

ANALYZE FACTORS THAT INFLUENCE PURCHASE
INTENTION TOWARD SPORT SHOES

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DECLARATION

“I declared that this report is the results by my own work except certain explanations
And passage where every part of it is cited with sources clearly stated in References”

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Date :

DEDICATION

I would like to dedicate this research to my beloved parents and siblings. Big appreciations to my family who always give me supports in term of moral, motivation, advice and financial. It will not be easy for me to go through the completion of my PSM without their concern and support. Their unconditioned love and encouragement have allowed me to strive and push myself beyond limits that never thought would be possible. With their support, I was able to complete this research paper smoothly. Thank you for always supporting me.

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ABSTRACT

This study is conduct to analyze factor that influence purchase intention toward sport shoes brand in Melaka This research covered at Melaka only. Hence, this study aim to analyze the factor that attracts consumer purchase intention toward sport shoes The data will collects using questionnaire from 140 respondents in Melaka. Explanatory study in research design and quantitative method was used in this research. The study is limited to several independent variable such as, price, design, quality and brand which that have significant impact on the consumer purchase intention toward sport shoes. The results of this study will contribute remarkable conclusion to marketers and sport shoes industry in Malaysia market.

Keywords: Consumer, Purchase Intention, Sport Shoes.

ABSTRAK

Kajian ini dijalankan untuk menganalisis faktor yang mempengaruhi niat pembelian ke atas jenama kasut sukan di Melaka. Kajian ini diliputi di Melaka Kajian ini dijalankan untuk menganalisis faktor yang mempengaruhi niat pembelian ke atas jenama kasut sukan di Melaka. Kajian ini diliputi di Melaka sahaja. Oleh itu, kajian ini bertujuan untuk menganalisis faktor yang menarik niat pembelian pengguna terhadap kasut sukan. Data akan dikumpul menggunakan soal selidik dari 140 responden di Melaka. Kajian penjelasan dalam reka bentuk penyelidikan dan kaedah kuantitatif telah digunakan dalam kajian ini. Kajian ini terhad kepada beberapa pemboleh ubah bebas seperti harga, reka bentuk, kualiti dan jenama yang memberi impak besar kepada niat pembelian pengguna terhadap kasut sukan. Hasil kajian ini akan menyumbang kesimpulan yang luar biasa kepada para pemarkas dan industri kasut sukan di pasaran Malaysia.

Kata Kunci: Pengguna, Niat Pembelian, Kasut Sukan

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LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
SPSS	Statistical Package for the Social Sciences
Ads	Advertisement

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter an introduction of the thesis is provided. The chapter will discuss about dependent and independent variable and elaborate about background concerning the research area which also shows the problem statement, followed by research objectives and questions, significant in the study, the scope of the study and lastly limited the relates to the research.

1.2 BACKGROUND OF STUDY

This study will focus on what are the factors that influence the purchase intention toward sport shoes in Melaka. Sports apparel is selected on a variety of product attributes including fit, aesthetics, design and the material used (Chae et al. 2006). Meanwhile, consumers may not have any idea about activity trackers before they purchase or use one in their daily lives, and their uncertainty about the product when contemplating a purchase will likely be high.

Consumers are likely to investigate out product information such as product reviews to help them make a purchase intention in decision making. Brand, price, quality and design are factors of product information that are still identified as product cues that consumers can easily identify, and which can affect decision making.

Now, we live in an attention-based economy. There are so many choices to be taken and the uncertainty is strong. However, consumers cannot waste a lot of time in studying option what item they want to buy. If they enough time to look at so, they are not ready to confidently select the ideal product or service.

Based on Journal of Sport Management (2009), the sport industry is one the most powerful and impressive industries in the world that its product is challenged with very high competitor around the world. The behavior of sports user has various psychological and social processes that occur before and after activities related to the purchase and expenditure of sport product and service.

According to Milano and Chelladurai, (2011), at United States in 2005, consumers spending on sports apparel and athletic footwear have been estimated at US\$40 billion. Besides that, (Statista 2015) presented the global sport apparel market has been predicted to increase from US\$132 billion to US\$171 billion in 2018.

Therefore, this analysis is taking to figure out the factors influencing purchase intention toward sport shoes around Melaka. However, in order investigator to find out the consumer purchase intention of brand of sport shoes, research has to be carried out are several factors that influences which are four factors that affect the purchase intention of sport shoes include brand, pricing, quality, design and advertisement.

1.3 PROBLEM STATEMENT

According to Malhotra, (2010) organizations engaged in marketing research for two reasons which are to determine the problem and to solve the problem. Problem identification analysis refers to an analysis tried to help determine issues that are likely to arise in the future. Also, Malhotra. (2010), defines that problem solving research is carried out as a solution from problem identification research. The findings are applied in marketing decision that will explain specific marketing problems and has been conducted by most companies.

In important to competitive edge in the market, marketers need to know the consumer behavior of purchase intention. So it is important to analyze and identify the factor influence in order to capture demands of consumer Umar et al (2001). Beside, based on observation and according the previous journal about factors influencing purchasing intention in Malaysia especially Malaka is still green when compare to other states such as Selangor, Johor and Wilayah Persekutuan Kuala Lumpur or other develop State. There is lack of research especially in publish report or journal about this study in Malaka.

An effort still requires to be made of understanding the role of feel good factor in shaping the buying preferences of the consumer. In the light of the gaps in the review. The objectives of the study are mentioned below.

The research about this study very limited in this area. Therefore, analyzing this study in requiring identifying which suggestion has better or less influence on consumers' purchase decisions, will helping firms and manufacturers to not simply reach consumers more completely but also generating awareness and the sales of the strategies. . According to Fishbein and Ajzen (1975) is the best guide to predict individual behavior of purchase intention. So that, it is important to understand intention of consumer to make a purchase.

1.4 RESEARCH QUESTIONS

The research questions of the study are;

1. What is the factor that attracts consumer purchase intention toward sport shoes?
2. What is the most factors influence purchase intention toward sport shoes?
3. What are the relationship between factor's and consumer purchase intention toward sport shoes?

1.5 RESEARCH OBJECTIVE

The research is basically to study the relationship between product packaging and consumer purchase intention. There is three (3) main objectives that has been highlighted in this research:

1. To study the factor that attracts consumer purchase intention toward sport shoes
2. To identify the most factors influence purchase intention toward sport shoes
3. To analyze the relationship between factors and consumer purchase intention toward sport shoes

1.6 SIGNIFICANCE OF STUDY

The study was conducted to identify factor influence purchase intention toward brand of sport shoes in Melaka. In this regards, providing a conceptual framework, the effect of some factors including on purchase intention were investigated. There is several significance of this study. It is significance for the industry as well as the academician.

Besides, a lot of studies have found that there are some variables influencing the consumer purchase intention, it is challenging to achieve the purchase intention toward sports shoes for a customer. Many studies have examined closely at the influence of the kind of shoes for athletes and active people, but the independent variables that affect purchase intention for the consumers are essential factors for companies to realize

Moreover, it is still important in industry for greater gain and productivity and to upgrade the quality of products to reach the objectives of the firm. Companies or marketing manager that can predict consumer behavior will have the edge over their competitors. To predict consumer behavior requires knowledge of their values, goals and lifestyle.

Firms with this asset use it to develop better strategies, and are better able to win over consumers and positioning the product or service in the consumers' mind. Not only is it necessary to improve goods and services, it is necessary to know what type of products and what type of service to offer to the market. Lastly, the findings of this research will be of significant benefit to sports shoe companies, marketers and educators as it will help significantly the understanding of key market segments buying behavior and the factors that influence or influence their decisions most.

1.7 SCOPE

In this study focus on purchase intention toward brand of sport shoes in Melaka only in order to provides a broader scope for the study. Additionally, this study also will collect the data by 140 respondents. It will help researcher to understand and getting data the various dimensions of the consumer buying purchase in local market especially in Melaka.

1.8 LIMITATION OF THE RESEARCH

In this study, the researchers found some limitations that need to be faced in conducting this study. The following, based on the previous journal, researcher has some limitations when conduct the research:

1. This is our first experience to conduct a research and surely have many mistakes since we had lack experience about what do's and don'ts.
2. There are several respondents reluctant to answer the questionnaire although we have giving much time to let them answer the questions.
3. There also have few respondents are not serious in answering the questionnaire. It is difficult to researcher to analyze the questions.
4. We also have lack of understanding about the appropriate techniques that should be the best to apply in the research analysis. We also do not expert in using SPSS software.

1.9 SUMMARY

In this chapter it is explained in general of the consumer purchase intention in local market. Therefore, in this chapter also have or stated the research question, research objective, scope, limitations, and key assumption. Further on chapter two, researcher will be discussing about the literature review regarding this research and study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This literature review starts with the sportswear industry and sport shoes industry. Moreover, the review clarifies and simplifies to examined or study about design, price, brand and quality of purchase intention.

When firm or managements has a deep and true sense of the effective factors on the behavioral purchase intentions of consumers, it can increase long-term relationships with customers more effectively. Then, the first step is to determine the factors affecting on customers purchase intention. Outstanding for the lack of research in this area, there is a requirement to focus on this issue seriously. Consequently, the main purpose of this research is to explore factors affecting purchase intention of sport shoes

Thus, in this chapter, the literature analysis consists of dependent variable and independent variable that applied to the research study and research objective that stated at previous chapter. Thus, following by understand of theoretical models that been studied already as the foundation to develop new concepts for the conceptual framework.

2.2 SPORTSWEAR INDUSTRY

According to Pasquarelli (2014) the sportswear industry has dramatically integrated into the apparel industry as fitness apparel in specific, becomes the later casual uniform contributing to the advance trend of athletic. Plus, a study by (Mintel 2014) the sportswear industry currently encompasses functional or performance clothing and according to Sherman (2014) its international market is expected to rise from \$97 billion in 2015 to \$178 Billion in 2019.

According to Dawes (2009, p. 451) “sportswear has grown from an athlete’s only niche market to become part of mainstream fashion” which has resulted in certain brands becoming iconic. As a result, sportswear branding is now more prevalent due to the number of competitors in the market so it is essential that the company is able to stand out from the crowd.

Nowadays, consumers have become to wear sportswear, interchangeably used as active wear, not simply for participating in sports, but also for everyday things (Lockwood 2012). This improvement involves appealed to a number of new entrants such as casual-end retailers, creating competition for the already crowded sportswear market. In Malaysia industry, according to The Tourism Minister of Malaysia, Datuk Seri Dr Ng Yen Yen (2009-2013) stated that the local footwear manufacturing industry has reached a startling RM1 billion in sales by 2012

2.2.1 SPORT SHOES INDUSTRY

According to Statista, (2011) Nike is presently the largest athletic footwear brand in the world, leading the sports shoes market with thirty three.6% of the international market share prior to their highest competitors like Adidas, who carry 19.1% in line with Wikinvest (2010), Nike is that the largest company of athletic footwear and attire worldwide by sales. Besides that, despite Nike and Adidas having simply over a fraction of the world market share, there are various alternative competitors ferociously competitive over that other half. These brands like Asics, Puma and additional recently brand.

For brand Adidas, according to Wikinvest (2010), is the second largest maker of athletic footwear, apparel and equipment by demands in 2009 after Nike. Furthermore, according to (Clean Clothes, 2004, p. 7). some of the best-known being brands such as Puma, Fila, and Umbro each have 1% of the market share while Mizuno represents roughly 0.5% with Lotto, Kappa and New Balance represent fewer than 0.5% of the market share

Analysis study by Piper Jaffrey showed by Anonymous (2007) and supported by Newman (2009) shows that U.S. teenagers principally prefer sports brands like Nike or Adidas. These brands square measure considered as much popular but still comfortable and well fitted. These attribute taking them a frequently high share of sales and strong position on the market. Thus, this study would like to appear at some factors which will have an effect on a consumer in their purchase intentions toward sport shoes