashion brands. This indicates that perceived behavioural control has the third highest coefficient value of correlation.

Finally, social e – WOM has the lowest coefficient value for correlation. The result of correlation suggested that, there was a moderate, positive correlation between the social e – WOM and generation Y consumers purchase intention towards luxury fashion brands.

**5.2.2 Research Objective 2:** To measure whether attitude towards luxury fashion brands, social e – WOM, perceived behavioural control, and country of origin factors have the most influence on generation Y consumers' purchase intention towards luxury fashion brands in Malaysia.

In order to provide evidence for second research objective, the finding shows that attitude towards luxury fashion brands has the highest Standardized Coefficients Beta, which indicates that attitude towards luxury fashion brands has the major impact and positive significant influence toward intention to purchase luxury fashion brands among generation Y consumers' compared to another three independent variables. The value of beta shows that, attitude towards luxury fashion brands makes the most unique contribution in explaining the dependent variable, when the variance explained by all other variables in the model is controlled for. Hence, it shows that most of the generation Y consumers' possess positive attitude toward luxury fashion brands and have high intention towards purchasing luxury fashion brands. Likewise, research by Sanyal et al. (2014) showed that attitude toward luxury brand products has significant effect on customer purchase intention.

Next, followed with country of origin appeared to be the second most dominant factor that has significant influence on generation Y consumers' purchase intention towards luxury fashion brands. The value of beta show that, country of origin makes the second most unique contribution in explaining the dependent variable, when the variance explained by all other variables in the model is controlled for. To make it clearer, this finding indicates that, majority of generation Y consumer are more likely to prefer luxury fashion brands that is originated and manufacturer from developed country compared to developing country. This fact is supported by Hamzaoui, and Merunka (2006), who recommended that the likelihood to be recognized and perceived brand prominent image is highly remarkable for product which originated and manufactured in a well-developed country such as France compared with the less developed country. Therefore hypothesis 4 is supported.

Nevertheless, the result generated from the multiple regression analysis, suggests that perceived behaviour control and social e – WOM have no significant influence towards generation Y consumers' purchase intention towards luxury fashion brands. Contrary to the hypotheses prediction for this study, social – e WOM failed to influence generation Y consumer purchase intention on luxury fashion brands. Past researches showed that e – WOM has no effect on purchase intention on smartphone (Irwan, Jati Yusman, Dayang Hummida, & Ahmad Faisal, 2016). Correspondingly, Steffes, and Burgee (2009) research found strong social tie are less influential rather than weak tie information source towards online consumer purchase intention. Hence this is align with the nature feature of social e – WOM that has strong strength of tie information.



Finally, perceived behavioural control failed to manifest purchase intention, as the result from regression analysis has shown that perceived behavioural control has no significant influence on purchase intention towards luxury fashion brands. Previous studies (Ling et al. 2009) noted that perceived behavioural control gives significant influence in determining consumer buying intention on luxury products in China, meanwhile other researchers Jain et al. (2015) has argued on this, suggests that perceived behavioral has insignificant influence on luxury purchase intention. Relying on the current findings, we concluded that perceived behavioural control does not significantly influence generation Y consumer purchase intention on luxury fashion brands. As general fact, the nature of luxury fashion product brands is always deem under exclusive and expensive type of product category. In view of this, due to the lack of resources and capabilities among respondents in term of money and purchasing power, this further have led to low level of perceived behavioral control within the respondents of study in having intention to purchase luxury fashion brands. This fact is supported by the frequency distribution findings on respondent demographic information, indicated that majority of respondents have less than 1000 monthly personal income which contributed to 107 respondent, followed by 96 respondents and 70 respondents who have income within range RM 1001 – RM 2000, and RM 2001 – RM 3000 respectively. Hence this indicates that most of respondents have low level purchasing power due to low level of income. Therefore hypotheses 2 and 3 is not supported.

### **5.3 Contributions of the study**

Under this section, both theoretical and practical contributions of this study will be discussing in detail.

#### **5.3.1 Theoretical Contribution**

Theoretically, this study contributes in providing better insight and understanding regarding generation Y consumers' purchase intention towards luxury fashion brands in Malaysia. As referring to the result analyses, it indicates that this study had provided confirmation and clarity on evidence by eliminating the contradiction in term of research finding between the existing studies in refining the determinants of generation Y purchase intention towards luxury fashion goods brand. For instances there is inconsistent finding between previous researchers in measuring the relationship between perceived behaviors control and purchase intention towards luxury fashion brands. Ling et al. (2009) proposed that perceived behavioural control is a key determinant in determining buying intention of luxury consumers in China. Meanwhile, Jain et al. (2015) has indicated that there is an insignificant relationship between perceived behavioural control and intention to purchase luxury products. Therefore, this study indicates that there is no significant influence between perceived behavioural control and generation Y purchase intention towards luxury fashion brands, which is aligns with findings provided by Jain et al. (2015).

The Theory of Planned Behaviour is constructs with three determinants which are attitude towards luxury fashion brands, social e – WOM, perceived behavioural control. Country of origin is a new predictor has been integrated into the Theory of

Planned Behaviour and has become extended for the proposed theory model. Throughout the finding, two hypotheses are confirmed with a positive significant influence on generation Y consumers' purchase intention towards luxury fashion brands. For instance, in this study, the findings indicated that attitude toward luxury fashion brands and country of origin have a positive significant influence on purchase intention towards luxury fashion brands among generation Y consumer. Therefore, this research had been conducted to bridge the gaps in the relationships between the generation Y consumers' intention to purchase luxury fashion brands with four predictors and to provide better understanding within this cohorts' generation. By having the results, it supports the Theory of Planned Behaviour in Malaysia context.

### **5.3.2 Practical Contribution**

Practically, the outcome of this study contributes to manufacturer and marketers with new insight and understanding on prominent factors that have significant influence on young consumer's intention to purchase a luxury fashion brands in Malaysia. Hence by gaining better insight and understanding of young consumer, retailers will be able to exhibit and enhance more effective and efficient marketing plans and communication strategies to attract and gain larger number of consumers within this cohort. For instance, in corresponding to the finding of study, the manufacturer and marketer can creates prominent brand name for luxury brands by focusing and highlighting on strong and positive country of origin brand image elements in communication strategy, to distinguish their luxury brand from other competitors by using differentiation strategy.

Besides that, marketers and brand managers of fashion companies are advised on their marketing campaign and brand positioning strategy, to focus more on symbolic attributes and functional attributes of the fashion apparel product brands. While product manager and fashion designers should focus on producing latest and trendy fashion style concepts that suit with generation Y fashion tastes and preferences such as by introducing fresh, young, elegance and sophisticated element and concept for luxury fashion brands.

#### **5.4 Limitations of Study**

There are several limitations in this study. First and foremost, the limitation is regarding the information which gather from the secondary sources maybe outdated, which further may cause slightly inaccurate information for the research related to the factors that contribute to towards purchase intention of luxury fashion brands.

The second limitation of this study, is this research paper only cover small scope of study related to the generation Y consumer purchase intention towards luxury fashion brands in Malaysia context, which may not represent the population worldwide. Hence, this study cannot be generalize to other Asian or Europe country citizen such as Singapore, Thailand, Australia, or Paris citizen as this paper scope of study are only focus on Malaysian generation Y consumer.

Thirdly, the independent variables studied in this research, which consists of four dominant factors such as attitude towards luxury fashion brands, social e – WOM,

perceived behavioural control, and country of origin may not be sufficient since there are many other factors that can contribute toward purchase intention of luxury fashion brands among Malaysia's generation Y consumer.

### **5.5 Recommendation for Future Research**

This study presented that there are several potential areas for future study.

Firstly, for the future study, interest field to be cover should be made based on demographic determinants such as age, gender, race, education level, marital status and monthly income level. In this study, demographic factors have not been explored and reviewed. These potential determinants will unveil their impacts on generation Y consumers' purchase intention towards luxury fashion brands. For instance, researchers should measure purchase intention towards luxury fashion brands in Malaysia context based on multi – racial backgrounds.

Secondly, comparison study is highly suggested if replication of this research is to be conducted in future. Comparison should be conducted between different type group of generation Y which is between old Millennials and young Millennials because it might have divergent results and perspective in generation Y consumers' purchase intention towards luxury fashion brands. Concisely, the comparison study might exhibits more insight and understanding that may enhanced the findings of the research.

Finally, for future study, other variables should be taken into consideration. Other variables should be included into the study such as culture, experiential and symbolic

perceptions and many more. Perhaps the moderator effect also should be considered. The other factors which are brand equity and brand awareness should be considered in future study.

## **5.6 Conclusion**

Based on the overall findings, this study has provided empirical evidence on the relationships between attitude towards luxury fashion brands, social e – WOM, perceived behaviour and country of origin with generation Y purchase intention towards luxury fashion brands. Most importantly is this study has succeeded in answering two main objective such as the first main objective was attempt to determine the relationship between four independent variables and generation Y purchase intention towards luxury fashion brands, while as the second objective was seek to investigate the influence of four independent variables toward generation Y purchase intention towards luxury fashion brands.

Throughout the finding from Pearson correlation analysis, all independent variables demonstrates that there is a positive, significant relationship and correlation between attitude towards luxury fashion brands, social e – WOM, perceived behaviour and country of origin with generation Y purchase intention towards luxury fashion brands.

Additionally, according to the multiple regression analysis results, two hypotheses have been supported with positive significant influence on generation Y consumers' purchase intention towards luxury fashion brands at the significant level of 0.001.

While as, social e – WOM and perceived behavioural control is not significant at the 0.001 level as the result shows that it only significant at the level of 0.592 and 0.98 respectively, which is above the significant level of 0.001. Therefore, this research had been conducted to bridge the gaps in the relationships between the generation Y consumers' intention to purchase luxury fashion brands with four predictors.

The result of this study indicates that, it is crucial for manufacturer and retailers to address and construct marketing strategies based on consumer's attitude towards fashion brands and country of origin factor in order to improve their luxury brand image and to induce purchase intention of luxury fashion brands engagement among generation Y consumers in Malaysia.



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## APPENDIX A1: SET OF QUESTIONNAIRE



### SCHOOL OF BUSINESS MANAGEMENT MASTER OF SCIENCE (MANAGEMENT)

#### **Topic: Purchase Intention towards Luxury Fashion Brands among Generation Y: A Study among students of University Utara Malaysia (UUM).**

Dear respondents,

I am Siti Nadia Binti Sheikh Abdul Hamid, a postgraduate student from University Utara Malaysia (UUM), Sintok, Kedah. This research is undertaken to examine the motivations behind Generation Y consumers' purchasing intention towards luxury fashion brands in Malaysia. From this research, we hope to discover the factors that significantly influence Generation Y consumers' purchase intention towards luxury fashion brands, which will be used in gaining a deeper understanding of this market segment.

This survey is part of the requirement to complete my Master of Science (Management) research project. I am inviting you to participate in this research by completing the attached questionnaires. The data collected from this survey, will provide useful information regarding Generation Y purchase intention of luxury fashion brands among UUM student in Kedah, Malaysia. Please complete the enclosed questionnaire and the information will be kept confidential. If you have any enquiries pertaining this study, please do not hesitate to contact Siti Nadia at 013 – 5930527 or mail to: [sitinadia\\_sheikhabdulhamid@yahoo.com.my](mailto:sitinadia_sheikhabdulhamid@yahoo.com.my).

Thank you.

Siti Nadia Binti Sheikh Abdul Hamid  
College of Business  
Universiti Utara Malaya, 06010 Sintok  
Kedah.

**Section A: General Behavioral Questions**

Please tick  ✓  on the answer that you choose. Only give one answer per question.

1. Do you purchase luxury fashion branded products such as Versace, Armani, Gucci, Chanel, Prada, Calvin Klein, Hugo Boss, Christian Dior, Polo Ralph Lauren, Hermes, Giorgio Armani, DKNY, Tommy Hilfiger, Louis Vuitton, Escada, Coach, Nike, Adidas, Michael Kor, Tiffany & Co, Guess, Levi's, Duck (Scarves), M.A.C cosmetics, Marc Jacobs, Apple, Rolex, Furla, Hugo Boss, Urban Decay, Fossil, Kiehl's, Benefic Cosmestic and etc.?

Yes  No

2. Most preferred luxury fashion brands?

Chanel	<input type="checkbox"/>	Levi's	<input type="checkbox"/>	Estee Lauder	<input type="checkbox"/>
Apple	<input type="checkbox"/>	M.A.C	<input type="checkbox"/>	Michael Kor	<input type="checkbox"/>
Pandora	<input type="checkbox"/>	Others	<input type="checkbox"/>		

3. What is your favorite type of luxury fashion branded products?

Clothing	<input type="checkbox"/>	Accessories	<input type="checkbox"/>	Scarves	<input type="checkbox"/>
Bags	<input type="checkbox"/>	Watches	<input type="checkbox"/>		
Shoes	<input type="checkbox"/>	Perfumes	<input type="checkbox"/>		

4. How often do you purchase luxury fashion branded products?

Weekly	<input type="checkbox"/>	Every 6 months	<input type="checkbox"/>
Monthly	<input type="checkbox"/>	Once a year	<input type="checkbox"/>

5. Where do you purchase luxury fashion branded products?

Shopping Mall	<input type="checkbox"/>
Online Store	<input type="checkbox"/>

6. How do you afford to purchase luxury fashion branded products?

Use money from part time job to purchase luxury brand products.

Parents give you money to purchase luxury brand goods.

Use credit card to purchase luxury goods.

Use student loans to purchase luxury brand products.

Use money from my own salary.

7. Most preferred country of origin selected luxury fashion brands?

Italy  USA  Switzerland

France  UK  Others



**UUM**  
Universiti Utara Malaysia

**Section B:**

For each of the following statements, please indicate your opinion by circling one of the number on the scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
<b>Attitude Toward Luxury Fashion Brands</b>					
I look my best when wearing luxury fashion brand name.	1	2	3	4	5
I consider the luxury fashion brand name when purchasing clothing for myself.	1	2	3	4	5
I like to wear luxury fashion brand name.	1	2	3	4	5
I will pay a higher price for luxury fashion brands that is made by a popular designer or manufacturer.	1	2	3	4	5
I usually shop in luxury fashionable stores.	1	2	3	4	5

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
<b>Social e – WOM</b>					
I often read other consumers'/friends post in social media to make sure I buy the right luxury fashion brands.	1	2	3	4	5
I often read other consumers'/friends post in social media to know what luxury fashion brands make good impression on others.	1	2	3	4	5
I often read other consumers'/friends post in social media to gather information about luxury fashion brands.	1	2	3	4	5
I often read other consumers'/friends post in social media to have confidence in my buying decision for luxury fashion brands.	1	2	3	4	5
If I do not read consumers' online product reviews when I buy a luxury fashion brands, I feel worry about my decision.	1	2	3	4	5

<b>Statements</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
<b>Perceived behavioral control</b>					
I myself decide whether to buy luxury fashion brands or not.	1	2	3	4	5
I have money to buy luxury fashion brands.	1	2	3	4	5
I am confident that I can purchase luxury fashion brands.	1	2	3	4	5
For me purchase of luxury fashion brands is possible.	1	2	3	4	5
For me purchase of luxury fashion brands is very easy.	1	2	3	4	5

<b>Statements</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
<b>Country of Origin</b>					
The luxury fashion brands originating from develop country are sophisticatedly made compared to developing country.	1	2	3	4	5
The luxury fashion brands originating from this develop country last a long time compared to developing country.	1	2	3	4	5
The luxury fashion brands originating from this develop country are excellent compared to developing country.	1	2	3	4	5
This develop country has a reputation for making useful products, reflected in the luxury fashion products of its brand compared to developing country.	1	2	3	4	5
This develop country has expertise in the merchandise it offers, reflected in the luxury fashion products of its brands compared to developing country.	1	2	3	4	5



<b>Statements</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
<b>Intention To Purchase Luxury Fashion Brands</b>					
I intend to buy luxury fashion brands constantly.	1	2	3	4	5
I intend to purchase luxury fashion brands within next year.	1	2	3	4	5
The probability that I would buy luxury fashion brands within the next 12 months is high.	1	2	3	4	5
I have strong possibility to purchase luxury fashion brand products such as clothing, handbag, shoe and accessories.	1	2	3	4	5
Whenever I need to buy goods, it is very likely that I will purchase a luxury fashion brand products such as clothing, handbag, shoes, accessories instead of a common handbag, shoes, and accessories.	1	2	3	4	5
I will buy luxury fashion brand products such as clothing, handbag, shoes, and clothing in the near future.	1	2	3	4	5

### Section C: Demographic Questions

Please tick  on the answer that you choose. Only give one answer per question.

**1. Sex:**

Male

Female

**2. Race:**

Malays

Chinese

Indians

Others

: \_\_\_\_\_

**3. Age:**

22 – 25

34 – 37

26 – 29

38 and above

30 – 33

**4. Education Level:**

Master Degree

PHD

**5. Monthly personal income (RM) :**

Less than 1000

3001 – 4000

1000 – 2000

4001 – 5000

2001 – 3000

5001 and above

**End of questions. Thank you!**

**APPENDIX A2: STATISTIC DATA FOR UUM POSTGRADUATE STUDENTS ACCORDING TO SCHOOL**

Statistik pPelajar Pascasiswazah UUM Mengikut Pusat Pengajian			
College	School	Local	International
<b>UUM CAS</b>	Applied Psychology, Social Work and Policy	223	22
	Awang Had Salleh Graduate School	7	
	Computing	155	172
	Education and Modern Languages	1152	68
	Multimedia Technology and Communication	94	46
	Quantitative Sciences	109	39
	School of Creative Industry Management and Perform	1	
	School of Languages, Civilisation & Philosophy	206	87
<b>UUM COB</b>	Business Management	667	240
	Economics, Finance and Banking	226	127
	Islamic Business	145	42
	Othman Yeop Abdullah Graduate School of Business	633	39
	Technology Management and Logistics	141	28
	Tunku Puteri Intan Safinaz School of Accountancy	113	156
<b>UUM COLGIS</b>	Ghazali Shafie Graduate School of Government	5	
	Government	301	75
	International Studies	129	109
	Law	58	50
	Tourism, Hospitality and Event Management	24	18
<b>Grand Total</b>		<b>4389</b>	<b>1318</b>

Universiti Utara Malaysia

### Appendix A3: Result from IBM SPSS Statistics 22

#### Reliability Analysis for Each Independent and dependent Variables Items

#### Scale: Attitude towards Luxury Fashion Brands

**Case Processing Summary**

		N	%
Cases	Valid	333	100.0
	Excluded <sup>a</sup>	0	.0
	Total	333	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.859	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I look my best when wearing luxury fashion brand name.	13.18	12.148	.558	.858
I consider the luxury fashion brand name when purchasing clothing for myself.	13.73	11.541	.644	.837
I like to wear luxury fashion brand name.	13.43	11.114	.751	.811
I will pay a higher price for luxury fashion brands that is made by a popular designer or manufacturer.	13.68	10.876	.708	.821
I usually shop in luxury fashionable stores.	13.73	10.517	.722	.817

**Scale: Social e – WOM**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.839	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I often read other consumers'/friends post in social media to make sure I buy the right luxury fashion brands.	13.92	10.813	.624	.811
I often read other consumers'/friends post in social media to know what luxury fashion brands make good impression on others.	13.94	10.337	.719	.785
I often read other consumers'/friends post in social media to gather information about luxury fashion brands.	13.87	10.434	.689	.793
I often read other consumers'/friends post in social media to have confidence in my buying decision for luxury fashion brands.	13.83	10.433	.738	.781
If I do not read consumers' online product reviews when I buy a luxury fashion brands, I feel worry about my decision.	13.94	11.168	.470	.857

**Scale: Perceived Behavioural**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.672	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I myself decide whether to buy luxury fashion brands or not.	13.85	10.481	-.010	.794
I have money to buy luxury fashion brands.	14.09	7.456	.600	.546
I am confident that I can purchase luxury fashion brands.	14.28	7.454	.554	.563
For me purchase of luxury fashion brands is possible.	13.93	7.609	.606	.548
For me purchase of luxury fashion brands is very easy.	14.33	6.763	.505	.582

## Scale: Perceived Behavioural

### Reliability Statistics

Cronbach's Alpha	N of Items
.672	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I myself decide whether to buy luxury fashion brands or not.	13.85	10.481	-.010	.794
I have money to buy luxury fashion brands.	14.09	7.456	.600	.546
I am confident that I can purchase luxury fashion brands.	14.28	7.454	.554	.563
For me purchase of luxury fashion brands is possible.	13.93	7.609	.606	.548
For me purchase of luxury fashion brands is very easy.	14.33	6.763	.505	.582

## Perceived Behavioural Control after Deleting 1 Items

### Reliability Statistics

Cronbach's Alpha	N of Items
.794	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I have money to buy luxury fashion brands.	10.32	6.623	.602	.745
I am confident that I can purchase luxury fashion brands.	10.51	6.636	.551	.768
For me purchase of luxury fashion brands is possible.	10.16	6.684	.631	.734
For me purchase of luxury fashion brands is very easy.	10.56	5.259	.662	.719

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## Scale: Country Of Origin

### Reliability Statistics

Cronbach's Alpha	N of Items
.785	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The luxury fashion brands originating from international country are sophisticatedly made.	15.03	8.430	.464	.775
The luxury fashion brands originating from this country last a long time.	15.02	7.837	.490	.771
The luxury fashion brands originating from this country are excellent.	15.14	7.744	.570	.742
This country has a reputation for making useful products, reflected in the luxury fashion products of its brand.	15.10	7.708	.653	.717
This country has expertise in the merchandise it offers, reflected in the luxury fashion products of its brands.	15.11	7.530	.648	.716

## Scale: Intention To Purchase Luxury Fashion Brands

### Reliability Statistics

Cronbach's Alpha	N of Items
.814	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I intend to buy luxury fashion brands constantly.	17.40	13.818	.594	.781
I intend to purchase luxury fashion brands within next year.	17.40	14.282	.606	.779
The probability that I would buy luxury fashion brands within the next 12 months is high.	17.12	14.088	.571	.786
I have strong possibility to purchase luxury fashion brand products such as clothing, handbag, shoe and accessories.	17.13	14.008	.606	.778
Whenever I need to buy goods, it is very likely that I will purchase a luxury fashion brand products such as clothing, handbag, shoes, accessories instead of a common handbag, shoes, and accessories.	17.43	14.523	.526	.796
I will buy luxury fashion brand products such as clothing, handbag, shoes, and clothing in the near future.	17.22	14.800	.557	.789

## Frequency Table for Demographic Profile

### Sex:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	58	17.4	17.4	17.4
Valid Female	275	82.6	82.6	100.0
Total	333	100.0	100.0	

### Race:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	173	52.0	52.0	52.0
Valid Indian	41	12.3	12.3	64.3
Valid Chinese	105	31.5	31.5	95.8
Valid Others	14	4.2	4.2	100.0
Total	333	100.0	100.0	

### Age:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 22 - 25	121	36.3	36.3	36.3
Valid 26 - 29	150	45.0	45.0	81.4
Valid 30 - 33	55	16.5	16.5	97.9
Valid 34 - 37	7	2.1	2.1	100.0
Total	333	100.0	100.0	

### Education Level:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Master's Degree	291	87.4	87.4	87.4
Valid PHD	42	12.6	12.6	100.0
Total	333	100.0	100.0	

**Monthly Personal Income:**

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1000	180	54.1	54.1	54.1
1000 - 2000	65	19.5	19.5	73.6
2001 - 3000	52	15.6	15.6	89.2
Valid 3001 - 4000	23	6.9	6.9	96.1
4001 - 5000	8	2.4	2.4	98.5
5001 and abpve	5	1.5	1.5	100.0
Total	333	100.0	100.0	



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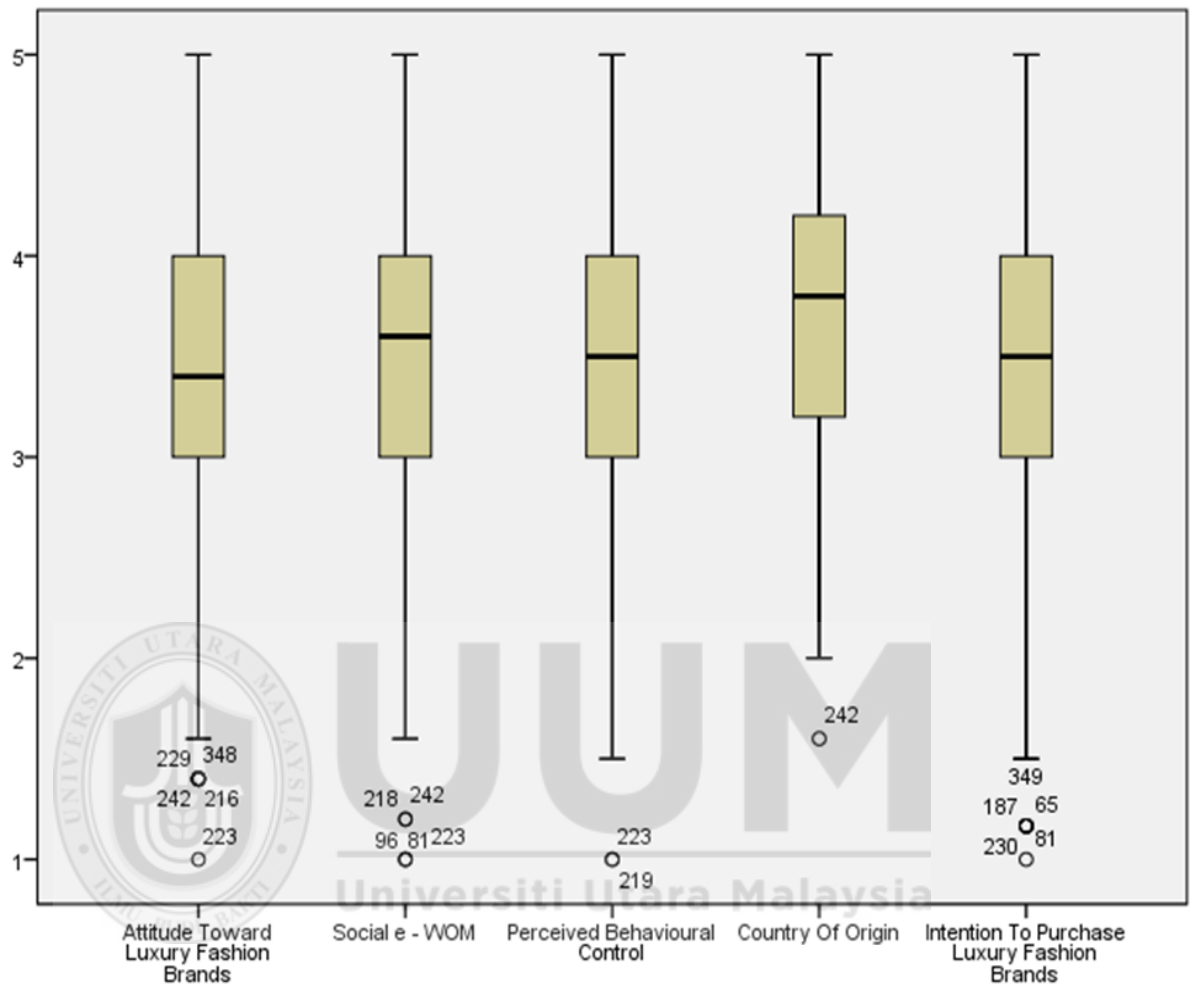
## Descriptive Statistics Analysis

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Attitude Toward Luxury Fashion Brands	333	3.3874	.82372	-.410	.134	-.199	.266
Social e – WOM	333	3.4751	.79940	-.420	.134	.496	.266
Perceived Behavioural Control	333	3.4632	.80937	-.424	.134	-.050	.266
Country Of Origin	333	3.7700	.68235	-.049	.134	-.473	.266
Intention To Purchase Luxury Fashion Brands	333	3.4565	.74143	-.526	.134	.600	.266
Valid N (listwise)	333						

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### Boxplot to detect any outliers



## Correlation Analysis

Correlations

		Attitude Toward Luxury Fashion Brands	Social e - WOM	Perceived Behavioural Control	Country Of Origin	Intention To Purchase Luxury Fashion Brands
Attitude Toward Luxury Fashion Brands	Pearson Correlation	1	.497**	.717**	.337**	.560**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	333	333	333	333	333
Social e – WOM	Pearson Correlation	.497**	1	.392**	.420**	.351**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	333	333	333	333	333
Perceived Behavioural Control	Pearson Correlation	.717**	.392**	1	.330**	.480**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	333	333	333	333	333
Country Of Origin	Pearson Correlation	.337**	.420**	.330**	1	.504**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	333	333	333	333	333
Intention To Purchase Luxury Fashion Brands	Pearson Correlation	.560**	.351**	.480**	.504**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	333	333	333	333	333

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Regression Analysis

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.657 <sup>a</sup>	.431	.424	.56267	2.256

a. Predictors: (Constant), Country Of Origin, Perceived Behavioural Control, Social e - WOM, Attitude Toward Luxury Fashion Brands

b. Dependent Variable: Intention To Purchase Luxury Fashion Brands

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.664	4	19.666	62.117	.000 <sup>b</sup>
	Residual	103.844	328	.317		
	Total	182.508	332			

a. Dependent Variable: Intention To Purchase Luxury Fashion Brands

b. Predictors: (Constant), Country Of Origin, Perceived Behavioural Control, Social e - WOM, Attitude Toward Luxury Fashion Brands



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**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.610	.197		3.095	.002		
Attitude Toward Luxury Fashion Brands	.344	.057	.382	6.020	.000	.430	2.323
Social e – WOM	-.025	.047	-.027	-.537	.592	.681	1.469
Perceived Behavioural Control	.092	.055	.100	1.659	.098	.477	2.094
Country Of Origin	.385	.051	.354	7.557	.000	.790	1.266

a. Dependent Variable: Intention To Purchase Luxury Fashion Brands

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Attitude Toward Luxury Fashion Brands	Social e - WOM	Perceived Behavioural Control	Country Of Origin
1	1	4.900	1.000	.00	.00	.00	.00	.00
	2	.042	10.835	.08	.17	.05	.17	.13
	3	.028	13.127	.13	.01	.82	.06	.07
	4	.016	17.616	.73	.02	.02	.00	.80
	5	.014	18.503	.05	.80	.10	.77	.00

a. Dependent Variable: Intention To Purchase Luxury Fashion Brands

**Residuals Statistics<sup>a</sup>**

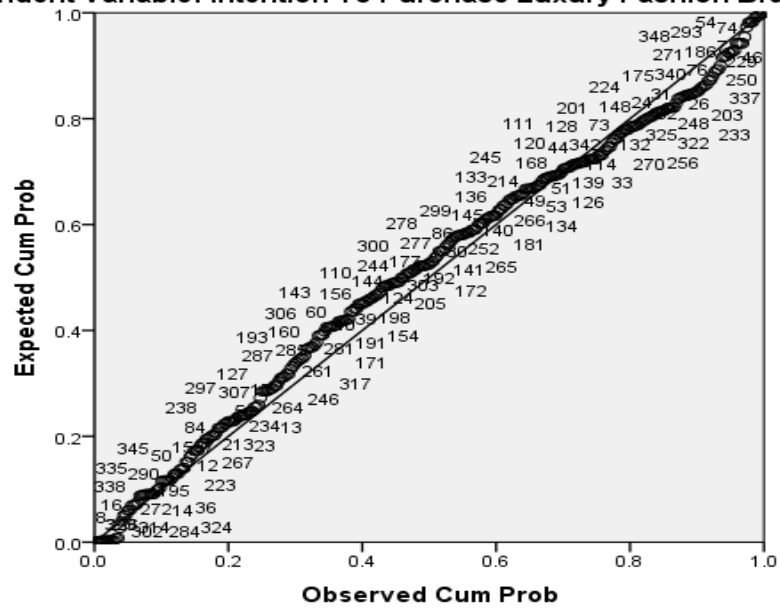
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8608	4.5233	3.4565	.48676	333
Residual	-1.80182	1.77118	.00000	.55927	333
Std. Predicted Value	-3.278	2.192	.000	1.000	333
Std. Residual	-3.202	3.148	.000	.994	333

a. Dependent Variable: Intention To Purchase Luxury Fashion Brands



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**Normal P-P Plot of Regression Standardized Residual**  
**Dependent Variable: Intention To Purchase Luxury Fashion Brands**



**Scatterplot**  
**Dependent Variable: Intention To Purchase Luxury Fashion Brands**

