



**CUSTOMERS BUYING PATTERN ON SPORTSWEAR
BRAND NAME CLOTHING IN SIBU**

PROJECT PAPER (MKT 660)

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LETTER OF SUBMISSION

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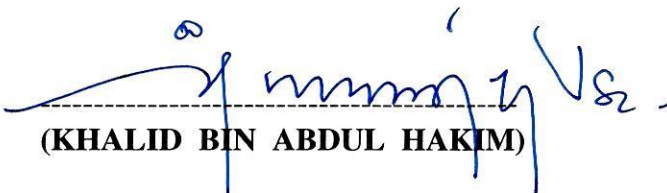
Miss Thalany binti Kamri
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Dear Miss,

SUBMISSION OF A PROJECT PAPER (MKT 660)

Attached is my Project Paper titled “ **CUSTOMERS BUYING PATTERN ON SPORTSWEAR NAME CLOTHING IN SIBU** ” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thanks you.



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PREFACE

Has branded product captured the market which is becoming more competitive everyday?

Customers favour product for various reasons, probably they favour high customer service quality, need for higher quality standard or biotechnology.

This study focus on “CONSUMERS BUYING PATTERN ON SPORTSWEAR BRAND NAME CLOTHING IN SIBU”.

Also why people behave as they do. We agree completely, the war for better quality must continue as business can gain a competitive edge in emerging global marketplace.

For that reasons, it is important to study customer behavior. As customer benefited from their own consumption related decision, they are willing to spend money for certain brand name product.

The study therefore helps us to understand their purchasing behavior and what they hope to gain from the purchasing.

Beside quality, customers may view different criteria based on what they expect from the usage.

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1.0 INTRODUCTION

For this project Paper (MKT 660) course, I have chosen “**CUSTOMERS BUYING PATTERN ON SPORTSWEAR NAME CLOTHING IN SIBU**” as a title of my study.

Nowadays we find that most companies registered their product Brand in order to differentiate from others. The product with brand enables customers to identify when it makes available in the market. The owner of the brand will register their brand name with Pattern Department. Then it is legally protected, avoid imitators and only allow the usage of the brand with the concern of the owner.

Intellectual property refers to “ ideas that are translated into tangibles product, writing, and so on, and that are protected by the state for a limited period of time from unauthorized commercial exploitation” .Intellectual property rights broadly include patents, trademarks, trade secret, and copyrights. It involves a large amount of investment in creative and investigative work to create a product with a low cost of manufacturing. As such they are exposed for duplication by imitators. The activities of imitators reduce the potential return earn by the innovators.

Even, the government set a law to protect the Branded product, but the imitation products are still available and affect the volume of sales.