



“THE EFFECTIVENESS OF SOCIAL MEDIA ADVERTISEMENT  
ON BRANDED SPORTS APPARELS”

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## ABSTRACT

Social media nowadays is not only use for the entertainment and socializing purpose but also as the advertising tools for most of the business organizations and marketers in related field industry in business environment. However, this advertising tool can determine the level of social media advertisement effectiveness where in the recent issue, the misleading advertisement happened when the product purchased did not match with the product descriptions in the social media which leads to the ineffectiveness of social media advertisement. The consequence of this issue is not only affecting the business players in the industry but the customers where they will show lack of interest with the social media advertisement. Therefore, this research is conducted to investigate the effectiveness of social media advertisements on branded sports apparels. A total of 210 responses were collected out of 220 target sample size by using online questionnaire to measure the variables in this present research. Responses were conveniently drawn from the citizens in Kota Kinabalu City, who are above 18 years old and definitely have the knowledge and experience of using social media network in their daily life and a fan of branded sports apparels. Results via Multiple Regressions Analysis proved that Sports Sponsorship and Self-Congruity has significantly influence Advertising Effectiveness. The results then give more understanding and critical ideas on improving the business industry especially on branded sports apparels.