

APPENDIX A: QUESTIONNAIRE (ENGLISH VERSION)



*The Faculty of Business & Accountancy
Master of Business Administration*

Dear Sir/Madam,

I am conducting a research on the consumer decision making styles of Malaysian consumers. This survey is conducted as a partial requirement for the completion of the Master of Business Administration degree of University Malaya.

I would appreciate it if you could spend some time to answer the questions in the following pages. All information will be used for academic purpose only and will be kept private and treated with the strictest confidentiality.

Your kind co-operation and participation in this survey will be greatly valued and highly appreciated. Should you have any query, please do not hesitate to contact me at daphnefsy@gmail.com

Sincerely,

Daphne Fam Sin Ying
Master of Business Administration (MBA)
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Level 2, Block C
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Supervised by:

Mr. Michael Dent
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Section A: Purchase Decision Making Style with Regards to Casual Wear Buying

Instruction: Please tick (✓) at the appropriate column that indicates your level of agreement or disagreement with regards to Casual Wear buying.

Perfectionism / High Quality Consciousness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
1. Best quality casual wear are usually my choice.					
2. When I want to buy casual wear, I try to get the very best or perfect choice.					
3. In general, I usually try to buy the best overall quality casual wear.					
4. I use much time and effort to buy the best quality casual wear.					
5. I really don't give my purchases of casual wear much thought or care.					
6. My standards and expectations on the quality of the casual wear I am buying are very high.					
7. I usually buy the first casual wear that I find that seems good enough.					
8. A casual wear doesn't have to be perfect or the best to satisfy me.					

Brand Consciousn / "Price Equals Quality"	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
9. I usually purchase my casual wear from reputable international clothing brands.					
10. I usually buy more expensive clothing brands.					
11. The higher the price, the higher the quality of the casual wear.					
12. Up-market departmental and specialty stores offer me the best casual wear.					
13. Best selling brands are usually my choice when buying casual wear.					
14. The most well-known and advertised clothing brands are usually good choices to purchase casual wear.					

Novelty-Fashion Consciousness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
15. I usually have one or more casual wear of the very newest or trendy styles.					
16. I keep my wardrobe up-to-date with the changing fashions.					
17. Fashionable, trendy and attractive styling is very important to me.					
18. To get a variety of choices when buying casual wear, I usually shop different stores and choose different brands.					
19. It is fun to buy new casual wear.					

Recreational, Hedonistic Shopping Consciousness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
20. Buying casual wear is not a pleasant activity to me.					
21. I enjoy shopping for casual wear.					
22. Shopping at clothing retail outlets wastes my time.					
23. I enjoy shopping just for the fun of it.					
24. I make my shopping trips for casual wear fast.					

Price and "Value for Money" Consciousness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
25. I buy casual wear as much as possible at discounted prices.					
26. Lower price casual wear are usually my choice..					
27. I look carefully to find the casual wear with the best value for money.					

Impulsive and Carelessness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
28. I carefully calculate how much I spend when shopping for casual wear.					
29. I should consider my shopping more carefully than I do.					
30. I am impulsive when purchasing casual wear.					
31. When purchasing casual wear, I often make careless purchases and wish I had not made it later.					
32. I spend much time to shop carefully for best buys of casual wear.					

Confused by Over-choice	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
33. I often feel confused because there are many clothing brands to choose from when buying casual wear.					
34. Sometimes it's hard for me to choose which stores to shop for casual wear.					
35. The more clothing product information I learn, the harder it seems to choose the best.					
36. It always confuses me when I have much information on different brands' casual wear.					

Habitual and Brand-Loyal Orientation	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
37. I have favourite clothing brands that I buy for casual wear over and over.					
38. I tend to stick to the clothing brands I like for buying casual wear.					
39. I always go to the same store / stores to shop for casual wear.					
40. I always change clothing brands that I buy for casual wear.					

Section B: Demographics

Instruction: Please tick (✓) the most suitable answer in the box provided.

1. Gender:

Male

Female

2. Ethnic Group

Malay

Indian

Chinese

Others (Please specify): _____

3. Year of Birth: _____

4. Marital Status

Single

Divorced /Widowed

Married

5. Highest level of Education

Secondary School

Diploma

Bachelor Degree

Post Graduate Degree

Others (Please specify): _____

6. Occupation

Professional/Manager

Clerical Staff

Full time Student

Executive / Officer

Not working / Retiree

Others (Please specify): _____

7. Monthly Personal Income

Below RM 1,500

RM 1,501– RM2,500

RM 2,501–RM 3,500

RM3,501– RM 4,500

RM 4,501–RM 5,500

RM 5,501 – RM 6,500

RM 6,501 – RM 7,500

RM 7,501 – RM 8.500

RM 8,501 or more.

8. Household Size (including yourself)

1

2

3

4

5

6

7 & above

----Thank you very much for your time----

APPENDIX B: QUESTIONNAIRE (BAHASA MELAYU VERSION)



*Fakulti Perniagaan dan Perakaunan
Sarjana Pengurusan Perniagaan*

Tuan/Puan,

Saya sedang menjalankan kajian tentang stail membuat keputusan pengguna-pengguna Malaysia. Kajian ini dilaksanakan sebagai sebahagian daripada syarat untuk penyempurnaan Ijazah Sarjana Pengurusan Perniagaan Universiti Malaya.

Saya amat berbesar hati jika tuan/puan dapat meluangkan sedikit masa untuk menjawab soalan-soalan di halaman-halaman yang berikut. Segala maklumat akan digunakan untuk kegunaan akademik sahaja dan dianggap sulit.

Kerjasama dan penglibatan tuan/puan dalam kajian ini amat dihargai. Sekiranya terdapat apa-apa kemusykilan sila hubungi saya di daphnefsy@gmail.com.

Yang benar,

Daphne Fam Sin Ying
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Diselia oleh:

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Faculty of Business & Accountancy
University of Malaya

Bahagian A : Stail membuat keputusan pembelian berhubung dengan pembelian pakaian kasual

Arahan : Sila tanda (✓) pada ruang berkenaan tentang darjah persetujuan tuan berkaitan dengan pembelian pakaian kasual.

Bersifat Kesempurnaan / Keprihatinan Tentang Kualiti Tinggi	Amat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Amat Setuju
	1	2	3	4	5
1. Biasanya pakaian kasual bermutu paling baik pilihan saya.					
2. Apabila hendak membeli pakaian kasual, saya cuba dapatkan yang terbaik atau pilihan unggul.					
3. Secara amnya, biasanya saya cuba beli pakaian kasual yang bermutu paling baik secara keseluruhannya.					
4. Saya menggunakan banyak masa dan usaha untuk membeli pakaian kasual yang paling baik mutunya.					
5. Saya tidak memberi banyak pertimbangan dalam pembelian pakaian kasual saya.					
6. Saya meletakkan harapan yang amat tinggi pada mutu pakaian kasual yang dibeli.					
7. Saya biasanya membeli pakaian kasual yang mula-mula saya temui yang kelihatan baik.					
8. Pakaian kasual tidak perlu unggul atau terbaik untuk memuaskan hati saya.					

Keprihatinan Tentang Jenama / “Harga Berpadanan Kualiti”	Amat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Amat Setuju
	1	2	3	4	5
9. Biasanya saya membeli pakaian kasual dari Gedung pakaian berjenama antarabangsa yang berwibawa.					
10. Biasanya saya membeli pakaian jenama yang lebih mahal.					

11. Semakin tinggi harganya, semakin tinggi mutu pakaian kasual itu.					
12. Gedung pakaian pasaran tinggi atau gedung khusus menawarkan pakaian kasual terbaik.					
13. Jenama paling laris selalunya menjadi pilihan utama dalam pembelian saya.					
14. Jenama paling dikenali ramai dan pakaian yang diiklan menawarkan pilihan baik dalam pembelian pakaian kasual.					

Keprihatinan Tentang Sesuatu Yang Baru - Fesyen	Amat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Amat Setuju
	1	2	3	4	5
15. Biasanya saya ada satu atau lebih pakaian kasual yang terbaru atau berstail paling					
16. Saya memastikan almari pakaian kemaskini dengan perubahan fesyen.					
17. Berfesyen, bertren dan stail menarik sangat penting untuk saya.					
18. Saya selalunya membeli belah jenama berlainan untuk mendapatkan sumber pelbagai pilihan apabila membeli pakaian kasual.					
19. Adalah menyeronokkan membeli pakaian kasual yang baru.					

Keprihatinan Membeli-belah Rekreasi, Hedonis	Amat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Amat Setuju
	1	2	3	4	5
20. Membeli pakaian kasual merupakan aktiviti yang tidak menyeronokkan bagi saya.					
21. Saya seronok membeli belah untuk pakaian kasual.					
22. Membeli belah di gedung pakaian membuang masa saya.					

23. Saya seronok beli belah hanya untuk suka-suka sahaja.					
24. Saya beli belah untuk pakaian kasual dengan cepat.					

Keprihatinan Tentang Harga dan “Nilai Berpadanan Dengan Wang Dibelanjakan”	Amat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Amat Setuju
	1	2	3	4	5
25. Saya beli pakaian kasual sebanyak mungkin pada harga diskaun.					
26. Pakaian kasual berharga rendah biasanya pilihan saya.					
27. Saya mencari pakaian kasual yang menawarkan nilai yang terbaik untuk wang saya.					

Impulsif dan Kecuaian	Amat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Amat Setuju
	1	2	3	4	5
28. Saya mengira dengan teliti berapa banyak wang yang saya belanja apabila membeli belah untuk pakaian kasual.					
29. Saya patut menimbang aktiviti beli belah saya dengan lebih cermat dari sepatutnya.					
30. Saya adalah pembeli bersifat dorongan mendadak (impulsive) apabila membeli pakaian kasual.					
31. Apabila membeli pakaian kasual, saya kerap cuai dalam pembelian yang saya harapkan tidak dibuat(kesal) kemudiannya.					
32. Saya menggunakan banyak masa untuk membuat pembelian bagi mendapatkan pembelian pakaian kasual yang terbaik.					

Dikelirukan Oleh Terlalu Banyak Pilihan	Amat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Amat Setuju
	1	2	3	4	5
33. Saya kerap berasa buntu kerana banyak sangat jenama pakaian kasual untuk dipilih.					
34. Kadang kala, adalah susah bagi saya untuk memilih gedung mana untuk membeli pakaian kasual.					
35. Semakin banyak maklumat tentang produk yang saya tahu, semakin susah untuk saya memilih yang terbaik.					
36. Adalah membingungkan, apabila saya mempunyai banyak maklumat tentang pakaian kasual dari pelbagai jenama.					

Kebiasaan dan Orientasi Kesetiaan Jenama	Amat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Amat Setuju
	1	2	3	4	5
37. Saya ada jenama pakaian kasual kesukaan saya yang dibeli berkali-kali.					
38. Saya cenderung untuk kekal membeli jenama pakaian kasual yang sama.					
39. Saya sentiasa membeli pakaian kasual di gedung/kedai yang sama.					
40. Saya sentiasa menukar jenama pakaian kasual yang saya beli.					

Bahagian B

Arahan : Sila tanda (✓) pada jawapan yang paling sesuai.

1. Jantina:

Laki-laki

Perempuan

2. Kumpulan Etnik

Melayu

India

China

Lain-lain (Sila nyatakan): _____

3. Tahun Dilahirkan: _____

4. Status

Bujang
 Duda / Janda

Berkahwin

5. Tahap Pendidikan Tertinggi

Sekolah Menengah
 Diploma
 Sarjana Muda

Sarjana ke atas
 Lain-lain (Sila nyatakan):

6. Pekerjaan

Profesional /
Pengurus
 Staf Perkeranian
 Penuntut Penuh
Masa

Eksekutif / Pegawai
 Tidak Bekerja / Pesara
 Lain-lain (Sila nyatakan):

7. Pendapatan Bulanan Persendirian

Bawah RM 1,500
 RM 1,501 – RM2,500
 RM 2,501 – RM
3,500
 RM3,501 – RM 4,500
 RM 4,501 – RM
5,500

RM 5,501 – RM 6,500
 RM 6,501 – RM 7,500
 RM 7,501 – RM 8.500
 RM 8,501 atau ke atas

8. Saiz Keluarga (termasuk diri tuan)

1
 2
 3
 4

5
 6
 7 & above

----Jutaan Terima Kasih Kerana Meluangkan Masa----

APPENDIX C SPSS OUTPUT

Frequency of Respondent

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	26.3	26.3	26.3
	Female	280	73.7	73.7	100.0
	Total	380	100.0	100.0	

Ethnic Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	219	57.6	57.6	57.6
	Chinese	96	25.3	25.3	82.9
	Indian	65	17.1	17.1	100.0
	Total	380	100.0	100.0	

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 and below	4	1.1	1.1	1.1
	21-30 yrs	146	38.4	38.4	39.5
	31-40 yrs	145	38.2	38.2	77.6
	41-50 yrs	63	16.6	16.6	94.2
	51-60 yrs	19	5.0	5.0	99.2
	Above 60 yrs	3	.8	.8	100.0
	Total	380	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	109	28.7	28.7	28.7
	Married	265	69.7	69.7	98.4
	Divorced / Widowed	6	1.6	1.6	100.0
	Total	380	100.0	100.0	

Highest level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	88	23.2	23.2	23.2
	Diploma	111	29.2	29.2	52.4
	Bachelor Degree	151	39.7	39.7	92.1
	Post Graduate Degree	24	6.3	6.3	98.4
	Others	6	1.6	1.6	100.0
	Total	380	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional / Manager	206	54.2	54.2	54.2
	Clerical Staff	61	16.1	16.1	70.3
	Full time Student	2	.5	.5	70.8
	Executive / Officer	61	16.1	16.1	86.8
	Not working / Retiree	1	.3	.3	87.1
	Others	49	12.9	12.9	100.0
	Total	380	100.0	100.0	

Monthly Personal Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1,500	60	15.8	15.8	15.8
	RM1,501-RM2,500	127	33.4	33.4	49.2
	RM2,501-RM3,500	97	25.5	25.5	74.7
	RM3,501-RM4,500	48	12.6	12.6	87.4
	RM4,501-RM5,500	15	3.9	3.9	91.3
	RM5,501-RM6,500	15	3.9	3.9	95.3
	RM6,501-RM7,500	6	1.6	1.6	96.8
	RM7,501-RM8,500	2	.5	.5	97.4
	RM8,501 or more	10	2.6	2.6	100.0
	Total	380	100.0	100.0	

Household Size

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 1	22	5.8	5.8	5.8
2 2	35	9.2	9.2	15.0
3 3	55	14.5	14.5	29.5
4 4	99	26.1	26.1	55.5
5 5	69	18.2	18.2	73.7
6 6	46	12.1	12.1	85.8
7 7 & above	54	14.2	14.2	100.0
Total	380	100.0	100.0	

NORMALITY TEST

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Perfectionism / High Quality Consciousness Brand	380	100.0%	0	.0%	380	100.0%
Consciousness Novelty-Fashion	380	100.0%	0	.0%	380	100.0%
Consciousness Recreational, Hedonistic Shopping	380	100.0%	0	.0%	380	100.0%
Consciousness Price and "Value for Money"	380	100.0%	0	.0%	380	100.0%
Consciousness Impulsive and Carelessness	380	100.0%	0	.0%	380	100.0%
Confused by Over-choice	380	100.0%	0	.0%	380	100.0%
Habitual and Brand Loyal Orientation	380	100.0%	0	.0%	380	100.0%

Descriptives

		Statistic	Std. Error
Perfectionism / High-Quality Consciousness	Mean	27.14	.303
	95% Confidence Interval for Mean	Lower Bound 26.55	
		Upper Bound 27.74	
	5% Trimmed Mean	27.19	
	Median	28.00	
	Variance	34.858	
	Std. Deviation	5.904	
	Minimum	13	

Brand Consciousness	Maximum		40	
	Range		27	
	Interquartile Range		8	
	Skewness		-.283	.125
	Kurtosis		-.539	.250
	Mean		17.76	.253
	95% Confidence Interval for Mean	Lower Bound	17.27	
		Upper Bound	18.26	
	5% Trimmed Mean		17.72	
	Median		17.50	
	Variance		24.366	
	Std. Deviation		4.936	
	Minimum		6	
	Maximum		30	
	Range		24	
Novelty-Fashion Consciousness	Interquartile Range		8	
	Skewness		.134	.125
	Kurtosis		-.869	.250
	Mean		14.35	.204
	95% Confidence Interval for Mean	Lower Bound	13.95	
		Upper Bound	14.75	
	5% Trimmed Mean		14.40	
	Median		15.00	
	Variance		15.774	
	Std. Deviation		3.972	
	Minimum		5	
	Maximum		25	
	Range		20	
	Interquartile Range		6	
	Skewness		-.068	.125
Kurtosis		-.279	.250	
Recreational, Hedonistic Shopping Consciousness	Mean		17.12	.190
	95% Confidence Interval for Mean	Lower Bound	16.75	

	Confidence Interval for Mean			
		Upper Bound	17.50	
	5% Trimmed Mean		17.19	
	Median		18.00	
	Variance		13.655	
	Std. Deviation		3.695	
	Minimum		5	
	Maximum		25	
	Range		20	
	Interquartile Range		5	
	Skewness		-.341	.125
	Kurtosis		-.011	.250
Price and "Value for Money" Consciousness	Mean		9.06	.115
	95% Confidence Interval for Mean	Lower Bound		
			8.83	
		Upper Bound	9.28	
	5% Trimmed Mean		9.07	
	Median		9.00	
	Variance		4.986	
	Std. Deviation		2.233	
	Minimum		3	
	Maximum		15	
	Range		12	
	Interquartile Range		4	
	Skewness		-.050	.125
	Kurtosis		-.679	.250
Impulsive and Carelessness	Mean		17.82	.130
	95% Confidence Interval for Mean	Lower Bound		
			17.57	
		Upper Bound	18.08	
	5% Trimmed Mean		17.87	
	Median		18.00	
	Variance		6.411	
	Std. Deviation		2.532	

Confused by Over-choice	Minimum		10	
	Maximum		24	
	Range		14	
	Interquartile Range		4	
	Skewness		-.281	.125
	Kurtosis		.317	.250
	Mean		12.12	.166
	95% Confidence Interval for Mean	Lower Bound		
			11.79	
		Upper Bound		
			12.44	
		5% Trimmed Mean	12.09	
		Median	12.00	
		Variance	10.448	
		Std. Deviation	3.232	
Habitual and Brand-Loyal Orientation	Minimum		4	
	Maximum		20	
	Range		16	
	Interquartile Range		5	
	Skewness		.040	.125
	Kurtosis		-.599	.250
	Mean		12.32	.157
	95% Confidence Interval for Mean	Lower Bound		
			12.01	
		Upper Bound		
			12.63	
		5% Trimmed Mean	12.27	
		Median	12.00	
		Variance	9.415	
		Std. Deviation	3.068	
	Minimum	4		
	Maximum	20		
	Range	16		
	Interquartile Range	5		
	Skewness	.105	.125	
	Kurtosis	-.530	.250	

VALIDITY TEST – FACTOR ANALYSIS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	7695.586
	df	780
	Sig.	.000

Communalities

	Initial	Extraction
Best quality casual wear are usually my choice	1.000	.587
When I want to buy casual wear, I try to get the very best or perfect choice	1.000	.652
In general, I usually try to buy the best overall quality casual wear	1.000	.693
I use much time and effort to buy the best quality casual wear	1.000	.620
I really don't give my purchases of casual wear much thought or care.	1.000	.581
My standards and expectations on the quality of the casual wear I am buying are very high	1.000	.578
I usually buy the first casual wear that I find that seems good enough.	1.000	.596
A casual wear doesn't have to be perfect or the best to satisfy me.	1.000	.653
I usually purchase my casual wear from reputable international clothing brands	1.000	.623
I usually buy more expensive clothing brands	1.000	.741

The higher the price, the higher the quality of the casual wear	1.000	.653
Up-market departmental and specialty stores offer me the best casual wear	1.000	.637
Best selling brands are usually my choice when buying casual wear	1.000	.728
The most well-known and advertised clothing brands are usually good choices to purchase casual wear	1.000	.744
I usually have one or more casual wear of the very newest or trendy styles	1.000	.627
I keep my wardrobe up-to-date with the changing fashions	1.000	.819
Fashionable, trendy and attractive styling is very important to me	1.000	.695
To get a variety of choices when buying casual wear, I usually shop different stores and choose different brands.	1.000	.652
It is fun to buy new casual wear	1.000	.751
Buying casual wear is not a pleasant activity to me.	1.000	.727
I enjoy shopping for casual wear	1.000	.704
Shopping at clothing retail outlets wastes my time.	1.000	.642
I enjoy shopping just for the fun of it	1.000	.716
I make my shopping trips for casual wear fast.	1.000	.632
I buy casual wear as much as possible at sale prices.	1.000	.702
I usually buy low price casual wear	1.000	.679

I look carefully to find the casual wear with the best value for money	1.000	.537
I carefully watch how much I spend when shopping for casual wear.	1.000	.553
I should plan my shopping more carefully than I do	1.000	.478
I am impulsive when purchasing casual wear	1.000	.843
When purchasing casual wear, I often make careless purchases and wish I had not made it later	1.000	.584
I spend much time to shop carefully for best buys of casual wear.	1.000	.624
I often feel confused because there are many clothing brands to choose from when buying casual wear	1.000	.659
Sometimes it's hard for me to choose which stores to shop for casual wear.	1.000	.629
The more clothing product information I learn, the harder it seems to choose the best	1.000	.775
It always confuses me when I have much information on different brands' casual wear	1.000	.778
I have favourite clothing brands that I buy for casual wear over and over	1.000	.652
I tend to stick to the clothing brands I like for buying casual wear.	1.000	.750
I always go to the same store / stores each time to shop for casual wear.	1.000	.758
I always change clothing brands that I buy for casual wear.	1.000	.636

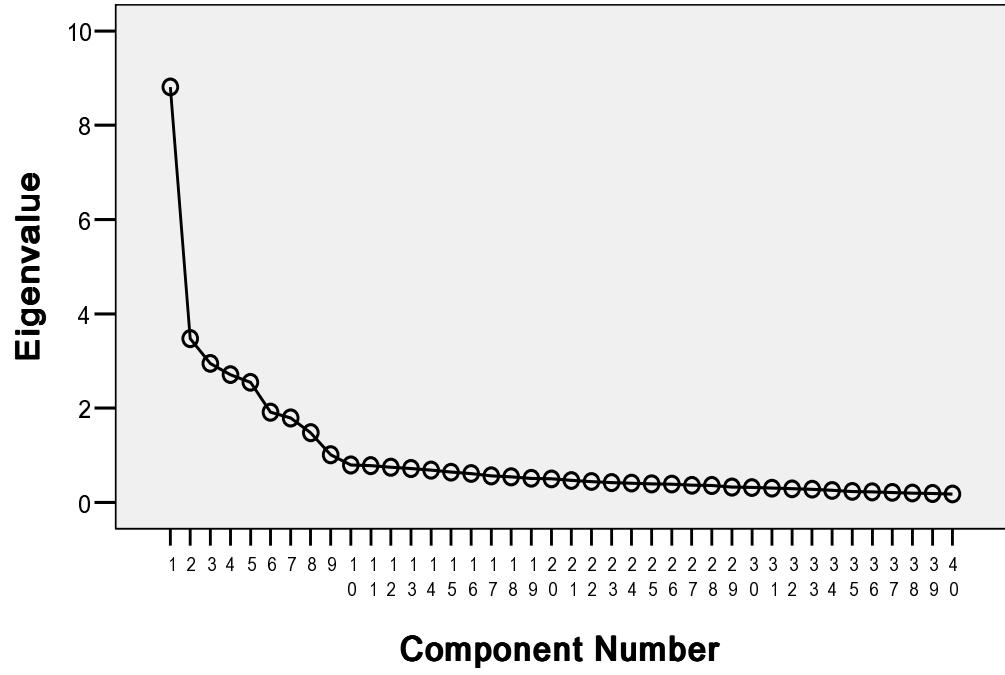
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.812	22.031	22.031	8.812	22.031	22.031
2	3.476	8.690	30.721	3.476	8.690	30.721
3	2.948	7.370	38.091	2.948	7.370	38.091
4	2.709	6.773	44.864	2.709	6.773	44.864
5	2.547	6.368	51.232	2.547	6.368	51.232
6	1.912	4.780	56.011	1.912	4.780	56.011
7	1.792	4.481	60.492	1.792	4.481	60.492
8	1.480	3.699	64.191	1.480	3.699	64.191
9	1.010	2.526	66.717	1.010	2.526	66.717
10	.793	1.983	68.700			
11	.778	1.945	70.645			
12	.745	1.863	72.509			
13	.718	1.795	74.304			
14	.685	1.712	76.016			
15	.643	1.607	77.623			
16	.611	1.529	79.152			
17	.562	1.405	80.557			
18	.541	1.353	81.909			
19	.510	1.274	83.184			
20	.499	1.248	84.432			
21	.465	1.162	85.594			
22	.442	1.105	86.699			
23	.419	1.047	87.746			
24	.409	1.023	88.769			
25	.393	.983	89.752			
26	.390	.974	90.726			
27	.362	.906	91.632			
28	.356	.890	92.521			
29	.324	.810	93.331			
30	.314	.786	94.117			
31	.302	.756	94.873			
32	.290	.724	95.597			
33	.280	.700	96.297			
34	.254	.635	96.932			
35	.230	.576	97.508			
36	.222	.556	98.065			
37	.213	.533	98.598			
38	.197	.492	99.090			
39	.187	.468	99.558			
40	.177	.442	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Rotated Component Matrix(a)

	Component								
	1	2	3	4	5	6	7	8	9
In general, I usually try to buy the best overall quality casual wear	.773								
When I want to buy casual wear, I try to get the very best or perfect choice	.768								
A casual wear doesn't have to be perfect or the best to satisfy me.	.750								
I usually buy the first casual wear that I find that seems good enough.	.745								
I use much time and effort to buy the best quality casual wear	.727								
I really don't give my purchases of casual wear much thought or care.	.702								
Best quality casual wear are usually my choice	.694								
My standards and expectations on the quality of the casual wear I am buying are very high	.693								
Best selling brands are usually my choice when buying casual wear		.829							
The most well-known and advertised clothing brands are usually good choices to purchase casual wear		.816							
I usually buy more expensive clothing brands		.810							
I usually purchase my casual wear from reputable international clothing brands		.766							
The higher the price, the higher the quality of the casual wear		.766							

Up-market departmental and specialty stores offer me the best casual wear	.759						
I keep my wardrobe up-to-date with the changing fashions		.857					
It is fun to buy new casual wear		.799					
To get a variety of choices when buying casual wear, I usually shop different stores and choose different brands.		.758					
Fashionable, trendy and attractive styling is very important to me		.758					
I usually have one or more casual wear of the very newest or trendy styles		.692					
I enjoy shopping just for the fun of it			.831				
Buying casual wear is not a pleasant activity to me.			.783				
Shopping at clothing retail outlets wastes my time.			.778				
I enjoy shopping for casual wear			.776				
I make my shopping trips for casual wear fast.			.716				
It always confuses me when I have much information on different brands' casual wear				.871			
The more clothing product information I learn, the harder it seems to choose the best				.865			
Sometimes it's hard for me to choose which stores to shop for casual wear.				.780			

I often feel confused because there are many clothing brands to choose from when buying casual wear					.775				
I always go to the same store / stores each time to shop for casual wear.						.831			
I tend to stick to the clothing brands I like for buying casual wear.						.797			
I always change clothing brands that I buy for casual wear.						.778			
I have favourite clothing brands that I buy for casual wear over and over						.698			
I spend much time to shop carefully for best buys of casual wear.							.777		
When purchasing casual wear, I often make careless purchases and wish I had not made it later							.756		
I carefully watch how much I spend when shopping for casual wear.							.720		
I should plan my shopping more carefully than I do							.659		
I buy casual wear as much as possible at sale prices.								.821	
I usually buy low price casual wear								.803	
I look carefully to find the casual wear with the best value for money								.645	
I am impulsive when purchasing casual wear									.895

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

RELIABILITY TEST

Factor: Perfectionism / High-Quality Consciousness

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded(a)	0	.0
	Total	380	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.899	8

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Best quality casual wear are usually my choice	23.78	27.223	.658	.503	.889
When I want to buy casual wear, I try to get the very best or perfect choice	23.70	26.158	.720	.575	.883
In general, I usually try to buy the best overall quality casual wear	23.82	25.880	.751	.608	.880
I use much time and effort to buy the best quality casual wear	24.10	25.491	.709	.531	.884
I really don't give my purchases of casual wear much thought or care.	23.75	26.706	.669	.498	.887
My standards and expectations on the quality of the casual wear I am buying are very high	23.89	26.494	.665	.504	.888

I usually buy the first casual wear that I find that seems good enough.	23.92	26.377	.624	.512	.892
A casual wear doesn't have to be perfect or the best to satisfy me.	23.88	25.646	.682	.557	.886

Factor: Brand Conscious / "Price Equals Quality"

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded(a)	0	.0
	Total	380	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.906	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I usually purchase my casual wear from reputable international clothing brands	14.85	17.750	.692	.491	.896
I usually buy more expensive clothing brands	14.86	16.600	.783	.629	.883
The higher the price, the higher the quality of the casual wear	14.80	16.890	.725	.539	.892
Up-market departmental and specialty stores offer me the best casual wear	14.74	17.909	.701	.501	.895

Best selling brands are usually my choice when buying casual wear	14.70	17.101	.771	.630	.885
The most well-known and advertised clothing brands are usually good choices to purchase casual wear	14.79	17.289	.776	.619	.884

Factor: Novelty – Fashion Consciousness

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded(a)	0	.0
	Total	380	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.885	5

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I usually have one or more casual wear of the very newest or trendy styles	11.43	10.753	.669	.486	.873
I keep my wardrobe up-to-date with the changing fashions	11.71	9.983	.821	.678	.838
Fashionable, trendy and attractive styling is very important to me	11.47	10.297	.726	.533	.860

To get a variety of choices when buying casual wear, I usually shop different stores and choose different brands.	11.32	10.752	.652	.460	.877
It is fun to buy new casual wear	11.46	10.138	.752	.585	.854

Factor: Price and “Value for Money” Consciousness

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded(a)	0	.0
	Total	380	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.679	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I buy casual wear as much as possible at sale prices.	5.95	2.362	.541	.308	.518
I usually buy low price casual wear	6.09	2.459	.529	.298	.535
I look carefully to find the casual wear with the best value for money	6.07	2.895	.411	.169	.683

Factor: Confuse by Over-choice

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded(a)	0	.0
	Total	380	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.788	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I often feel confused because there are many clothing brands to choose from when buying casual wear	9.12	7.600	.616	.458	.730
Sometimes it's hard for me to choose which stores to shop for casual wear.	9.08	6.540	.456	.217	.847
The more clothing product information I learn, the harder it seems to choose the best	9.18	7.264	.703	.563	.692
It always confuses me when I have much information on different brands' casual wear	9.13	7.034	.709	.559	.684

Factor: Habitual and Brand-Loyal Orientation

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded(a)	0	.0
	Total	380	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.839	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I have favourite clothing brands that I buy for casual wear over and over	9.09	5.574	.644	.432	.809
I tend to stick to the clothing brands I like for buying casual wear.	9.27	5.362	.740	.570	.766
I always go to the same store / stores each time to shop for casual wear.	9.26	5.288	.729	.551	.770
I always change clothing brands that I buy for casual wear.	9.33	6.096	.579	.343	.834

Factor: Recreational, Hedonistic Shopping Consciousness

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded(a)	0	.0
	Total	380	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.869	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Buying casual wear is not a pleasant activity to me.	13.74	8.832	.745	.623	.829
I enjoy shopping for casual wear	13.69	9.020	.724	.605	.835
Shopping at clothing retail outlets wastes my time.	13.63	9.433	.648	.440	.853
I enjoy shopping just for the fun of it	13.67	8.909	.727	.548	.834
I make my shopping trips for casual wear fast.	13.77	8.928	.634	.443	.859

Factor: Impulsive and Carelessness

Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded(a)	0	.0
	Total	380	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.717	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I spend much time to shop carefully for best buys of casual wear.	11.14	3.315	.553	.330	.628
When purchasing casual wear, I often make careless purchases and wish I had not made it later	10.97	3.569	.506	.282	.658
I carefully watch how much I spend when shopping for casual wear.	11.25	3.027	.518	.275	.649
I should plan my shopping more carefully than I do	11.22	3.288	.458	.213	.685

FREQUENCY ANALYSIS

Factor: Perfectionism / High-Quality Consciousness

In general, I usually try to buy the best overall quality casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	4	1.83%	3	3.13%	1	1.54%
Disagree	33	15.07%	18	18.75%	9	13.85%
Neutral	74	33.79%	31	32.29%	14	21.54%
Agree	87	39.73%	37	38.54%	29	44.62%
Strongly Agree	21	9.59%	7	7.29%	12	18.46%

When I want to buy casual wear, I try to get the very best or perfect choice

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Disagree	37	16.89%	15	15.63%	9	13.85%
Neutral	56	25.57%	24	25.00%	11	16.92%
Agree	97	44.29%	49	51.04%	33	50.77%
Strongly Agree	29	13.24%	8	8.33%	12	18.46%

A casual wear doesn't have to be perfect or the best to satisfy me

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	14	6.39%	2	2.08%	2	3.08%
Disagree	40	18.26%	21	21.88%	18	27.69%
Neutral	54	24.66%	25	26.04%	10	15.38%
Agree	81	36.99%	41	42.71%	26	40.00%
Strongly Agree	30	13.70%	7	7.29%	9	13.85%

I usually buy the first casual wear that I find that seems good enough

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	8	3.65%	4	4.17%	5	7.69%
Disagree	42	19.18%	19	19.79%	11	16.92%
Neutral	60	27.40%	35	36.46%	14	21.54%
Agree	81	36.99%	32	33.33%	28	43.08%
Strongly Agree	28	12.79%	6	6.25%	7	10.77%

I use much time and effort to buy the best quality casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	3	1.37%	5	5.21%	1	1.54%
Disagree	64	29.22%	29	30.21%	13	20.00%
Neutral	63	28.77%	36	37.50%	18	27.69%
Agree	68	31.05%	21	21.88%	22	33.85%
Strongly Agree	21	9.59%	5	5.21%	11	16.92%

I really don't give my purchases of casual wear much thought or care

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Disagree	38	17.35%	19	19.79%	4	6.15%
Neutral	58	26.48%	38	39.58%	13	20.00%
Agree	91	41.55%	36	37.50%	36	55.38%
Strongly Agree	32	14.61%	3	3.13%	12	18.46%

Best quality casual wear are usually my choice

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Disagree	27	12.33%	14	14.58%	10	15.38%
Neutral	71	32.42%	40	41.67%	19	29.23%
Agree	100	45.66%	36	37.50%	26	40.00%
Strongly Agree	21	9.59%	6	6.25%	10	15.38%

My standards and expectations on the quality of the casual wear I am buying are very high

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	2	.91%	7	7.29%	1	1.54%
Disagree	33	15.07%	19	19.79%	10	15.38%
Neutral	62	28.31%	45	46.88%	20	30.77%
Agree	97	44.29%	22	22.92%	23	35.38%
Strongly Agree	25	11.42%	3	3.13%	11	16.92%

Factor: Brand Conscious / “Price Equals Quality”

Best selling brands are usually my choice when buying casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	7	3.20%	4	4.17%	2	3.08%
Disagree	66	30.14%	30	31.25%	23	35.38%
Neutral	59	26.94%	30	31.25%	19	29.23%
Agree	74	33.79%	27	28.13%	18	27.69%
Strongly Agree	13	5.94%	5	5.21%	3	4.62%

The most well-known and advertised clothing brands are usually good choices to purchase casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	7	3.20%	5	5.21%	1	1.54%
Disagree	69	31.51%	33	34.38%	26	40.00%
Neutral	60	27.40%	35	36.46%	20	30.77%
Agree	72	32.88%	23	23.96%	14	21.54%
Strongly Agree	11	5.02%			4	6.15%

I usually buy more expensive clothing brands

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	10	4.57%	13	13.54%	3	4.62%
Disagree	72	32.88%	37	38.54%	26	40.00%
Neutral	57	26.03%	19	19.79%	16	24.62%
Agree	70	31.96%	24	25.00%	15	23.08%
Strongly Agree	10	4.57%	3	3.13%	5	7.69%

I usually purchase my casual wear from reputable international clothing brands

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	13	5.94%	5	5.21%	2	3.08%
Disagree	76	34.70%	32	33.33%	24	36.92%
Neutral	50	22.83%	31	32.29%	22	33.85%
Agree	72	32.88%	28	29.17%	16	24.62%
Strongly Agree	8	3.65%			1	1.54%

The higher the price, the higher the quality of the casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	12	5.48%	7	7.29%	3	4.62%
Disagree	72	32.88%	36	37.50%	27	41.54%
Neutral	47	21.46%	26	27.08%	18	27.69%
Agree	67	30.59%	26	27.08%	12	18.46%
Strongly Agree	21	9.59%	1	1.04%	5	7.69%

Up-market departmental and specialty stores offer me the best casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	6	2.74%	3	3.13%	2	3.08%
Disagree	66	30.14%	28	29.17%	20	30.77%
Neutral	70	31.96%	40	41.67%	20	30.77%
Agree	64	29.22%	25	26.04%	16	24.62%
Strongly Agree	13	5.94%			7	10.77%

Factor: Novelty – Fashion Consciousness

I keep my wardrobe up-to-date with the changing fashions

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	17	7.76%	19	19.79%	4	6.15%
Disagree	76	34.70%	35	36.46%	25	38.46%
Neutral	83	37.90%	28	29.17%	22	33.85%
Agree	38	17.35%	14	14.58%	12	18.46%
Strongly Agree	5	2.28%			2	3.08%

It is fun to buy new casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	12	5.48%	11	11.46%	3	4.62%
Disagree	58	26.48%	32	33.33%	23	35.38%
Neutral	83	37.90%	31	32.29%	19	29.23%
Agree	56	25.57%	22	22.92%	16	24.62%
Strongly Agree	10	4.57%			4	6.15%

To get a variety of choices when buying casual wear, I usually shop different stores and choose different brands

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	11	5.02%	10	10.42%		
Disagree	58	26.48%	21	21.88%	9	13.85%
Neutral	93	42.47%	35	36.46%	20	30.77%
Agree	46	21.00%	25	26.04%	34	52.31%
Strongly Agree	11	5.02%	5	5.21%	2	3.08%

I usually have one or more casual wear of the very newest or trendy

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	8	3.65%	11	11.46%	4	6.15%
Disagree	56	25.57%	32	33.33%	17	26.15%
Neutral	93	42.47%	32	33.33%	18	27.69%
Agree	52	23.74%	21	21.88%	25	38.46%
Strongly Agree	10	4.57%			1	1.54%

Fashionable, trendy and attractive styling is very important to me

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	12	5.48%	14	14.58%	4	6.15%
Disagree	53	24.20%	31	32.29%	17	26.15%
Neutral	95	43.38%	30	31.25%	23	35.38%
Agree	47	21.46%	20	20.83%	20	30.77%
Strongly Agree	12	5.48%	1	1.04%	1	1.54%

Factor: Recreational, Hedonistic Shopping Consciousness

I enjoy shopping just for the fun of it

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	1	.46%	1	1.04%	2	3.08%
Disagree	27	12.33%	18	18.75%	10	15.38%
Neutral	73	33.33%	31	32.29%	21	32.31%
Agree	90	41.10%	40	41.67%	25	38.46%
Strongly Agree	28	12.79%	6	6.25%	7	10.77%

Buying casual wear is not a pleasant activity to me

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	3	1.37%	1	1.04%	2	3.08%
Disagree	28	12.79%	24	25.00%	9	13.85%
Neutral	71	32.42%	33	34.38%	21	32.31%
Agree	99	45.21%	32	33.33%	26	40.00%
Strongly Agree	18	8.22%	6	6.25%	7	10.77%

Shopping at clothing retail outlets wastes my time

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	3	1.37%	1	1.04%	1	1.54%
Disagree	26	11.87%	12	12.50%	12	18.46%
Neutral	63	28.77%	29	30.21%	15	23.08%
Agree	111	50.68%	47	48.96%	29	44.62%
Strongly Agree	16	7.31%	7	7.29%	8	12.31%

I enjoy shopping for casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	2	.91%			3	4.62%
Disagree	25	11.42%	21	21.88%	9	13.85%
Neutral	72	32.88%	33	34.38%	19	29.23%
Agree	105	47.95%	33	34.38%	26	40.00%
Strongly Agree	15	6.85%	9	9.38%	8	12.31%

I make my shopping trips for casual wear fast

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	8	3.65%	4	4.17%	2	3.08%
Disagree	41	18.72%	15	15.63%	9	13.85%
Neutral	62	28.31%	24	25.00%	22	33.85%
Agree	85	38.81%	48	50.00%	25	38.46%
Strongly Agree	23	10.50%	5	5.21%	7	10.77%

Factor: Confuse by Over-choice

It always confuses me when I have much information on different brands' casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	10	4.57%	3	3.13%	3	4.62%
Disagree	50	22.83%	38	39.58%	22	33.85%
Neutral	62	28.31%	39	40.63%	18	27.69%
Agree	81	36.99%	11	11.46%	19	29.23%
Strongly Agree	16	7.31%	5	5.21%	3	4.62%

The more clothing product information I learn, the harder it seems to choose the best

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	7	3.20%	5	5.21%	3	4.62%
Disagree	49	22.37%	36	37.50%	27	41.54%
Neutral	74	33.79%	39	40.63%	22	33.85%
Agree	75	34.25%	14	14.58%	10	15.38%
Strongly Agree	14	6.39%	2	2.08%	3	4.62%

Sometimes it's hard for me to choose which stores to shop for casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	9	4.11%	3	3.13%	2	3.08%
Disagree	44	20.09%	32	33.33%	29	44.62%
Neutral	76	34.70%	39	40.63%	22	33.85%
Agree	72	32.88%	18	18.75%	11	16.92%
Strongly Agree	18	8.22%	4	4.17%	1	1.54%

I often feel confused because there are many clothing brands to choose from when buying casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	4	1.83%	4	4.17%	3	4.62%
Disagree	46	21.00%	35	36.46%	28	43.08%
Neutral	76	34.70%	37	38.54%	22	33.85%
Agree	76	34.70%	15	15.63%	9	13.85%
Strongly Agree	17	7.76%	5	5.21%	3	4.62%

Factor: Habitual and Brand-Loyal Orientation

I always go to the same store / stores each time to shop for casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	6	2.74%	1	1.04%	2	3.08%
Disagree	71	32.42%	28	29.17%	17	26.15%
Neutral	69	31.51%	30	31.25%	19	29.23%
Agree	63	28.77%	32	33.33%	22	33.85%
Strongly Agree	10	4.57%	5	5.21%	5	7.69%

I tend to stick to the clothing brands I like for buying casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	2	.91%	4	4.17%	1	1.54%
Disagree	68	31.05%	28	29.17%	19	29.23%
Neutral	73	33.33%	36	37.50%	20	30.77%
Agree	64	29.22%	24	25.00%	22	33.85%
Strongly Agree	12	5.48%	4	4.17%	3	4.62%

I always change clothing brands that I buy for casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	7	3.20%	4	4.17%	2	3.08%
Disagree	65	29.68%	20	20.83%	19	29.23%
Neutral	91	41.55%	36	37.50%	21	32.31%
Agree	52	23.74%	33	34.38%	21	32.31%
Strongly Agree	4	1.83%	3	3.13%	2	3.08%

I have favourite clothing brands that I buy for casual wear over and over

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	3	1.37%	3	3.13%		
Disagree	61	27.85%	22	22.92%	16	24.62%
Neutral	63	28.77%	25	26.04%	17	26.15%
Agree	76	34.70%	42	43.75%	27	41.54%
Strongly Agree	16	7.31%	4	4.17%	5	7.69%

Factor: Carelessness

I spend much time to shop carefully for best buys of casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Disagree	10	4.57%	8	8.33%	4	6.15%
Neutral	49	22.37%	35	36.46%	23	35.38%
Agree	126	57.53%	46	47.92%	35	53.85%
Strongly Agree	34	15.53%	7	7.29%	3	4.62%

When purchasing casual wear, I often make careless purchases and wish I had not made it later

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Disagree	10	4.57%	3	3.13%	2	3.08%
Neutral	33	15.07%	26	27.08%	8	12.31%
Agree	139	63.47%	53	55.21%	49	75.38%
Strongly Agree	37	16.89%	14	14.58%	6	9.23%

I carefully watch how much I spend when shopping for casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	3	1.37%			1	1.54%
Disagree	13	5.94%	19	19.79%	9	13.85%
Neutral	53	24.20%	31	32.29%	16	24.62%
Agree	118	53.88%	39	40.63%	32	49.23%
Strongly Agree	32	14.61%	7	7.29%	7	10.77%

I should plan my shopping more carefully than I do

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree					1	1.54%
Disagree	12	5.48%	13	13.54%	10	15.38%
Neutral	53	24.20%	38	39.58%	23	35.38%
Agree	118	53.88%	43	44.79%	20	30.77%
Strongly Agree	36	16.44%	2	2.08%	11	16.92%

Factor: Price and “Value for Money” Consciousness

I buy casual wear as much as possible at sale prices

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	7	3.20%	4	4.17%	1	1.54%
Disagree	66	30.14%	24	25.00%	16	24.62%
Neutral	73	33.33%	30	31.25%	16	24.62%
Agree	61	27.85%	29	30.21%	27	41.54%
Strongly Agree	12	5.48%	9	9.38%	5	7.69%

I usually buy low price casual wear

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	9	4.11%	4	4.17%	6	9.23%
Disagree	70	31.96%	24	25.00%	18	27.69%
Neutral	76	34.70%	30	31.25%	18	27.69%
Agree	59	26.94%	33	34.38%	20	30.77%
Strongly Agree	5	2.28%	5	5.21%	3	4.62%

I look carefully to find the casual wear with the best value for money

	Ethnic Group					
	Malay		Chinese		Indian	
	Count	%	Count	%	Count	%
Strongly Disagree	5	2.28%	1	1.04%	2	3.08%
Disagree	72	32.88%	28	29.17%	18	27.69%
Neutral	76	34.70%	46	47.92%	21	32.31%
Agree	56	25.57%	18	18.75%	20	30.77%
Strongly Agree	10	4.57%	3	3.13%	4	6.15%