



**UNIVERSITI TEKNOLOGI MARA
NEGERI SEMBILAN BRANCH**

**PERCEPTIONS TOWARDS LOCAL SPORTS
PRODUCT AMONG SPORTS SCIENCE AND
RECREATION STUDENTS IN
UITM SEREMBAN**

NURUL NADIAH BINTI IMAM BASRI

**BACHELOR OF SPORTS MANAGEMENT (HONS.)
FACULTY OF SPORTS SCIENCE AND RECREATION**

JANUARY 2017

AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulation of University Teknologi MARA. It is original and the result is fully on my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulation for Under Graduated, University Teknologi MARA, regulating the conduct of my study and research.

Name of Students : Nurul Nadiah Binti Imam Basri
Student I.D. No. : 2014934369
Program : Bachelor in Sports Management (Hons.) – SR241
Faculty : Faculty of Sports Science and Recreation
Thesis Title : Perceptions towards Local Sports Products among
Faculty of Sports Science and Recreation Students in
UiTM Seremban

Signature of Students : _____
Date : January 2017

ABSTRACT

Nowadays, Malaysia market shows that local sports products manufacturer was producing many brands to market in Peninsular Malaysia include Sabah and Sarawak. The first objective in this study is identifying the perceptions towards local sports products among Sports Science and Recreation students in UiTM Seremban and the second objective is to determine difference perceptions towards local sports products between gender and athlete status. A total of 250 students in Faculty of Sports Science and Recreation in UiTM Seremban were involved as the main respondents in this research. The questionnaire was adopted and adapted from Kiong, Gharlegghi and Fah (2013). Descriptive statistics and independent t-test been used for analysis. Perception towards local sports products in terms of quality ($M = 3.69$), brand image ($M = 3.38$), promotion ($M = 3.27$) and styles ($M = 3.24$), based on table interpretation of mean scores, the results shows the perception in terms of quality is good among others. This study also found that there is no significant difference in the perception towards local sports products between gender ($p = 0.48$) and athlete status ($p = 0.79$). This finding will help local sports retailers especially in peninsular Malaysia to improve local sports products.

Keywords: *local sports products, quality, brand image, promotion, and styles.*

TABLE OF CONTENTS

	PAGES
LETTER OF TRANSMITTAL	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF SYMBOLS	xi
LIST OF ABBREVIATIONS	xii
CHAPTER ONE: INTRODUCTION	
1.1 Background of Study	1
1.2 Statement of Problem	2
1.3 Research Questions	2
1.4 Research Objectives	2
1.5 Hypothesis	3
1.6 Significance of Study	3
1.7 Limitation	3
1.8 Delimitation	3
1.9 Definition of Terms	3
1.9.1 Perception	3
1.9.2 Local Sports Products	4
1.9.3 Quality	4
1.9.4 Brand Image	4
1.9.5 Promotion	4
1.9.6 Styles	4

1.9.7 Gender	4
1.9.8 Faculty of Sports Science and Recreation	5
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	6
2.2 Perceptions Towards Local Sports Products	9
2.3 Conceptual Framework	11
2.4 Summary	11
CHAPTER THREE: METHODOLOGY	
3.1 Introduction	12
3.2 Research Design	12
3.3 Sampling	13
3.4 Instrumentation	13
3.5 Pilot Study	14
3.6 Data Collection Procedure	15
3.7 Data Analysis	16
CHAPTER FOUR: RESULTS AND FINDING	
4.1 Introduction	17
4.2 Demographics Analysis	17
4.3 Perception Toward Local Sport Products among FSR Students	19
4.4 Difference Perception Toward Local Sports Products Between Gender and Athlete Status	21
4.5 Reasons in Choosing Non-Local Sports Products	23
CHAPTER FIVE: DISCUSSION, CONCLUSION AND RECOMMENDATION	
5.1 Introduction	25
5.2 Discussion	25
5.3 Conclusion	29
5.4 Recommendation	30