"Factors that influences brand loyalty on sportswear"

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DECLARATION OF ORIGINAL WORK

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Abstract

The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards sportswear brands. Previous research adopted seven factors to test in the Seberang Perai environment. The seven factors of brand loyalty are brand name, product quality, price, style, promotion, service quality and store environment.

Product quality has shown strong correlation with brand loyalty. Questionnaires were distributed and self-administered to 100 respondents. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. The research results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, style, promotion, service quality and store environment) with sportswear brand loyalty.