

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.

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