Universiti Utara Malaysia

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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MASTER OF SCIENCE (MANAGEMENT)

UNIVERSITI UTARA MALAYSIA

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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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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 dikalangan generasi Y.

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

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In the Name of Allah, the Most Forgiving and the Most Merciful

TABLE OF CONTENTS

CHAPTER 4: FINDINGS AND ANALYSIS

CHAPTER 5: DISCUSSION AND CONCLUSION

LIST OF TABLES

LIST OF FIGURES

LIST OF ABREBRIATIONS

COO	Country Of Origin
HI	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

APPENDICES

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This chapter explains the background of the study. It covers seven segment which includes 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, brand is referred 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 differentiate their products from other competitor (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 recognize one particular product and differentiates it from the other product. These heterogamous elements of a brand, which classify and distinguish it, is known as brand elements (Keller, 2013). Moreover brand is also classified as an elements that is connective with the minds and emotions of the customer, as for customer give great amount of attention to the brands as compared to any other elements (Franzen, & Bouwman, 2001; Hameed et al. 2014).

The contents of the thesis is for internal user only

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112

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114

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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.

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	[ ]	Levi's	[ ]	Estee Lauder	[ ]
Apple	[ ]	M.A.C	[ ]	Michael Kor	[ ]
Pandora	[ ]	Others	[ ]		

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

Clothing	[ ]	Accessories	[ ]	Scarves	[ ]
Bags	[ ]	Watches	[ ]		
Shoes	[ ]	Perfumes	[ ]		

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

Weekly	[ ]	Every 6 months	[ ]
Monthly	[ ]	Once a year	[ ]

5. Where do you purchase luxury fashion branded products?

Shopping Mall	[ ]
Online Store	[ ]

117

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 ☐

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
Attitude Toward Luxury Fashion Brands					
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
Social e – WOM					
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

119

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Perceived behavioral control					
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

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Country of Origin					
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

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Intention To Purchase Luxury Fashion Brands					
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

College	School	Local	International
Statistik pPelajar Pascasiswazah UUM Mengikut Pusat Pengajian			
UUM CAS	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
UUM COB	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
UUM COLGIS	Ghazali Shafie Graduate School of Government	5	
	Government	301	75
	International Studies	129	109
	Law	58	50
	Tourism, Hospitality and Event Management	24	18
Grand Total		**4389**	**1318**

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^a	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

125

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

128

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
	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
	Indian	41	12.3	12.3	64.3
	Chinese	105	31.5	31.5	95.8
	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
	26 - 29	150	45.0	45.0	81.4
	30 - 33	55	16.5	16.5	97.9
	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
	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	

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						

Boxplot to detect any outliers
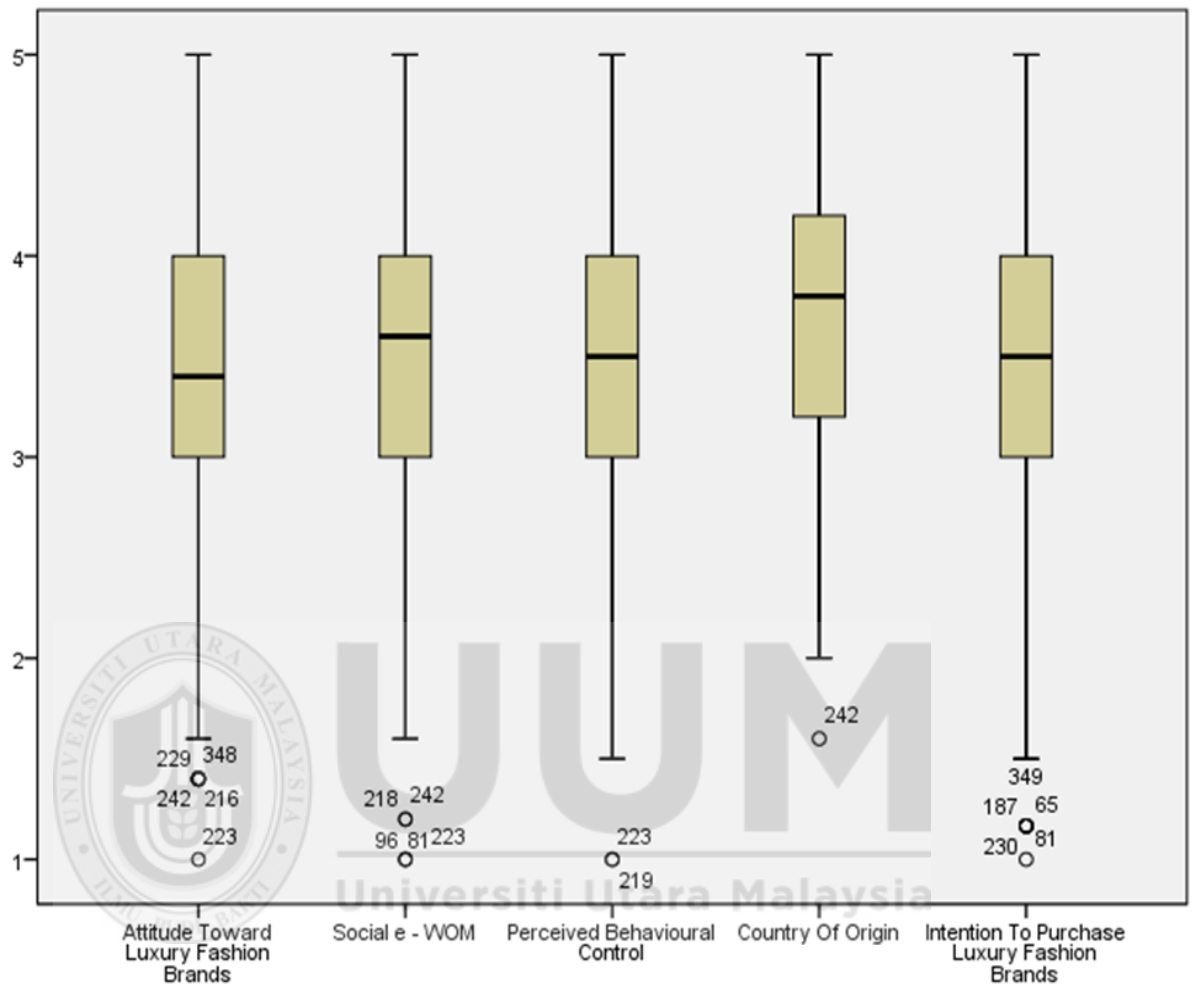
Correlation Analysis

		Attitude Toward Luxury Fashion Brands	Social e - WOM	Perceived Behavioural Control	Country Of Origin	Intention To Purchase Luxury Fashion Brands
Correlations						
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[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.657[a]	.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[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	78.664	4	19.666	62.117	.000[b]
1	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

Coefficients^a

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

Universiti Utara Malaysia

137

Collinearity Diagnostics[a]

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

Universiti Utara Malaysia

Residuals Statistics^a

	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

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Intention To Purchase Luxury Fashion Brands
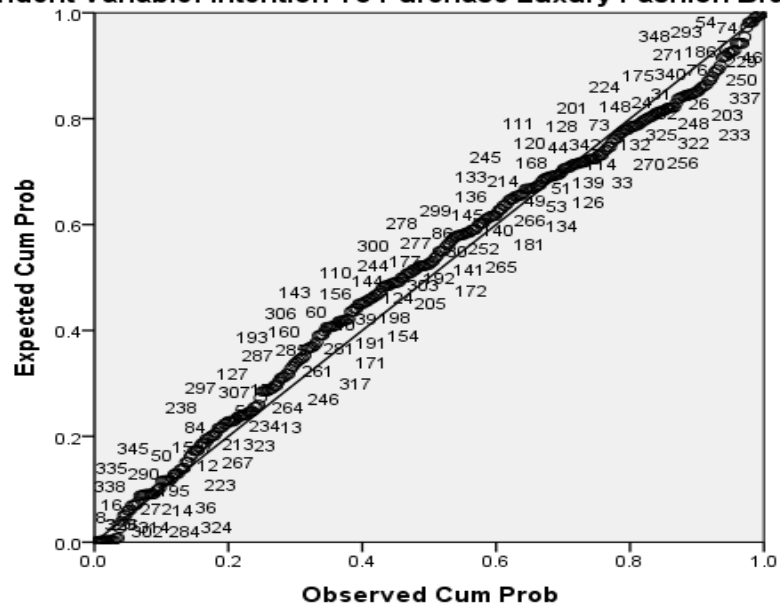
Scatterplot

Dependent Variable: Intention To Purchase Luxury Fashion Brands