



FACTORS THAT INFLUENCE BRAND EQUITY OF SPORT SHOES PRODUCT
AMONG UiTM STUDENTS

MUHAMMAD NAIM BIN ZULKIFLI

2014499694

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2016

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Muhammad Naim Bin Zulkifli, I/C Number: 930106-10-5101

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is 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: 30th June 2016

LETTER OF SUBMISSION

June 2016

The Head of Program

Bachelor in Business Administration (Hons) Marketing

Faculty of Business and Management

Kampus Bandaraya Melaka

Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title “Factors That Influence Brand Equity of Sport Shoes Product among UiTM Students” to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi Mara (UiTM)

Thank you

Sincerely,

Muhammad Naim Bin Zulkifli

2014499694

(Bachelor in Business Administration (Hons) Marketing

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES	vii
LIST OF FIGURES	xi
ABSTRACT.....	xii
Chapter 1 – Introduction	
1.1 Background of the Study	1-2
1.2 Problem Statement.....	2-3
1.3 Research Objectives	3
1.4 Research Questions	3
1.5 Significance of the Study.....	4-5
1.6 Scope of the Study.....	5
1.7 Limitations of the Study	6
1.8 Definition of Terms	6-7
Chapter 2 - Literature Review.....	
2.1 Introduction	8

ABSTRACT

Brand equity can be assumed as the feelings, thoughts and also images perceived by the consumers once they interact with the brand. Hence, it is important in having good brand equity as company tends to generate higher profit from good relations made with the consumers. This thesis is conducted to investigate the relationship between four factors which are brand association, brand loyalty, brand awareness and brand image with brand equity of sport shoes. This is because there was no latest research study conducted to analyse the brand equity of sport shoe. Researches from previous study on brand equity have stated that four independent variables that are related with brand equity were brand association, brand loyalty, brand awareness and also brand image. The objective of the research study was to investigate the relationship between four factors which are brand association, brand loyalty, brand awareness and brand image with brand equity of sport shoes. Besides that, this research also tends to investigate the most influential factors in influencing brand equity towards sports shoes. This research entitled “Factors That Influence Brand Equity among Students from Faculty of Business Management in Uitm Kampus Bandaraya upon Sport Shoes’ Brand.” Research study had been conducted to obtain results and findings. There was a list of 317 respondents that were involved in answering the questionnaires that had distributed to them. There were available sources data from previous research had been used as references to understand the issues or matters arise in the research study. This research concludes with discussion on the results, study limitation and recommendation for future research.