

“Factors that influences brand loyalty on sportswear”

TUTY RUBIYANTI MD RODHI

2008295562

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA,

PULAU PINANG

APRIL 15, 2011

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOUR (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PULAU PINANG**

“DECLARATION OF ORIGINAL WORK”

I, TUTY RUBIYANTI MD RODHI, (I/C Number: 750419-##-####)

Hereby declare that:

- This work has not been previously been accepted in substance for any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: April 15, 2011

TABLE OF CONTENT

Declaration of Original Work	i
Letter of Transmittal	ii
Acknowledgement	iii
Table of content	iv -vi
List of Table	vii
List of Figures	viii
Abstract	ix

CHAPTER 1 INTRODUCTION

1.0	Introduction	1
1.1	Background of study	1
1.2	Background of Organization	2
	1.2.1 Adidas	2
	1.2.2 Nike	3
	1.2.3 Fila	3-4
	1.2.4 Umbro	4-5
	1.2.5 Reebok	5
1.3	Problem statement	6
1.4	Objective of study	7
1.5	Limitation of the study	7
	1.5.1 Area of study	7
	1.5.2 Time and cost consuming	7
	1.5.3 Data collection and responding	8
	1.5.4 Lack of experience	8
1.6	Significance of study	8
	1.6.1 To the Researcher	8
	1.6.2 To the Organization	9
	1.6.3 To the Respondents	9
1.7	Definition of key term	10
	1.7.1 Sportswear	10
	1.7.2 Brand Loyalty	11
	1.7.3 Brand name	12
	1.7.4 Product quality	12
	1.7.5 Price	13
	1.7.6 Style	13-14
	1.7.7 Store environment	14
	1.7.8 Promotion	14-15
	1.7.9 Service quality	15
1.8	Scope of the study	15
1.9	Organization of chapter	16
1.10	Conclusion	16

CHAPTER 2 LITERATURE REVIEW

2.0	Introduction	17
2.1	Brand loyalty	17-18
2.2	Brand name	19-20
2.3	Product quality	21-22
2.4	Price	23-24
2.5	Style	25
2.6	Store environment	26-27
2.7	Promotion	28
2.8	Service quality	29
2.9	Research Model	30
2.10	Hypothesis	31
2.11	Measurement of study	32-33
2.12	Conclusion	33

CHAPTER 3 METHODOLOGY

3.0	Introduction	34
3.1	Research Approach	34
3.2	Source of Data	35
	3.2.1 Primary Data	35
	3.2.2 Secondary Data	35
3.3	Population and sample size	36
3.4	The sampling techniques	36-37
3.5	Data collection method	37-38
3.6	Data analysis and interpretation	39
	3.6.1 Frequency analysis	39
	3.6.2 Cronbach's Alpha	39
	3.6.3 Pearson correlation analysis	40
	3.6.4 Multiple regression	41

CHAPTER 4 DATA ANALYSIS AND RESULT

4.0	Introduction	42
4.1	Descriptive statistic	42
4.2	Frequency Distribution	42
4.3	profile of the sample	43-52
4.4	Reliability and Validity	53-55
4.5	Correlation	56-57
4.6	Regression analysis	58
4.7	Multiple regression analysis	58-60
4.8	Response of analysis	61
4.9	Summary of major findings and result of hypothesis	62

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.