



**BRAND AWARENESS, BRAND PREFERENCE
AND BRAND LOYALTY OF SPORT APPAREL
AMONGST SELECT ETHNIC GROUPS
IN SARAWAK**

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ABSTRACT

Sport consumers are overwhelmed by choice and marketers have addressed this problem by differentiating their product by differentiating their products or services through branding. However, understanding consumers is difficult for marketers because of the increasing variety of consumers' ethnic origins. This study investigated whether there are branding differences amongst select ethnic groups in Sarawak. A study of 120 consumers of Malay, Chinese and Others Ethnic from different background and occupation was conducted using questionnaire at shopping mall, sport specialty store and sport arena. Respondents were asked to rate 8 brand awareness factors, 8 brand preference factors, 4 brand loyalty factors and 4 consumer habits factors in relation to sport apparel brands.

CHAPTER 1

INTRODUCTION

1.0 BACKGROUND OF STUDY

Building strong brands is one of the most important goals of product and brand management. Strong brands result in higher revenue streams, both short term and long term (Aaker, 1991, 1996; Kapferer, 2004; Keller, 2003). Therefore, the stated goal of strategic brand management is to build brands that last for decades and can be leveraged in different product categories and markets (Aaker, 1996). The marketer's principal objective is typically to build a relationship with buyers, rather than merely to make a single sale. Ideally, the essence of that relationship consists of a strong bond between the buyer and the brand. The choice of an individual strategy or combination depends mainly on the nature of the branded product or service.

The success of the strategy depends heavily on the marketer's understanding of the preference building and bonding process. A marketer's main objective goes beyond a single sale to one customer. Usually the ultimate objective is to build a durable relationship between a specific brand and a particular customer group – to create a strong bond between brand and buyer! Whether it is between parent and