



**A STUDY ON THE FACTORS AFFECTING BRAND LOYALTY OF ADIDAS
SPORTSWEAR BRAND AMONG STUDENTS IN UiTM MELAKA CITY
CAMPUS**

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JULY 2017

ACKNOWLEDGEMENT

First of all, I would like to thank the Almighty God for giving such strength and patience to me in completing this final year project paper for this semester. By doing this project paper, I have learned and gained a lot of knowledge not just on academic matters, but in fact, other valuable experiences and lessons along completing this project paper. I am beyond grateful to finally reached at this point of moment, which is a step closer to complete this long journey of my Bachelor's studies.

Besides that, sincerest thanks I bid to Puan Nurul Zamratul Asyikin binti Haji Ahmad as my first advisor, and Sir Mohamad Idham bin Md Razak, as my second advisor for this project paper. Their help and guidance to encourage me doing this project paper is priceless and highly appreciated.

Also, thanks to my respondents which is Part 6 students of UiTM Melaka City Campus, who had spent some time answering questionnaires for my project paper. Without them answering the questionnaires, I would not be able to complete this research. These data are important just as much to complete this research study.

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ABSTRACT

Brand loyalty is a part of business strategies that could push sales volume of a company favourably. Therefore, any of the companies would view this as an important factor for them to survive in this competitive business world. This because the final goal of marketing is to gain brand loyalty from the customers. Brand loyalty is the result of how a company position the brand in the customer's mind that would drive a customer to have a habit of repetitive purchasing behaviour over the same brand. There are many factors influencing brand loyalty. In this study, it is to discuss and testify the four factors affecting brand loyalty of Adidas sportswear brand as in terms of product quality, style, brand name, and price among students in UiTM Melaka City Campus. 200 sets of questionnaires had been distributed to Part 6 students of UiTM Melaka City Campus as the population but only 187 sets of questionnaires were returned. After the questionnaire had been assessed, only 153 sets of questionnaires were valid to be interpreted into statistical data. These data were used to determine the relationship between these four factors namely product quality, style, brand name and price, with brand loyalty of the Adidas sportswear brand. The findings also would show which factors has the most effect on brand loyalty.

Key terms: Brand loyalty, product quality, style, brand name, price.