INFLUENCE OF PRICE AWARENESS, BRAND IMAGE, AND SELF-CONCEPT ON PURCHASING BEHAVIOUR TOWARDS THE FASHION APPAREL INDUSTRY AMONG GENERATION Y CONSUMERS IN MALAYSIA

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Abstract

This research is to investigate the three independent variables including price awareness, brand image, and self-concept that will influence purchasing behaviour towards the fashion apparel industry among Generation Y consumers in Malaysia. There are a lot of factors that can influence the purchasing behaviour towards the fashion apparel industry. Therefore, the researcher selected any of the three independent variables to see whether there is a significant relationship with the dependent variable. Besides that, this research will investigate whether there is a significant difference between the gender of Malaysian Generation Y consumers towards fashion apparel. The theory that has been used in this research is the ABC model of attitude. This theory defined that the customers who want to purchase a certain product will change their way of thinking, feeling or acting to grab the product. The customers can hold negative or positive beliefs or feelings toward a product or service. This is a quantitative research and the questionnaire will be distributed to the respondents. The data collected will be tested by using SPSS 25.0 version software to get the results. Other than that, there are some limitations and recommendations provided in Chapter 5. The researcher hoped that this research can help marketers and organizations to understand the situation in Malaysia nowadays.

Keywords: *Fashion, Price, Brand Awareness, Self-Concept, Purchasing Behaviour*

1.0 Introduction

Fashion can be defined as the trends that change continuously and the preferences of consumers might be different towards choices in fashion and it will change frequently (Giovannini, Xu, and Thomas, 2015). Hence, fashion apparel refers to clothing that changed continuously according to trends. Also, for people, apparel is often used to protect, build identity, and improve appearance while showing it to others. Fashion apparel shows the

personality and characteristics of the person wearing them. At the same time, fashion is an important practice for people in society (Faust and Carrier, 2009).

Besides that, fashion is critical because it is one of the major industries driving the global economy. Fashion apparel helps in the social and economic of the countries which provides development of economic and opportunity of employment (Goldsmith, Flynn, and Clark, 2012). In Malaysia, there are a lot of fashion apparel industries including Guess, Gucci, Calvin Klein, Armani Exchange, Burberry, Timberland, Tommy Hilfiger, and Ralph Lauren (Fernandez, 2009). According to Khan et al. (2016), Generation Y consumers might be a productive exhibit for attire retailers, particularly fashion apparel and they are concerned about fashion apparel.

Moreover, the term, generation refers to a group of individuals of the same age and affected by a specific period including developments, events, and trends. The researcher brings up that generation can be resolved sociologically as opposed to organically (Williams and Page, 2011). In this research, Generation Y consumers have been targeted. According to Meier, Stephen, and Crocker (2019), Generation Y is well-known as a generation born between 1980 and 2000 (20 and 40 years old) and this generation is confident, independent, and goal-oriented. In this era of modernization, Generation Y was born of technology and they have a higher understanding of the digital world. Also, Generation Y has a high level of self-esteem and they can be accessed by anyone due to enhancing technical knowledge. Gender of Generation Y including male and female play an important role in purchasing behaviour towards the fashion apparel industry in Malaysia due to different perceptions. There is research found that the gender of Malaysian Generation Y consumers has no difference in making purchase behaviour towards the fashion apparel industry (Fernandez, 2009).

According to Valaei and Nikhashemi (2017), Generation Y consumers will be targeted because they have more disposable income available for consumption in the fashion apparel industry. During public holidays and weekends, Generation Y consumers will spend their time and money in the shopping mall (Giiresearch.com, 2018). Generation Y consumers come upon themselves within the urban regions. They are immature operating grown-ups who graduated from schools and universities placed among the metropolitan zones. They have familiarity with the urban approach of life and become the correct target showcase for various fashion retailers (Khan et al, 2016). The behavioural differences of Generation Y consumers have prompted marketers to understand their attitudes to innovate and propose new ideas to attract these lucrative consumers (Valaei and Nikhashemi, 2017).

1.1 Problem Statement

Generation Y consumers play an important role to make purchase behaviour towards the fashion apparel industry in Malaysia. The consumers will show their personality during making purchase behaviour and selecting the products (Yin-Fah, Osman, and Yeoh, 2011). According to Williams and Page (2011), Generation Y consumers are addicted to fashion apparel because they have a huge impact on spending money towards different product categories including the fashion apparel industry. Nearly 70% of Generation Y consumers spend their money on fashion and apparel products due to the focus on fashion (Valaei and Nikhashemi, 2017). The fashion apparel industry has been changing over the past few decades after looking forward to the business environment in Malaysia.

According to Valaei and Nikhashemi (2017), there is limited research on the factors that affect Generation Y consumers to make purchase behaviour towards fashion apparel in Malaysia. Besides that, due to the character of the article of clothing market that features

dynamical client tastes and designs, it is worth noting that by investigating the underlying factors that influence the attitudes and purchasing behaviour of this generation, understand the basic psychology of clothing consumption (Goldsmith, Flynn, and Clark, 2012). Nowadays, fashion is becoming popular in the world. The fashion apparel industry is very competitive, and the company is promoting new fashion products to customers.

Besides that, the market growth of the fashion apparel industry in Malaysia is gradually increasing (Statista, 2019). Due to this, this research will be studied because it will affect economics and help in the development of Malaysia. Also, it is important, and it will help in marketing analysis in Malaysia. Also, Generation Y consumers have a higher level of spending money on fashion apparel in Malaysia. There is no doubt that Generation Y consumers will be selected because this group of people has the highest level of purchasing power compared to other generations. According to Statista.com (2019), in 2017, the fashion apparel industries in Malaysia have accomplished RM544 million and have a higher percentage that is concerned with marketing.

Furthermore, in Malaysia, Generation Y consumers contemplate their selection of wear as an important matter since they desire, they are being examined by others at intervals in society. Due to this, it is clarifying Generation Y consumers' fixation with brands. The brand image had a considerable impact in developing and holding a sense of character and accomplishment. In Malaysia, Generation Y consumers purchase and utilize certain products as a way of improving their sense of self and displaying themselves to others with a picture that is comparable to what they have of themselves (Valaei and Nikhashemi, 2017). According to Azevedo et al. (2008), consumers will get a higher interest in fashion apparel when they recognize the brands. Therefore, Generation Y Malaysian will make the purchase behaviour on the brands that are exceedingly publicized and well-known.

This study compared purchasing behaviour towards the fashion apparel industry between different gender of Generation Y in Malaysia including male and female. Both of them will purchase fashion apparel products and the research found out that both of them are at the same level when making purchase behaviour. Purchasing behaviour towards the fashion apparel industry will be influenced due to males and females of Generation Y having different perceptions and experiences (Tajuddin, Zainol, and Sahil, 2014). However, most Malaysian Generation Y males will be attracted by fashion apparel due to their thoughts, feelings, perceptions, attitudes, and behaviours (Khan et al., 2016). According to Chea (2011), this research showed that Generation Y males have been recognized who liked to make purchase behaviour towards the fashion apparel industry more than females.

2.0 Literature Review

2.1 Purchase Behaviour

Purchasing behaviour plays an important part in consumers in marketing. It is the study of the ways that shopping for and arrangement of products, services, ideas, or experiences by the people, groups, and organizations to fulfil their needs and desires (Shih, Yu, and Tseng, 2015). According to Attreya (2018), purchase behaviour has been characterized as "a process, which through inputs, and they are utilized even though handling and activities lead to the fulfilment of needs and wants.

Consumers' purchasing behaviour has various components as a portion of it which are accepted to have a few levels of impact on the purchasing choices of the customers (Thangasamy and Patikar, 2014). Moreover, consumers' purchasing behaviour refers to the buying behaviour of final consumers, people, and families, who purchase products or services for individual consumption. From the perspective of marketers, consumers'

purchasing behaviour that has to be compelled to be thought-about incorporates the explanations behind consumers creating purchases, specific factors affecting the patterns of client purchases, the examination of adjusting factors within the society and others (Ali and Ramya, 2016).

Consumers' purchasing behaviour is a handle of choosing, purchasing, utilizing, and arranging products or services by people and groups to fulfil their needs and desires (Khaniwale, 2015). According to Kalpana and Natarajan (2016), the comparable definition of consumers' purchasing behaviour is that they portray it as behaviour that consumers express when they select and purchase the products or services utilizing their accessible assets to fulfil their wants and needs. Therefore, Generation Y will think carefully to make purchase behaviour towards the fashion apparel industry in Malaysia. This is because they will think carefully and make sure that the products will fulfil their wants and needs. Therefore, in Malaysia, if the fashion apparel products are matching the expectation of Generation Y, they will make a purchase behaviour.

2.2 Price Awareness

Price is an enduring element in the marketing mix, and may generally be seen in terms of the particular money related value that a customer connects to products or services. The price awareness class of customers refers to those that appreciate esteem and get at discounted or low costs (Dhurup, Mafini, and Dumasi, 2014). According to Alhaddad (2014), pricing could be a manager's greatest marketing headache and played an important role in the marketing mix.

Price awareness has been created that the consumers may also encode an assessment of the price such as good or bad, favourable or unfavourable, expensive or inexpensive. According to Singh (2016), price awareness is characterized as "the ability of consumers to review prices paid. Even though there are three ways of describing shoppers' price awareness such as the review of the particular price, the intensity of the price search, and the intensity with which consumers compare prices between outlets.

According to Murthi and Rao (2012), price awareness refers to the consumers' unwillingness to purchase the products or services at a higher price. It has been contended that exceedingly worth awareness customers often have interaction during a higher level of search in product or service costs to appear for higher money edges. there is regardless of how a product is, some individuals are going to be incapable to pay quite an exact worth (Hanaysha, 2017).

According to Azevedo et al. (2008), the research found that price awareness influenced consumers to make purchase behaviour towards the products or services. Price awareness can cue that the customers might not purchase the product or services if the worth is simply too pricey compared to alternative sellers. The research found that price awareness will deeply encourage consumers in making purchase behaviour towards certain products or services. Customers with higher price awareness typically perform higher levels for looking at product costs to hunt higher economic advantages (Alfred, 2013). According to Goldsmith et al. (2005), the research claimed that whether or not fashion attire is well acknowledged is laid low with attributes like the attractiveness of the product and worth sensitivity.

H1: There is a positive relationship between price awareness and purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia.

2.3 Brand Image

Brand image refers to how consumers think of a brand. It can be characterized as the recognition of the brand within the minds of the consumers. Brand image is created over time. The customers form an image supported by their interactions and knowledge with the brand. These interactions present themselves in varied forms and do not embody the acquisition or utilization of products or services (Valaei and Nikhashemi, 2017). According to Pahwa (2017), brand image is the set of thoughts, impressions, and beliefs that an individual holds concerning an object. Also, brand image can be defined as the recognition of the brand within the thoughts of the consumers. It is an aggregate of thoughts, impressions, and beliefs that the consumers hold regarding the brand. The brand can be seen unexpectedly by different consumers. This is because different people have different perspectives to choose the brand. Consequently, the arrangement of a consistent brand image could be a gigantic task for any business.

Brand image refers to the impression within the consumers' thoughts of a brand's total identity. Brand image is created over time through advertising campaigns with a reliable topic and is verified through Generation Y consumers' coordinated experience. Brand image is the recognition of a product or service which may reflect Generation Y consumers' memory within the fashion apparel products. The brand is characterized as an image that can be recalled by the public, which makes a positive brand, significant and simple to keep in mind by the people (Fianto et al, 2014). According to Azevedo et al. (2008), the brand image that was made to create individuals think approximately everything from the business side, to be clearly defined brand image can advantage the company within the long term. Brand image is additionally defined as the customer's recognition of either the reason or judicious basis or through more feelings towards a particular brand.

According to Riaz (2015), in Malaysia, Generation Y customers consider their selection of articles of clothing as a significant drawback since they desire they are being examined by others at intervals in society, therefore explaining young individuals' fixation with brands. Also, the research found that brand image affected Generation Y consumers to make the purchase behaviour towards the fashion apparel industry in Malaysia. Besides that, Generation Y shoppers purchase and utilize the fashion attire product as some way to improve their sense of self and display themselves to others with an image that is compared to what they need of themselves (Fianto et al, 2014).

According to Verma and Mishra (2015), the research additionally fixed the importance of name image in permitting consumers to be consummated with the brand, to tell apart that brand from alternative brands, and to extend repurchase intentions. The brand is characterized as an image that will be recognized by the shoppers, which makes a positive brand and regarding the people (Zhang, 2015).

H2: There is a positive relationship between brand image and purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia.

2.4 Self-Concept

Self-Concept can be outlined as to how various people lead their thinking, feelings, behaviours, attitudes, and actions in deciphering the setting that encompasses them. Also, it will be revered as a sense whereby individuals have the thought and sense of being different from others (Ackerman, 2019). According to Sandhu et al. (2018), self-concept has been regarded as one of the major concepts in marketing studies, because it is cited that consumers utilize brands for the reason of self-manifestation and subsequently creates adjusting

behaviour for them. Self-concept is the general idea of an individual's recognition of behaviour, abilities, and special characteristics. It is a mental picture of who one is as an individual (Cherry, 2018).

According to Valaei and Nikhashemi (2017), self-concept tends to be additional versatile once people are younger and still researching the tactic of uncovering their character. Generation Y consumers will improve their self-confidence when they make purchase behaviour towards the fashion apparel products in Malaysia. According to Salem and Salem (2018), self-concept could be a basic and vital part of consumer behaviour since numerous choices by the consumers to purchase is straightforwardly affected by the image they have of themselves.

According to Khare and Handa (2010), it found that Generation Y consumers chose self-concept as an important role that influenced the purchase behaviour towards the fashion apparel industry in Malaysia. Generation Y customers often utilize certain products to represent their temperament or identity. The research additionally recognized that Generation Y customers, as a rule, show a high interest in fashion attire products significantly after they are involved with their self-concept (Aghdaie and Khatam, 2014).

According to Koolivandi and Lotfizadeh (2015), it stated that Generation Y consumers understand the full value of transference of their identity through fashion apparel products. They have to be seen as having different appearances from others, particularly their peers. The research declared that society is more materialistic to the extent that material possessions are related to Generation Y consumers' self-concept. Thus, self-concept includes a substantial influence on Generation Y consumers' purchase behaviour towards the fashion apparel industry in Malaysia (Naz and Lohdi, 2015).

H3: There is a positive relationship between self-concept and purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia.


2.5 Gender of Generation Y

Generation Y is a generation born between 1980 and 2000 (20 and 40 years old). Both males and females of Generation Y have different perceptions of the factors affecting to make purchase behaviour towards the fashion apparel industry in Malaysia (Meier, Stephen, and Crocker, 2019). However, there is research found out that both males and females of Malaysian Generation Y are at the same level. Both of them will make a purchase behaviour towards the fashion apparel industry based on price awareness. Both of them will look at the price and make a purchase behaviour towards the fashion apparel industry. (Tajuddin, Zainol, and Sahil, 2014).

This research will focus on the gender of Generation Y in Malaysia, to investigate and examine the differences between males and females of Generation Y making purchase behaviour towards the fashion apparel industry. There is research showing that most Malaysian Generation Y males will make purchase behaviour towards the fashion apparel industry such as Guess, Gucci, Calvin Klein, Armani Exchange, Burberry, and Timberland. Most Malaysian Generation Y males will be attracted by fashion apparel due to their thoughts, feelings, perceptions, attitudes, and behaviours (Khan et al., 2016). Also, they considered their uniqueness and self-expression can be displayed by the fashion apparel. However, this research will help to investigate the differences between both of them in making purchase behaviour.

There are differences between males and females of Generation Y due to their relation to physical and biological is additionally related to behaviour and psychological feature ability. According to Chea (2011), in this era of modernization, men have been recognized to support their families, capable, and competitive, while women have been recognized to be enthusiastic and caring. Also, Generation Y males have been recognized who liked to make purchase behaviour towards the fashion apparel industry more than females.

H4: There is a significant difference between males and females of Generation Y to make purchase behaviour towards the fashion apparel industry in Malaysia.

Figure 1: Proposed Research Model
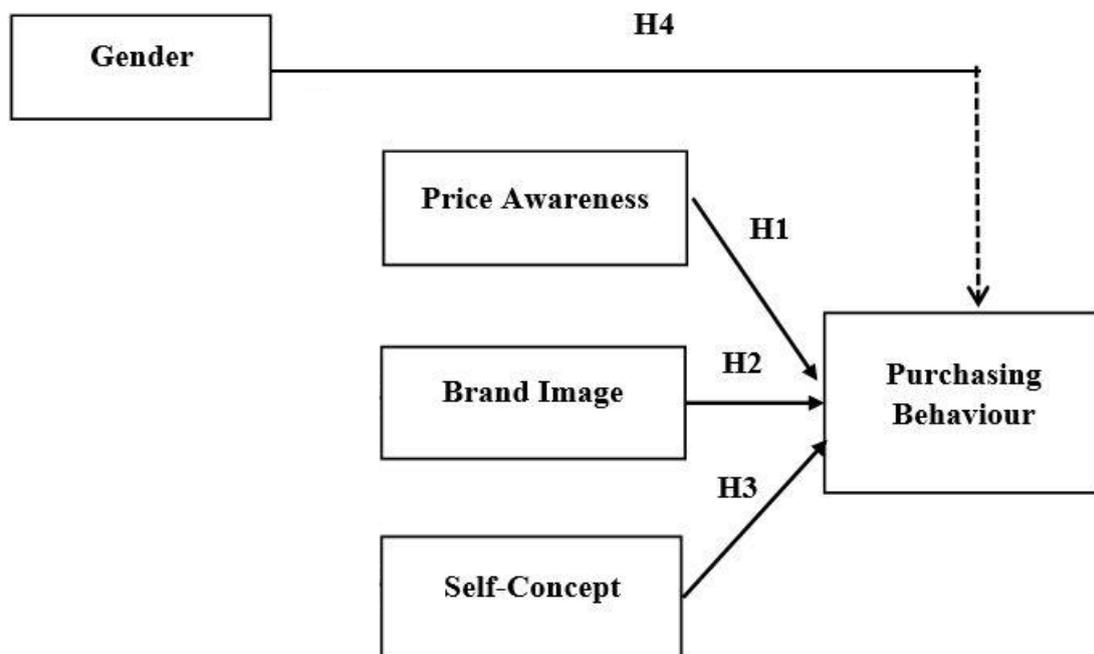
3.0 Methodology

According to Saunders et al. (2012), there are three classifications of research similar to exploratory, descriptive, and explanatory analysis. Based on positivism, the researcher is generally using a deductive approach. Due to this, theory and hypothesis will be developed and designing a research strategy to test the hypothesis. According to Saunders et al. (2012), the deductive approach refers to the possibility of quantitative research. Also, as a deductive approach, it is performed to explain the causal relationship between the variables. Therefore, a hypothesis was proposed, quantitative data were collected to test the hypothesis.

Also, the research strategy that the researcher chose depended on the research questions and objectives, and the level of existing knowledge. There are a lot of research strategies, but the survey strategy will be used in this research. This is because this research will gather and analyse the quantifiable data through the respondents. Also, the survey strategy and deductive approach are related. Due to this research need to gather a great amount of data from a large population, survey strategy has been used because it allows gathering a great amount of data from a large population. Also, it can collect a great amount of data in a short period (Saunders et al., 2012). Quantitative research depends on the deductive approach and

exploitation of the survey strategy to gather the info and analyse later (Saunders et al., 2012). In this quantitative research, the researchers' purpose was to study the relationship between independent and dependent variables in a population (Hopkins, 2000).

Non-probability sampling technique has been conducted in this research. It is effective when probability sampling is not feasible or impractical. It is helpful in explanatory research and the deductive approach. Also, it can help with cost and time savings. Besides that, there are four non-probability sampling methods such as judgement sampling, quota sampling, convenience sampling, and extensive sampling. This research is using convenience sampling. Convenience sampling refers to the data collection relying on the population who are conveniently involved in the study. This sampling method involves having participants wherever they can be found, usually where it is convenient (Saunders et al, 2012). In this research, the target population will cover Generation Y consumers who fall between 20 to 40 years old in Klang Valley. The sample size in this research will be targeted, 300 respondents.

4.0 Data Analysis

4.1 Reliability

Cronbach alpha was used to test the reliability and the internal consistency of the items of each variable. Items of a variable are said to be reliable if the value is higher than 0.7. Purchasing behaviour had a value of 0.959 while price awareness had a value of 0.755. Brand image had a Cronbach alpha value of 0.916 and Self-concept had a value of 0.952. This indicated that all variables were consistent and reliable.

Table 1: Reliability Test

Reliability Statistics				
	Sum_DV	**Sum_A**	**Sum_B**	**Sum_C**
Cronbach's Alpha	0.959	0.755	0.916	0.952
Cronbach's Alpha Based on Standardized Items	0.962	0.704	0.932	0.953

Note: Sum_DV= Summation all the statements for Purchasing Behaviour, Sum_A=Summation all the statements for Price Awareness, Sum_B= Summation all the statements for Brand Image, Sum_C= Summation all the statements for Self-Concept, No.= Number.

4.2 Normality Test

The normality test is to work out the sample size distribution in this research. This is often necessary to know whether or not the sample collected falls among an acceptable variety and its skewness. The data collected will be tested for skewness and kurtosis by using SPSS software. This can help to determine whether the results are normal or abnormal. The absolute value for the skewness and kurtosis is between -1.96 to 1.96, and it shows that the results are normal (Ghasemi and Zahediasl, 2012).

Table 2 shows the data results that have been tested. The results show that the skewness of the dependent variable and independent variables are in the range between -0.009 to -0.259. Besides that, the results show that the kurtosis of the dependent variable and independent

variables are in the range between -0.701 to - 0.943. Therefore, the data results are normal for the dependent variable and independent variables. Furthermore, the graphical analysis has been used to test the results whether it is normal or abnormal. Each variable has been tested and displayed the Normal Q-Q Plot in Appendix E. All the Normal Q-Q Plot of the dependent and independent variables indicate the straight line and the data results are normal.

Table 2: Normality Test

Descriptive Statistics				
	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Sum_DV	-0.236	0.151	-0.919	0.302
Sum_A	-0.009	0.151	-0.943	0.302
Sum_B	-0.259	0.151	-0.701	0.302
Sum_C	-0.057	0.151	-0.884	0.302

Note: Sum_DV= Summation all the statements for Purchasing Behaviour, Sum_A= Summation all the statements for Price Awareness, Sum_B= Summation all the statements for Brand Image, Sum_C= Summation all the statements for Self-Concept.

4.3 Pearson Correlation

The dependent variable represents purchasing behaviour and the three independent variables represent price awareness, brand image, and self-concept. This helps to investigate the relationship between the dependent variable and independent variables. Table 3 shows the indication of a relationship based on the value of the correlation coefficient (Salkind and Winter, 2017). Besides that, it indicates price awareness is the main factor that affects purchasing behaviour among Generation Y consumers towards the fashion apparel industry. This is because the value of the correlation coefficient for price awareness obtains the highest value which is 0.870. The correlation analysis results show that most of the respondents selected price awareness as their most important factor that will affect them to make a purchase behaviour towards fashion apparel. The brand image receives 0.819 value and self-concept receives 0.811 value.

Furthermore, based on Table 3, both three independent variables receive a very strong relationship which is between 0.8 to 1.0 value. All variables including the dependent variable have a positive correlation. Also, according to Salkind and Winter (2017), if the significance level is more than 0.05, then the data will be not significant. However, all the dependent variable and independent variables show that they are significantly shown in Table 3. All the variables had 0.000 significance levels.

Table 3: Pearson Correlation

Correlation Analysis				
	Sum_DV	**Sum_A**	**Sum_B**	**Sum_C**

Sum_DV	**Pearson Correlation**	1	0.870**	0.819**	0.811**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	259	259	259	259
Sum_A	**Pearson Correlation**	0.870**	1	0.798**	0.763**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	259	259	259	259
Sum_B	**Pearson Correlation**	0.819**	0.798**	1	0.846**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	259	259	259	259
Sum_C	**Pearson Correlation**	0.811**	0.763**	0.846**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	259	259	259	259

Note: Sum_DV= Summation all the statements for Purchasing Behaviour, Sum_A=Summation all the statements for Price Awareness, Sum_B= Summation all the statements for Brand Image, Sum_C= Summation all the statements for Self-Concept, N= Number of respondents, **. = Correlation is significant at the 0.01 level (2-tailed).

4.4 Multiple Linear Regression Test

Multiple regression analysis can help to analyze the data collected. Also, it can be used to analyze how independent variables including price awareness, brand image, and self-concept affect the dependent variable which is purchasing behaviour towards the fashion apparel industry. The most important things shown in the model summary table are R and R Square. This is because it can help to define the results whether they match and investigate the independent variables and dependent variables. Table 4, the results show that the R-value is 0.903 and at a very good level of prediction. The R Square value receives 0.816 and shows that there is a very strong relationship between the dependent variable (purchasing behaviour) and independent variables such as price awareness, brand image, and self-concept. It means that there are approximately 82% of that price awareness, brand image, and self-concept will affect Generation Y consumers making purchasing behaviour towards the fashion apparel industry in Malaysia. There are only 18% indicates that the other independent variables will affect Generation Y to make a purchase behaviour towards fashion apparel.

Table 4: Regression Test

Model Summary	
Model	1
R	0.903[a]
R Square	0.816
Adjusted R Square	0.814
Std. Error of the Estimate	2.18257

ANOVA helps to analyze the relationship between the dependent variable which is purchasing behaviour and three independent variables including price awareness, brand image, and self-concept. Also, ANOVA helps to test whether the results are significant, and analyze the F statistic. If the significance level has not more than 0.05 value, then the results are significant (Sow, 2014). The F statistic results receive 377.446 and the significance level was 0.000. This means that the results analyzing the relationship between the dependent variable and independent variables are significant because the significance level did not exceed 0.05. Therefore, the selected independent variables such as price awareness, brand image, and self-concept will influence the dependent variable which is purchasing behaviour towards the fashion apparel industry.

Table 5: ANOVA

ANOVA[a]						
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	5394.006	3	1798.002	377.446	0.000[b]
	Residual	1214.720	255	4.764		
	Total	6608.726	258			

Table 6: Hypothesis Result

Hypotheses	Association / Degree of Association[1]	Impact[2]	Hypotheses
H1: There is a positive relationship between price awareness and purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia.	Positive and very strong relationship	Positive impact	Supported
H2: There is a positive relationship between brand image and purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia.	Positive and very strong relationship	Positive impact	Supported
H3: There is a positive relationship between self-concept and purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia.	Positive and very strong relationship	Positive impact	Supported
H4: There is a significant difference between male and female of Generation Y to make a purchase behaviour towards the fashion apparel industry in Malaysia.	There is no significant difference	There is no significant difference	Not supported

5.0 Discussion

There are four research questions and hypotheses related to price awareness, brand image, self-concept, and gender. Each research question and hypothesis will be discussed based on the results:

1. Does price awareness affect purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia?

This is the question related to the first independent variable which is price awareness. This research question is investigating whether price awareness will influence Malaysian Generation Y consumers making purchasing behaviour towards the fashion apparel industry. This research question will be discussed based on correlation analysis and multiple regression analysis.

Firstly, based on the correlation analysis, the Pearson correlation receives 0.870 value and the significance level receives 0.000 value. According to Sow (2014), if the significance level has not more than 0.05 value, then the data will be significant. Therefore, the results show that price awareness has a positive impact and a very strong relationship on purchasing behaviour towards the fashion apparel industry among Generation Y consumers in Malaysia based on the correlation analysis. Also, the results show that it has a significant relationship with the dependent variable.

Besides that, based on the multiple regression analysis, the beta value of standardized coefficients receives 0.534 value and the significance level was 0.00 value. The results indicate that price awareness has a positive impact and significance in purchasing behaviour towards the fashion apparel industry among Malaysian Generation Y consumers. Therefore, based on those results, it means that Malaysian Generation Y consumers will consider and look for the price when they make a purchase behaviour towards fashion apparel.

According to Valaei and Nikhashemi (2017), this research showed that most Malaysian Generation Y consumers looked for the price and made a purchase behaviour towards the fashion apparel industry. Also, according to Mafini, Dhurup, and Mandhlazi (2014), this research indicated that most Malaysian Generation Y consumers will look for low prices and discounts when they make a purchase behaviour towards the fashion apparel industry due to the price for fashion apparel is higher. Moreover, even though fashion apparel attracted Generation Y consumers in Malaysia, price awareness still becomes an important factor that will impact them to make purchase behaviour (Rajagopal, 2006). In conclusion, there is a positive and significant relationship between price awareness and purchasing behaviour towards the fashion apparel industry among Generation Y consumers in Malaysia.

2. Does brand image affect purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia?

This question is related to the second independent variable which is the brand image. This research question is investigating whether the brand image will influence Malaysian Generation Y consumers making purchasing behaviour towards the fashion apparel industry. Also, this research question will be discussed based on correlation analysis and multiple regression analysis.

Based on the correlation analysis results, the Pearson correlation was 0.819 and the significance level was 0.000. The results indicate that the brand image has a positive impact and a very strong relationship on purchasing behaviour towards the fashion apparel industry among Generation Y consumers in Malaysia. Also, the results show that it has a significant

relationship with the dependent variable due to the significance level not having more than 0.05 (Sow, 2014).

Furthermore, based on the multiple regression analysis, the beta value of standardized coefficients was 0.182 value and the significance level was 0.01. The results indicate that brand image has a positive impact and significant impact on purchasing behaviour towards the fashion apparel industry among Malaysian Generation Y consumers. Therefore, based on those results, it means that Malaysian Generation Y consumers will look forward to the brand image before making purchase behaviour.

The past research showed that most Malaysian Generation Y consumers will look forward to their favourable brand image and make a purchase behaviour towards the fashion apparel industry. This is because the favourable brand image of fashion apparel will increase and cultivate their interest. Also, brand image can help to influence the cognition towards fashion apparel among Generation Y consumers (McKinney et al., 2004). According to Hsieh, Pan and Setiono (2004), brand image played an important role that can help Generation Y consumers to distinguish different brands of fashion apparel. This is because they will satisfy the fashion apparel based on their favourite brand.

Therefore, brand image is important which can help Malaysian Generation Y consumers to make purchase behaviour towards fashion apparel. Also, this past research showed that most Malaysian Generation Y consumers who looked forward to the brand image will make a purchase behaviour towards the fashion apparel that are popular, famous, and highly advertised (Mafini et al., 2014). In conclusion, there is a positive and significant relationship between brand image and purchasing behaviour towards the fashion apparel industry among Generation Y consumers in Malaysia.

3. Does self-concept affect purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia?

This question is related to the third independent variable which is self-concept. This research question is investigating whether the self-concept will influence Malaysian Generation Y consumers making purchasing behaviour towards the fashion apparel industry. Based on the correlation analysis results, the Pearson correlation was 0.811 and the significance level was 0.000. The results indicate that the self-concept has a positive impact and a very strong relationship on purchasing behaviour towards the fashion apparel industry among Generation Y consumers in Malaysia. Also, the results show that it has a significant relationship with the dependent variable due to the significance level not having more than 0.05 (Sow, 2014).

Furthermore, based on the multiple regression analysis, the beta value of standardized coefficients receives 0.250 value and the significance level receives0.000 value. The results indicate that self-concept has a positive impact and significant purchasing behaviour towards the fashion apparel industry among Malaysian Generation Y consumers. It means that Malaysian Generation Y consumers will purchase fashion apparel based on self-concept.

According to Kumar et al. (2009), this past research showed that most Generation Y consumers who looked forward to self-concept will make purchase behaviour towards the fashion apparel industry. This is because most of them consider that purchasing fashion apparel can express their identity and others can understand their personality based on fashion apparel. Other than that, this past research showed that Generation Y consumers will show a high interest in their clothes. Therefore, most of them will purchase fashion apparel because they considered that fashion apparel can help to express their characteristics, feelings, and values (Pan et al, 2015). According to Khallouli and Gharbi (2013), this past research declared that most Generation Y consumers who looked forward to self-concept

will purchase fashion apparel because it can help them to improve self-confidence. Also, they considered their uniqueness to be displayed. In conclusion, there is a positive and significant relationship between brand image and purchasing behaviour towards the fashion apparel industry among Generation Y consumers in Malaysia.

5.1 Implication of the study

This research helps to find a better strategic implication for the purchasing behaviour towards the fashion apparel industry in Malaysia. Firstly, fashion apparel may set a good price based on the value of the fashion apparel. If the price is getting higher, the consumers who looked for price awareness may not purchase it. Besides that, the reputation and quality of the fashion apparel industry need to be taken care of and emphasized. The consumers who looked for the brand image will make a purchase behaviour towards fashion apparel with a good reputation and high satisfaction. Also, the consumers who looked for self-concept will look forward to the value and quality of fashion apparel and make purchase behaviour. This is because they considered fashion apparel to be a self-expression tool that can express their interests, feelings, or beliefs to others. The researcher hopes that this research can help marketers to have a better understanding of purchasing fashion apparel.

5.2 Conclusion and Recommendation

In conclusion, this research is to investigate the influence of price awareness, brand image, and self-concept on purchasing behaviour towards the fashion apparel industry among Generation Y in Malaysia. Also, this research is to investigate whether it has a significant difference between the male and female of Generation Y making purchase behaviour towards fashion apparel in Malaysia. After analyzing the results, it showed that both three independent results have a positive impact and a very strong relationship with the dependent variable. In this research, price awareness has a very strong relationship that most of the respondents agreed that it might affect them to make purchase behaviour. However, there is no significant difference between males and females of Generation Y consumers to make a purchase behaviour towards the fashion apparel industry in Malaysia.

Besides that, it is recommended that the researcher can add more other factors such as quality, social identity, word of mouth, and style (Valaei and Nikhashemi, 2017). This is because this research used the three factors only including price awareness, brand image, and self-concept. Due to this, people can only have a limited understanding of these three factors on the purchasing behaviour towards the fashion apparel industry. Therefore, the researcher can add more other factors to attract marketers and organizations. If there are a lot of factors found in the research at the same time, it is convenient and it can help to save time to search for other research. Also, the research can add more mediators and moderators to investigate and explain the independent variables towards the dependent variable. According to Namazi and Namazi (2016), mediators and moderators can help the research to explain and measure the relationship between the independent variables towards the dependent variable.

6.0 References

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