



**BRAND LOYALTY TOWARDS INTERNATIONAL SPORT
BRANDS AMONG UITM SABAH'S STUDENTS**

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ABSTRACT

Brands are important in the customer market. They are the interface between consumers and the company, and consumers may develop loyalty to brands. This study proposes that trust in a brand is important and is a key factor in the development of brand loyalty. Factor hypothesized to influence trust in a brand include brand reputation, brand competence and brand experience. Respondents representing students in UiTM Sabah were surveyed. This research implements numerous statistical procedures, including reliability, correlation, univariate analysis and multiple regression analysis. This study was a quantitative research and involved 350 samples of questionnaire was distribute among the students and there are 249 of samples valid and usable as data collection in this study. .The findings reveal that brand experience is relatively more influence consumer's loyalty in a brand. The results also show experience is positively related to the brand loyalty. Marketers should take careful consideration of brand factors in the development of trust in brand.