



UNIVERSITI TEKNOLOGI MARA

**BRAND PREFERENCES TOWARDS  
SCHOOL SHOES**

**ADWIN ANAK SIJIB  
2001612208**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONOURS)(MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY**

**OCTOBER 2005**

## TABLE OF CONTENTS

CHAPTER	DESCRIPTION	PAGE
	Declaration of Original Work	ii
	Letter of Transmittal	iii
	Acknowledgement	vi
	Table of Contents	v
	Table of Figures	vi
	Abstract	vii
	List of Apendices	viii
<b>1</b>	<b>INTRODUCTION</b>	
1.1	Background of the Study	1
1.2	Problem Statement	2
1.3	Objectives of the Study	3
1.4	Research Question	3
1.5	Scope of the Study	3
1.6	Research Significance	4
1.7	Limitations of the Study	4
1.8	Definition of terms	5
<b>2</b>	<b>LITERATURE REVIEW</b>	
2.1	Branding Decisions	7
2.2	Brand Concepts	9
2.2.1	Brand Equity	9
2.2.2	Socialization Influences on Brand Consciousness/Sensitivity	11
2.3	Adolescent School Uniform Preferences	12
2.3.1	Uniforms	12
2.3.2	Personal Values	17
2.3.3	Clothing Behavior Patterns	23
<b>3</b>	<b>RESEARCH METHODOLOGY</b>	
3.1	Data Collection Method	29
3.2	Survey Instrument (Questionnaires)	29
3.3	Sampling	30
<b>4</b>	<b>DATA ANALYSIS AND FINDINGS</b>	31
<b>5</b>	<b>CONCLUSION, RECOMMENDATIONS AND FUTURE RESEARCH</b>	42
	<b>BIBLIOGRAPHY</b>	45
	<b>APPENDICES</b>	

## **ABSTRACT**

The main purpose of this study is to fulfill the academic requirements for Bachelor of Business Administration with Honours (Marketing) in UiTM. The word "Brand" on the other hand is getting trendier nowadays. Being a Bidayuh and a teacher, I am always trying to know more about my own people. However, there are very few articles written about the Bidayuhs concerning especially their product preferences and consumption patterns and I am always wondering whether the Bidayuhs are brand conscious. For this study, I chose the Bidayuh students who are school boarders for my target population for easy access in terms of questionnaire distribution.

The objective of this study is to identify the factors that influence the Bidayuh students shoe purchasing behaviour and to identify the shoe brands that they prefer. The results from the findings show that the Bidayuh students boarders are brand conscious.

## **CHAPTER 1: INTRODUCTION**

The purpose of this research is to find out about the Bidayuh students' preference towards branded school shoes. At the same time, it tries to find out why and what variables may influence the students' preference towards certain brands of shoes.

### **1.1 Background of the Study**

The Bidayuh are a minority race in Sarawak. Yet, they are the fourth largest community in Sarawak after the Ibans, the Chinese and the Malays. Mainly located and found living in the four contiguous districts of Lundu, Bau, Kuching and Serian, only those few with modern skills and expertise have moved to other towns and parts of the state and Malaysia, working in the various government departments or agencies and in the private sector companies. In Kuching District, they are mostly concentrated in the sub district of Padawan, the suburb of Kuching. As such, most of them send their children to study in secondary schools in the sub district of Padawan to further their secondary level education.

Within the Padawan sub-district, there are three rural secondary schools namely, SMK Penrissen, SMK Siburan and SMK Padawan. These schools cater for both boarding school students and day-school students. There are 1059 Bidayuh students out of a total of 2492 students in SMK Penrissen and 295 of them are boarders. In SMK Siburan, there are 1178 Bidayuh students out of a total of 2406 students and 390 of them are boarders. Meanwhile in SMK Padawan, there are 1029 Bidayuh students out of a total of 1091 students and 456 of them are boarders.

## **CHAPTER 2 : LITERATURE REVIEW**

The second part of this research is the literature review section. To have a better understanding of the topic discussed in this paper, the literature review section will be divided into three sections. The first section will discuss about Branding Decisions and the second part is about Brand Concepts. The last part will discuss about Adolescent School Uniform Preference.

Extended manual article-by-article search throughout the 1970s until 2000s has been duly conducted. However, as the local setting literature resource is very limited and scattered almost all reviewed literature is of international settings.

### **2.1 Branding Decisions**

A brand is a name, term, sign, symbol or design or a combination of these elements. They are intended to identify the goods or services of one seller or group of sellers and to differentiate them from other competitors. Therefore, a brand identifies a seller and a marketer. A brand name is that part of a brand which can be uttered. For example, famous apparel brand such as Reebok, Nike, Aliph, Adidas and Puma are pronounceable. A brand is a complex symbol that can convey up to six levels of meaning namely:

#### ***Attributes Level***

A brand brings to mind certain attributes. Mercedes suggests an expensive, well-built, well-engineered, durable and high-prestige automobile.