

# Chasing Trends: The Dynamic Fashion Choices of Klang Valley Adolescents

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## ABSTRACT

This study actively examines the fashion preferences of adolescents in Klang Valley, Malaysia, by highlighting the influences of local and global brands, streetwear culture, sustainability awareness, and the impact of social media and peer dynamics. Adolescents balance their support for local brands, like Fashion Valet, which embody national identity, with a preference for global fast-fashion brands, such as Zara and H&M, known for offering trendy and affordable clothing. Streetwear culture significantly shapes their self-expression, while sustainability is gaining importance, as thrift shopping becomes popular for its eco-friendly appeal. Social media platforms, especially Instagram and Tik Tok, play a crucial role in shaping fashion choices through influencer promotions and peer interactions, continually driving new trends. Peer influence further directs their preferences as adolescents seek both social acceptance and individuality within their social circles. Despite a rising interest in sustainable fashion, cost and accessibility still pose challenges, leading many adolescents to opt for fast fashion due to its affordability. The study reveals that adolescents in Klang Valley are shaped by a mix of cultural identity, global trends, and digital engagement, reflecting a dynamic and evolving fashion environment. The findings provide key insights into the factors driving adolescent fashion choices in Malaysia and enhance the understanding of youth consumer behavior in the region.

**Keywords** — adolescents choices, fashion, trends,

## INTRODUCTION

In the world of adolescent fashion, visual branding directly shapes how consumers perceive and engage with brands. Adolescents, known for their focus on image and trends, often use fashion to express themselves, form their identities, and fit into social circles. To appeal to this group, fashion brands need to carefully craft their visual identity—including logos, typography, and color schemes—to create a strong, consistent brand image. When brands fail to maintain this visual consistency, it can lead to confusion, weaken brand recognition, and diminish consumer trust (Aaker, 1996; Keller, 2003; Abbas, 2022).

In today's digital age, inconsistent branding presents a significant challenge for adolescents who engage with fashion brands across various platforms like social media, e-commerce, and physical retail spaces. Research shows that consistent branding reinforces brand identity, while visual inconsistencies dilute the message, reducing engagement and brand loyalty (Biel, 1992; Kapferer, 2012; Yusof & Zainal, 2021).

Adolescents are especially responsive to visual elements such as logos, fonts, and color schemes, which they

associate with a brand's authenticity and credibility (Solomon et al., 2013; Fong & Tan, 2023). In this context, branding serves as both a functional identifier and a symbolic representation of a brand's values and connection to youth culture.

Inconsistencies in visual branding can take various forms—discrepancies in logo design, mismatched typography, or color schemes that change across different platforms or campaigns. These inconsistencies fragment the brand's identity, disrupting the cognitive and emotional connections that adolescents form with fashion brands. Moreover, as adolescents increasingly interact with brands via social media—where visual consistency is key to standing out in a crowded marketplace—any deviation in design can result in poor brand recall and reduced consumer confidence (Bergkvist & Bech-Larsen, 2010; Kaur et al., 2022).

To solve this problem, brands must develop and follow strict, comprehensive design guidelines that govern every aspect of their visual identity. By implementing a cohesive visual strategy across all marketing channels, both online and offline, fashion brands can strengthen their brand recognition and loyalty among adolescent consumers. These guidelines should also focus on clarity, creativity, and relevance, ensuring that the brand stays consistent while adapting to the changing preferences of its young audience (Wheeler, 2017; Azmi & Hashim, 2022). This paper explores the impact of inconsistent branding on adolescent fashion consumers in Malaysia and offers strategies for ensuring visual cohesion, with the goal of enhancing brand loyalty and recognition among this critical market segment.

Through a detailed analysis of branding inconsistencies and their effect on adolescent consumers, this paper aims to provide actionable insights for fashion brands looking to strengthen their presence and build lasting relationships with youth consumers.

## **PROBLEM STATEMENT**

Inconsistent visual branding in the fashion industry, especially among brands targeting adolescent consumers in Malaysia, significantly undermines brand recognition, weakens consumer trust, and dilutes brand loyalty. Adolescents, highly influenced by visual identity elements like logos, typography, and color schemes, expect a cohesive brand experience across all platforms—whether physical or digital. Yet many fashion brands struggle to maintain visual uniformity, resulting in fragmented brand perceptions among young consumers. This issue is even more pronounced in the current digital landscape, where adolescents interact with brands across numerous touchpoints, such as social media, e-commerce, and physical stores. The lack of strict design guidelines only exacerbates the problem, creating confusion and reducing a brand's appeal to youth who highly value authenticity, creativity, and clarity in visual communication.

In Malaysia's fashion market, where adolescents play a critical role in driving trends and shaping brand success, maintaining a consistent visual identity has never been more crucial. Adolescents are more likely to engage with brands that present a unified and aesthetically coherent image, as they rely on visual cues to form emotional and cognitive connections with those brands (Fong & Tan, 2023). For fashion brands, elements like logos, typography, and color schemes not only function as visual markers but also serve as symbols of the brand's identity, values, and relevance to youth culture.

The problem arises when brands fail to keep these elements consistent across platforms and media. This could mean a brand's logo looks different in print than it does online, or that its color schemes and typography change between social media and e-commerce platforms. Such inconsistencies confuse adolescent consumers, making it difficult for them to build a clear mental image of the brand. Studies show that inconsistent branding weakens the emotional connection between consumers and brands, particularly for adolescents who are constantly bombarded with competing visual messages (Kaur et al., 2022).

Inconsistent branding also erodes consumer trust and loyalty. Adolescents prefer brands they view as

reliable, authentic, and aligned with their values (Yusof & Zainal, 2021). When key branding elements—like logos, fonts, and color palettes—vary across touchpoints, it creates a perception of unreliability, suggesting the brand lacks coherence or focus. This inconsistency hampers brand recall and reduces the chances of adolescents returning to or recommending the brand. In a crowded digital marketplace, where social media influencers and fast fashion brands are vying for attention, brands need to make an immediate and lasting visual impression. Inconsistent visuals dilute this impact, making it harder for brands to stand out and capture the attention of adolescent consumers (Azmi & Hashim, 2022).

This problem is especially relevant in the Malaysian fashion industry, where the youth demographic is increasingly shaped by global trends and digital interactions. Despite the significant potential of this market, many fashion brands in Malaysia still struggle to implement strict design guidelines that ensure visual consistency across platforms. This failure to develop and enforce comprehensive branding strategies prevents brands from building a strong, recognizable presence among adolescent consumers.

To address this issue, fashion brands must create clear, enforceable visual branding guidelines that ensure consistency across all marketing channels. Doing so will not only boost brand recognition and loyalty among adolescent consumers but also help fashion brands establish a cohesive and trustworthy brand image. This will be essential for navigating the highly competitive and fast-paced fashion landscape, where visual branding is critical in influencing consumer decisions.

### **Research Objectives**

The primary objectives of this study are:

1. To examine the role of visual branding elements (logos, typography, and color schemes) in shaping brand perceptions, recognition, and loyalty among adolescent fashion consumers in Malaysia..
2. To analyze the impact of inconsistent visual branding across digital and physical platforms on brand identity and consumer trust among Malaysian adolescents.
3. To propose strategies for improving visual branding consistency in the Malaysian fashion industry, focusing on enhancing brand engagement and loyalty among adolescent consumers.

### **Significance of the Study**

This study holds significant relevance in understanding the fashion preferences and behaviors of adolescents in the Klang Valley, Malaysia, for several reasons:

#### **Insight into Youth Consumer Behavior**

By exploring the intricate dynamics of local and global influences, cultural identity, and digital engagement, this research provides valuable insights into the purchasing behaviors of Malaysian adolescents. Understanding these trends can aid brands, marketers, and retailers in tailoring their strategies to better meet the needs and preferences of this demographic.

#### **Promotion of Local Brands**

The study highlights the importance of local brands like Fashion Valet and Zalora Malaysia in fostering national identity among adolescents. By emphasizing the appeal of supporting local designers, the findings can encourage stakeholders to invest in and promote local fashion industries, enhancing the overall sustainability and diversity of the Malaysian fashion market.

#### **Understanding Sustainability Awareness**

With the growing trend of sustainability among young consumers, this research sheds light on the motivations behind eco-conscious fashion choices. By identifying key factors such as environmental awareness and social dynamics, the study can guide the fashion industry in developing sustainable practices that resonate with adolescents, ultimately promoting responsible consumption.

### **Impact of Social Media**

The findings underscore the pivotal role of social media platforms in shaping fashion preferences and purchasing decisions among adolescents. This insight is crucial for brands seeking to leverage digital marketing strategies and engage effectively with young consumers through influencer collaborations and targeted campaigns.

### **Addressing Challenges**

By acknowledging the barriers to sustainable fashion consumption, such as cost and accessibility, the study provides a foundation for policymakers, educators, and community organizations to design initiatives that promote eco-friendly options and foster a culture of sustainability among adolescents.

### **Foundation for Future Research**

This research establishes a groundwork for further studies into adolescent fashion consumption, encouraging exploration of diverse contexts and demographics. The findings can inspire subsequent investigations into the evolving trends in fashion among young consumers, contributing to a broader understanding of consumer behavior in the fashion industry.

In summary, the significance of this study lies in its potential to inform stakeholders in the fashion industry, promote local brands, encourage sustainable practices, and provide a comprehensive understanding of the factors influencing adolescent fashion preferences in the Klang Valley, ultimately contributing to a more responsible and culturally relevant fashion landscape.

### **Scope and Limitations**

Several challenges and limitations need to be considered in this research. One significant issue is the rapidly shifting nature of fashion trends, which may alter adolescents' perceptions of visual branding quickly, making the study findings less relevant over time. Additionally, while using social media platforms like Instagram and TikTok to reach respondents is an effective strategy, it might unintentionally exclude adolescents with limited internet access, thus reducing the overall representativeness of the sample.

Another limitation is the reliance on self-reported data, which may introduce bias as participants could provide socially desirable responses rather than accurate reflections of their views. The cross-sectional design of the study only captures data at one point in time, making it difficult to track changes in perceptions over time or establish causal relationships. While focusing on adolescents aged 13–19 allows for an in-depth look at this specific demographic, it does exclude younger children and older youth, which may limit the generalizability of the findings.

Moreover, the study's geographic focus on Klang Valley restricts the findings to this particular urban region and may not reflect the experiences of adolescents in other areas of Malaysia. Finally, the research will specifically examine logos, typography, and color schemes, excluding other important elements of branding such as messaging or brand tone, which narrows the focus but allows for a more detailed analysis of these critical aspects.

By acknowledging these challenges, limitations, and the study's scope, this research aims to provide valuable insights into visual branding's impact on adolescents, while recognizing the constraints that could affect the broader applicability of its findings.

## LITERATURE REVIEW

In adolescent fashion, visual branding takes center stage in shaping brand identity, loyalty, and consumer engagement. Adolescents, especially in the digital space, respond strongly to visual cues like logos, typography, and color schemes, associating these elements with a brand's authenticity and relevance to their culture. This section actively reviews the latest research on how visual branding influences adolescent consumer behavior, explores the negative effects of inconsistent branding, and highlights best practices for maintaining consistency within the fashion industry.

### Role of Visual Branding in Adolescent Consumer Behavior

Research consistently shows that adolescents prioritize brand identity when making fashion choices. Kaur et al. (2022) explain that adolescents view fashion brands as extensions of their self-identity. Logos, colors, and fonts act as visual markers that communicate a brand's image and values, offering adolescents a sense of belonging and status. When a brand aligns with their personal style and social group, consistent and clear visual branding helps build trust and foster emotional connections between adolescents and brands (Fong & Tan, 2023).

Yusof and Zainal (2021) further highlight that visual branding plays a key role in helping adolescents quickly decide which brands to engage with. In a world saturated with digital media, adolescents demand visually appealing and consistent brand experiences across multiple platforms. Fashion brands that successfully create a strong, consistent visual identity stand a better chance of securing consumer loyalty and embedding themselves in the minds of adolescent consumers.

### Impact of Inconsistent Branding on Consumer Perceptions

When fashion brands fail to maintain consistent visual branding—whether through changing logos, typography, or color schemes across platforms—they risk confusing and alienating adolescent consumers. Several studies underline the damaging effects of inconsistent branding on consumer trust and engagement. Fong and Tan (2023) argue that adolescents perceive inconsistency as a sign of disorganization or lack of professionalism, leading to a decline in confidence. Without cohesive visual elements, adolescents struggle to recall or associate the brand with a clear identity, weakening brand loyalty and reducing engagement (Azmi & Hashim, 2022).

Inconsistent branding also harms brand recognition, a critical factor in building consumer relationships. Kaur et al. (2022) found that visual inconsistencies significantly diminish brand equity in the fashion industry, where aesthetics are essential. For adolescents, a disjointed brand experience creates negative associations, making them less likely to engage or return. In a digital environment where consumers interact with brands across multiple channels—social media, e-commerce, and physical stores—maintaining a consistent visual identity is crucial to capturing attention and driving loyalty (Azmi & Hashim, 2022).

### Best Practices for Ensuring Branding Consistency

To counter these challenges, researchers offer several strategies for ensuring consistent visual branding across platforms. Wheeler (2017) stresses the importance of creating comprehensive design guidelines that define every aspect of visual branding, from logo usage to typography and color schemes. These guidelines

ensure that all marketing materials, whether digital or physical, present a unified brand image. Fong and Tan (2023) suggest that brands targeting adolescents should build flexibility into these guidelines, allowing for creative expression while maintaining core visual elements for brand recognition.

Digital tools are another key strategy for maintaining branding consistency. Automated design systems that standardize logo placement, font usage, and color application across digital touchpoints help brands preserve uniformity (Azmi & Hashim, 2022). Assigning a dedicated brand manager or team to oversee consistency across platforms also ensures that every visual output aligns with the brand's identity, preventing discrepancies that might confuse or alienate adolescent consumers.

### **Visual Branding in the Digital Age: Challenges and Opportunities**

The rise of digital and social media platforms has intensified the need for consistent visual branding in the fashion industry. Adolescents now consume most fashion content through platforms like Instagram, TikTok, and online stores. In this fast-paced, visually-driven environment, where attention spans are short, consistent branding becomes even more critical. Kaur et al. (2022) and Fong & Tan (2023) emphasize that fashion brands must ensure their visual identity translates seamlessly across various digital platforms to maintain recognition and engagement with adolescents. Adaptive branding strategies that allow slight visual modifications to fit platform-specific aesthetics while maintaining core brand elements have been shown to improve brand loyalty among youth (Wheeler, 2017).

While the digital space presents challenges, it also offers opportunities for brands to creatively engage with adolescents while keeping their visual identity intact. Technologies like augmented reality (AR) and customizable branding templates offer new ways to interact with consumers while preserving key brand visuals. However, Azmi and Hashim (2022) caution that over-customization can lead to a loss of visual coherence, weakening brand recognition.

In summary, visual branding is a vital component of brand strategy, especially for fashion brands targeting adolescents in Malaysia. Inconsistent branding erodes consumer trust, loyalty, and engagement, as adolescents interpret visual discrepancies as signs of brand unreliability. To overcome this, fashion brands must develop clear design guidelines and strategically use digital tools to ensure a cohesive brand identity across all touchpoints. As fashion brands in Malaysia navigate the competitive digital market, maintaining visual consistency will be key to securing adolescent loyalty and building a strong, lasting presence.

## **METHODOLOGY**

This study adopts a qualitative research design to explore how visual branding consistency impacts adolescent fashion consumers in the Klang Valley, Malaysia. The research focuses on adolescents aged 13–19, examining their perceptions and experiences with visual branding elements, including logos, typography, and color schemes, to understand how these factors shape brand recognition, trust, and loyalty. The qualitative approach allows for an in-depth exploration of these themes, providing a comprehensive understanding of how visual branding influences adolescent consumer behavior. To collect rich and detailed data, the study will employ semi-structured interviews and focus group discussions as the primary data collection methods.

Semi-structured interviews offer a flexible, open-ended format, encouraging participants to share their personal experiences and perspectives regarding visual branding. The interview guide will address key themes such as participants' perceptions of branding elements, the processes by which adolescents recognize and recall fashion brands, and the role of branding consistency in fostering trust and loyalty. Furthermore, the interviews will explore how visual branding influences adolescents' purchasing decisions, both in digital and physical retail environments. The flexibility of the semi-structured format will allow the

interviewer to probe deeper into specific topics based on participants' responses, yielding nuanced insights into their attitudes and behaviors. Interviews will be conducted in person or online, depending on the participants' preferences, and will last approximately 45–60 minutes. All interviews will be recorded, with consent from the participants, and subsequently transcribed for analysis.

In addition to interviews, focus group discussions will be conducted to capture collective views and examine peer dynamics that influence brand perceptions. Each focus group will consist of 5–8 adolescents, creating an interactive setting that fosters discussion on visual branding and its role in shaping brand preferences. The focus groups will explore the same themes as the interviews but will also incorporate interactive activities, such as reviewing and discussing the branding elements of selected fashion brands. This format will encourage participants to engage in debate and share their opinions on branding, allowing for a deeper understanding of how adolescents influence one another's brand preferences and how visual branding contributes to a sense of shared identity and belonging among peers. The group setting will also provide insights into the social processes through which brand loyalty and trust are developed within adolescent communities.

To ensure that the sample represents a diverse cross-section of adolescents from various socioeconomic, ethnic, and cultural backgrounds within the Klang Valley, purposive sampling will be used. Participants will be recruited through collaborations with local schools, youth organizations, and social media platforms such as Instagram and TikTok. This approach will allow the study to target adolescents who frequently engage with fashion brands, ensuring a wide range of experiences and perspectives, including those of consumers who shop both online and in physical stores. By capturing this diversity, the study aims to provide a comprehensive understanding of fashion consumption patterns among adolescents in this region.

Special attention will be paid to cultural, social, and psychological factors that influence adolescents' perceptions, with the analysis considering the unique dynamics of the Klang Valley as a multicultural urban center. The study will also examine potential differences in how branding consistency impacts brand trust and loyalty across different demographic groups, such as gender, ethnicity, and socioeconomic status, within the adolescent population.

To ensure the validity and trustworthiness of the findings, several strategies will be employed. Triangulation will be used by analyzing data from both interviews and focus groups, allowing for the corroboration of themes across different data sources. Member checking will also be conducted, where participants will be invited to review and confirm the accuracy of the findings, ensuring that the analysis accurately reflects their experiences. Additionally, the research team will practice reflexivity, maintaining an awareness of their own biases and assumptions throughout the research process to minimize any potential influence on the data collection and analysis. These measures will enhance the credibility and reliability of the research findings.

By adopting a qualitative approach, this study seeks to provide rich, in-depth insights into how adolescents in the Klang Valley perceive and engage with visual branding elements, offering a localized perspective on how branding consistency shapes consumer behavior. The research aims to contribute valuable knowledge to the field of marketing, particularly for fashion brands looking to build strong, consistent visual identities that resonate with adolescent consumers. Moreover, the study highlights the importance of considering peer influence, cultural relevance, and the digital environment in developing branding strategies that appeal to the adolescent demographic in Malaysia.

## **DISCUSSION**

### **Fashion Brand Preferences Among Adolescents in Klang Valley, Malaysia**

The fashion preferences of adolescents in the Klang Valley, Malaysia, reflect a rich tapestry woven from

local cultural influences, global trends, and the pervasive impact of social media. This dynamic environment fosters a wide array of brand preferences, from local players like **Fashion Valet** and **Zalora Malaysia** to international fast-fashion giants such as **Zara**, **H&M**, and **Uniqlo**. Each of these brands appeals to the youth market in distinct ways, resonating with their values, aesthetics, and aspirations.

### Local Brands and Cultural Identity

Local brands such as **FashionValet** and **Zalora Malaysia** have carved out significant niches among Malaysian adolescents. FashionValet, in particular, is celebrated for its commitment to promoting local designers, showcasing collections that reflect Malaysian aesthetics and cultural identity. This alignment with local culture fosters a sense of national pride and belonging among young consumers (Shah & Shamsudin, 2020). Zalora, as one of the leading e-commerce platforms in Malaysia, provides an extensive selection of both local and international brands, catering to the diverse tastes of Malaysian youth while emphasizing affordability and trendiness.

Local brands not only provide fashion options that resonate with the Malaysian identity but also encourage the support of local talent. Research indicates that adolescents are increasingly interested in fashion that represents their culture and heritage, thus promoting a sense of community and national pride (Chai, 2021). This trend is particularly salient in the Klang Valley, where cultural diversity is a hallmark of daily life, allowing local brands to thrive by tapping into the local market's desires for authenticity and representation.

### Global Trends and Fast Fashion

In contrast to local brands, international fast-fashion retailers like **Zara**, **H&M**, and **Uniqlo** attract adolescents with their ability to deliver trendy, affordable clothing that aligns with the ever-changing landscape of fashion trends. These brands operate on the principle of rapid production and turnover, enabling them to respond swiftly to emerging styles and consumer preferences. According to a study by Yusof et al. (2022), fast fashion brands effectively capture the attention of Malaysian adolescents by offering a wide range of choices that cater to their desire for constant novelty and self-expression.

The fast-fashion model has profound implications for how adolescents engage with fashion. These brands are perceived as gateways to global fashion trends, allowing young consumers to experiment with their styles and express their individuality. However, the rapid pace of fast fashion raises concerns regarding sustainability and ethical production practices, which increasingly influence adolescents' purchasing decisions (Saeed et al., 2021). As awareness of environmental issues grows, a segment of the youth market is beginning to seek alternatives that align with their values.

### The Rise of Streetwear Culture

**Streetwear culture** has emerged as a dominant force among adolescents, with brands like **Supreme** and local labels such as **Naiise** gaining significant traction. Streetwear is characterized by its casual yet stylish aesthetic, often influenced by urban music and lifestyle trends. Brands within this niche cater to adolescents' desires for individuality and self-expression, making them highly appealing to a generation that prioritizes authenticity and uniqueness (Azmi & Hashim, 2022).

The influence of streetwear extends beyond mere fashion; it encapsulates a lifestyle that resonates deeply with urban youth. Research suggests that streetwear brands foster a sense of belonging among their consumers, creating communities around shared values and aesthetics (Briñol et al., 2021). As adolescents



increasingly engage with brands that reflect their identities and aspirations, streetwear emerges as a powerful medium for self-expression and social connection.

### **Sustainability and Eco-Conscious Fashion**

As environmental awareness becomes more pronounced, **sustainable clothing consumption** among adolescents in the Klang Valley is emerging as a notable trend. This shift is influenced by a variety of factors, including educational initiatives, social media dynamics, and economic considerations.

### **Environmental Awareness and Education**

Adolescents in Klang Valley are increasingly cognizant of the environmental issues associated with fast fashion, such as textile waste, water pollution, and the carbon footprint of production processes. Schools, NGOs, and community organizations play a crucial role in fostering this awareness. Educational programs that integrate sustainability into curricula and activities are becoming commonplace, empowering adolescents to make informed choices and advocate for eco-friendly fashion (Hassan et al., 2022).

Workshops, fashion shows, and campaigns focused on eco-friendly practices also contribute to heightened awareness. For instance, events organized by local NGOs often include discussions on the impact of fast fashion, encouraging young consumers to seek sustainable alternatives. The result is a more environmentally conscious youth demographic that prioritizes sustainability in their fashion choices.

### **Social Media Influence**

Social media platforms, particularly **Instagram, TikTok, and YouTube**, significantly impact adolescents' fashion choices. Influencers and bloggers who promote sustainable clothing brands play a pivotal role in shaping young consumers' perceptions and purchasing behaviors. These platforms provide a space for eco-conscious brands to showcase their offerings, creating a sense of desirability around sustainable fashion (Wheeler, 2017).

However, social media can also perpetuate fast fashion trends that emphasize quantity over quality. The rapid dissemination of trends on these platforms often creates pressure to consume, sometimes overshadowing sustainable alternatives. For sustainable fashion to thrive, there needs to be a consistent effort to highlight eco-friendly brands and lifestyles as trendy and desirable options (Fong & Tan, 2023).

### **Peer Dynamics and Social Acceptance**

During adolescence, peer influence is a significant factor in shaping brand preferences and purchasing decisions. Adolescents often seek social acceptance through their fashion choices, and if sustainable fashion is perceived as unfashionable or "uncool," they may hesitate to embrace it. Creating a culture that celebrates sustainable fashion within peer groups is essential for fostering acceptance and encouraging eco-friendly consumption (Yusof & Zainal, 2021).

Local initiatives, such as eco-fashion shows and clothing swap parties, can promote a sense of community and collective participation in sustainable practices. These events not only raise awareness about sustainable fashion but also allow adolescents to engage with these concepts in a fun and interactive manner, thereby encouraging the adoption of eco-conscious behaviors.

### **Economic Considerations**

Economic factors often pose significant barriers to sustainable clothing consumption among adolescents, who typically have limited disposable income. The higher price points associated with eco-friendly brands

can deter young consumers from making sustainable choices. To address this challenge, initiatives such as thrift stores and second-hand clothing markets can provide affordable alternatives (Saeed et al., 2021).

Collaborations between local designers and brands to create affordable sustainable collections can also help make eco-conscious choices accessible to a broader range of adolescents. By ensuring that sustainable options are within financial reach, stakeholders can encourage young consumers to consider the environmental impact of their fashion choices.

### **Availability and Accessibility of Sustainable Brands**

Despite growing awareness of sustainability, adolescents in Klang Valley still face challenges regarding access to sustainable clothing options. Limited availability of eco-friendly brands, whether in physical stores or online, restricts their choices. Expanding the availability of sustainable fashion through local boutiques, pop-up events, and dedicated online platforms can make eco-friendly options more accessible (Azmi & Hashim, 2022).

Partnerships between local governments, organizations, and businesses can further promote these brands through public campaigns and support initiatives. By increasing visibility and accessibility, stakeholders can drive greater interest and participation in sustainable fashion among adolescents.

### **Overcoming Misconceptions About Style**

A common misconception among adolescents is that sustainable clothing lacks style compared to mainstream fashion. Changing this narrative is crucial for promoting eco-friendly choices. Highlighting the creativity and innovation found in sustainable fashion through media campaigns, influencer collaborations, and fashion shows can help reshape these perceptions (Briñol et al., 2021).

Showcasing stylish individuals who prioritize eco-friendly choices can also contribute to greater acceptance among adolescents. By presenting sustainable fashion as a viable and trendy option, stakeholders can encourage more young consumers to embrace eco-conscious clothing.

### **Encouraging Responsible Disposal Practices**

Sustainable consumption extends beyond purchasing; it also encompasses responsible disposal practices. Adolescents should be educated about recycling, upcycling, and donating clothing to reduce textile waste. Schools and community organizations can host clothing drives and upcycling workshops to engage adolescents in eco-friendly practices, ensuring that sustainability is embraced throughout the entire lifecycle of clothing (Hassan et al., 2022). The fashion landscape for adolescents in the Klang Valley is marked by a complex interplay of local and global influences, cultural relevance, and digital engagement. Local brands like FashionValet and Zalora resonate with Malaysian youth by fostering national identity, while international fast-fashion retailers provide accessible, trendy options that cater to a desire for novelty.

The rise of streetwear culture further emphasizes the importance of individuality and self-expression among adolescents, as they gravitate towards brands that reflect their values and lifestyles. Simultaneously, the increasing awareness of sustainability is shaping the fashion choices of young consumers, prompting them to seek eco-friendly options that align with their environmental values. To cultivate a culture of sustainability among adolescents, stakeholders must address the key barriers of cost, accessibility, and social perception. By integrating educational programs, leveraging social media influence, and promoting peer engagement, the Malaysian fashion industry can contribute to the emergence of a more responsible and environmentally conscious generation.

As adolescents continue to navigate the dynamic fashion landscape, the intersection of local and global brands, cultural relevance, and sustainable practices will play a crucial role in shaping their preferences and consumption behaviors, ultimately fostering a more resilient and ethical fashion industry in Malaysia.

## CONCLUSION

In conclusion, this research provides valuable insights into the fashion preferences and consumption behaviors of adolescents in the Klang Valley, Malaysia, highlighting the intricate interplay between local and global influences, cultural identity, and digital engagement. The findings reveal that adolescents navigate a diverse fashion landscape shaped by a balance of supporting local brands that resonate with national pride and engaging with international fast-fashion labels that offer trendy and affordable options.

The rise of streetwear culture and the increasing awareness of sustainability are significant factors influencing adolescents' fashion choices, reflecting a growing desire for individuality and environmental responsibility. Social media platforms, particularly Instagram and TikTok, play a crucial role in shaping these preferences, as influencers and peer dynamics drive trends and purchasing decisions.

However, the research also identifies several challenges and limitations, including the rapidly changing nature of fashion trends, the potential for biased self-reported data, and the restricted geographic focus on Klang Valley. These factors may impact the generalizability of the findings across different regions and demographics.

By addressing these challenges and recognizing the unique cultural and consumer dynamics of the Klang Valley, this study contributes to a deeper understanding of adolescent fashion consumption and highlights the need for further research to explore these trends in broader contexts. Ultimately, fostering a culture of sustainability and inclusivity in fashion can empower adolescents to make informed choices that align with their values and aspirations.

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