

## **Influence of Brand Loyalty on Consumer Sportswear**

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### **ABSTRACT**

The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards sportswear brands. Previous research adopted seven factors to test in the Malaysian environment. The seven factors of brand loyalty are brand name, product quality, price, style, promotion, service quality and store environment. Brand name has shown strong correlation with brand loyalty. In order to increase customer satisfaction and drive them to be brand loyalists, marketers are encouraged to develop aggressive marketing programs. Questionnaires were distributed and self-administered to 100 respondents. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. The research results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, style, promotion, service quality and store environment) with sportswear brand loyalty. Study of more focused factors that are appropriate to the Malaysian environment is recommended in order to obtain accurate information.

**Keywords:** Brand loyalty, Brand switching, Sportswear, Malaysia

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## INTRODUCTION

In Malaysia, sportswear brands such as Nike, Adidas, Reebok, Puma, Umbro and Fila are popular among sportswear consumers. Sportswear has become a common and popular category among young people as it identifies them with a more relaxed lifestyle, greater versatility and comfort. This has prompted manufacturers like Nike and Adidas to start expanding their business particularly in Asia as it has the potential to give them higher volume of sales for their products.

Many companies, especially those in the sportswear industry try to enhance brand loyalty among their customers. Brand loyalty is a consumer's conscious or unconscious decision that is expressed through the intention or behaviour to repurchase a particular brand continually. Brand loyalty has been proclaimed to be the ultimate goal of marketing (Reichheld and Sasser, 1990). In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand through repeated buying of a product or a service or other positive behaviours such as word of mouth. This indicates that the repurchase decision very much depends on trust and quality performance of the product or service (Chaudhuri and Holbrook, 2001).

The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards sportswear brands. Questionnaires were distributed to 100 respondents in Bandar Baru Bangi and Serdang. Descriptive analysis, one-way ANOVA and Pearson Correlation are used in this study. A study of more focused factors that are appropriate to the Malaysia environment is recommended in order to obtain accurate information.

## BRAND LOYALTY

There are many operational definitions of brand loyalty. In general, brand loyalty can be defined as the strength of preference for a brand compared to other similar available options. This is often measured in terms of repeat purchase behaviour or price sensitivity (Brandchannel.com, 2006). However, Bloemer and Kasper (1995) defined true brand loyalty as having six necessary conditions which are: 1) the biased (i.e. non-random); 2) behavioural response (i.e. purchase); 3) expressed over time; 4) by some decision-making unit; 5) with respect to one or more alternative brands out of a set of such brands; and 6) a function of psychological processes.

True brand loyalty exists when customers have a high relative attitude toward the brand exhibited through repurchase behaviour. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, may cost less to serve and can bring in new customers to the firm (Reichheld and Sasser, 1990). The brand loyal consumer does not attempt any kind of attribute evaluation but

simply chooses the familiar brand on the basis of some overall positive feelings towards it. This overall positive evaluation stems from past experience with the particular brand under consideration.

Amine (1998) in her literature distinguishes two main approaches to define the loyalty construct: the behavioural one suggests that the repeat purchasing of a brand over time by a consumer expresses their loyalty, and; the attitudinal perspective which assumes that consistent buying of a brand is a necessary but not sufficient condition of 'true' brand loyalty and it must be complemented with a positive attitude towards this brand to ensure that this behaviour will be pursued further.

Thus, brand loyalty is a function of both behaviour and attitudes. It is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, image, or level of quality at the right price. This perception becomes the foundation for new buying habits. Consumers will initially make a trial product of the brand and, when satisfied with the purchase, tend to form habits and continue to purchase the same brand because the product is safe and familiar.

## **FACTORS OF BRAND LOYALTY**

Lau *et al.* (2006) in his article mentioned that there were seven factors that influenced consumers' brand loyalty towards certain sportswear brands. The factors were: brand name, product quality, price, style, store environment, promotion and service quality.

### **Brand Name**

Famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names (Keller, 2003). There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand names. These prestigious brand names and their images attract consumers to purchase the brand and bring about repeat purchasing behaviour and reduce price related switching behaviours (Cadogan and Foster, 2000). Furthermore, brand personality provides links to the brand's emotional and self-expressive benefits for differentiation. This is important for brands which have only minor physical differences and are consumed in a social setting where the brand can create a visible image about the consumer itself.

On other hand, fashion magazines and fashion press elaborate on the designer's collections to the full extent and thus reinforce better images to facilitate consumer recognition (Colborne, 1996). Consumers are usually able to evaluate each of

the products and brand name attributes (Keller, 2003). It is noteworthy that this information is essential for marketing managers to make informed decisions concerning product positioning, repositioning and differential advantages.

According to Kohli and Thakor (1997), brand name is the creation of an image or the development of a brand identity and is an expensive and time consuming process. The development of a brand name is an essential part of the process since the name is the basis of a brand's image. Brand name is important for the firm to attract customers to purchase the product and influence repeat purchasing behaviour. Consumers tend to perceive the products from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product.

## **Product Quality**

Product Quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as "fitness for use" or 'conformance to requirement" (Russell and Taylor, 2006).

Consumers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold. According to Frings (2005), the components of product quality of fashion merchandise include size measurement, cutting or fitting, material, colour, function and the performance of the merchandise. Fitting is a crucial aspect in garment selection because some fitted garments such as swimsuits and aerobic wear can ideally enhance the consumers' general appearance.

Material is important in product quality because it affects the hand feel, texture and other performance aspects of the product. Further, consumers relate personally to colour, and could select or reject a fashion because of colour. If the colour does not appeal to them or flatter their own colour, they will reject the fashion (Frings, 2005).

Functional attributes in sportswear include quick-dry, breathable, waterproof, odour-resistant, lightweight, and antimicrobial and finally, durability which is the use life of garments. For instance, some consumers wear their sportswear for heavy work and some for leisure and sports, as they need a lot of movement, while durability is an important consideration in purchasing sportswear (Garvin, 1988).

Perfectionist or quality consciousness is defined as an awareness of and desire for high quality products, and the need to make the best or perfect choice versus buying the first product or brand available (Sproles and Kendall, 1986). This indicates that quality characteristics are also related to performance.

## Price

According to Cadogan and Foster (2000), price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favoured brand, so, their purchase intention is not easily affected by price.

In addition, customers have a strong belief in the price and value of their favourite brands so much so that they would compare and evaluate prices with alternative brands (Evans *et al.*, 1996; Keller, 2003). Consumers' satisfaction can also be built by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, it is observed that consumers will purchase that product.

Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change (Yoon and Kim, 2000). Basically, long-term relationships of service loyalty make loyal customers more price tolerant, since loyalty discourages customers from making price comparison with other products by shopping around. Price has increasingly become a focal point in consumers' judgments of offer value as well as their overall assessment of the retailer (De Ruyter *et al.*, 1999).

According to Bucklin *et al.* (1998), price significantly influences consumer choice and incidence of purchase. He emphasized that discount pricing makes households switch brands and buy products earlier than needed. Price is described as the quantity of payment or compensation for something. It indicates price as an exchange ratio between goods that pay for each other. Price also communicates to the market the company's intended value positioning of its product or brand. Price consciousness is defined as finding the best value, buying at sale prices or the lowest price choice (Sproles and Kendall, 1986). Additionally, consumers generally evaluated market price against an internal reference price, before they decide on the attractiveness of the retail price.

## Style

Style is visual appearance, which includes line, silhouette and details affecting consumer perception towards a brand (Frings, 2005). According to Abraham and Littrell (1995), a composite list of apparel attributes has been generated and one of the conceptual categories is style.

Consumers' judgment depends on the consumers' level of fashion consciousness, so judgment will be conditioned by their opinion of what is currently fashionable. Brands that supply stylish sportswear attract loyal consumers who are fashion conscious. Fashion leaders or followers usually purchase or continue to repeatedly purchase their fashion garments in stores that are highly fashionable.

They gain satisfaction from wearing the latest fashion and style which also satisfies their ego.

A research conducted by Duff (1999) investigated the niche market in women's sportswear, and the results showed that sportswear shoppers were becoming more fashion conscious and were demanding products with more style; furthermore, consumers have a tendency to wear different attires for different occasions.

According to Sproles and Kendall (1986), fashion consciousness is generally defined as an awareness of new styles, changing fashions, and attractive styling, as well as the desire to buy something exciting and trendy.

## **Store Environment**

Omar (1999) emphasised that the store environment was the single most important factor in retail marketing success and store longevity. Positive attributes of the store, which include store location, store layout, and in-store stimuli, affect brand loyalty to some extent. Store location and number of outlets are crucial in altering consumer shopping and purchasing patterns. If consumers find the store to be highly accessible during their shopping trip and are satisfied with the store's assortment and services, these consumers may become loyal afterwards (Evans *et al.*, 1996). Thus, a store's atmosphere is one of the factors that could influence consumer's decision making.

The stimuli in the store, such as the characteristic of other shoppers and salespeople, store layout, noises, smells, temperature, shelf space and displays, sign, colours, and merchandise, affect consumers and serve as elements of apparel attributes (Abraham and Littrell, 1995), which may in turn, affect consumer decision making and satisfaction with the brand (Evans *et al.*, 1996). On the other hand, background music played in the stores affects attitudes and behaviour (Milliman, 1982). The slow-beat musical selection leads to higher sales volume as consumers spend more time and money in a conducive environment.

There are many advantages to retailers having loyal customers. As stated by Huddleston *et al.* (2004), customer loyalty could yield a favourable operating cost advantage for retailers. Furthermore, they stressed that obtaining new customers cost five to six times as much as retaining current customers. Loyal customers can increase their purchase spending, they are low cost for retailers as compared to obtaining new customers; they accept price premiums and they have customer longevity. Research conducted by Lin and Chang (2003) showed that the channel convenience of the brands had significant influence on buying behaviour. This means that the accessibility to this product/brand in the store is important when purchasing low involvement products. Consumers will not go to another store just to find the brand. Instead, they will stay put and choose another brand.

## Promotion

Promotion is a marketing mix component which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects consumers' images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviours (Evans *et al.*, 1996). This shows that promotion, especially through advertising, can help establish ideas or perceptions in the consumers' minds as well as help differentiate products against other brands.

According to Rowley (1998), promotion is an important element of a firm's marketing strategy. Promotion is used to communicate with customers with respect to product offerings, and it is also a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organisations in support of advertising and public relations activities, and they are targeted toward consumers as final users. She also states that promotion has a key role in determining profitability and market success and is one of the key elements of the marketing mix which includes advertising; direct marketing; sales promotion; public relations and publicity; personal selling and sponsorship.

## Service Quality

A common definition of service quality is that the service should correspond to the customers' expectations and satisfy their needs and requirements (Gronroos, 1990). Service quality is a kind of personal selling, and involves direct interactions between salespeople and potential buyers. Consumers like to shop at specific stores because they like the services provided and are assured of certain service privileges.

The impact of salespeople-consumer relationships will generally result in long-term orientation of consumers towards the store or brand. Trust in salespeople appears to relate to overall perceptions of the store's service quality, and results in the consumer being totally satisfied with the stores in the end. Additionally, personalisation (i.e. reliability, responsiveness, personalization and tangibles) significantly influence consumers' experience and evaluation of service, and in turn, affects the brand loyalty of consumers (To and Leung, 2001).

Gronroos (1990) noted that the quality of a service as perceived by customers had three dimensions: functional (or process) dimension, technical (or outcome) dimension, and image. Furthermore, Richard and Allaway (1993) argued that utilising only functional quality attributes to explain and/or predict consumers' behaviour might be a misspecification of service quality and had low predictive validity.

## **HYPOTHESES**

This article focuses on the factors that influence consumers' brand loyalty towards a particular brand. Based on the factors that influence brand loyalty, the following hypotheses are derived.

- H1: There is a significant and positive relationship between brand name and brand loyalty on consumer sportswear.
- H2: There is a significant and positive relationship between product quality and brand loyalty on consumer sportswear.
- H3: There is a significant and positive relationship between price and brand loyalty on consumer sportswear.
- H4: There is a significant and positive relationship between style and brand loyalty on consumer sportswear.
- H5: There is a significant and positive relationship between promotion and brand loyalty on consumer sportswear.
- H6: There is a significant and positive relationship between service quality and brand loyalty on consumer sportswear.
- H7: There is a significant and positive relationship between store environment and brand loyalty on consumer sportswear.

## **METHODOLOGY**

### **The Sample**

Respondents of multiple ethnicity, namely Malay, Chinese, Indian and other races, were selected from Bandar Baru Bangi and Serdang. In Bandar Baru Bangi, the locations selected were at shopping malls such as Pasaraya Warta and Pasaraya Billion while in Serdang, the locations selected are at shopping malls such as The Mines and South City Plaza. These malls were selected because they represent the largest malls in the city. No attempt was made to cover other malls as they were small and additional costs would be involved.

Conducted during the weekends over a time frame of two months, the researcher went personally to the targeted locations and distributed questionnaires to the respondents. A total of 100 sets of questionnaires were distributed to respondents at the Bandar Baru Bangi and Serdang areas. The profiles of these respondents are listed in Table 1.

### **Data collection method**

To conduct the study, primary data and secondary data are used by the researcher to analyse brand loyalty on sportswear. Primary data was collected by using self-



**Table 1 Profile of the sample**

<b>Demographic Factor</b>	<b>Valid no.</b>	<b>Percentage (%)</b>
Gender	Male: 54	54.0
	Female: 46	46.0
Races	Malay: 50	50.0
	Chinese: 34	34.0
	Indian: 16	16.0
Age	18-22: 27	27.0
	23-27: 52	52.0
	28-32: 13	13.0
	32 and above: 8	8.0
Occupation	Students: 63	63.0
	Private Sector: 17	17.0
	Government Sector: 12	12.0
	Self-employed: 8	8.0
Education level	PhD: 1	1.0
	Master: 22	22.0
	Degree: 51	51.0
	Diploma: 14	14.0
	SPM/STPM: 12	12.0
Income:	Less than RM1000: 51	51.0
	RM1001-RM2000: 19	19.0
	RM2001-RM3000: 20	20.0
	RM3001-RM4000: 8	8.0
	RM4000 and above: 2	2.0

*Remark:* Total sample size  $N=100$

administered questionnaires which were distributed to respondents who were briefed on the purpose of the study. The structure of the questionnaire is clear, easy to understand, and straightforward to ensure that the respondents could answer the questions with ease.

## **Research Instrument**

A self-administered questionnaire in English was developed and divided into three sections: brand loyalty, consumer's favourite sports brand and factors which influence brand loyalty.

## **Data Analysis**

Descriptive analysis is used to analyse the background as well as the respondents' profiles pertaining to their evaluation of brand loyalty. The common measures

such as the total, mean, variance, frequency and percentage are used to analyse the data gathered through the questionnaires. Frequencies such as mean and percentage analysis were used to obtain the factors that influenced respondents' brand loyalty.

ANOVA is an appropriate test for hypothesis testing when there are more than two groups measured on an interval scale. In this study, ANOVA is used to determine whether there is any significant relationship between independent variables (brand name, product quality, price, style, promotion, service quality and store environment) and income and race of the respondents. One-way ANOVA is a single-factor, fixed-effects model to compare the effects of one factor (Malhotra, 2007). This means that One-way ANOVA is used to determine the variability of the sample values by looking at how much the observation within each group varies as well as how much the group means varies.

Pearson Correlation was seen as appropriate to analyse the relationship between the two variables which were interval-scaled and ratio-scaled. Furthermore, correlation coefficients reveal magnitude and direction of relationships which are suitable for hypothesis testing (Malhotra, 2007). The researcher used Pearson correlation to test seven independent variables (brand name, product quality, price, style, promotion, service quality and store environment) that influenced consumer brand loyalty and to test if a relationship existed between the independent and dependent variables.

## RESULTS

### Reliability and Validity

Table 2 lists the Cronbach's Alpha (coefficient alpha) of each variable. All the variables show a high degree of reliability. Table 3 shows that there were seven independent variable factors of brand loyalty that were tested by the researcher

**Table 2 Reliability Analysis of Factor of Brand Loyalty**

<b>Variables</b>	<b>Alpha</b>
Brand name	0.6628
Product Quality	0.6472
Price	0.6718
Style	0.7882
Promotion	0.7074
Service Quality	0.8900
Store Environment	0.7139
Brand Loyalty	0.6846

**Table 3 Ranking Factor of Brand Loyalty**

<b>Factor of Brand Loyalty</b>	<b>Rank</b>	<b>Mean</b>
<b>Product Quality</b>		
Q1. The size of sportswear fits me very much.	1	3.70
Q2. The materials used by the brand are comfortable.		4.01
Q3. The brand has sufficient colour.		3.72
Q4. The brand has good functional quality.		3.85
	Mean Average	3.82
<b>Style</b>		
Q1. The brand provides wide variety of styles.	2	3.76
Q2. Styles of the brand are suitable for me.		3.84
Q3. Styles of the brand have distinctive features.		3.71
Q4. Styles of the brand are trendy and fashionable.		3.81
	Mean Average	3.78
<b>Brand Name</b>		
Q1. The brand is reputable.	3	3.73
Q2. Brand Name and Image attract me to purchase.		3.85
Q3. Brand Name is selected regardless of price.		3.44
Q4. Brand reflects my own personality.		3.42
	Mean Average	3.61
<b>Store Environment</b>		
Q1. The brand has good store location.	5	3.73
Q2. The brand has sufficient outlets.		3.85
Q3. The interior display is attractive.		3.44
Q4. Colour and music inside the store are attractive.		3.42
	Mean Average	3.54
<b>Service Quality</b>		
Q1. Salesperson of the store is well-trained.	7	3.16
Q2. Salesperson of the stores willing to help.		3.30
Q3. Salesperson of the store friendly and courteous.		3.32
Q4. Salespersons of the stores have neat appearance.		3.40
	Mean Average	3.30
<b>Promotion</b>		
Q1 Ads of the brand is attractive.	4	3.79
Q2. Ads of the brand attract me to purchase.		3.39
Q3. Window displays are attractive.		3.53
	Mean Average	3.57
<b>Price</b>		
Q1. Increases of price not hinder me to purchase.	6	3.08
Q2. The brand provides goods value for money.		3.58
	Mean Average	3.33

through the questionnaires distributed to respondents. The Likert scale was used in the questionnaire: 1 indicates strongly disagree, 2 indicates disagree, 3 indicates neutral, 4 indicates agree and 5 indicates strongly agree. The result is derived from the highest mean score of factors of brand loyalty based on the respondents' answers.

The overall result shows that product quality is the most important factor. In the Malaysian environment respondents particularly choose product quality as the main factor that influences them to be brand loyal customers. From this study it has been shown that the Malaysian and Hong Kong environments are not much different because people of these two countries tend to choose product quality as the most important factor affecting their brand loyalty. The study conducted by Lau *et al.* (2006), as noted in the previous section, shows that in the Hong Kong environment, brand name and style exert influence on brand loyalty of hard-core loyal costumers while promotions have more influence on brand switchers. The overall results show that product quality is perceived by both groups as the most important factor affecting their brand loyalty.

One-Way ANOVA analysis between the factors of brand loyalty and income level was executed. The objective of the analysis is to find out whether there is significant relationship between the variables. The results of the analysis are presented in Table 4. There are four variables that are significant which are brand name (.000), product quality (.009), promotion (.004) and service quality (.038). In the Malaysian environment, the overall results show that Malaysians prefer brand name, product quality, promotion and service quality as factors of brand loyalty. From these findings, Malaysians are similar to Hong Kong people when choosing branded sportswear, as reported by Lau *et al.* (2006), because they tend to prefer brand names when making a purchase.

**Table 4 Income Level versus Factors of Brand Loyalty**

	<b>Brand Name</b>	<b>Product Quality</b>	<b>Price</b>	<b>Style</b>	<b>Promo</b>	<b>Service Quality</b>	<b>Store Env.</b>
<b>Sig.</b>	.000	.009	.247	.945	.004	.038	.096
<b>Mean</b> :<RM 1000	14.8627	15.0980	6.8627	15.0784	11.1961	14.0196	14.3137
1001- 2000	13.8947	14.4737	6.5263	14.8947	9.3684	11.7896	12.8947
2001-3000	13.3000	15.5500	6.0500	15.3000	10.8000	12.5500	14.5500
3001- 4000	14.8750	17.2500	7.0000	15.2500	10.7500	12.6250	14.6250
>RM 4000	18.5000	17.0000	7.5000	16.0000	10.0000	13.5000	15.5000

In Table 5, only two variables are significant which are brand name (.050) and price (.014). Overall results show that among the three major races in Malaysia, Indians favour brand names more compared to the other races.

**Table 5 Races versus Factors of Brand Loyalty**

	Brand Name	Product Quality	Price	Style	Promo	Service Quality	Store Env.
<b>Sig.</b>	.050	.909	.014	.221	.306	.244	.797
Malay	14.6800	15.3000	6.5600	14.7800	10.9800	13.5400	14.0200
Chinese	13.7941	15.1765	6.3529	15.5882	10.3824	12.5000	14.3529
Indian	15.0625	15.4375	7.6250	15.1875	10.5625	13.5000	14.0625

## Hypothesis Test

As shown in Table 6, brand name was found to have significant positive relationship with brand loyalty. The research results showed that consumers favoured brand image when they perceive positive benefits or function from the product. They would then recommend the brand, have positive reaction on the price premium and are willing to accept brand extensions to other product categories within the same brand.

**Table 6 Significance of brand loyalty factors with brand loyalty**

Variables	Pearson Correlation	Sig. (2-tailed) <sup>a</sup>
Brand name	.562	.000
Product quality	.302	.002
Price	.456	.000
Style	.138	.169
Promotion	.401	.000
Service quality	.331	.001
Store environment	.385	.000

<sup>a</sup> Significant at 0.01 level

Product quality was shown to have positive relationship with brand loyalty. The correlation between these two variables is shown in Table 6. The correlation is considered a moderate correlation ( $r=0.302$ ) based on Cohen's (1988) guidelines. This finding indicates that product quality is significant in the consumer decision-making process.

The research findings showed that price and brand loyalty had a positive relationship. Price was an important consideration for the average consumer. However, consumers with high brand loyalty were less-price sensitive. The result

suggested that as long as the respondents were satisfied with a particular brand, they would repurchase the product with the same brand name even if it was highly priced.

However, the findings showed that there was no relationship between style and brand loyalty. From the seven variables identified, style was not considered an important factor for Malaysians to be loyal to particular sportswear brand.

The results showed that promotion and brand loyalty were positively related. Promotion was considered as one of the most important factors in determining a consumers' brand loyalty. It includes the use of advertising, sales promotion, personal selling and publicity. From the study conducted, it was seen that female respondents actually spent more time reading product labels before buying products.

The finding also showed that service quality and brand loyalty had a positive relationship. Service quality was an important factor in influencing and encouraging consumers to patronise a store. The results indicated that the salesperson-consumer relationship will generally result in long-term orientation of consumers toward a store. At the same time, trust in the salesperson appeared to relate to the overall perception of the store's service quality which resulted in the consumer's total satisfaction with the store.

Store environment was positively related to brand loyalty. The Store environment is considered one of the factors that can influence consumer brand loyalty. From this study, it is observed that consumers paid much attention to store attributes such as merchandise display, variety of selection, parking space, easily accessible by car and the reputation of the store in purchasing products.

## CONCLUSION

The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards sportswear brands. Brand loyalty is important for an organisation to ensure that its product is kept in the minds of consumers and prevent them from switching to other brands. The research showed that it was not easy to obtain and maintain consumer loyalty for a company's product because there were many forces drawing consumers away such as competition, consumers' thirst for variety, etc. From the analysis of this study, it was shown that there are six factors of brand loyalty that were appropriate in the Malaysian environment which are, the brand name, product quality, price, promotion, service quality and store environment.

The findings revealed that product quality plays a significant role in influencing consumers to be brand loyal customers. Interestingly, it is noted that this factor of product quality also plays a vital role in countries like Hong Kong. Additionally, the overall findings of this study also show that amongst others Malaysians prefer brand name, product quality, price, promotion, store environment and service

quality as relevant factors attributable to brand loyalty. All these factors showed positive relationships with brand loyalty except style which had no relationship.

Undeniably, the sportswear industry is one area which offers vast potential in the consumer market where there is increase in sporting activities. More reliable and positive findings on this topic would impact on consumers, marketers and policy makers.

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