



**PURCHASE INTENTIONS OF BRANDED SPORTING GOODS IN
MELAKA**

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JANUARY 2020

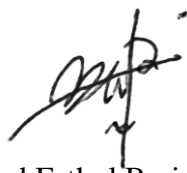
DECLARATION OF ORIGINAL WORK



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I, Muhammad Fathul Bari bin Mohd Amin, (I/C Number: 960212-04-5357) 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: Muhammad Fathul Bari bin Mohd Amin Date: 3 January 2020

LETTER OF SUBMISSION

JANUARY 2020

The Head of Programme
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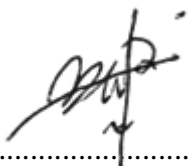
Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

With reference to the above matter, I would like to attached the project paper titled “PURCHASE INTENTIONS OF BRANDED SPORTING GOODS IN MELAKA” to fulfil the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Sincerely,



.....
Muhammad Fathul Bari bin Mohd Amin 2017266996
Bachelor of Business Administration (Hons.) Marketing

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ABSTRACT

The advancement of marketing and the effectiveness of spokespersons as opinion leaders do leave a great impact on a certain brand. Plus, to gain customers' trust is a great challenge to the business in order to change people's perspective and behavior and may induce intention towards certain product. The purpose of this research study is to identify the factors that may create an influence towards consumer's purchase intention of in branded sporting goods specifically among student athlete. The factors that are being examined in this study consist of endorser's expertise, endorser's trustworthiness, and brand credibility. Throughout the research period, a quantitative survey has been carried out for the purpose of supporting the initial idea and thinking. These questionnaires were distributed to individuals that may or may not have purchase branded sporting goods. It can be concluded that those three factors which are, the endorser's expertise, endorser's trustworthiness, and brand credibility, have had such a significant relationship to consumer's purchase intention of branded sporting goods.