



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

ACKNOWLEDGEMENTS

Several people have been extremely helpful in assisting me directly and indirectly in preparing this Project Paper. I would like to extend my heartfelt gratitude and appreciation to my advisors, En. Jati Kasuma Ali and Puan Serah Jaya who have sacrificed so much of their time and energy and for their untiring efforts in giving their suggestions, support, guidance and motivation throughout the duration of this study.

I also wish to thank the principals and staffs of SMK Penrissen, SMK Siburan and SMK Padawan for giving me permission to distribute questionnaires to the student boarders in their respective schools and the student boarders of SMK Penrissen, SMK Siburan and SMK Padawan who have been kind enough to answer the questionnaires posed to them.

My deep appreciation also goes to my friends and colleagues namely En Freddy Alban Inggol, En Robinson Osen, En. Rajak Jandawai, En Lemy Michael Ruda, En Jem Dawel, En Dolley Christ Tagong, En Nonjep Rohin, Puan Jining Dawog, Puan Rohani Brahim, my cousin En Fredrick Juray and others for their help, moral support, understanding and generous assistance in the preparation of this Project Paper.

Last but not least, I wish to sincerely thank my parents, my brothers, sisters and their spouses, my nephews and nieces and other relatives for their sacrifices and understanding during the course of my study and also in the preparation of this project paper.

Adwin Sijib
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
1	INTRODUCTION	
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
2	LITERATURE REVIEW	
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
3	RESEARCH METHODOLOGY	
3.1	Data Collection Method	29
3.2	Survey Instrument (Questionnaires)	29
3.3	Sampling	30
4	DATA ANALYSIS AND FINDINGS	31
5	CONCLUSION, RECOMMENDATIONS AND FUTURE RESEARCH	42
	BIBLIOGRAPHY	45
	APPENDICES	

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.