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Study of Consumer Behavior for Fashion Professionals in Malaysia

Hina Omer, Prof. Dr.Valliapan Raju
(PGC, / Limkokwing University of Creative Technology, Malaysia 2018)
Corresponding Author: Hina Omer

Abstract: We have come to live in an age where high-end brands play an important role in the development of consumer self-image or expression. High-end brand perceptions have influenced consumers enough to desire his or her personal belonging of fashion status. Consumer self-image has become a high-end brand phenomenon itself which is acknowledged through two consumer behaviortheories "Expected Confirmation Theory and "Theory of Planned Behavior" for this study.This phenomenon is credited with philosophy of anthropology, perception, psychographic segmentation, business economics, environmental / social sciences, fashion management and consumer behavior studies to improve fashion industry knowledge. This thesis specifically spreads awareness on how high-end brand perceptions influencing Malaysian consumer to form associations such as belonging, appreciation, social acceptance and status consciousness as a common self-image.Problem statement being disregard of cultural/personal expression due to high acceptance of high-end brand perception as a status, instant change as a consumer self-image by consumer and this perception not being exerted enough to improve fashion knowledge by the fashion professionals.

The objective is not to solve the perception but to spread awareness on the common consumer self-expression from which fashion professionals could gain knowledge on the disregarded cultural and personal expressions in Malaysia. Supported through both qualitative scholarly literature review, brand reports, consumer behavior theories and quantitative field work of a randomly sampled questionnaire in Bukit Bintang Malaysia. Research objectives and research questions foregrounded the selection for field work in four malls around Kuala Lumpur region namely Suria KLCC, Times Square, Pavillion and Sangai Wong with 300 respondents because majority of consumers' shop in these malls from versatile demographic backgrounds. Such a selection became pivotal to show the Malaysian consumers self-expression which were mainly youth age range from 13-35 (generation-y/millennials). How a high-end brand'sperception impacts a Malaysian consumer to have status, pride, rank, class or belonging to before product purchase. How brand perceptions impact consumer self-imagefurther adding value to fashion institutes in Malaysia is the backbone of this study.

Keywords: High-end brands, Self-image, Status, Spread awareness, Brand perception, Fashion professionals

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I. INTRODUCTION

High-end brands in Malaysia have influenced the consumer self-imagethrough high-end brand perceptions advertising westernized social status and has always been a marvelous key forfashionpublic policy maker and controllingconsumer image. Sharing culture and experience through an apparel is what defines the nature of a fashion worn by the consumer. Study of high-end brand perceptions, annual reports helped spreading awareness on brands control over consumer self-image. Reason of spreading awareness on consumer self-image in PhD (Philosophy of Management) is because this current phenomenon is not exerted enough by fashion media, managers, professionals in Malaysia to productive for fashion development. It allowed the research to encompass a wider variety of disciplines including aesthetics, design, product development, economics, global business, marketing, consumer perception, operations, anthropology, psychology and sociology.Awareness is on the factors of high-end brands influencing the consumer self-image that are brand experience, brand personality, brand value, brand image and brand perception in Malaysia to improve fashion knowledge for fashion professionals. Which demanded analysis on spreading awareness on how Malaysian fashion consumers have come to such an understanding of fashion that results in disregarding their cultural/ personal image. Also enhancing the local Malaysian fashion designer'sawareness of the consumer demand of high-end brand perception as their personalfashion statement.

It is believed that fashion plays a crucial role in organizations, it is a silent language that grasps a direct influence on consumer perception and outcomes of fashion prepost-behaviour. Socially aware fashion professionals should rightfully be aware of such outcomes in their brand perceptions and promote it through their design.However, for the purpose of this research, I focused on spreading awareness on high-end brand perceptions influencing Malaysian consumer self-eimage in Bukit Bintang mall city, Klia airport and Langkawi to gather knowledge for questionnaire from an international fashion culture feedback. Basing on the Krejcie and Morgan (1970) theory of sample size 302 respondents were selected to prove such a practice. Statistical Analysis of the study is done through SPSS 25.0 version further evaluated through reliability, validity, Pearsoncorrelation. Which proved the study's objectives, research questions and problem statement to help improve the future fashion industry in Malaysia.

II. LITERATURE REVIEW

Often consumers themselves do not know exactly what influences their perception before product purchase. "The human mind does not work in a linear way" says Kotler (2009, 160). Here they will be given more in depth knowledge on how a brand perception impacts consumer perception for their self-image e.ginstant change as a consumer self-expression e.g Time Square Mall, Sangai Wang in Bukit Bintang; Kuala Lumpur and loss of personal/cultural identities due to presence of foreign fashion brands. This phenomenon not being endeavored by fashion industry professionals, designers. The researcher will discuss the mediating effect of consumer self-expression with respect to the dependent variable "to improve fashion professional's knowledge" and the independent variables brand experience, brand personality, brand value, brand image and brand perception.

After referencing through literature review on the world's top influential fashion brand perceptions that are being mostly advertised by Malaysia consumers are, Fendi, Channel, Michael Kors, Kate-Spade, Prada, Armani I Exchange AIX, Christian Dior, Ralph Lauren, Gucci, Burberry, Louis Vuitton, Tiffany & Co, Manolo Blahnik, Coach, Tom Ford and Saint Lauren. Treat it as an introductory handbook for foreign fashion brand awareness to highlight issues for the fashion designers and consumers thought process in Malaysian fashion industry. Every brand has a look to sell and on every purchase you are accepting that look creating a high-end class distinction which is quite evident in Malaysian fashion consumers.

III. RESEARCH METHODOLOGY

This section discusses the research methodologies and techniques used during the journey of the study including research design, proposed model, instrument used, sampling technique, data collection and analysis approach. This randomized control trail experimental study was carried out on consumers ofBukit Bintang area Kuala Lumpur, Malaysia A total 302 adult subjects (both male and females) of aged ≥ 31-45 afor this study.

Research Design: This study is a combination of both secondary qualitative data which was collected through both online and offline mediums i-e scholarly articles on fashion theories, articles, journals, books from Limkokwing Institute of Creative Technology and primary quantitative data was gathered through field work questionnaire in Bukit Bintang, Klia airports and Langkawi. Research design framework was developed to support all these outcomes to have a clear understanding on the independent variabales such brand experience, brand personality, brand value, brand image , brand perception and the mediating role for this study consumer self-image to spread awareness for the dependent variable being to spread awareness for the fashion professionals in Malasyia 2019.

Research Type: Exploratory illustrative, qualitative and quantitative research using nonparametric procedures to validate the study through Excel and SPSS version 25.0

Independent Variable: *Brand experience, Brand personality, brand value, brand image, brand perception.*

Mediating Role: Consumer Self-image.

Dependent Variable: To spread awareness for fashion professional's knowledge.

Research Location: This study was based in Bukit Bintang Kuala Lumpur, KLIA airports and Langkawi Malaysia. Bukit Bintang is the area where most of the fashion consumers shop due to abundant variety of both international and local mall culture. All the high-end brands are mostly located in these vicinities of Malaysia.

Research Duration: April 2014 to July 2019.

Sample size: 302 patients. According to Krejice and Morgan theory of sample size.

Sample size calculation: The sample size was estimated on the basis of random selection process. The target population from which we randomly selected our sample was considered 1400 according to Krejice and Morgan (1970) formula for calculation of sample size.

Subjects & Selection method: The researcher targeted a few fashion industry individuals through the modelling experienceand the other population was drawn mostly from s Bukit Bintang, KLIA airports and LangkawiMalaysia.Because it contains all the high-end luxury brand outlets in malls. The respondents were mainly youth age ranging from 31-35 and above; around 190 females and 112males.

Research Instrument:

After literature review and field work for this study, a well-designed questionnaire was used to collect the data of the respondents respectively around the Bukit Bintang, KLIA airports and Langkawi. The questionnaire included two sections demographiccharacteristics such as age, gender, race,marital status, education level, salary range and work experience;section 2 covering the perceptionpreferences of respondents for high-end brands support through the 5-point Likert scale ranging from strongly disagree, disagree, neutral, agree and strongly agree. This 5-point Likert scale helped not only in gathering data on five preferences but made the findings for data evaluation quicker and less time consuming.

This type of instrument supported the nature of the study keeping the questions closed ended to find the exact problem statements and enhance knowledge on the research questions and objectives. Since every question was covering the basic fashion behaviors to which mostly consumers are attracted to e.g. rapid change, interaction, word of mouth, acceptance, satisfaction, recognition, association, conservativeness of high-end style, inspiration, quality, price, status, durability, loyalty, social media activity, impression, confidence, consciousness and freedom to be anyone you want through fashion. All these research questions were answered to support the objective through the association of these words into the questionnaire. Keeping the English simple in its pronunciation and wording so that consumers from all ages and races could comprehend the nature of the questionnaire easily. Few respondents had a difficulty in which was compensated through the self-administered questionnaire. Respondents protection was secure at times since the name was never asked for in the first place. This study did not require the name as it was focusing more on gender and age fashion preferences to spread awareness for fashion professionals

IV. STATISTICAL ANALYSIS

Data was collected first on Excel and analyzed using IBM SPSS version 25.0comprehensive system for analysis data.As derived from the data collected from the questionnaire, the following evaluation analysis depicts of the results that were collected, compiled and grouped data for the purposes of this research. This study herein examines the put come of the data collection method as described in chapter three, having the data broken down and analyzed using various tools through the SPSS software.The resultsrepresent the statistical frequency data of the respondents in terms of how many responses were carried out. In addition, of all the questionnaires handed out, the tablesshow how many were received and how many were missing.

This table consists of two rows; valid for those questionnaires that were handed out and given back, and missing which represents the questionnaires that were either not answered or were not collected after giving out. In addition, the table consists of 2 sections: the first section which provides the demographics of the participants that undertook this survey; gender, race, age, marital status, salary range, education level and work experience, of which represent the different fields that were studied.According to the feedback, a total of 302 were able to fill in the questionnaires out of 1400 population size derived from Krejice and Morgan (1970) were handed out and all were given back. This also shows that in this research, the data and analysis were based on 302 participants.

V. Results

Section A: Demographics

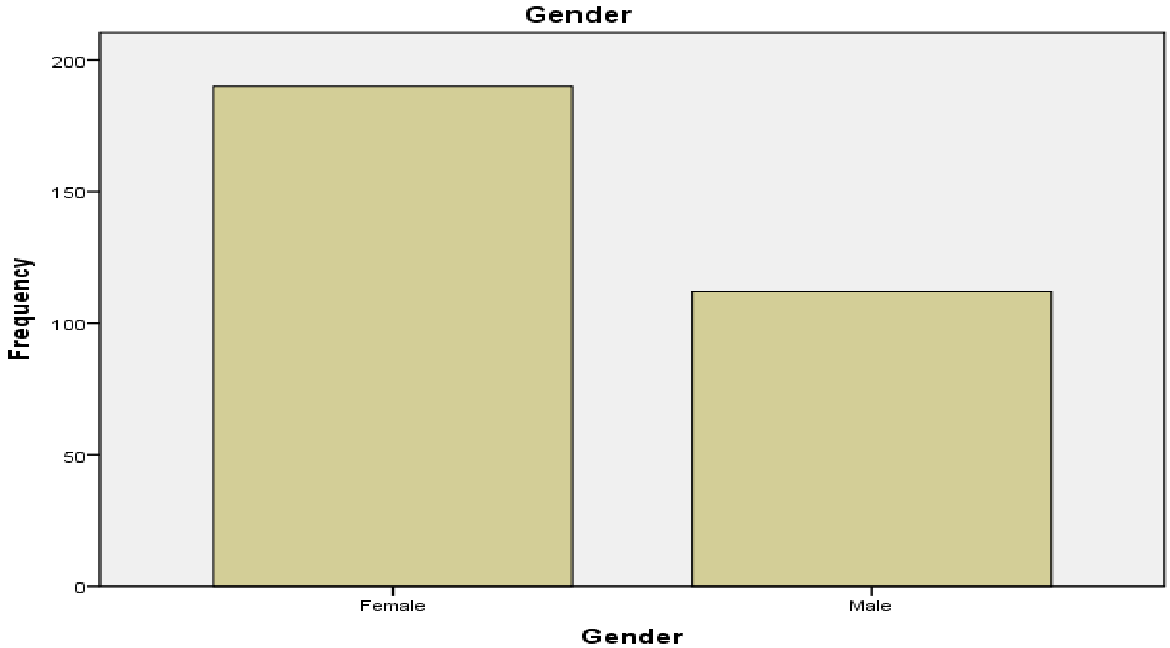
Gender:

The first table consists of three rows and four columns, each representing different aspects on gender distribution under study.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	190	62.9	62.9	62.9
	Male	112	37.1	37.1	100.0
	Total	302	100.0	100.0	

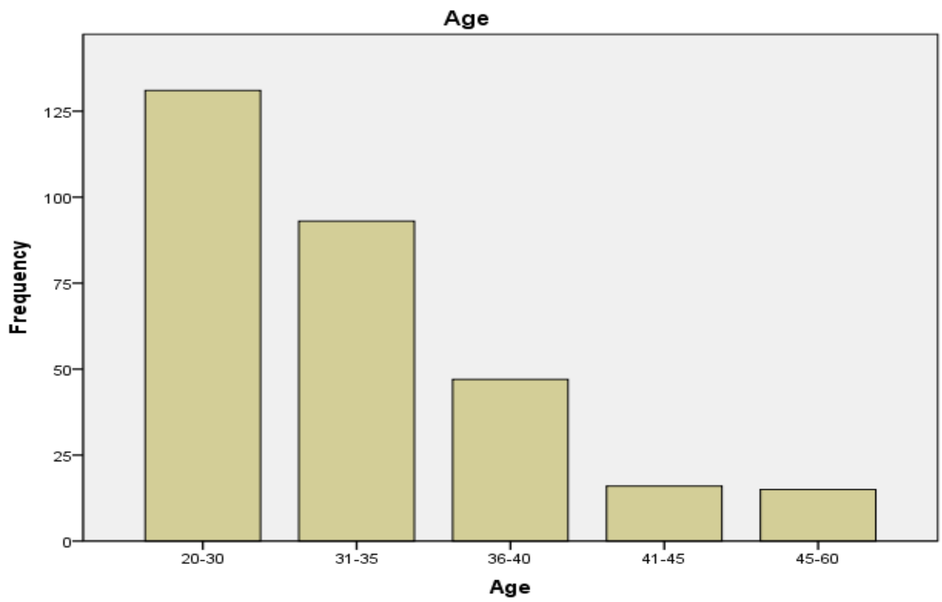
Out of 302 respondent’s questionnaire distribution (62.9%, N=190) respondents were females and (37.1%, N=112) respondents were males who filled in the questionnaire.



Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	131	43.4	43.4	43.4
	31-35	93	30.8	30.8	74.2
	36-40	47	15.6	15.6	89.7
	41-45	16	5.3	5.3	95.0
	45-60	15	5.0	5.0	100.0
	Total	302	100.0	100.0	

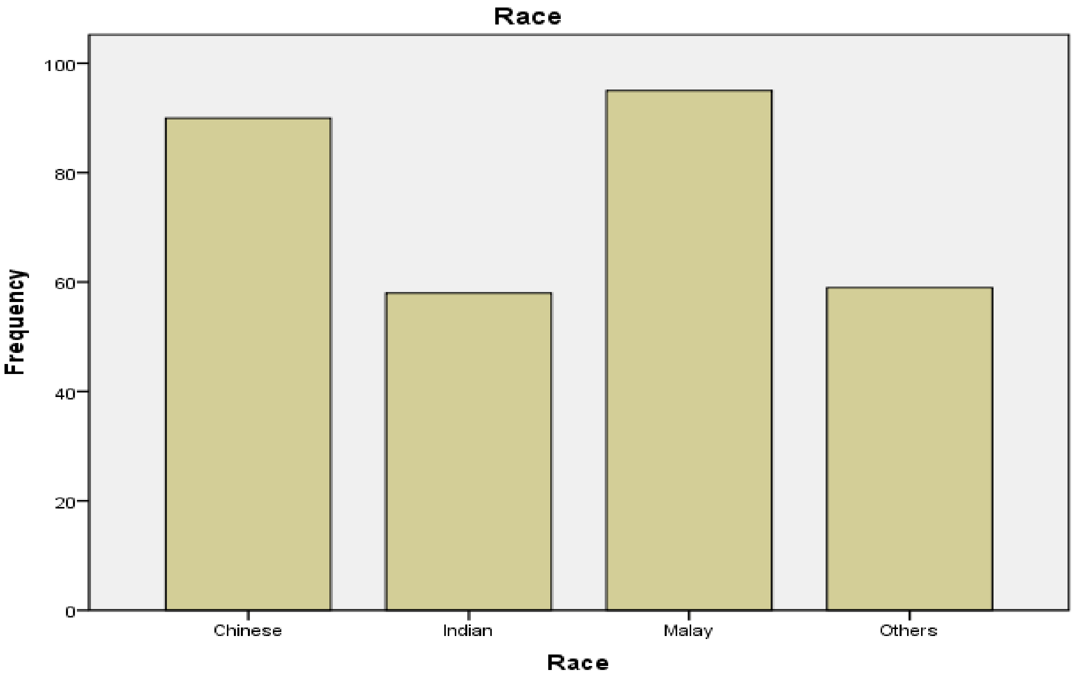
In regards to the table below, of the 302 participants in the survey distributed, (43.4%, N=131) respondents were from the age of 20-30yrs old, (30.8%, N=93) respondents were from the age of 31-35yrs old, (15.6%, N=47) respondents were from the age of 36-40yrs old, (5.3% , N=16) respondents were from the age of 41-45yrs old , (5.0%, N=15) respondents were from the age of 45-60.



Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	90	29.8	29.8	29.8
	Indian	58	19.2	19.2	49.0
	Malay	95	31.5	31.5	80.5
	Others	59	19.5	19.5	100.0
	Total	302	100.0	100.0	

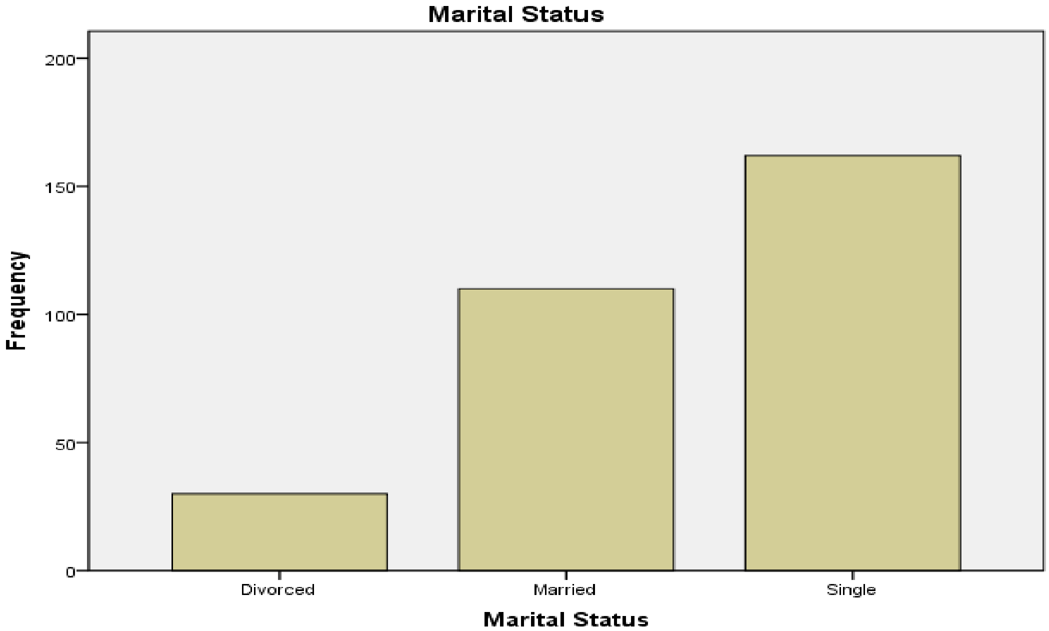
As shown in the table, out of the 302 participants in the survey distributed, (29.8%, N=90) respondents that formed Chinese ethnicity, (19.2%, N=58) respondents were from the Indian ethnicity, whereas (31.5%, N=95) which made the majority wereMalay, Others represented (19.5%, N=59) which showcased a variety of European/Middle Eastern mix races.



Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Divorced	30	9.9	9.9	9.9
	Married	110	36.4	36.4	46.4
	Single	162	53.6	53.6	100.0
	Total	302	100.0	100.0	

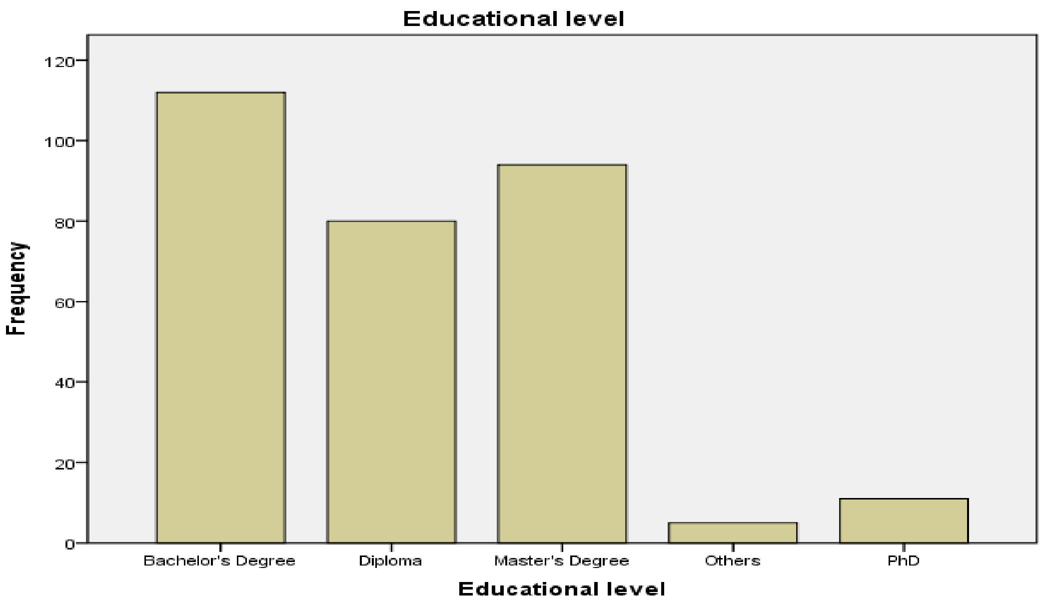
As shown in the table, out of the 302 participants in the survey distributed, (9.9%, N=30) respondents were Divorced individuals, (36.4%, N=110) of the respondents are Married whilst, (53.6%, N=162) respondents are of Single status.



Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	112	37.1	37.1	37.1
	Diploma	80	26.5	26.5	63.6
	Master's Degree	94	31.1	31.1	94.7
	Others	5	1.7	1.7	96.4
	PhD	11	3.6	3.6	100.0
	Total	302	100.0	100.0	

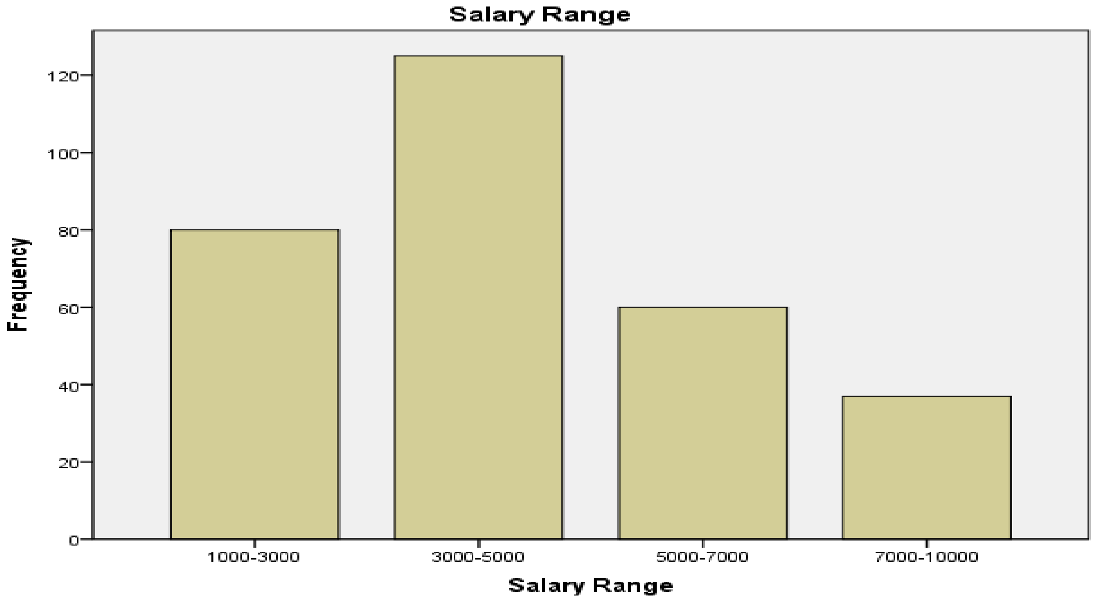
In terms of education, the table suggests that, out of the 302 participants in the survey distributed, (37.1%, N=112) respondents of which formed the majority have Bachelor Degrees, (26.5%, N=80) of the respondents have Diplomas, (31.1%, N=94) of the respondents have a Masters' Degree, (3.6%, N=11) of the respondents have PhD holders, (1.7%, N=5) of the respondents are Others showcasing other educational degrees.



Salary Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000-3000	80	26.5	26.5	26.5
	3000-5000	125	41.4	41.4	67.9
	5000-7000	60	19.9	19.9	87.7
	7000-10000	37	12.3	12.3	100.0
	Total	302	100.0	100.0	

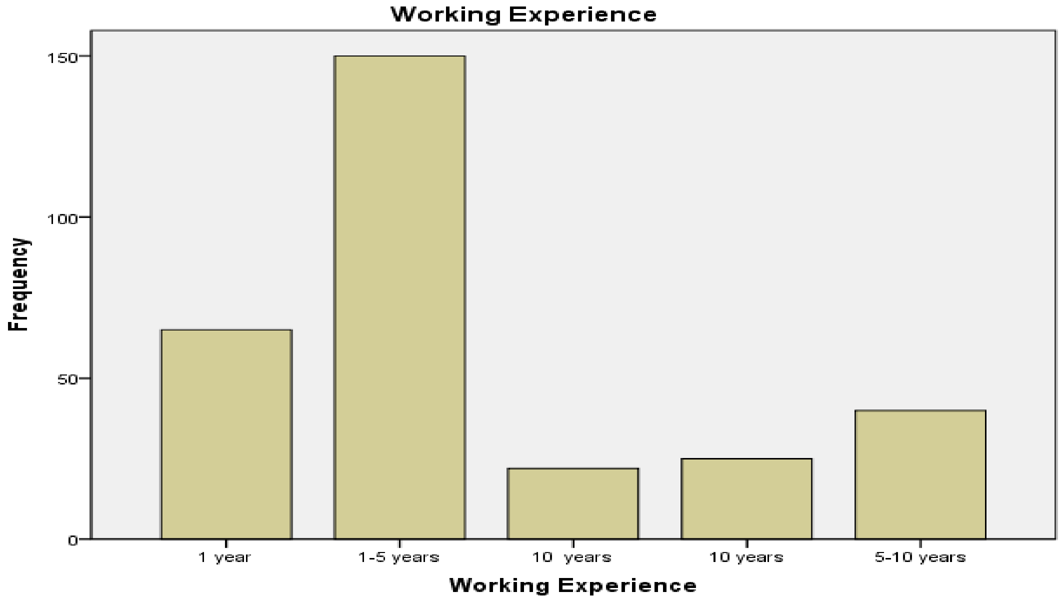
Of those who were employed, the table suggests that, out of the 302 participants in the survey distributed, (26.5%, N=80) respondents earn between 1000-3000, (41.4%, N=125) respondents who formed the majority in Malaysia earn between 3000-5000, (19.9%, N=60) respondents earn between 5000 – 7000, (12.3%, N=37) respondents earn between 7000 – 10000.



Working Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 year	65	21.5	21.5	21.5
	1-5 years	150	49.7	49.7	71.2
	10 years	47	13.6	13.6	86.8
	5-10 years	40	13.2	13.2	100.0
	Total	302	100.0	100.0	

When it comes to work experience, the table suggests that, out of the 302 participants in the survey distributed, (21.5%, N=65) of the respondents have been working for 1 year or less, (49.7%, N=150) of the respondents forming the majority have been working for 1-5 years, (13.6%, N=47) of the respondents have been working for 10 years or more and (13.2%, N=40) have been working between 5-10 years.

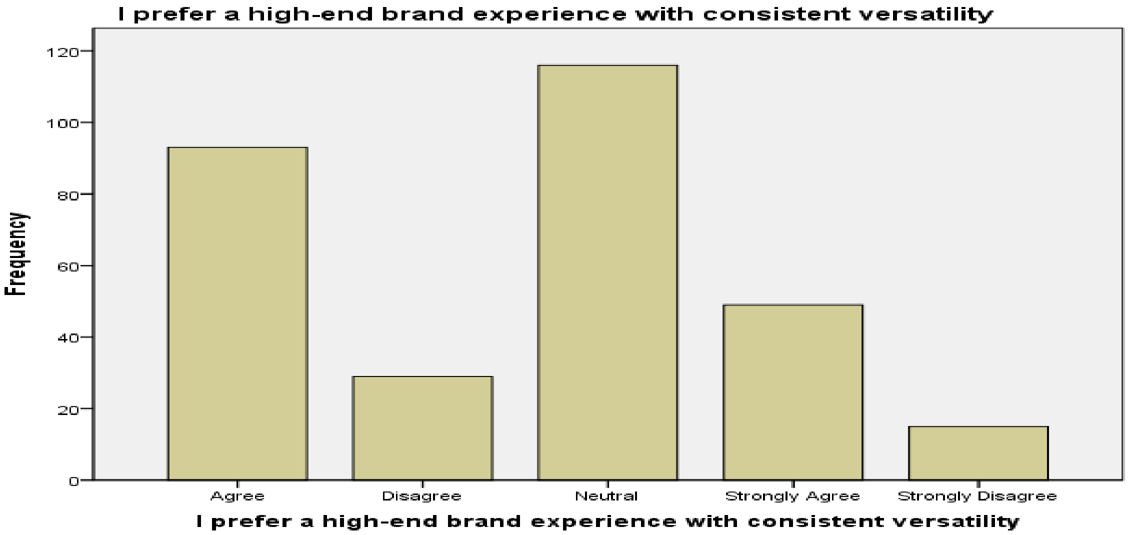


Section B: Research Data Collection
This section takes a closed, more relevant look into the research objectives and hypothesis through seeking direct answers to the topics relevant to this thesis. This first section aimed to look into the consumer preference in terms of high-end brand experience with consistent versatility.

I prefer a high-end brand experience with consistent versatility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	93	30.8	30.8	30.8
	Disagree	29	9.6	9.6	40.4
	Neutral	116	38.4	38.4	78.8
	Strongly Agree	49	16.2	16.2	95.0
	Strongly Disagree	15	5.0	5.0	100.0
	Total	302	100.0	100.0	

The level of high-end brand vulnerability can be seen in the survey among the 302 respondents (30.8%, N =93) Agree to the high-end brand experience with consistent versatility. (9.6%, N=29) respondents Disagree to a high-end brand experience with consistent versatility. (38.4%, N=116) respondents were Neutral to a high-end brand experience with consistent versatility. (16.2%, N=49) respondents Strongly Agree to a high-end brand experience with consistent versatility and (5.0%, N=15) Strongly Disagree with a high-end brand experience with consistent versatility in Malaysia 2018.



High-end brands guarantees good customer service

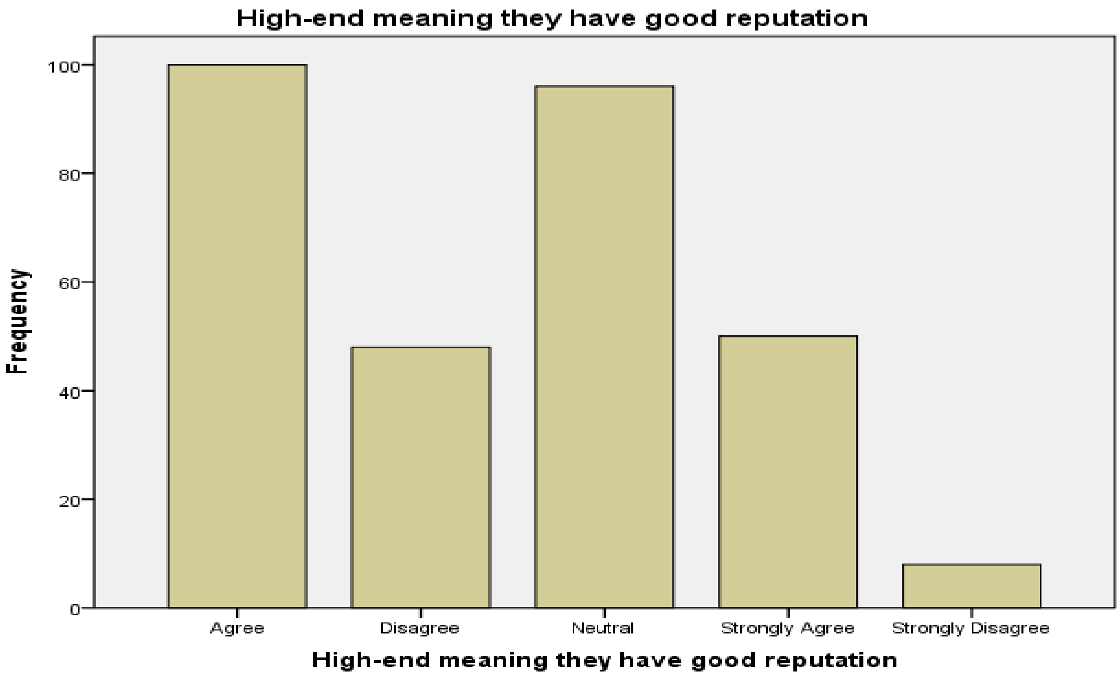
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	91	30.1	30.1	30.1
	Disagree	34	11.3	11.3	41.4
	Neutral	106	35.1	35.1	76.5
	Strongly Agree	53	17.5	17.5	94.0
	Strongly Disagree	18	6.0	6.0	100.0
	Total	302	100.0	100.0	

Of the 302 participants in the level of high-end customer service(30.1%, N=91) respondents Agree on high-end brands guarantees good customer service. (11.3%, N=34) respondents Disagree on high-end brands guarantees good product service. Majority of the respondents (35.1%, N=106) were Neutral with the fact that high-end brands guarantees good customer service. (17.5%, N=53) respondents Strongly Agree to high-end brands guarantees good customer service. (6.0%,N=18) respondents Strongly Disagree with high-end brands guarantees good customer service.

High-end meaning they have good reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	100	33.1	33.1	33.1
	Disagree	48	15.9	15.9	49.0
	Neutral	96	31.8	31.8	80.8
	Strongly Agree	50	16.6	16.6	97.4
	Strongly Disagree	8	2.6	2.6	100.0
	Total	302	100.0	100.0	

In terms of this category level of status, word of mouth influence or reputation, of the 302 participants in the survey (33.1%, N= 100) which made the majority for this category Agree to high-end meaning they have good reputation. (15.9%, N=48) respondents Disagree to high-end meaning they have good reputation, (31.8%, N=96) respondents were Neutral on high-end brand experience meaning they have a good reputation. (16.6%, N=50) respondents Strongly Agree to high-end brand meaning they have a good reputation. (2.6%, N=8) Strongly Disagree on high-end meaning they have good reputation.



High-end brands guarantees a good product experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	103	34.1	34.1	34.1
	Disagree	42	13.9	13.9	48.0
	Neutral	91	30.1	30.1	78.1
	Strongly Agree	60	19.9	19.9	98.0
	Strongly Disagree	6	2.0	2.0	100.0

High-end brands guarantees a good product experience

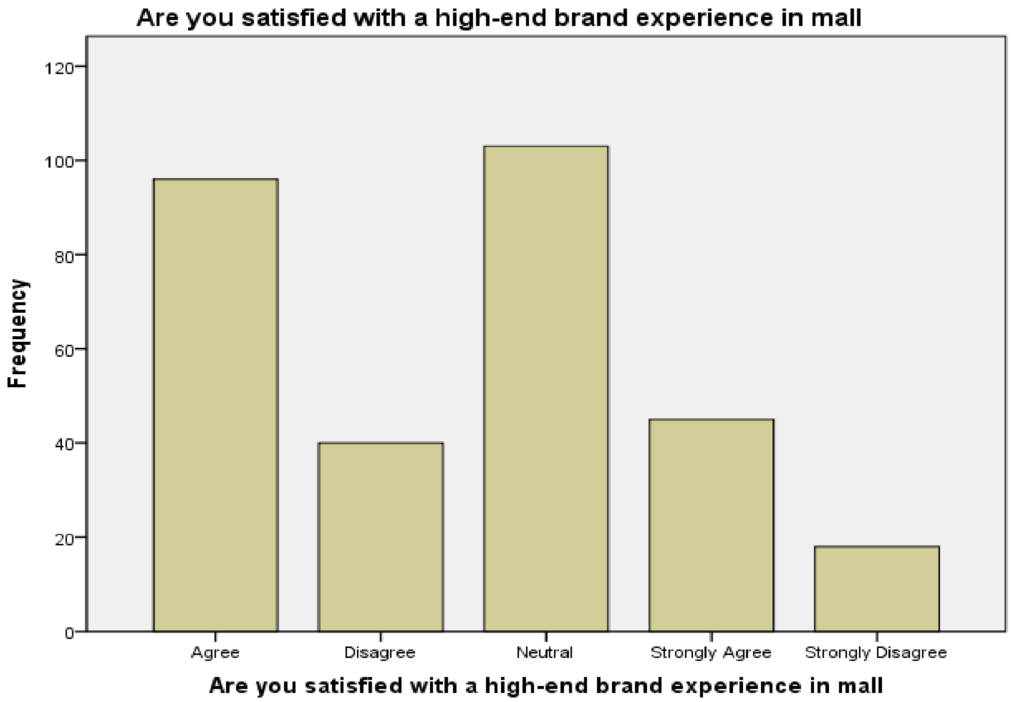
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	103	34.1	34.1	34.1
	Disagree	42	13.9	13.9	48.0
	Neutral	91	30.1	30.1	78.1
	Strongly Agree	60	19.9	19.9	98.0
	Strongly Disagree	6	2.0	2.0	100.0
	Total	302	100.0	100.0	

Of the 302 participants in the survey the level of high-end product experience (34.1%, N= 103) respondents Agree with high-end brands guarantees a good product experience. (13.9%, N=42) respondents Disagree with high-end brands guarantees a good product experience, (30.1%, N=91) respondents were Neutral with high-end brands guarantees a good product experience, (19.9%, N=60) respondents Strongly Agree with high-end brands guarantees a god product experience, (2.0%, N=6) respondents Strongly Disagree with high-end brands guarantees a good product service.

Are you satisfied with a high-end brand experience in mall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	96	31.8	31.8	31.8
	Disagree	40	13.2	13.2	45.0
	Neutral	103	34.1	34.1	79.1
	Strongly Agree	45	14.9	14.9	94.0
	Strongly Disagree	18	6.0	6.0	100.0
	Total	302	100.0	100.0	

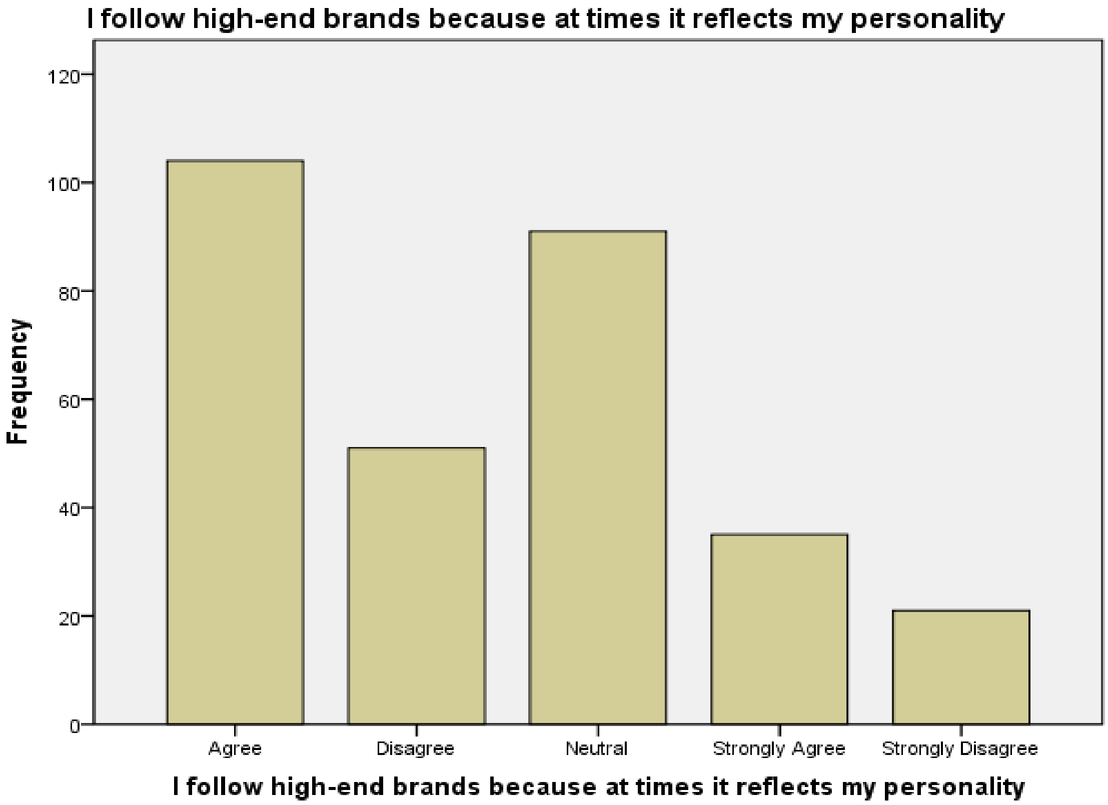
When it comes to the level of consumer satisfaction, of the 302 participants in the survey (31.8%, N=96) respondents Agree to the satisfaction of a high-end brand experience in a mall. (13.2%, N=40) Disagree to the satisfaction of high-end brand experience in a mall, (34.1%, N=103) respondents were Neutral to the satisfaction of high-end brand experience in a mall, (14.9%, N=45) respondents Strongly Agree to the satisfaction of high-end brand experience in a mall, (6.0%, N=18) respondents Strongly Disagree to satisfaction of high-end brand experience in a mall in Malaysia.



I follow high-end brands because at times it reflects my personality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	104	34.4	34.4	34.4
	Disagree	51	16.9	16.9	51.3
	Neutral	91	30.1	30.1	81.5
	Strongly Agree	35	11.6	11.6	93.0
	Strongly Disagree	21	7.0	7.0	100.0
	Total	302	100.0	100.0	

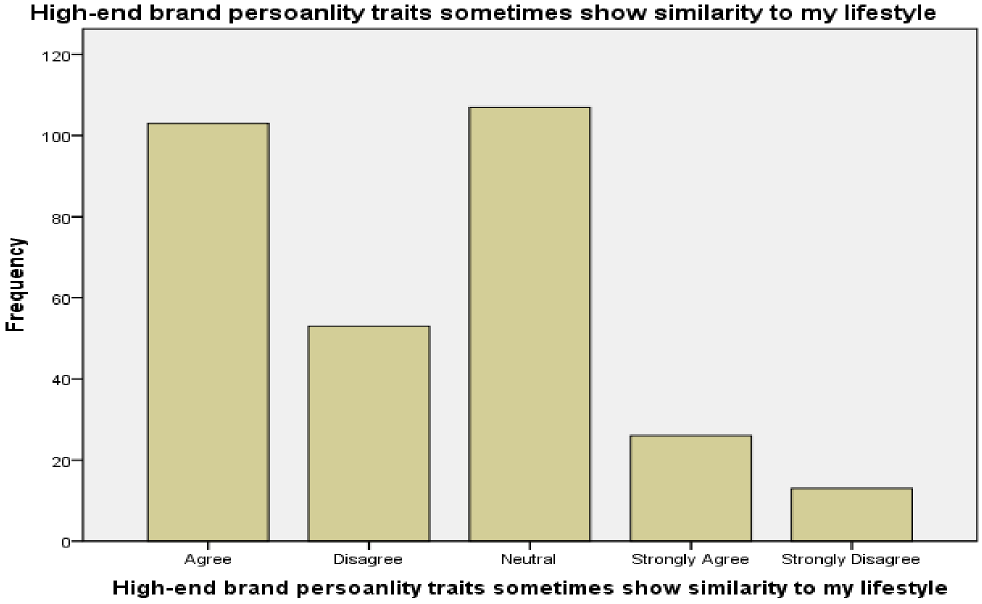
In terms of consumer loyalty through following the brands, out of the 302 participants in the survey (34.4%, N=104) respondents Agree to follow high-end brands because it times it reflects their personalities. (16.9%, N=51) respondents Disagree to follow high-end brands because at times it reflects their personalities. (30.1%, N=91) respondents were Neutral towards high-end brands at times reflects their personality, (11.6%, N=35) respondents Strongly Agree, (7.0%, N=21) respondents Strongly Disagree towards high-end brands reflecting their personalities sometimes.



High-end brand personality traits sometimes show similarity to my lifestyle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	103	34.1	34.1	34.1
	Disagree	53	17.5	17.5	51.7
	Neutral	107	35.4	35.4	87.1
	Strongly Agree	26	8.6	8.6	95.7
	Strongly Disagree	13	4.3	4.3	100.0
	Total	302	100.0	100.0	

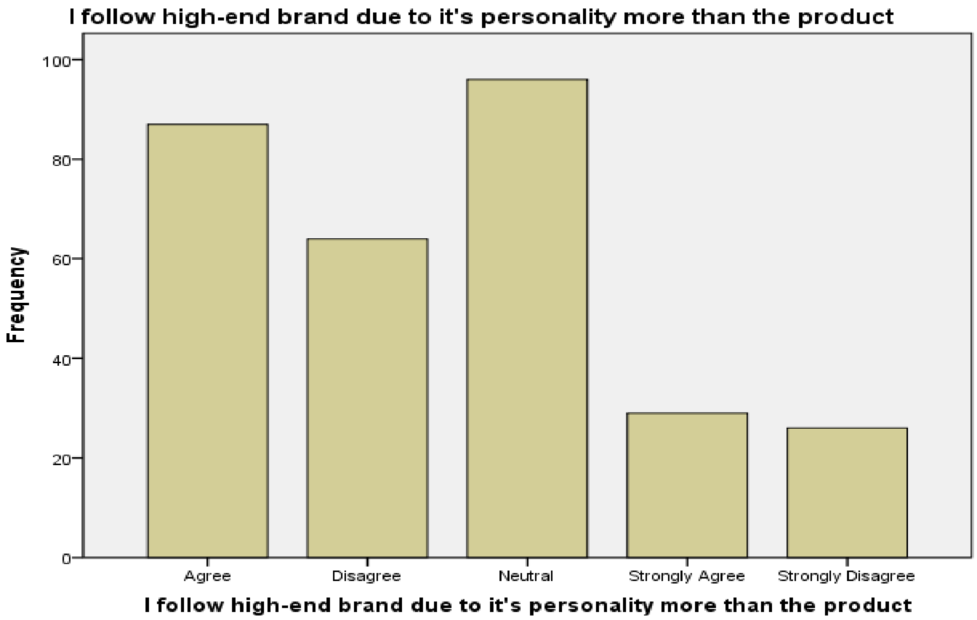
In terms of similarity between brand personality traits and consumers lifestyle, of the 302 participants in the survey (34.1%, N=103) respondents Agree on similarity between brand personality traits and consumer lifestyle, (17.5%, N=53) respondents Disagree on the similarity of brand personality traits and consumer lifestyle, (35.4%, N=107) respondents were Neutral on the similarity of brand personality traits and consumer lifestyle, (8.6%, N =26) respondents Strongly Agree on the similarity between the brand personality traits to that of consumer lifestyle, (4.3%, N=13) respondents Strongly Disagree on brand personality traits and consumer lifestyles.



I follow high-end brand due to its personality more than the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	87	28.8	28.8	28.8
	Disagree	64	21.2	21.2	50.0
	Neutral	96	31.8	31.8	81.8
	Strongly Agree	29	9.6	9.6	91.4
	Strongly Disagree	26	8.6	8.6	100.0
	Total	302	100.0	100.0	

Here, of the 302 participants in the survey (28.8%, N=87) respondents Agree to follow a high-end personality rather than the product, (21.2%, N=64) respondents Disagree they prefer to follow the product, (31.8%, N=96) respondents were Neutral they accepted both personality and the product on the same level. (9.6%, N=29) respondents Strongly Agree on following the personality rather than the product, (8.6%, N=26) respondents Strongly Disagree.



All high-end brand personalities mostly advertise European people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	101	33.4	33.4	33.4
	Disagree	37	12.3	12.3	45.7
	Neutral	84	27.8	27.8	73.5
	Strongly Agree	71	23.5	23.5	97.0
	Strongly Disagree	9	3.0	3.0	100.0
	Total	302	100.0	100.0	

Demand of European people in advertisements, the perspective of the 302 participants in the survey on this issue suggest that (33.4%, N=101) respondents strongly Agree, (12.3%, N=37) respondents Disagree, (27.8%, N=84) respondents were Neutral and (23.5%, N=71) Strongly Agree on advertising European people in their brands in Malaysia. (3.0%, N=9) respondents Strongly Disagree on this subject.

High-end brand personalities stimulate my liking for the brand

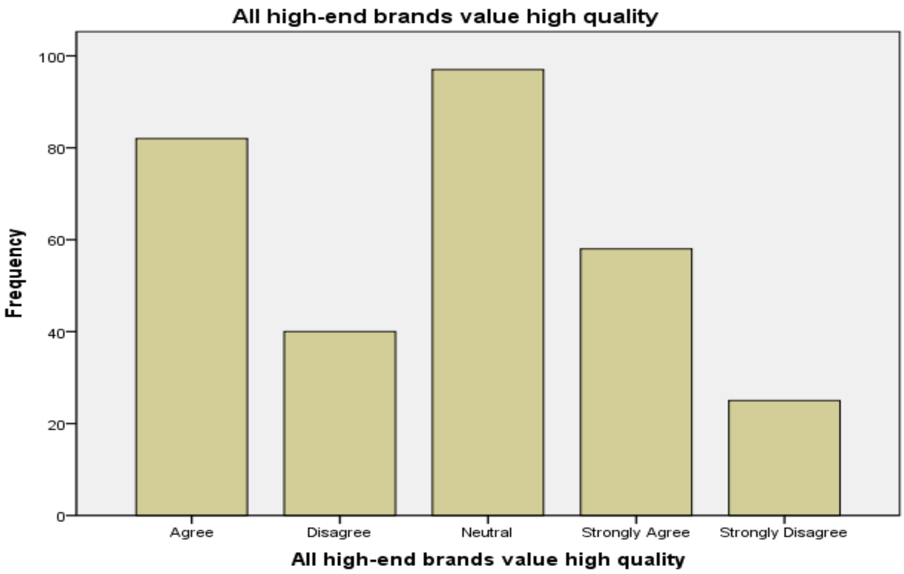
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	92	30.5	30.5	30.5
	Disagree	47	15.6	15.6	46.0
	Neutral	102	33.7	33.7	79.8
	Strongly Agree	40	13.2	13.2	93.0
	Strongly Disagree	21	7.0	7.0	100.0
	Total	302	100.0	100.0	

Of the 302 participants in the survey for the level of consumer attraction (30.5%, N=92) respondents Agree, (15.6%, N=47) respondents Disagree, (102%, N=33.7) respondents were Neutral, and (13.2%, N=40) Strongly Agree and (7.0%, N=21) respondents Strongly Disagree.

All high-end brands value high quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	82	27.2	27.2	27.2
	Disagree	40	13.2	13.2	40.4
	Neutral	97	32.1	32.1	72.5
	Strongly Agree	58	19.2	19.2	91.7
	Strongly Disagree	25	8.3	8.3	100.0
	Total	302	100.0	100.0	

When it comes to quality, of the 302 participants in the survey (27.2%, N=82) respondents Agree on high-end brand having high quality, (13.2%, N=40) respondents Disagree on all high-end brands acquiring high quality, (32.1%, N=97) respondents were Neutral in making a solid decision but believed that some do have high quality and some not at all, and (19.2%, N =58) Strongly Agree with all high-end brands have high quality and (8.3%, N=25) respondents Strongly Disagree.



Price is not important to me when it comes to high-end brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	71	23.5	23.5	23.5
	Disagree	54	17.9	17.9	41.4
	Neutral	93	30.8	30.8	72.2
	Strongly Agree	53	17.6	17.6	89.8
	Strongly Disagree	31	10.3	10.3	100.0
	Total	302	100.0	100.0	

When it comes to price of the 302 participants in the survey (23.5%, N=71) respondents Agree, (17.9%, N=54) respondents Disagree because for few people price is important not everyone can afford high-end products and can still have a high-end look through cheaper options, (30.8%, N=93) respondents were Neutral, (17.6%, N=53) respondents Disagree and (10.3, N=31) respondents Strongly Disagree. Few Participants mentioned after finishing the questionnaire depends on the pocket and the mood fig :

High-end brands stimulate value for personal satisfaction.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	97	32.1	32.1	32.1
	Disagree	34	11.3	11.3	43.4
	Neutral	97	32.1	32.1	75.5
	Strongly Agree	57	18.9	18.9	94.0
	Strongly Disagree	17	5.7	5.7	100.0
	Total	302	100.0	100.0	

When it comes to personal satisfaction, of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.

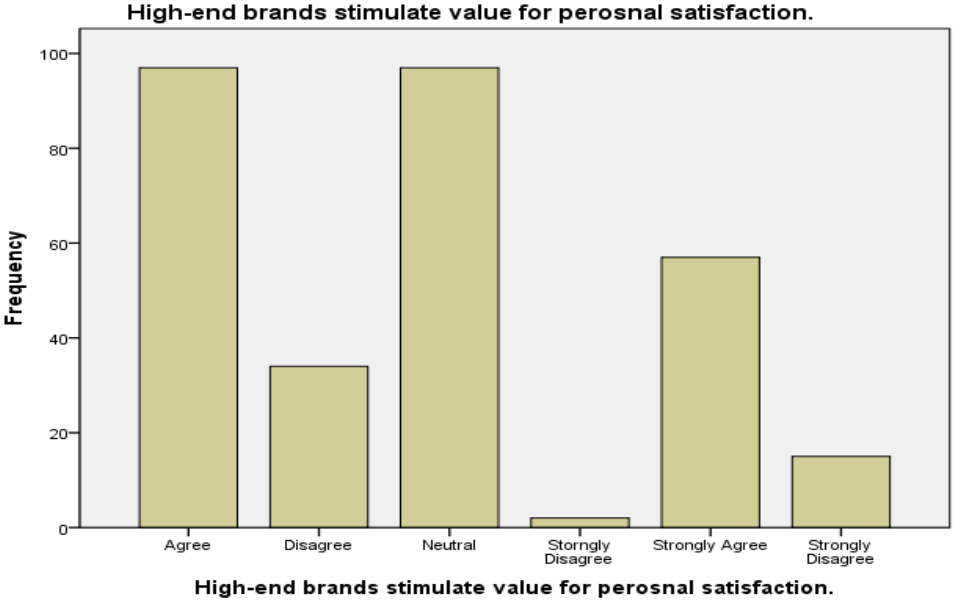
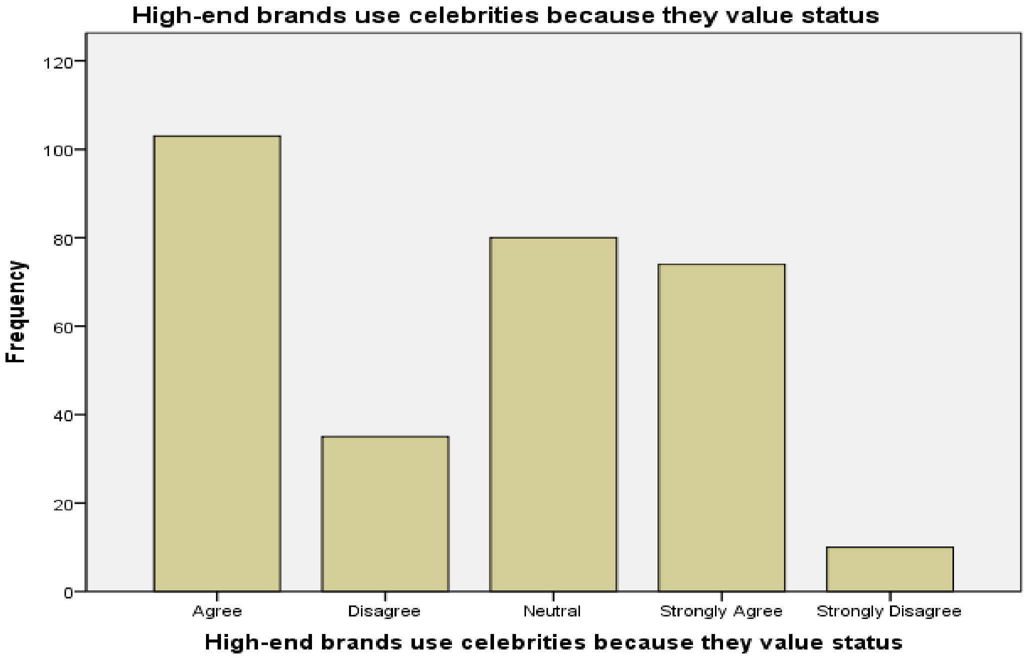


fig:

High-end brands use celebrities because they value status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	103	34.1	34.1	34.1
	Disagree	35	11.6	11.6	45.7
	Neutral	80	26.5	26.5	72.2
	Strongly Agree	74	24.5	24.5	96.7
	Strongly Disagree	10	3.3	3.3	100.0
	Total	302	100.0	100.0	

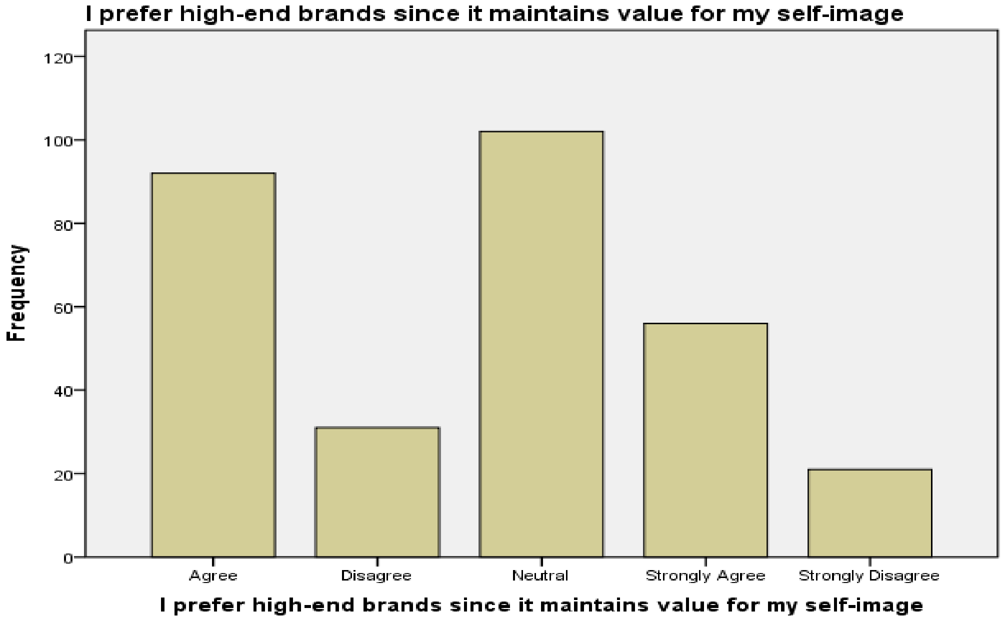
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



I prefer high-end brands since it maintains value for my self-image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	92	30.5	30.5	30.5
	Disagree	31	10.3	10.3	40.7
	Neutral	102	33.8	33.8	74.5
	Strongly Agree	56	18.5	18.5	93.0
	Strongly Disagree	21	7.0	7.0	100.0
	Total	302	100.0	100.0	

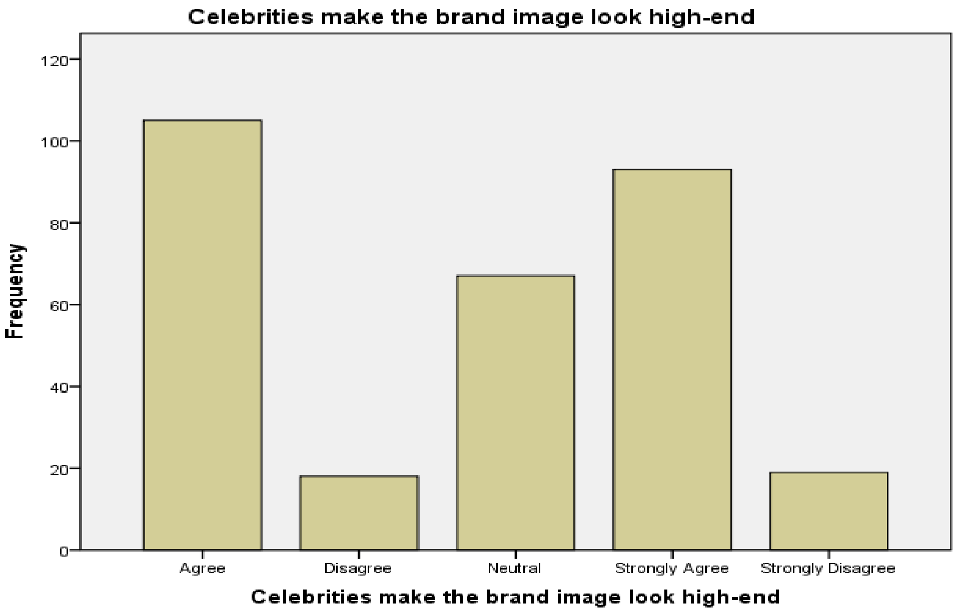
This indicated preference of the products to self-image whereby of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



Celebrities make the brand image look high-end

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	105	34.8	34.8	34.8
	Disagree	18	6.0	6.0	40.7
	Neutral	67	22.2	22.2	62.9
	Strongly Agree	93	30.8	30.8	93.7
	Strongly Disagree	19	6.3	6.3	100.0
	Total	302	100.0	100.0	

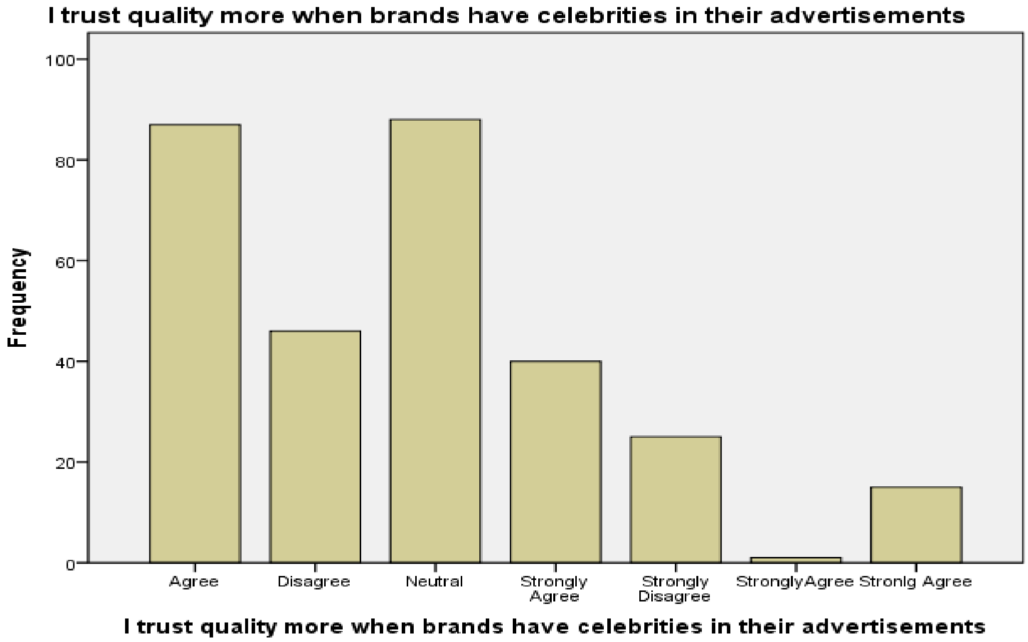
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



I trust quality more when brands have celebrities in their advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	87	28.8	28.8	28.8
	Disagree	46	15.2	15.2	44.0
	Neutral	88	29.1	29.1	73.2
	Strongly Agree	56	18.5	18.5	91.7
	Strongly Disagree	25	8.3	8.3	100.0
	Total	302	100.0	100.0	

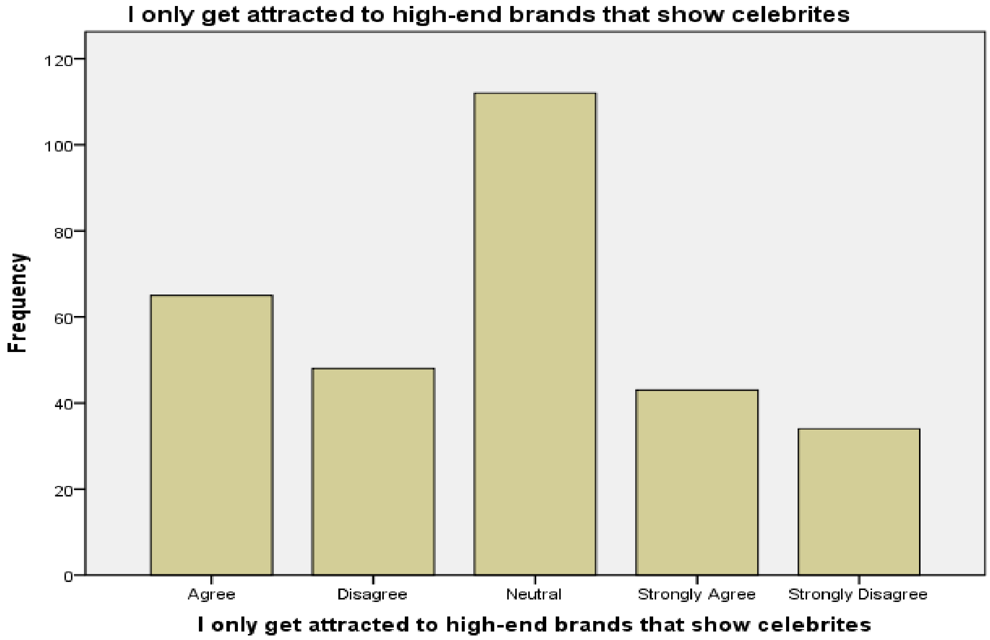
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



I only get attracted to high-end brands that show celebrities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	65	21.5	21.5	21.5
	Disagree	48	15.9	15.9	37.4
	Neutral	112	37.1	37.1	74.5
	Strongly Agree	43	14.2	14.2	88.7
	Strongly Disagree	34	11.3	11.3	100.0
	Total	302	100.0	100.0	

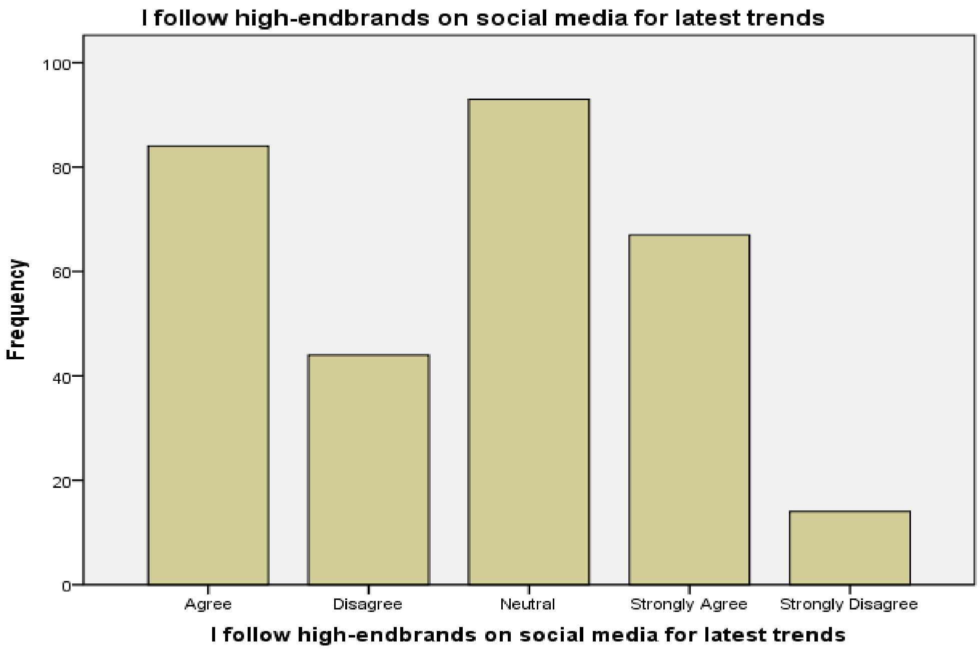
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



I follow high-endbrands on social media for latest trends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	84	27.8	27.8	27.8
	Disagree	44	14.6	14.6	42.4
	Neutral	93	30.8	30.8	73.2
	Strongly Agree	67	22.2	22.2	95.4
	Strongly Disagree	14	4.6	4.6	100.0
	Total	302	100.0	100.0	

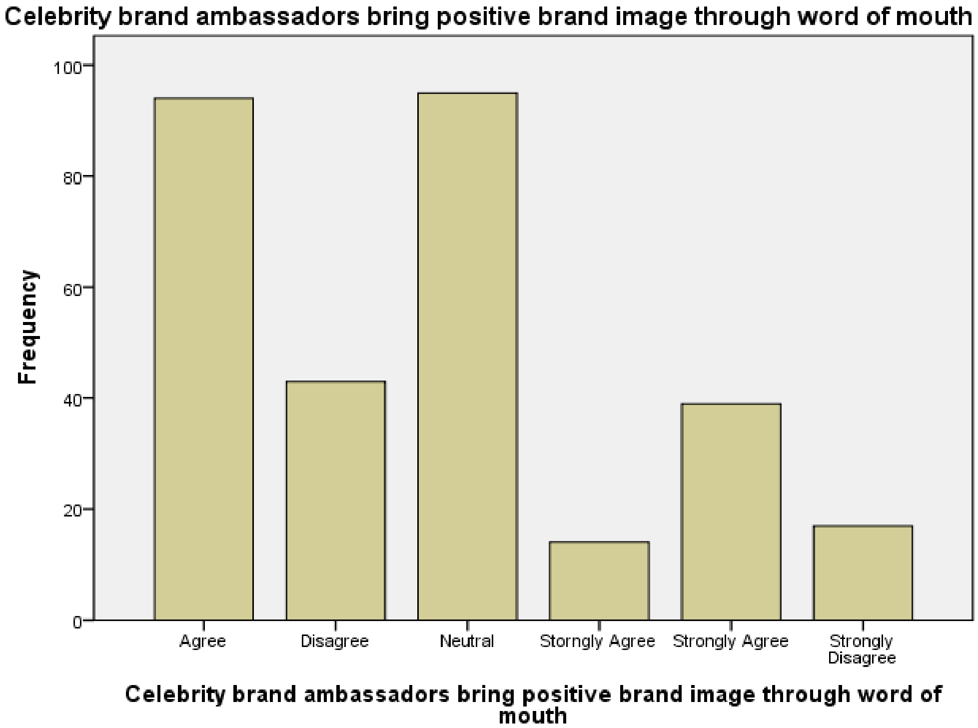
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



Celebrity brand ambassadors bring positive brand image through word of mouth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	94	31.1	31.1	31.1
	Disagree	43	14.2	14.2	45.4
	Neutral	95	31.5	31.5	76.8
	Strongly Agree	53	17.5	17.5	94.4
	Strongly Disagree	17	5.6	5.6	100.0
	Total	302	100.0	100.0	

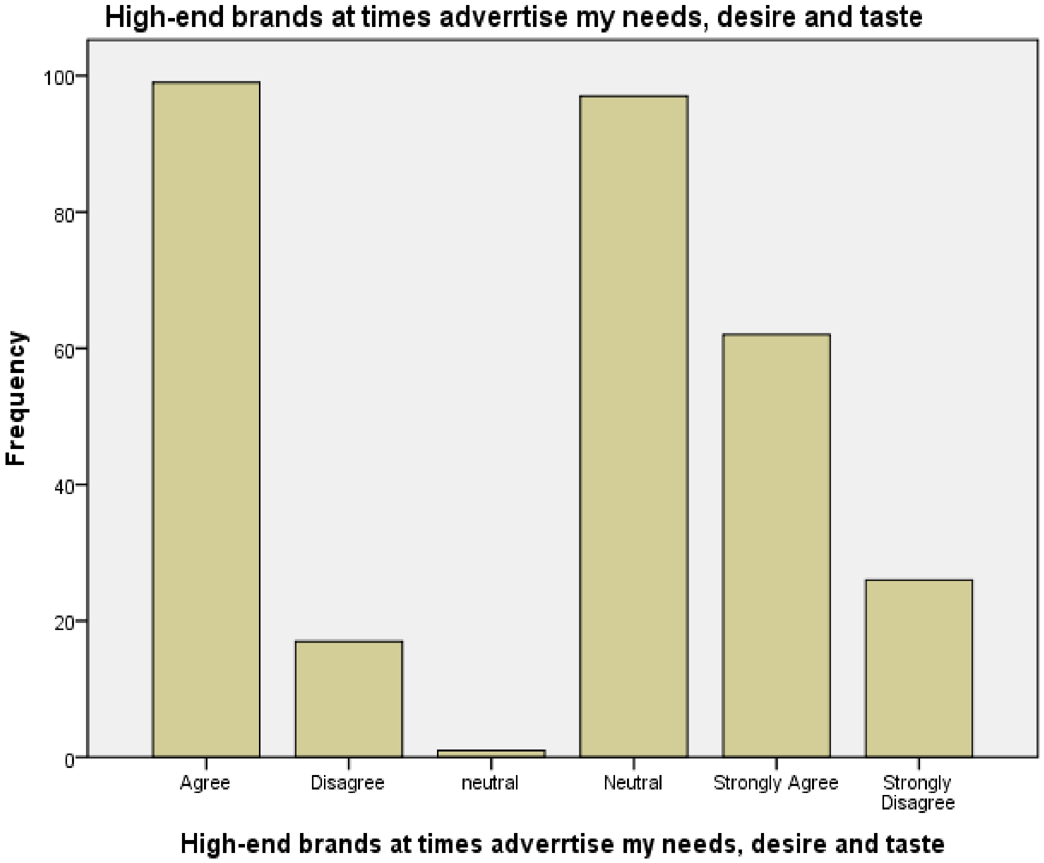
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



High-end brands at times advertise my needs, desire and taste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	99	32.8	32.8	32.8
	Disagree	17	5.6	5.6	38.4
	Neutral	98	32.4	32.4	70.8
	Strongly Agree	62	20.5	20.5	91.4
	Strongly Disagree	26	8.6	8.6	100.0
	Total	302	100.0	100.0	

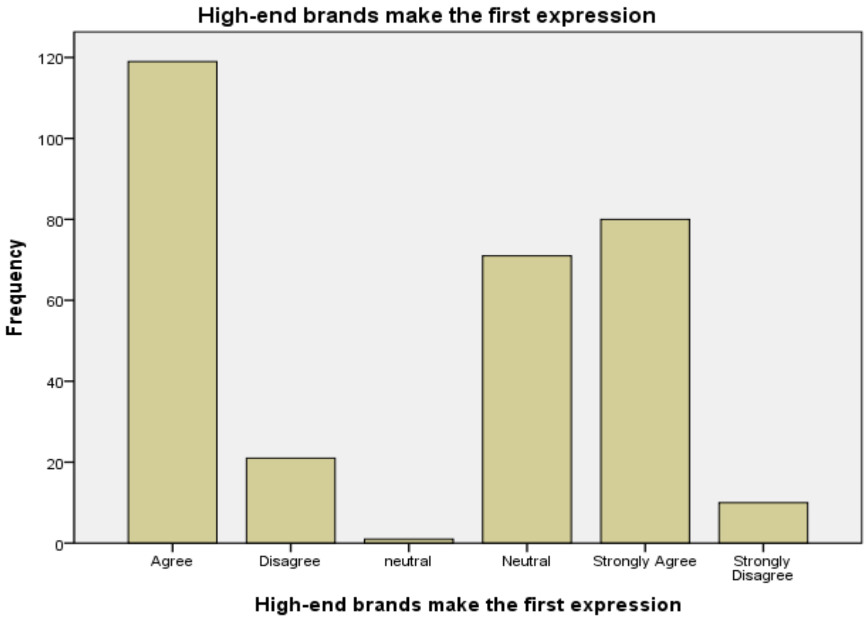
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



High-end brands make the first expression

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	119	39.4	39.4	39.4
	Disagree	21	7.0	7.0	46.4
	Neutral	71	23.5	23.5	70.2
	Strongly Agree	80	26.5	26.5	96.7
	Strongly Disagree	10	3.3	3.3	100.0
	Total	302	100.0	100.0	

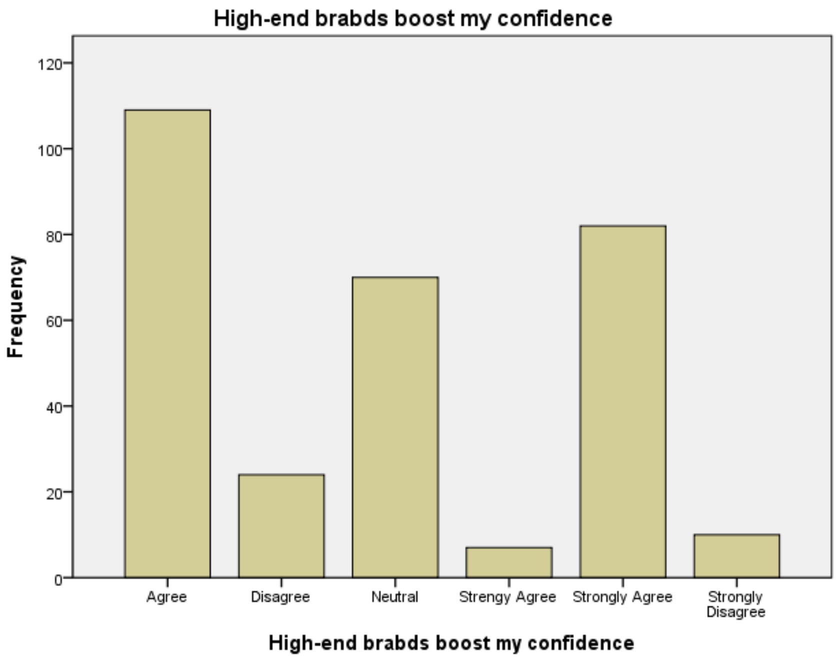
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



High-end brands boost my confidence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	109	36.1	36.1	36.1
	Disagree	24	7.9	7.9	44.0
	Neutral	70	23.2	23.2	67.2
	Strongly Agree	89	29.5	29.5	98.7
	Strongly Disagree	10	3.3	3.3	100.0
	Total	302	100.0	100.0	

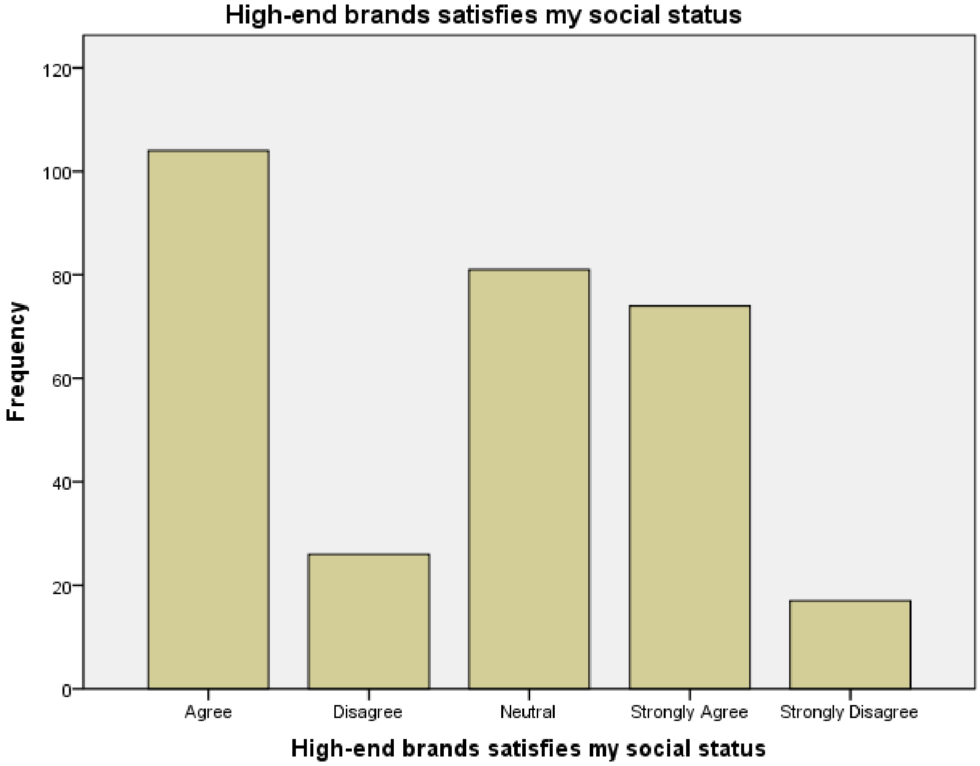
of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



High-end brands satisfies my social status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	104	34.4	34.4	34.4
	Disagree	26	8.6	8.6	43.0
	Neutral	81	26.8	26.8	69.9
	Strongly Agree	74	24.5	24.5	94.4
	Strongly Disagree	17	5.6	5.6	100.0
	Total	302	100.0	100.0	

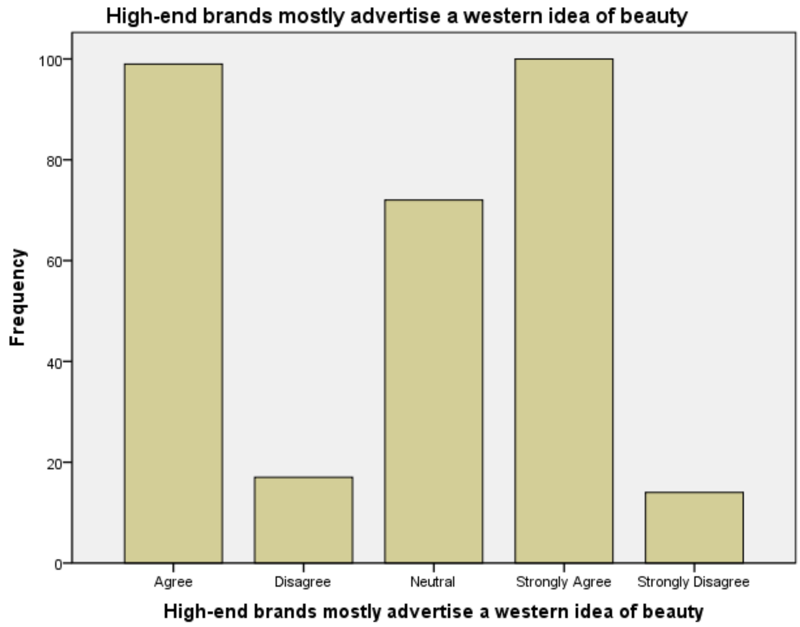
Of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



High-end brands mostly advertise a western idea of beauty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	99	32.8	32.8	32.8
	Disagree	17	5.6	5.6	38.4
	Neutral	72	23.8	23.8	62.3
	Strongly Agree	100	33.1	33.1	95.4
	Strongly Disagree	14	4.6	4.6	100.0
	Total	302	100.0	100.0	

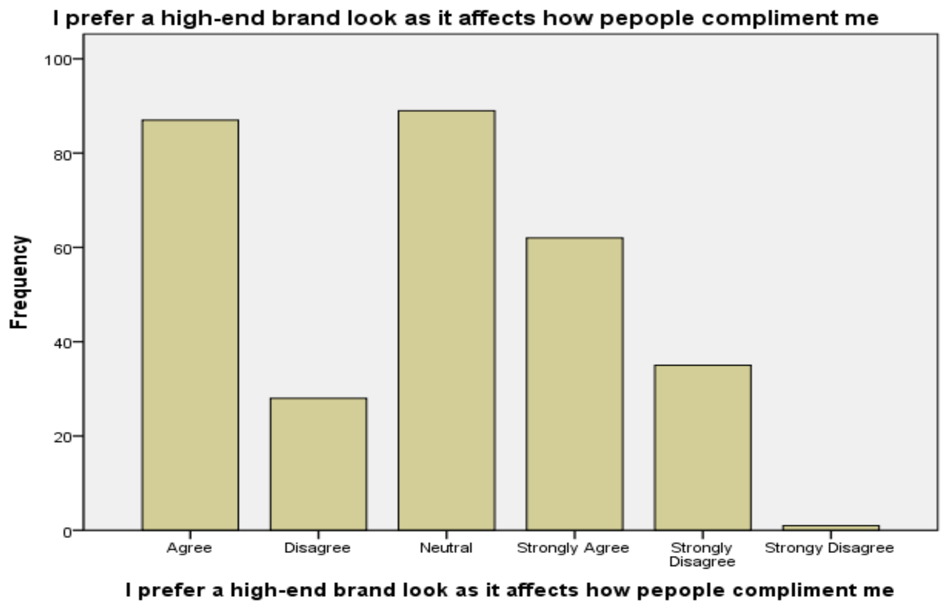
Of the 302 participants in the survey (2.4%, N=3) respondents strongly disagreed, (15.1%, N=19) respondents were neutral, (34%, N=68) respondents agree, and (2.4%, N =3) Disagree.



I prefer a high-end brand look as it affects how people compliment me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	87	28.8	28.8	28.8
	Disagree	28	9.3	9.3	38.1
	Neutral	89	29.5	29.5	67.5
	Strongly Agree	62	20.5	20.5	88.1
	Strongly Disagree	36	11.9	11.9	99.7
					100.0
	Total	302	100.0	100.0	

Out of the 302 participants in the survey on the level of social motivation (28.8%, N=87) respondents agree, (9.3%, N=28) respondents Disagree, (29.5%, N=89) respondents Neutral, (20.5%, N=62) respondents Strongly Agree and (11.9%, N=36) respondents Strongly Disagree.



It matters to me to take time to dress as it conveys my fashion sense

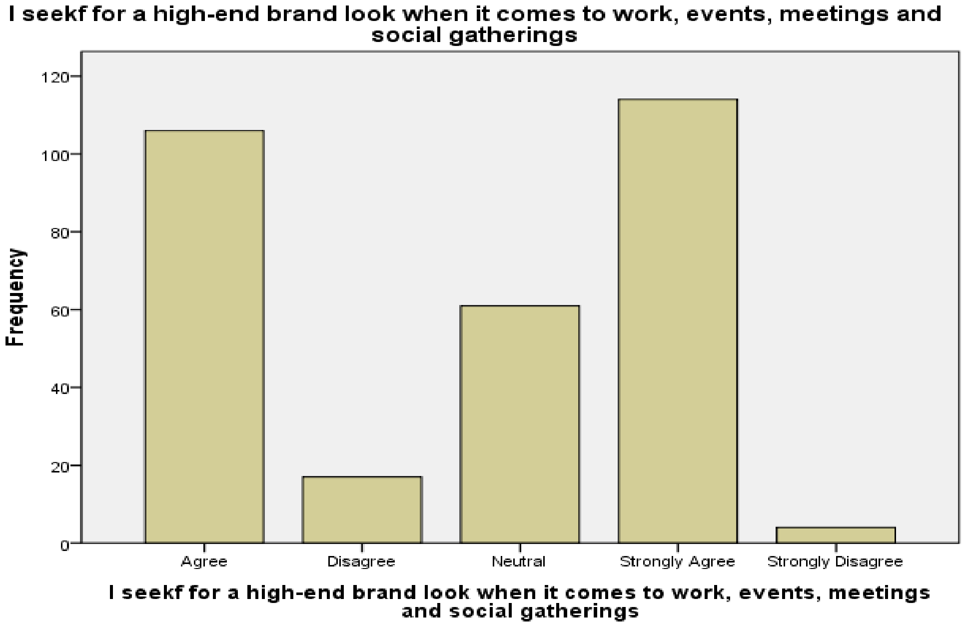
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	104	34.4	34.4	34.4
	Disagree	16	5.3	5.3	39.7
	Neutral	74	24.5	24.5	64.2
	Strongly Agree	97	32.1	32.1	96.4
	Strongly Disagree	11	3.6	3.6	100.0
	Total	302	100.0	100.0	

Out of the 302 participants in the survey on the level of take time to dress (34.4%, N=104) respondents Agree, (5.3%, N=16) respondents Disagree, (24.5%, N=74) respondents were Neutral, (32.1%, N =97) Strongly Agree and (3.6%, N=11) respondents Strongly Disagree.

I seek for a high-end brand look when it comes to work, events, meetings and social gatherings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	106	35.1	35.1	35.1
	Disagree	17	5.6	5.6	40.7
	Neutral	61	20.2	20.2	60.9
	Strongly Agree	114	37.7	37.7	98.7
	Strongly Disagree	4	1.3	1.3	100.0
	Total	302	100.0	100.0	

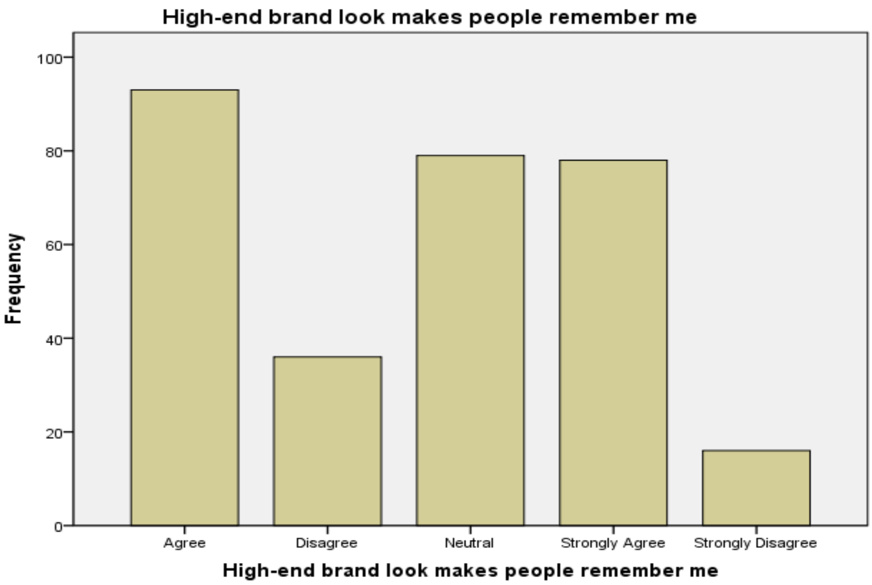
Out of 302 participants in the survey on the level of high-end brands being accepted as a professional fashion statement mostly strongly agreed. Among which (35.1%, N=106) respondents Agree, (5.6%, N=17)) respondents Disagree, (20.2%, N=61)) respondents were Neutral, (37.7%, N=114) respondents Strongly Agree and (1.3%, N=4) respondents Strongly Disagree.



High-end brand look makes people remember me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	93	30.8	30.8	30.8
	Disagree	36	11.9	11.9	42.7
	Neutral	79	26.2	26.2	68.9
	Strongly Agree	78	25.8	25.8	94.7
	Strongly Disagree	16	5.3	5.3	100.0
	Total	302	100.0	100.0	

Out of the 302 participants in the survey on the level of high-end brands making a memory among which (30.8%, N=93) respondents Agree, (11.9%, N=36)) respondents Disagree, (26.2%, N=79) respondents were Neutral, (25.8%, N=78)) respondents Strongly Agree and (5.3%, N=16) respondents Strongly Disagree.



I prefer high-end brand look because it provokes curiosity regarding my ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	94	31.1	31.1	31.1
	Disagree	32	10.6	10.6	41.7
	Neutral	90	29.8	29.8	71.5
	Strongly Agree	58	19.2	19.2	90.7
	Strongly Disagree	28	9.3	9.3	100.0
	Total	302	100.0	100.0	

Out of the 302 participants in the survey on the level of high-end brand provoking curiosity for consumer's personal fashion statements were (31.1%, N=94) respondents Agree, (10.6%, N=32) respondents Disagree, (29.8%, N=90) respondents were Neutral, (19.2%, N=58) Strongly Agree and (9.3%, N=28) respondents Strongly Disagree regarding high-end brands provoking curiosity regarding consumer self-image.

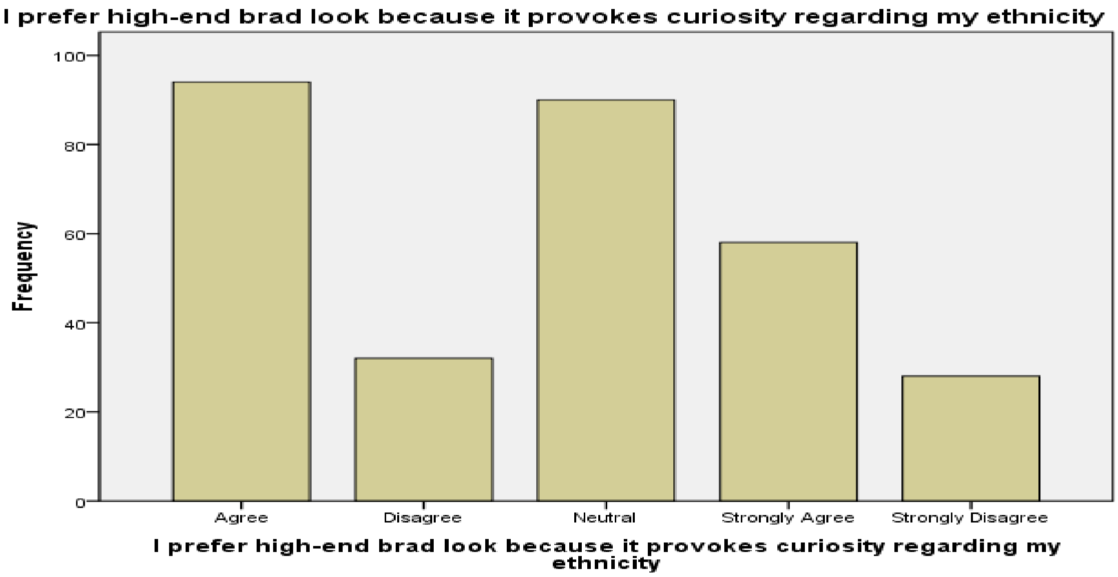


fig : Consumer perception towards high-end brands provoking curiosity regarding their image mostly agreed and second in demand was being neutral.

VI. RECOMMENDATION

After reviewing scholarly literature and the dissertation findings it is recommended for fashion professionals to develop fashion awareness campaigns, conferences and fashion institutes should design a program for college students covering all industries to implement a fashion conscious behavior.Since all measures were based on self-reporting and respondents could choose whether to provide their responses, social desirability bias might exist in the results, particularly when high-end fashion sense is commonly promoted and encouraged by Malaysian designers as a socially desired status to enhance their fashion statements.

The study has shown that people are quite fond of developing a high-end status rather than a socially conscious fashion status. Which is adapted mostly by generation Y (millennials) the most susceptible to the vulnerability of adapting any new trends and not maintaining to one style. This phenomenon is succeeding to fragment their personal identities due to the desire for an instant new look, demotivating cultural values and personal fashion perception. If Malaysian fashion professionals do not propose a socially responsible fashion environment, then the consumers will slowly evolve towards adapting to a common western high-end self-image.

The overall results obtained from the respondents mainly agreed to the fashion issues and other halfbeing neutral. In most of the previous literature researches the middle point option in most occasions is neglected for having the exact impact of positive to negative from the survey or a questionnaire for a precise data evaluation. It is recommended for the fashion researchers to use the neutral position as it affects attitude response, showing the uninvolved respondents due to the lack of knowledge for the specific issue. Neutrality from the findings emerged to spread awareness on the ambivalent respondents that represented lack of fashion knowledge (Si and Cullen 1998).

Neutrality of the research commands attention for future fashion professionals to not overlook this middle point but to investigate it further as a separate scale to enhance previous research gaps in fashion knowledge to evaluate attitude of the ambivalent respondents or generation Y (millennials).

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