



**MARA UNIVERSITY OF TECNOLOGY
SARAWAK
SAMARAHAN CAMPUS**

**A STUDY ON
BRAND LOYALTY TOWARD IMPORTED JEANS**

**NORLELA BINTI RAHANA
2003110837**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT**

NOVEMBER 2006

ABSTRACT

This project report represents a research about “Brand Loyalty toward Imported Jeans” Brand in Kuching. This study would analyze on the consumer preferences on brand loyalty of Lee, Levi’s, and Lois brand. Study will focus on three popular brand names of Jeans among teenager in Kuching. Purpose of the study on those areas is to find out the level of consumer brand loyalty on choosing these brands. A sample of 322 of teenager will be conducted at high school and high institution education where teenagers can be easily located. This will be in Kuching where by can divided in South Kuching and North Kuching. The research was done based on a survey study. All the data gathered was analyzed and presented in desiccatives methods. Research finding showed that shopping orientation on imported jeans brand loyalty among teenager are 3.28 which mean teenager agreeing with their shopping behavior and style. In purchase orientation, teenagers were 3.44 with moderate level which mean for teenager purchase criteria were important on their shopping behavior and style. Self image on imported jeans brand loyalty among teenager is 3.19 with moderate level which mean Jeans brand loyalty influence consumers regarding their self-image. The study has given several recommendation and future research at the end of the research.

TABLE OF CONTENT

DESCRIPTION	PAGE
Title of Page	i
Letter of Submission	ii
Acknowledgement	iii
Abstract	iv
Table of Content	v
List of Tables	vi
List of Figures	vii
0.1 INTRODUCTION	
1.1 Background of Study	1
1.2 Scope of Study	4
1.3 Problem Statement	5
1.4 Research Question	7
1.5 Objective of the study	7
1.6 Significance of Study	8
1.7 Limitation of Study	9
1.8 Definition of Terms	11
0.2 LITERATURE REVIEW	
2.1 Introduction	12
2.2 Brand loyalty	13
2.2.1 Brand Name	13
2.2.2 Perceived Quality	14
2.2.3 Perceived Price	15
2.3 Consumers' demographic	17
2.3.1 Teenager	17
2.3.2 Gender	18
2.3.3 Education	18
2.4 Consumer decision making	21
2.4.1 Shopping orientation	22
2.4.2 Purchasing criteria	23
2.4.3 Self-image	25
2.5 Clothing	26
2.5.1 Product Quality	27
2.5.2 Product Features	27
2.5.3 Product Style and Design	27

1.1 BACKGROUND OF STUDY

This study based on journal “Korean Women’s Clothing Brand Loyalty” by Oh, Jungmi and Susan S.Fiorito. This study adopt in local situation where by focusing Jeans brand on Lee, Levi’s and Lois branding on consumer satisfaction in Kuching area. For the purpose this study, research was focus the important aspect and criteria that actually drive consumer in Kuching to choose Lee, Levi’s and Lois as their choice of trouser brand for their clothing. This research aims to gain an insight on how consumer make their decision upon making a brand of choice in market regarding their buying behavior, self-image and demographic.

Ultimately, the customer’s favorable attitude toward a brand is the determining factor in brand loyalty. Consumers can develop a positive attitude and brand loyalty for one or more reasons. The major reasons for buying a specific brand include the consumer’s desire for the product’s features, the brand’s price, and the quality or benefit that one expects the brand to deliver, and the desire to identify with the image represented by the brand.

Jeans are probably one of the most popular and versatile fashion accessories of all time. Their tightly woven will constructions combined with designer detail and styling make jeans the perfect choice of garment.

2.1 INTRODUCTION

The original jeans were associated with hard, physical work. "Pantaloons" or "waist-high overalls" were the names for the first pair of jeans in the time of Levi Strauss, the jeans inventor, but people called them "Levi's". It was the beginning of jeans. The first purpose of jeans production was to supply miners who were looking for long-lasting pants so Strauss made jeans from heavyweight brown canvas.

The change from stiff canvas to soft denim contributed to the popularity of jeans. Denim is the important material to make jeans in the different styles, from miners to lawyers. Some styles make the wearers feel comfortable with the softness of jeans. Others make the wearers have confidence with the smoothness and flatness. These different textures depend on the patterns of the twill of the fabrics. In addition, the economy and thickness of jeans are the other factors that make jeans more popular than other fabrics.

In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy (**Dick and Basu 1994**). For this purpose, a view of literature review regarding the brand loyalty among teenager on makes decision of purchase jeans.