

INFLUENCE OF FOREIGN PRODUCTS ON GENERATION Y PURCHASE INTENTION

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Abstract: *As more companies compete on the global markets and manufacture their products worldwide, it's indirectly increased the choices of similar products between the local product and foreign product. The purpose of this study is to examine the influence of foreign products on Generation Y purchase intention in Malaysia. Primary data has been collected using a web-based questionnaire from 100 selected friends, family and potential respondents that were aged between 22-39 years. Correlation and multiple regression analyses were employed to estimate the relationships between independent and dependent variables. The resulted showed that quality of the product had the highest impact on Generation Y purchase intention towards foreign product.*

Keywords: *Purchase Intention, Foreign Products, Generation Y*

Introduction

In the recent year, Malaysia has a great growing in economic and become one of the developing countries. The increase of the economic has made the foreign companies increasing the investment in Malaysia and it was increasing the choices of similar products between the local product and foreign product. In developing markets, foreign brands are by and large connected with societal position or distinction in the psyches of buyers (Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000). The local company and the foreign company should know and study behavior of the consumer to understand how to fulfill the market through their marketing strategy or product improvement to achieve customer expectation and try to stay in this high competitive environment. A marketer who is able to capitalize on this market trend is expected to gain more profit in this highly competitive market (Kei, 2010). The tradition business fashion in Malaysia is the local brand using the traditional family-run stores or hypermarket as primary to carry the local product as known as the non-brand product. The present day retail locations highlighting alluring showcases and a wide choice of nearby item

and remote brand are rapidly rising (Kumar, Hyun-Joo, & Youn-Kyung, 2009). The consumer basically will only choose the products and brands which are carried the emotional benefit to them such as products which can express the consumers status and wealth as well as the utilitarian benefits such the products which provide good quality and selling at the lowest price such as Burberry and Prada (Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000). According to the research of C.P Kottak (1990) it concluded that consumers buying foreign brand are using to exhibits out their social standing is more conspicuous in creating nation where originate from a higher pay differences and status portability exist. The reason for this study is to comprehend the elements that influence the Generation Y in Malaysia purchase intention toward the foreign brand and local brand; and to understand how the foreign products affect their purchase intention of buying foreign product rather than local brands. Once the research is complete, it can be benefit many local brand companies to innovate their product in order to cater the customer's need and improve the business management and gain the competitive advantages when compete with the foreign company.

Research Objective

This research is to identify the Malaysia Generation Y purchase intention on foreign product and local product for their appearance. This research is also to study how a company marketing communication method or advertising techniques give impact on the Malaysia Generation Y purchase intention. It is also to determine whether product quality will influence on the purchase intention of Malaysia Generation Y or Millennials, also known as Generation Y or Gen Y, are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years, with 1981 to 1996 being a widely accepted defining range for the generation. Most Millennials are the children of baby boomers and early Gen Xers; Millennials are often the parents of Generation Alpha.

Y generation is basically shaped by technologies, media, social maker and events that happened in the current time (Van den Bergh & Behrer, 2011). Therefore, every generation have its own lifestyle, unique expectations, experiences, generational history, values and demographics that will influence their purchase intention became different with other generations (Williams & Page, 2011). Figure 1 also shown that Generation Y are a gathering of 71 million of populace that conceived in 1977 to 1994 (Morton, 2002). They are littler than the antecedent senior generation. This generation is an essential purchaser business sector fragment later on as the measurement in 2009 uncovered this gathering of populace will speak to more or less 26-30% of aggregate worldwide buyer market, identical to trillions of dollar business sector around the world (Kei, 2010). Generation Y is a generation that desire to seek change and they are a group of generation which can totally adapted to the new technology emerge; pursue for uniqueness for their out looking. They are a group of generation that likes to uses brands to transform or express themselves. Generation Y are a gathering of purchaser has been said that to be accomplished, grasp the utilization of web and willing to shop (Morton, 2002) Generation Y is a generation that desire to seek change and they are a group of generation which can totally adapted to the new technology emerge; pursue for uniqueness for their out looking.

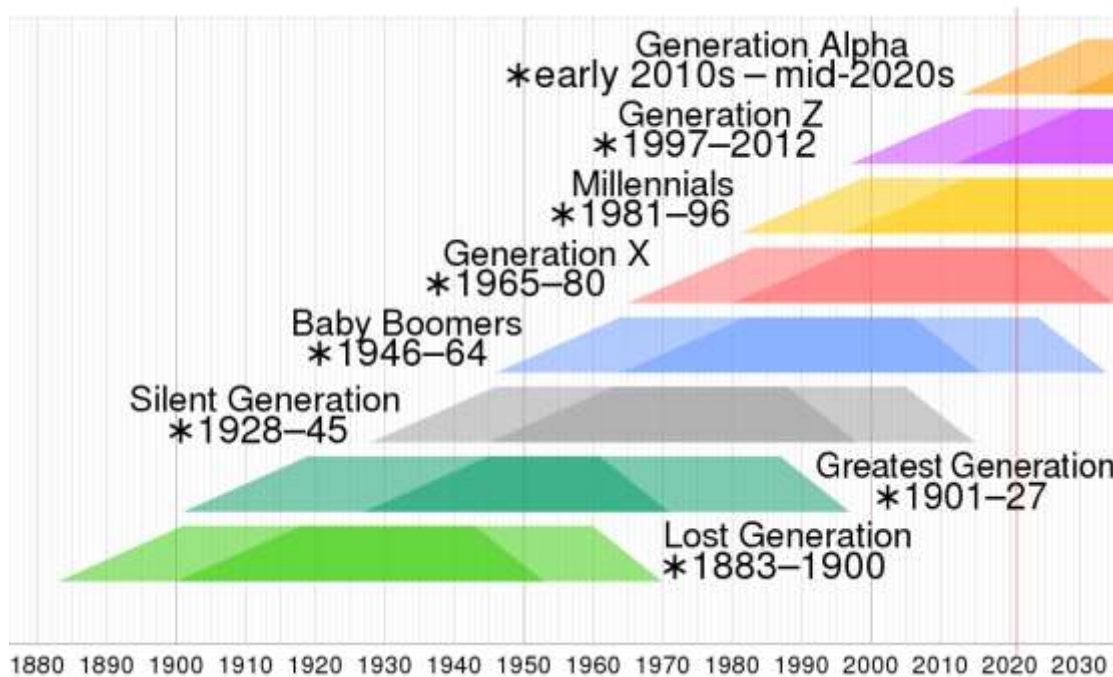


Figure 1: Major generations of the Western world

They are a group of generation that likes to uses brands to transform or express themselves. Generation Y are a gathering of purchaser has been said that to be accomplished, grasp the utilization of web and willing to shop (Morton, 2002). Generation Y is a gathering of shopper which mostly comes from dual-income families; this is the major factor that makes their purchase power increase base on the total income of families increase. According to Moore and Smith (2004) they believed Generation Y are frequently a piece of double salary families with expanded purchasing power. Generation Y is a segment that is holding high purchasing power in the future time (Cui, Trent, Sullivan, & Matiru, 2003). Scholars Morton (2002) had been mentioned that Generation Y is is a gathering of shopper which hold a high purchasing power. They are the consumers will pay more attention or more loyal to the luxury brands product equity perception in their minds (Müge, EREN-ERDOGMUS, & DEMIR, 2009). According to Knight & Young (2006) also stated that their significance is apparent by choices at organizations delivering extravagance merchandise, for example, Burberry to dispatch new divisions focusing on this central business sector.

Purchase Intention

Purchase intention is the willingness of a customer to buy a certain product or a certain service. Purchase intention is a dependent variable that depends on several external and internal factors. Purchase intentions are a measure of the respondent's attitude towards purchasing a product or availing a service. Purchase intentions are a very important metric in marketing. In fact, marketing based on intentions or intent marketing is about marketing goods & items based on the intentions of the consumers or the consumer's intent to accept, buy or use a particular product or service which may or may not have been clearly mentioned by the company or brand. Purchase intentions as a measurement are effective in designing marketing activities or promotions. The intent of a customer can make it very easy to exactly iterate what kind of content should be displayed in an advertisement. Porter (1974) also elaborated customers'

intention to purchase a focused brand is not merely by his same brand attitude, but also by his attitudes leading to other brands in choice of set considered. According to Ajzen (1991), "Intentions are assumed to capture the motivational factors that influence behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, to perform the behaviour." People with high intention to perform a behaviour are highly motivated to realise said behaviour. Thus, there is a significant probability that the behaviour will be realised (Fishbein & Ajzen, 2011). Fundamentally, the intention is motivation. The meaning of intention was expressed by Fishbein and Ajzen (2011) as follows: "Behavioural intentions are indications of a person's readiness to perform a behaviour." In this case, readiness is directed at the implementation of a behaviour.

Purchase intention define as consumer's attitude, evaluation and external factors that construct consumer purchase intention and also was a critical factor to measure consumer behavior (Fishbein & Ajzen, 2011). Purchase intention is the preference of consumer to buy the product or service Sohail et all (2015). In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Scholars Darakhshan & Jamid Ul Islam (2014) concluded that the purchase intention is an "individual's readiness and willingness to purchase a certain product or service." Ajzen (1991) suggested that intentions are presumed to be an indicator of to what extent people willing to approach certain behavior and how many attempts they are trying in order to perform certain behavior. Purchase intention is an important aspect not only for consumers but for marketers as well. Purchase intention triggers a consumer to decide on which product/service or brand he or she willingly to spend to fulfill his or her needs. ByoungHo Jin and Ji Hye Kang (2011) explains purchase intention relating four behavior of consumers including the undoubted plan to buy the product, thinking unequivocally to purchase the product, when someone contemplate to buy the product in the future, and to buy the specific product utterly. Purchasing intention is the probability that customers in a certain purchasing situation choose a certain brand of a product category (Crosno et al. 2009). Other scholars like Fishbein and Ajzen (1975) believe that the purchase intention is a tendency to buy a specific product or willing to pay for a particular service and they have stated that purchase intention is the key to measure the willingness of a consumer to purchase a particular product.

Besides, Fishbein & Ajzen (2011) also concluded that the higher degree in the purchase intention toward the specific product, the higher the possibility that the consumer will buy the product and they have been conclude that purchase intention is the "decision processes and consumer involvement in purchasing and using product or simply as purchasing goods and services for personal. Vanessa An Quintal (2016) founds that Extrinsic attributes produced a significant positive effect on purchase intentions for the prototypical brand. Perceived financial/performance risk produced a significant negative effect on purchase intentions for both the prototypical and me-too brands, while perceived psychological risk produced a significant negative effect on purchase intentions for the prototypical brand. Understanding the factors underlying Gen Y's consumer behaviour is crucial, particularly due to their considerable consumption potential and the increasing sophistication of brand marketing in the marketplace. Chung et all (2021) suggested online shopping marketers should enhance their marketing strategy in website development, brand choice experiential because the results indicated technology and brand involvement had the significant relationship towards generation y's online shopping satisfaction and also had the direct impact on generation y's purchase intention.

Chung also suggested Online shop marketers still need to always pay attention to ensure website design is readable and tidy, easy to locate information and have clear product information.

Third, customer service cannot be ignored although insignificantly related to e-shopping satisfaction. Muna Wadhiha(2018) suggested that all three independent variables which were subjective norms, online reviews and price show significant relationships with Generation Y online buying behavior. The results also indicated that online review was the strongest predictor that affects online buying behavior of Generation Y. Han Gia Vuong and Minh Tan Nguyen (2018) discloses a significant finding: all seven factors including Perceived Price, Perceived Quality, Brand Consciousness, Fashion Consciousness, Hedonic Shopping Value, Store Environment, and Sales Promotion have positive influence on millennials' purchase intention towards fast fashion products. The research contributes to the field of fast fashion industry by highlighting the remarkableness of these factors which linked to some particular characteristics of Millennials generation. Riane Cherylise Dalziel and Natasha De Klerk (2019) confirm that female Generation Y consumers have a favourable attitude towards beauty products and that this attitude is influenced by their subjective norms.

Furthermore, the findings suggest that group influence, which includes the opinions of friends, family and peers and media influence both predict female Generation Y consumers' favourable attitude towards beauty products via their influence on this segment's subjective norms. Noor'ain Mohamad Yunus(2018) from this study revealed that subjective norm and perceived behavioural control influence consumer decision making. Findings provide evidence for businesses and policy makers to better understand the factors that influence consumer decision making. Further implications allow authorized body to identify the target group and conduct programs to educate consumers to engage in good judgement before making decisions to ensure healthy consumption choices aligned with the National Strategic Plan on promoting optimal healthy lifestyles. Study by Hidayat, S (2021) shown that Subjective Norm influence the intention to purchase directly, whilst Health Value does not directly influence the intention to purchase. The processed data then reveal that the attitude has a substantial effect on purchase intention. Consequently, attitude can intervene in the influence of Health Value and Subjective Norm on Purchase Intention. These findings suggest that the medical industry should pay attention to the quality of products it provides to meet consumer expectations and evaluate it regularly to establish a positive approach to marketing activities and to emphasize group references.

Research by Hai-Ngoc Pham, Nhu-Ty Nguyen (2020) provide empirical evidence of the positive impact of consumer cosmopolitanism and xenocentrism on consumers' purchase intention toward foreign products. Furthermore, through this study, they indicated that certain personality traits shape consumer sentiments. Generally speaking, in the context of foreign consumption, there is an enhanced link between personality traits and purchase intention via the mediating role of consumer sentiments. Study by Yan Xu Zhong Chen, Michael Yao-Ping Peng and Muhammad Khalid (2021) show that game rewards, absorption and autonomy of gamification positively enhance sense of enjoyment, and that it helps people meet their psychological needs, which ultimately affects the online purchase intention of consumers. Study by Muhammad Usman Riaz, Luo Xiao Guang, Maria Zafar, Fakhar Shahzad, Muhammad Shahbaz & Majid Lateef (2021) revealed that special focus was needed to build social commerce constructs and social support by the managers of social commerce sites to attain consumers' purchase intention. Based on the research of Fatemeh Meskaran, Zuraini

Ismail and Bharani Shanmugam (2013) a comprehensive model was design showing factors that effect on online purchase intention. It is built upon three main theories (TRA, TPB and TAM) and also antecedents of trust and security .Based on the research conducted by Kamin & Marks,L.J. (1991), consumers' brand attitude and purchase intention will be higher when a product has high preference image and familiarity. The brand image means the way people view a given product or service and also the confidence that consumers have about it organization try to build a strong brand that everyone can easily recognized with a given product. This brand image can outline how they distribute a product, the type of product they offer and how they conduct advertising to attract potential customers. Moreover, consumer purchase intention comes from consumer overall reflections and beliefs on the benefits and values acquisition, and it is a important key to predict consumer purchase behavior. Researchers Monroe and Krishnan (1985) concluded that perceived value and perceived quality will affect purchase intention, and the more perceived value and perceived quality, the higher purchase intention is.

Product Quality

An important determinant that contributes to the customer satisfaction is the quality of the good and services. Quality means a standard of excellence, superior in kind and a distinguishing attribute, The product quality is the capacity of a product to meet some specific wants or expectation of ultimate users. Kuehn and R.L. Day (1962) opines that the quality of a product depends on how well the company match the patterns of consumer expectations and preferences. If the consumer's perceived quality with the product he or she purchase is high, it means that the product achieve the consumer's expectation.Product quality is the key factor to measure purchase intention. It is suggested that products offering value for money not only affect consumer's behavior at the pre-purchase phase but also influence their intention to recommend, satisfaction and return behavior at the post purchase phase. (Dodds, Monroe, and Grewal 1991) It is a continuous process that keeps changing in order to increase the product performance and to satisfy customer needs. In the competitive environment, product quality must be improved time by time. If individual think the product quality meet their wants, they will be more likely to think the transaction is worthy.

Advertising Technique

In order to make consumers to memorize products, company often used advertising to promote a product or service. The use of advertisement is to communicate emotional and functional of the brands and products to the consumers. value (de Chernatony,2010) Advertising is a mean of communication with the users of a product or service. Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Advertisements are message paid or announcement in a public medium and are intended to inform or influence people who receive them. Business advertisers use various kind of effective techniques to appeal consumer such as TV commercial, celebrity endorsement and social media to influence their purchase intention.Based on the research of Kotler and Armstrong. G (2009), they believed that advertising can directly affect individual purchase behavior through creating awareness, providing information and guide the consumers in decision making to buy similar product among the several brands. Advertisements with endorsements create easy remembrance for the customers for the advertised brand or product as the customers associate the brand with the celebrity and can easily register the brand.

Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent. (Deepa Ingavale 2013) Through advertisement both electronic and print more audience can be reached and can have more impact on them, advertisements can be used to inform the new audiences, persuade them to buy the product and it can have huge influence on consumer decision making, advertisement can also be used as reminder to the existing customer about their connectivity to their products and have long lasting association with product or services and helps in brand building creating brand loyalty. People are more often are influenced by advertisement especially with reference to consumer durables and the current study investigates the impact on how different advertising strategies can influence the consumer decision regarding purchasing of consumer durables in sultanate of Oman Amandeep , Dr. Seema Varshney , Syed Aulia (2017) Research conducted by Ramzam Sama (2019) indicate that newspapers advertisements affect all the five stages of consumer behavior . The impact of TV and the Internet for creating awareness intetion and confident among the consumers is statistically evident. Study by Lau, H. H. J., Wah, N. C., & Khalique, M. (2021) showed that interest of advertising, desire of advertising and action of advertising are very important for business organizations. Marketer should focus all variables in market, this is because all of the independent variables are positive and significant effected to consumer purchase decision. To have a particular product impression in the mind of consumer, business advertisers usually employ famous celebrities or sportsman to share their expertise and experience to promote a product and service. In general, celebrities endorsement can produce a recommendation and recognition and contribute the trust and confident of the consumer. (MacInnis, Roa, A. G, & Weiss, A.M., 2002).

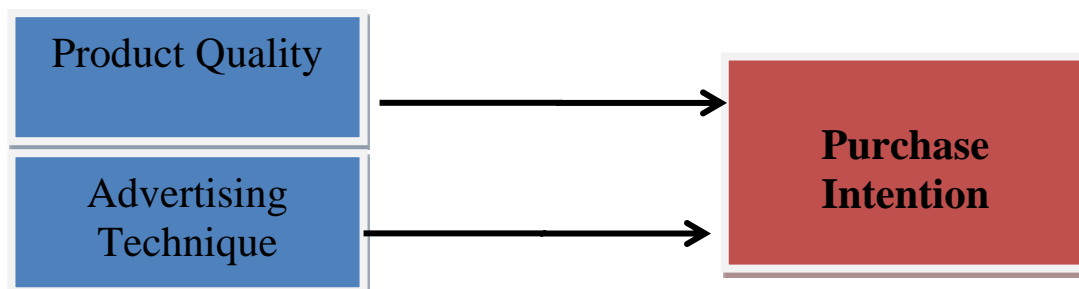
The relationship between purchase intention and product quality

Generation Y is a generation who emphasize or attach with a good quality or luxury life. (Muge, Eren-Erdogmus & Demir, 2009), The research of Kotler (2012) stated that the quality is the entire elements and normal for an item or administration that are proficient to satisfy the recorded or inferred needs of the products or administration. Scholars Rana, Abdullah Osman, and Yusuf Haji Othman concluded that product quality had a positively influence on purchase intention of customers to shop at hypermarkets..The quality is the major influencer to the customer purchase intention toward a specific product. The higher the product quality, the higher is the competitive advantages (Tariq 2013). If the company continuously improved the product quality time by time, the company will gain more competitive advantage in the market. Study conduct by Rismi Pramugari, Mastur Thoyib, Teuku Fajar Shadiq, Agus Iwan Mulyanto (2021) shown that The output results of the Pearson product moment test for the multiple correlation test, t test and F test show that the independent variables of halal certification, price and product quality have a positive and significant relationship with the purchase intention variable, while the halal awareness variable does not have a positive and significant relationship with the purchase intention variable. purchase intention. Vahidreza Mirabi, Hamid Akbariyeh, Hamid Tahmasebifard (2015) find that the variables of product quality, and brand advertising and name had the highest impact on customers' purchase intention. Result shows the level of customer perceptions has no significant impact on the customer purchase decision. The customers are looking at other elements beyond quality perceptions on their purchase decision and only they themselves understand what they are actually looking for. Buyers may not rely on the perceptions of quality alone in deriving intention to purchase or not to purchase any motorcycle/scooter product. Mohd Rizaimy et all (2011)

The relationship between purchase intention and advertising technique

The Generation Y is generation who is expert and skillful in the use of social media such as Facebook, Instagram and also twitters because Generation Y is educated well and most of them are categorized in knowledgeable population (Morton, 2002). Facebook annual report shown that revenue from advertising has grown by 59 per cent during the past year to over \$5.4 billion in 2014 (Facebook, 2014). It has been show that the social communication in the form of online reviews will be play as a big character in bringing the purchase intention of consumer (Priyanka, 2013). Based on the research of Dufett and Rodney Graeme (2015) had mentioned that there is a positive relationship among purchase intention and the e-advertising. Based on the advertising magazine in U.S., basically a company will use over billions of US dollar of TV commercial to advertise their product and 10% of the spending will pay for the celebrities who endorse the company' product. Its show that celebrities have a strong consequence to attract the purchase intention toward a particular product by transfer their attitude and feeling form consumer to the product (Chi, Yeh, H. R, & Huang, M. W, 2009). There is a positive relationship between purchase intention and advertising. Based on the research of Chi, Huery Ren Yeh, & Yi Ching Tsai (2015) had proven that promoting endorser will be altogether and decidedly influenced to buy goal. Endorsers can utilize the TV advertising, social media, magazine or newspaper to explore the product and increase the purchase intention of a particular product (Miciak & Shanklin, W. L., 1994).

Research Framework



The independent variable consists of product quality, advertising technique and ethnocentrism tendency. The dependent variable of this study is purchase intention. The three independent variables will be tested in this study to see what will be the main factors that influence Generation Y purchase intention.

According to the research framework above, two hypothesis statements have been developed:

H1: There is significant relationship between product quality and data purchase intention.

H2: There is significant relationship between advertising technique and purchase intention.

Based on Table 1 Out of the 100 respondents, a total of 58 were male which occupied 58% of target respondents and 42 were female which occupied 42% of target respondents. Among all the respondents, the highest concentration of ages were between 22-25 years representing 95 people (95%) and other were 26-30 years representing 5 people (5%) and there are no respondents representing two age group 31-35 years and 36-39 years. Based on the table above, the target respondents are comprised of three races which are Malay, Chinese and India. The Malay respondents were 10% which is 10 people out of 100 target respondents. The Chinese respondents were 85% which is 85 people and India respondents representing the small portion of the target respondents which take up only 5% which is only 5 people out of 100.

Table 1: Respondent Demographic Profile

Demographic Profile	Frequency	Percentage%
Gender		
Male	58	58
Female	42	42
Total	100	100
Age		
22-25	95	95
26-30	5	5
31-35	0	0
36-39	0	0
Total	100	100
Race		
Malay	10	10
Chinese	85	85
India	5	5
Other	0	0
Total	100	100
Occupation		
Self-employed/professional	14	14
Government, or military worker	0	0
Private company officer	16	16
Student	70	70
Total	100	100
Education level		
High School Degree	3	3
Associate degree/Diploma	3	3
Bachelor's Degree	92	92
Master's Degree	1	1
PhD's Degree	1	1
Total	100	100
Purchase more in		
Foreign > Local	39	39
Local > Foreign	37	37
Local = Foreign	24	24
Total	100	100
Sources of Information		
Magazines	3	3
Friends	9	9
Television	6	6
Internet	81	81
Other	1	1
Total	100	100

In the sample, the highest number of occupation was student representing 70 people (70%) and 16 people (16%) of total respondents was private company officer and 14 people (14%) were self-employed or professional workers. Out of the 100 respondents, a total of 92 people (92%) were Bachelor's Degree which constitute the highest number of education level of the respondents. High school degree and Associate degree/Diploma were recorded the same percentage which is 3% or 3 people. Master's Degree and PhD's Degree were also representing the same percentage which is 1% or 1 people. Most of the respondents are purchase more in local product compared with foreign products which is 37% or 37 people and 39% or 39 of the respondents are purchase more in foreign products compared with local products. Lastly, there are 24% or 24 people purchase local products equal to the foreign products in daily life. Among all the respondents, most of the respondents obtain the information for the products from the Internet which occupied 81% out of the total respondents. 9% of respondents get the information from their friends and 6% of respondents acquire information through the television and the remaining 1% was contributed by the respondents who get the information from the supermarket.

Reliability Test

Reliability analysis is used to measures the overall consistency of the items that are used to define a scale. Cronbach's alpha is the most common measure of internal consistency and it is most commonly used when the questionnaire consists of multiple Likert questions. The reliability of collected data was analyzed using Cronbach's alpha value to measure the internal consistency reliability of the questionnaire and the minimum acceptable value of Cronbach alpha is 0.7 and above. The results show (Table 2) that Cronbach's alpha of quality, advertising technique and ethnocentrism is 0.839, 0.843 and 0.775 respectively. It indicates that the design of questionnaire has a high internal consistency.

Table: 2 Reliability Analysis

Variable	Cronbach's Alpha	Number of Item
Purchase Intention	0.931	4
Quality	0.839	5
Advertising Technique	0.843	4

Regression Analysis

Multiple-regression analysis was used with the three factors (quality, advertising technique, and ethnocentrism) as independent variables to test the model for purchase intention. SPSS output shows that product quality is statistically significant with positive beta values. The other independent variables, advertising technique and ethnocentrism are not statistically significance.

Table: 3 Model Summary (Regression)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.744 ^a	.554	.540	.68752	2.196

a. Predictors: (Constant) Quality, Advertising,

b. Dependent variable: Purchase Intention

The variables tested are quality and advertising . The R Square value obtained in the analysis is 0.554 (Table 3). This means that 55.4% variations on purchase intention (dependent variables) are explained by the independent variables. This indicates that there are other factors that explain the remaining 44.6% variations of purchase intention.

Table 4: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.333	.369		.903	.369		
Quality	.897	.158	.784	5.695	.000	.245	4.076
Advertising	.104	.082	.090	1.266	.209	.930	1.075

a. Dependent variable: Purchase Intention

H1: There is significant relationship between product quality and purchase intention.

The beta value of quality is 0.784, t is 5.695 and p is 0.000. Since the p-value is lower than 0.05, therefore hypothesis is proved. This indicates that quality of the product is positively and significantly related to purchase intention at 5% level of significance.

H2: There is significant relationship between advertising technique and purchase intention.

The beta value of advertising is 0.90, t is 1.266 and p is 0.209. Since the p-value is higher than 0.05, therefore hypothesis is rejected. This means that there is no relationship between advertising technique and purchase intention and it is not significantly at 5% level of significance.

Correlation

Correlation analysis is the process of studying the strength of the relationship with available statistical data. Correlation analysis is to measure the degree of the linear relationship between two variables. By linear relationship we mean that the relationship can be well characterized by a straight line. Correlation ranges from -1.0 to +1.0 and Pearson correlation is given by the letter r. The correlation of two variables can be positive or negative.

Table 5 Correlation Matrix

	Advertising	Quality	Purchase Intention
Advertising	1.000	-	-
Quality	.236	1.000	-
Purchase Intention	.254	.738	1.000

The correlation analysis (Table5) shows that there is positive significant relationship between advertising and purchase intention correlation value is (0. 254) and correlation analysis also indicates that there is a strong positive relationship between quality of the product and purchase intention.

Conclusion

The current study reveal about the influence of foreign product on Generation Y purchase intention. Therefore, the generations who are born in between 1977 to 1994 are the targeted population for this current study. Generation Y are the gathering of 71 million of populace that conceived in 1977 to 1994. (Morton, 2002)The current study is to identify the factors that influence the Generation Y purchase intention in between foreign brands and domestic brands. The correlation analysis shows that there is positive significant relationship between advertising and purchase intention. Lastly, the correlation analysis indicates that there is a strong positive relationship between quality of the product and purchase intention. The hypothesis testing result showed that quality of the product plays as the key factor that influences the Generation Y purchase intention towards foreign and local products in this study and there is no relationship between advertising and purchase intention.

Implication of the research

Based on the research findings, some implications are recommended to boost the sales volume of the local brands in the future. Firstly, the study strongly demonstrates the important of perceived quality that directly influences the Generation Y purchase intention. The result shows that quality is the main consideration that influences the Generation Y purchase intention toward foreign products and this study provide valuable implication for the domestic brands to focus on the product quality in order to make a great appeal on their product. While projecting the product features they are advised to focus on improving the self concept of the consumers, local companies are advised to go for aggressive strategies to improve the customer's perception on local brands in term of quality and trust value. The strategic alliances, license agreements or joint ventures are the important strategies to sell the domestic brand under glocal brand name with higher prestige and quality. According to (Morton, 2002), Generation Y is a gathering of shopper who holds a high purchasing power. According to Moore and Smith (2004) had mentioned that these purchasers are frequently a piece of double salary families with expanded purchasing power. Thus, the domestic brands cannot neglect Generation Y purchase intention since most of them are come from the dual-salary families and holding high purchasing power. The result indicates that the Generation Y are more prefer in purchasing foreign product rather than local product because they believe that foreign product reflect the higher quality compare to local-made product. Generation Y are the consumers will pay more attention to the product with high quality equity perception in their minds (Müge, Eren-Erdogmus, & Demir, 2009). Hence, it is obvious that the quality must be continuously improved to convince Generation Y and to compete with other brands. In order to receive high perception of quality, local retailers should strictly manage the operation process and set a standard for the product quality. Finally, the local companies must remain and improve their brand image by some campaigns including service quality, connection with the clients and effective public relationships From that, local companies can strengthens their brand name and acquire the customer loyalty, it not only leads to the increase of perceived quality of the consumers towards domestic brands but also boost the economy of Malaysia by becoming less dependent on the imported goods. The present study showed that product quality had the highest impact on the Generation Y purchase intention. The identification of the significant influence

of product quality has confirmed the relationship between product quality and the purchase intention proposed by Schiffman and Kanuk (2000). Hence, it is obvious that the quality must be continuously improved to convince Generation Y and to compete with other brands. In order to receive high perception of quality, local retailers should strictly manage the operation process and set a standard for the product quality.

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