



Factors That Impact Young Generation's Consumer Preferences For Sportswear Products In Malaysia

NUR SHAKILA BT SAMAN

2011293428

NOOR FADZLEN ABD RAHMAN

2011441666

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

BANDARAYA MELAKA

JULY 2014



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

We,
Nur Shakila bt Saman , (I/C Number: 920523-01-6004),
Noor Fadzlen bt Abd Rahman,(I/C Number : 920405-01-5086)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____

Signature: _____

Date : _____

LETTER OF SUBMISSION

July 2014

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Bandaraya Melaka

Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title "Factor that impact young generation's consumer preferences for sportswear products in Malaysia", to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

.....

NUR SHAKILA BT SAMAN

2011293428

Bachelor of Business Administration
(Hons) Marketing

.....

NOOR FADZLEN ABD RAHMAN

2011441666

Bachelor of Business Administration
(Hons) Marketing

ABSTRACT

This research is to study about factor of country of origin (COO), product quality, style, promotion and brand image towards the consumer preference on young generation for sportswear product. The study was conducted in Malaysia in Kuala Lumpur, Johore and Malacca area. The main problem is the young generation are become wealthier and grow up what they purchase. Young generation are trendier, digitally savvy and exposed to new things. They are willing try new things and difficult to hold them in a brand. Due to the problem, there are certain reasons why the research objective was developed. First, to identify the most factors that will impact young generation consumer preferences on product sportswear. Next, to examine the factor of country of origin (COO), product quality, brand image, style, and promotion toward consumer preferences. The finding stated that all independent variable are positive relationship with consumer preferences. Besides, the result also illustrated that three of the variable which are product quality, brand image and style is has a strong relationship, meanwhile, promotion, country of origin (COO) are at moderate level. Based on finding, there are several recommendation has been suggested to manufacture of sportswear product to help and to improve customer understanding. The manufacture and marketers need to improve and fulfil the need and wants of consumer to build a strong relationship between all factor and consumer preferences.

TABLE OF CONTENT

CONTENT	PAGE
Acknowledgement	i
Table of Content	ii
List of Table	vii
List of Abbreviations	vii
Abstract	ix
CHAPTER 1 : INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	3
1.3 Problem Statement	5
1.4 Research Question	7
1.5 Research Objective	8
1.6 Significant of Study	9
1.7 Scope of Study	10
1.8 Limitation of Study	11
1.8.1 Lack of Experience	11
1.8.2 Budget Constraints	11
1.8.3 Lack of Data	11
1.8.4 Lack of Information	11
1.8.5 Time Constraint	12
1.9 Theoretical Framework	13
1.10 Definition of term	15