ABSTRACT

The hot and humid climate in Malaysia makes the wearing of casual wear in the country for all normal interactions other than formal functions the norm rather than the exception. As Malaysia is a multi cultural country with different ethnic group, it is pertinent that a study be conducted on the casual wear buying decision making styles of the different ethnic group in the country – namely the Malay, Chinese and Indians.

Although there have been numerous studies done relating to consumers decision making styles using the Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986) but then most of these studies were focused on one homogeneous population, namely students. As such this study is to focus on adults especially the working adults of the three major ethnic groups on their decision making styles towards the purchase of casual wear.

The survey for this study was carried out in The Klang Valley (Kuala Lumpur and Selangor). The research methodology employed was mainly quantitative in approach with a questionnaire designed along a scale of measurements. Factor analysis and frequency analysis were used in this study and a total of 380 respondents were used in the analyses. The final results obtained shows that Indians respondents demonstrate the perfectionistic / high quality conscious trait towards casual wear buying. They are also more novelty – fashion conscious compared to Malay and Chinese respondents. Malay on the other hand scored
high on the confused by overchoice factor compared to the Chinese and Indian respondents. Other detailed analyses are spelled out in Chapter 5 of this study.

In summary, this study provides casual wear fashion retailers in Malaysia with an understanding of the casual wear buying decision-making styles of the consumer and thus, provide them with some useful guidelines in designing their marketing strategy in order to compete in this market.
ACKNOWLEDGEMENTS

First and foremost, I would like to express my heartfelt gratitude and thanks to my supervisors Michael Dent and Dr. Sharifah Faridah Syed Alwi for their invaluable expert guidance throughout the writing of my research project. Their advice, support and patience shown to me gave me the motivation to complete my study and research.

I would like to express my special appreciation and thanks to my paternal cousins as well as my maternal uncles and aunt who had given me their support and help in gathering feedback for my research. My gratefulness also goes to my friend and fellow course mate Mr. Hee Chii Chyuan for his support and encouragement throughout the course of my research project.

Most of all I would like to give my utmost love and appreciation to my parents who gave me their untiring encouragement and support, often staying up late into the night to await my return from the city campus.

And to those whom I have not mentioned but who have helped me in one way or another, thus contributing in making my study a success, I would like to extend my deep appreciation to all of you.