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A SURVEY ON THE BRAND-LOYALTY AMONG SPORTS PRODUCTS
CONSUMERS

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ABSTRACT

The purpose of this research is to determine and identify cognitive, attitudinal behavioral phenomenon and macro environment forces that influenced and affect the brand-loyal consumers. To achieve these objectives, researcher used questionnaires distribution to 200 random sample respondents at cluster sampling primary units (Bangsar, Subang Jaya, Shah Alam and Klang). The researcher used frequency distribution and cross-tabulation for analyzing the data. As the result of this research, respondents' age between 23-27 year-old, which have monthly income between RM501-RM1000, spent between RM101-RM150 for each purchased and they had chosen Adidas and Nike as their preferred brands. They choose those brands because of quality of the brand name, brand image, satisfaction after buying process, accessibility, market share, advertisement, sales price and availability of the brand in other sport articles. Although, they are loyal, they may change to alternative brands if these situations occurs; desire to try new brand, discount sales, promotion and sales campaign were very attractive.

CHAPTER 1

INTRODUCTION

Background

A brand differentiates products and services, and strong brands stand out from the competition. They are less prone to substitution and generate high levels of loyalty.

Brand loyalty can be defined as the degree to which a customer holds a positive attitude toward a brand, has a commitment to it, and intends to continue purchasing it in the future. Brand loyalty is directly influenced by satisfaction and dissatisfaction with the brand that has accumulated over time as well as perceptions of the product's quality. (Mowen & Minor, 1998)

Brand loyalty raises profit. Manufacturers benefit if consumers buy their brands in preference to other brands, and they benefit more if this preference is maintained for long periods. Such brand loyalty reduces the need to promote the brand and makes it harder for competitors to enter the market. The willingness of consumers to buy the brand may also allow manufacturers to charge more and thus increase their margin. But if marketers are to be effective in exploiting brand loyalty, they must understand what it is. (East, 1997)

Loyalty is also relevant when new products are launched using the name of an established brand because this capitalizes on existing consumer buying propensities. This process of brand extension is attracting more and more research, and rightly so since large sums of money are spent on the development and launch of new products, many of which fail. (East, 1997)

Particularly in today's low-growth and highly competitive marketplace, retaining brand-loyal customers is critical for survival. Keeping customers is often a more efficient strategy than attracting new customers. Indeed, it is estimated that it costs six times more to attract a new customer than it does to hold a current one. (Evans, Montinho & Van Raaij, 1996)

A major problem that has affected the study of brand loyalty is the question of whether it is better to conceptualize this variable as a cognitive, attitudinal or behavioral phenomenon. As a cognitive phenomenon, brand loyalty is thought of as an internal commitment to purchase and repurchase a particular brand. As an attitudinal phenomenon it is a preference for a brand. As a behavioral phenomenon,