INTERNATIONAL GRADUATE COLLOQUIUM

i-SPEAK 2026

SPORTS AND PHYSICAL EXERCISE ASSEMBLY OF KNOWLEDGE SHARING



SERIES 1. 2026

COLLOQUIUM PROCEEDINGS

EXTENDED ABSTRACT

Malaysia, 10 February 2026

eISBN 978-629-7989-01-3

The Relationship Between Branding and Consumer Loyalty Towards Sport Shoes Among Melawati Run 2026 Participants

Muhammad Uzair Mohd Hamzah[1] & Muhammad Asraf Zulzali[1*]
[1]*Faculty of Sport Science and Recreation, Universiti Teknologi Mara, Seremban Campus, Negeri Sembilan, Malaysia*
[*]*Corresponding author: asrafzulzali@uitm.edu.my*

Keywords: *Branding, Consumer Loyalty, Customer Satisfaction, Brand Image, Melawati Run, Running Event.*

I. Introduction

This study examines the relationship between branding and consumer loyalty towards sport shoes among participants of Melawati Run 2026. The research focuses on three main branding elements, namely product quality, brand image, and customer satisfaction, to understand how these factors influence consumer loyalty. The study aims to identify the level of branding perceptions among participants and to determine whether branding contributes to stronger loyalty towards sport shoe brands. By analysing participants' evaluations and experiences with sport shoe branding, this research seeks to provide a clearer understanding of how branding strategies influence consumer attachment and continued brand preference within a sport event context.

II. Methods

This study used a quantitative research design to examine the relationship between branding and consumer loyalty among participants of Melawati Run 2026. Data were collected from 240 participants using a structured questionnaire distributed through an online survey. The questionnaire measured product quality, brand image, customer satisfaction, and consumer loyalty using a seven-point Likert scale. The collected data were analysed using Jamovi software, where descriptive statistics and Pearson correlation analysis were applied to examine the relationship between the study variables.

III. Results and Discussion

A. Branding

The findings show that all branding elements recorded high mean scores among Melawati Run 2026 participants. Brand image achieved the highest mean score (5.94), followed by customer satisfaction (5.88) and product quality (5.64). This indicates that participants placed greater importance on brand perception and reputation when evaluating sport shoe brands, while product quality and satisfaction also remained important considerations in shaping branding perceptions.

B. Consumer Loyalty

Consumer loyalty had a high mean score of 5.73, according to the descriptive analysis, which showed that respondents were very attached to and committed to the sport shoe brands they currently wear. According to the findings, majority of the participants exhibited favourable brand loyalty, including preference and ongoing support.

Table I
The Relationship Between Branding and Consumer Loyalty

		Consumer Loyalty
Branding	Pearson Correlation	0.855
	Sig (2 tailed)	<0.05
	N	240

C. Branding and Consumer loyalty

Pearson correlation analysis indicated a strong and significant positive relationship between branding and consumer loyalty ($r = 0.855$, $p < 0.05$, $N = 240$). This result shows that higher branding perception is associated with higher consumer loyalty among Melawati Run 2026 participants. The findings confirm that branding plays an important role in influencing consumers to remain loyal to sport shoe brands.

IV. Conclusions

Overall, this study demonstrates that branding has a significant impact on Melawati Run 2026 participants' consumer loyalty toward sports shoes. Higher levels of loyalty were a result of respondents' favourable opinions of branding components, specifically brand image, customer satisfaction, and product quality, according to the findings. Positive branding perceptions may encourage consumers to stick with their favorite sport shoe brands, according to the correlation analysis, which also confirmed a strong and significant relationship between branding and consumer loyalty. These findings shows how crucial strong branding are to boosting consumer loyalty in the sports footwear industry.

Acknowledgment

The author offers gratitude to Allah SWT for giving the strength to finish this research. Thank you to Muhammad Asraf Zulzali, research supervisor, for his advice and assistance. Additionally, thanks are extended to all Melawati Run 2026 participants for their contributions to this study.

REFERENCES

[1] Rudzewicz, A., & Strychalska-Rudzewicz, A. (2021). The influence of branding on consumer loyalty in the sportswear market. Sustainability, 13(2), 455–466.

[2] Tali, S. A., Hashemi, S. M., & Rahmani, M. (2021). The effect of branding on customer loyalty in sports industry: A review study. Annals of Applied Sport Science, 9(2), 1–9.

[3] Wan Ahmad Munsif Wan Pa, Mohd Syazwan Zainal, & Muhammad Sofwan Mahmud. (2021). Factors of brand loyalty towards sport products among Malaysian youth. Journal of Sports Management and Commercialization, 8(1), 21–32.

[4] Kim, J., & Kim, M. (2021). The impact of brand credibility, customer satisfaction, and brand trust on brand loyalty in sportswear. *Sustainability, 13*(19), 10546.