

Title of Thesis	A Study on Purchasing Behavior of Working Adults towards Luxury Fashion Goods in Miri
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ABSTRACT

The purpose of this study is to study the purchasing behaviour of working adults toward luxury fashion goods. For this research, the researcher adopts the quantitative method and the collection was through self-designed questionnaires to get the research data. Researcher focuses on investors for around 21 to 50 years old. The data is collected and analyzed using simple statistic method.

The research result indicated 5 major finding. The first finding is the majority of respondent willing to spend RM200 to 300 and they prefer GUCCI and buy for special occasion. Therefore, respondents agreed that “I frequently buy only the things needed” as the personal factor that influence buying decision. The psychological factor that influence the respondent’s buying decision towards luxury fashion goods is the importance of looking good all the time. In forth finding is most of the working adult have the habit of saving and 11%-20% of their income will be their saving.

From the result, the researcher suggests several recommendations for implemented. For increasing level of spending, the researcher recommend the supplier to invest in brand marketing in order to attract the working adult to purchase the luxury fashion goods The marketers should also note that, the use of the media has a mass influence on consumers, so they should give more advertisement on Television and put some more pop ups on Facebook regarding luxury fashion products for maximum efficiency in attracting consumers. Besides that, consumers consider quality as a high priority when purchasing luxury fashion brand products so marketers could use this finding towards improving products. The findings also suggest that budget planning helps them see with clarity and full transparency their financial situation and this is of most importance for better managing the money and doing part time job as well to earn more money.

Future research could further explore the different college and increase the sampling size to be more detailed in Miri or Sarawak State. Besides that, future researchers can also be conducted based on the comparison study such as comparison of gender, races and age group.