

**STUDY ON THE KEY FACTOR INFLUENCING CUSTOMER'S LOYALTY TO
THE NIKE BRAND**

FREDERIC BIN FRANCIS

2009917189

Universiti Teknologi MARA (UiTM) Caw. Sabah
Beg Berkunci 71,
88997 Kota Kinabalu, Sabah

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU, SABAH**

DECEMBER 2011

ABSTRACTS

The changing of business activities nowadays in the world has led the customers becoming more demand and knowledgeable from time to time towards the brand for the specific product. Therefore, this studies would help to the Nike Company can get a lot of information regarding the customers taste and preferences. This can help the company to produce profit through the Nike brand product by knowing the customer needs in the marketplace.

This study will give benefit to the other Researchers by getting new information on the key factor influencing customer's loyalty to the Nike Brand. Besides that, it also can help the other Researchers to gain information by referring to this study. Other than that, this study will give the customer a better understanding on the Brand Loyalty Criteria that influencing them to be loyal to the Nike Brand.

The study was conducted at Kota Kinabalu and Papar, Sabah only and for data collection, I have used 120 samples for the purpose of this study whereby 60 from males and 60 from females.

There are many types of branded product in the market. Thus, there are many different purchasing decisions can be done by the customer for different brand of products. In this research I will perform a study on the "Key Factor Influencing Customer's Loyalty to the Nike Brand".

TABLE OF CONTENT

BIL	CONTENTS	PAGE
	TITLE PAGE.....	i
	DECLARATION OF ORIGINAL WORK.....	ii
	LETTER OF SUBMISSION.....	iii
	ACKNOWLEDGEMENT.....	iv
	LIST OF COLUMN.....	v
	LIST OF BAR.....	v
	LIST OF PIE.....	v
	ABSTRACTS.....	vi

CHAPTER 1

1.0 INTRODUCTION

1.1	BACKGROUND OF STUDY.....	1-2
1.2	SCOPE OF STUDY.....	2
1.3	PROBLEM STATEMENT.....	2
1.4	RESEARCH OBJECTIVES.....	3
1.5	RESEARCH QUESTION.....	3
1.6	LIMITATION OF STUDY.....	3
1.7	IMPORTANT OF STUDY.....	4

CHAPTER 2

2.0 LITERATURE REVIEW AND THEORITICAL FRAMEWORK

2.1	THEORITICAL FRAMEWORK.....	5
2.2	LITERATURE REVIEW.....	6-8

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

The changing of business activities nowadays in the world has led the customers becoming more demand and knowledgeable from time to time towards the brand for the specific product. A study on the key factor influencing customer's loyalty to the Nike brand has been done by the researcher. For example, the study done by, Tho D. Nguyen, Nigel J. Barrett and Kenneth E. Miller (2011) had summarized that, "Brand loyalty is a valuable asset for every brand". This means that the brand loyalty is a connection indirectly formed between the product brand and the customer itself which resulting the customers loyalty to the brand for self satisfaction.

"Nike history begun with 1962, when Bill Bowerman, a major US coach, and Phil Knight, a runner with track team trained by Bowerman, floated the Blue Ribbon sports, to sell Tiger branded athletic shoes manufactured by the Japanese's Company, Onisuka Tiger Company. Then, in 1967, the company was incorporated as BRS in Oregon, and in 1971, the "Swoosh" trademark emerged. After that, in the same year BRS began to produce and sell the Nike line of footwear after the company has ended relationship with Onitsuka Tiger Company due to dispute related to distribution. Later in 1978, BRS .Inc was renamed as "Nike". In 1980, the company went public, and then entered the Chinese market in the same year.

Ryan, Thomas J (2008), "Nike introduced the largest campaign in the brand's history with advertisement featuring inspirational sports imagery of current and past Nike stars". This shows that the "Nike" Brand is developing fast to keep up with the demand from the public.

Nowadays, there are many types of branded product in the market. Thus, there are many different purchasing decisions can be done by the customer for different brand of products. In this research I will perform a study on the “Key Factor Influencing Customer’s Loyalty to the Nike Brand”.

1.2 SCOPE OF STUDY

Basically, the scope of the study will focus on the customers who are using and loyal with the Nike brand. The purpose is to know the key factor influencing their to the Nike brand. The study will be conducted at Kota Kinabalu and Papar area, in the State of Sabah. Usually researcher also refers to the demographic characteristic such as, gender, age, income level, and ethic of customer will be related on this study. There are specific respondents which will be chosen randomly as the data collection in order to get the result or sample size for this research.

1.3 PROBLEM STATEMENT

The study is to investigate the key factor that influencing customer’s loyalty to the Nike Brand. As a marketer, the objective of manufacturing a product is to maximize the profit and customer’s satisfaction. Thus, to know the key factor that influencing customer’s loyalty to the Nike Brand is important and become a priority to the Nike Company to gain more profit.