

システム情報工学研究科修士論文概要

年 度	平成 24 年度	学位名	修士(ビジネス)
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論文題目 Relating Consumer Attitudes and Fast Fashion Consumption in a Malaysian Context (マレーシアにおける消費者の態度とファーストファッション消費の関係)			
論文概要 This research addresses the fast fashion consumer behavior characteristic and analyzes the underlying fast fashion motivations including face perception and brand country of origin effects in fast fashion consumption. In this paper, we attempt to find out what are the fast fashion characteristics in Malaysia, and what are the other underlying motivations and values are affecting fast fashion consumption in Malaysia. To carry out the research, a focus group interview and questionnaires survey was conducted in Malaysia. Result indicates that fast fashion consumptions are accounted by economic status and western brand image. Although relatively imperceptible, result also reveals that fast fashion consumption is connected to face perception and western brand preferred group. Additionally, we have identified the university type in Malaysia is affecting fast fashion consumption. Descriptive result also indicates that fast fashions successfully delivered its up to trend fashion image to consumers in Malaysia. The outcome is further developed into marketing implication, also offering ideas for further research.			
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