

Title of Thesis	A Study of Factors Influencing Purchase Intention of Young Generation towards Fashion Apparel in Miri
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ABSTRACT

Nowadays, fashion is becoming a worldwide recognized fact. The competition in the fashion industry is very fierce, and companies are constantly introducing new fashions and styles to consumers every day. There are four independent variables, which is social media marketing, sales promotion, brand image and quality are used to further investigate whether they have a significant relationship and influence on fashion purchase intention. The objectives of this research study were to determine what factors affect young generation purchase intention when purchasing fashion apparel. A questionnaire was developed to examine and attributes that may have influenced young generation purchase intention when they purchasing fashion apparel. The questionnaire was completed by 150 young adults.