

**UNIVERSITI TEKNOLOGI MARA**

**EXAMINING CONSUMER BUYING  
BEHAVIOUR ON BRANDED  
SPORTS PRODUCT**

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Research Project submitted in partial fulfilment of the  
requirements for the degree of

**Bachelor of Sports Management (Hons.)**

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## AUTHOR'S DECLARATION

I, Nordiana Nadia binti Kamarudin, hereby, declare that this work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees. This research project was the best result of my independent work and investigation, except where otherwise stated. I absolved Universiti Teknologi MARA and its Faculty of Sport Science and Recreation from any blame as a result of my work.

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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## ABSTRACT

The luxury goods market is growing and increasing number of consumers seem to be purchasing luxury goods. In local scenario, brand is considered as a valuable asset for any business as it can change people buying behaviour. Consumer buying behaviour has become an integral part of strategic market planning. The main purpose of this study is to examining the consumer buying behaviour on purchasing branded sports product. Besides, it is also to identify to what extend the factors that influence consumer buying behaviour on branded sports product such as price, quality, brand image, brand loyalty and brand awareness associated with the consumption of brand. The sample involved (N = 440) SUKIPT athletes who have experienced using branded sports product or loyal branded sports consumers. Descriptive statistic being used in assessing the percentages, mean and standard deviation. Meanwhile, for inferential statistics, Independent t-Test being used to analysing the differences in consumer buying behaviour among gender and type of institutions. The findings reveals that there is a significant different in consumer buying behaviour on branded sports product among gender. Meanwhile, there is no significant different in consumer buying behaviour on branded sports product among type of institutions. The results of this study will contribute to the improvement in marketing strategies among companies to reposition their brand in future.

*Keyword : Sports Product, Branded, Consumer Behaviour, Buying Behaviour*

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