

Title of Thesis	A STUDY OF CUSTOMER EXPECTATION AMONG COLLEGE STUDENTS TOWARDS FASHION WEAR BRANDS IN MIRI
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### **ABSTRACT**

Everyone knows something about fashion as everyone wears clothes that are in fashion. More and more international retail shops are opening their branches in Miri. Sooner or later, customers and market distributors will no longer be able to compare and differentiate between brands. The purpose of this study is to study the student's behaviour towards fashion wear brands in IBS College Miri. For this research, the researcher adopts the quantitative method and the collection was through self-designed questionnaires to get the research data. The data is collected and analysed using simple statistic method.

The study revealed that most of the respondents agrees that design is the most important aspect of a brand. Besides that, respondents usually go for ready to wear category of clothing and working women pay more attention on fashionable wear. The results also indicate that female customers spend more on fashion wear than men and customer loyalty is also reflected in customer expectation too. Social media as a marketing strategy has affected the expectation. The results also indicated that media events will increase the expectation because college students pay attention to all social media events.

From the results, the researcher suggests several recommendations for implementation. The recommendation is that suppliers should invest in brand marketing apart from other channels. Also more ready-made clothing should be available and invested more on woman

fashion wear. Besides that, proper display of products will be easier for customers, invest in sales staff trainings and enhance customer service. The findings also suggest that heavy investment in social media such as fashion wear events promoted on social media should be organized more.

Future research could explore other fashion wear categories with student's behaviour in IBS College Miri. Besides that, future research can investigate the student's behaviour towards fashion wear brands in the whole of Malaysia. Moreover, future researchers can also be conducted based on the comparison study such as comparison of gender, races and age group.