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MASTER OF BUSINESS ADMINISTRATION

Customer Perception for Branded Sport Shoes in Malaysia

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STUDENT'S DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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ABSTRACT

Sportswear business is rapidly developing in today Malaysia. Sports shoes has turn into a universal and popular type of consumer products as sports shoes provide consumers a more relaxed pattern of living and comfort. Customers wear sports shoes not only in sports events alone, but also at work, home, university or during leisure period. Moreover, customers are critically important for every companies to surviving in the competition era. Positive customer's perception is enabling to influence customer's purchase intention and behaviour toward branded sport shoes. Customers perception for branded sport shoes could be influence or evaluate by several factors. However, there are many studies has been done to research the customer perception for branded sport shoes in global but there is limited study in Malaysia. Thus, this study is reducing the literature gap to ascertain the factors which influencing customers' perception for branded sport shoes in Malaysia. Brand image, product quality and product price were chosen as the independent variables of this study. The purpose of this research is to investigate whether customers' perception for branded sport shoes in Malaysia will be influenced by factors of brand image, product quality and product price. Relevant literature review is utilizing to figure out and proposed the appropriate measurement methods for this study variables. Other than that, this study's is utilized correlation design as the method of research and convenient sampling method which under non-probability was applied as a self-administered questionnaire to collected data from Malaysians. 384 of sample size will be collected from the questionnaire and 50 participants are utilized for the pilot test. Ensuring the accuracy and reliability of the data collected, a serial of statistical test will be executed by SPSS for this study. Refer to the findings, Hypothesis Three which is the relationship between product price and customer perception was not supported. The research finds significant relationship between brand image and product quality and customer perception. Product quality has a stronger influence on customer perception due to has highest value of beta coefficient. Finally, this study has contribution to both industry and academy like branded sport shoes seller could have better understanding on customer perception and provide more statistical evidence on the context of branded sport shoes industry.

Key words: Customer perception, Brand image, Product quality, Product price.

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CHAPTER 1

INTRODUCTION

1.0 OVERVIEW

Chapter One present the research on customers' perception for branded sport shoes in Malaysia. Overall of Chapter One is discussing the background and mentioning the purpose of why executing this study. Problem statement will be identified and explained the presenting issue of the chosen topic in the following section. Research objectives and questions of this study will be proposed and discussed in this chapter depend on the focus field as well as served as the main point of this research.

1.1 BACKGROUND FOR THE STUDY

Cheng, Lada and Sidin (2014) stated that sportswear industry which contain both sports footwear and apparel is a very large business. Worldwide sportswear business has experienced obviously raise which expected to attain a value of US \$125 billion and a division improve of 6% in the future (Lucintel, 2012). According to Allied Market Research (2018), the worldwide sports equipment and apparel industry obtained US \$384,562 million of value in year 2016 and is predicted to attain US \$619,279 million on year 2023, a compound annual growth rate (CAGR) of 7.1% from 2017 to 2023. Moreover, a 16% of total sales is represent annually in Asian market (Cheng et. al., 2014). The amount of revenue of Asian sports and outdoor segment in 2018 is US \$24,412 million and is expected to reach CAGR of 11.0% from years 2018-2022 which bring US \$37,021 million of market volume on 2022 (The Statistics Portal, 2018).

Besides that, this potential of rapidly development in worldwide sportswear industry resulting many golden chances for international and stakeholders of Malaysian (Cheng et. al., 2014). According to The Statistics Portal (2018),

Malaysia amount of sports and outdoor segment of revenue in year 2018 is US \$102 million and CAGR is expected to growth 16.3% in years 2018-2022 which lead to gain US \$186 million of market volume on 2022. In Malaysia, retail sales of branded sports shoes are poised to enhance 8% yearly to achieve RM2 billion by year of 2020 (The SUNDAILY, 2016). There is about 70% of customers are bought for daily, leisure or informal usage rather than usage for actual sports activities (Cheng et. al., 2014). The number of users and average annual income of user are increased year by year which expected to reach US \$3.9 million of users in 2022 and user's average revenue is US \$31.87 in 2018 (The Statistics Portal, 2018).

Sportswear has become more and more popular and profitable which lead to companies are continuously innovating and expanding the brands, not just to manufacture superior performance for sports, but also manufacturing the shoes and apparels which able to use on every day (Aprianingsih and Lim, 2015). Sport shoes brands which are famous and popular among Malaysians are Nike, Adidas, Puma, ASICS, New Balance, Skechers, Reebok and more (Said, 2013). Refer to Nike 2018 revenues breakdown by segments, Asian Pacific and Latin America (APLA) revenue is increased 21% compared to 2017 and this revenue is growing the most in 2018 compared with other geographic segments (Appendix I). Besides, Adidas 2018 financial highlight also shows that Asian Pacific's sales is increased 15% compared to 2017 (Appendix II). Nowadays, sports shoes have turn into a universal and popular of products among Malaysians because sports shoes provide with a more relaxed pattern of living, greater comfort and versatility (Ahmad, Ahmed and Islam, 2012). However, customers usage and purchasing of sports shoes are depend upon the customers' perception (Kazmi, 2012). Therefore, the factors and relationship of how customer perception towards branded sports shoes is important to investigate (Ariff, Chiew and Ishak et. al., 2014).

There are several researches on the customers' perception will influence customers' satisfaction, purchase intention and loyalty (Amin, Isa and Fontaine, 2013; Choi and Kim, 2013; Sankpal and Upamannyu, 2014; Tung and Yulianti, 2013). Furthermore, Said and Widyastuti (2017) have done the research of the influence of customers' purchase decision of sports shoes in Indonesia and the result show that customers' perception of brand image, product quality and product price have significant influence customers' purchase intention and decision. Hence, this research could utilize as a contribution to the sales and marketing to gain better knowledge and understanding of customers' perception (Prabhu, 2012). This research will identify the relationship between brand image, product quality, product price and customers' perception for branded sports shoes in Malaysia by reviewing relates literatures about the research variables and afterwards executing an empirical research to assist companies have a more detailed and completed information of factors which influencing customers' perception.

1.2 PROBLEM STATEMENT

This study is conducting to research of customers' perception for branded sports shoes in Malaysia. Section 1.1 Rational of the Study showed that the whole world includes Malaysia, sportswear industry is booming and profitable. In Malaysia, having a branded sports shoe is very general for everyone no matter young or old generation. One of the reasons is many people starting has the health consciousness and more pay attention on healthy issue which lead to the participation of sports are increased (Noritake, 2017). According to Global Industry Analysts, Inc. (2018), running, walking and working out are popular and growing in every age of groups due to there is no difficulty to start. Guyduy (2016) stated that especially the number of women participating in sports are increasing in a worldwide scale.

Refer to The Statistics Portal (2018), there are around US \$102 million of sports and outdoor segment of revenue in Malaysia in the year of 2018. Chong (2017)

mentioned that for those who willing to purchase branded sports shoe will never just have the only 1 pair of sports shoes and at least have 3 to 4 pair of sports shoes while this condition will be last longer and never end. According to The Statistics Portal (2018), consumers between 25 - 34 years old are occupied 38.3% in purchasing sports product in Malaysia in the year of 2017. Among these customers, there are about 70% of customers are bought for daily, leisure or informal usage rather than usage for actual sports activities (Cheng et. al., 2014). Furthermore, figure of first-quarter sales illustrated that customers are shift away from purchasing performance sports shoes and moving forward to lifestyle and athleisure trend (Tyler, 2018). In the sports shoes competitive industry, there is critical for company to ascertain customers' perception for branded sports shoes to allow customers have the reason to purchase and retain customer in loyalty to gain from the repeating business (Azam, Haque and Sarwar et. al., 2013; Iřoraitė, 2018; Kagira, Kendi and Kimani et. al., 2012).

In addition, branded sports shoe is expensive but why still have many people are willing to buy rather than other? According to Nike 2018 revenue breakdown by segments, APLA's footwear revenue is increased 9% compared to 2017, while unit sales of footwear is increased 5% and revenue increased is led by sports shoes (Appendix I). For most of the people, what are the perception for branded sport shoes? Felix (2015) claimed that customers' perception is unable to predict and estimate due to different people will have different perceived and expectation for branded sports shoes. Study regarding customers' perception for branded sport shoes in Malaysia has been done by Leong (2011). However, data involved on the factors of influencing customer perception for branded sports shoes is currently limited based in literature research. Therefore, this study aimed to fill the gap by studying the factors that influencing customers' perception for branded sport shoes in Malaysia.

1.3 RESEARCH OBJECTIVES

Research objectives defined the aim and goals of the study and what is the prospected path to accomplish out in this research study (Fidell and Tabachnick, 2013). Moreover, research objective is deeply studying a research in a specific topic which plans to discuss or examine, create the major content definite and indicated in the objective of research (Hodges and Thomas, 2010). Other than that, research objectives' determinant factors are influenced by the research target, and research objectives are more concrete and connect straightforwardness to the question of study (Doody and Bailey, 2016). This study's research objectives are proposed as below:

RO1: To determine the relationship between brand image and customer perception for branded sport shoes in Malaysia.

RO2: To estimate the relationship between product quality and customer perception for branded sport shoes in Malaysia.

RO3: To assess the relationship between product price and customer perception for branded sport shoes in Malaysia.

RO4: To predict the variance of customer perception for branded sport shoes in Malaysia based on brand image, product quality and product price.

1.4 RESEARCH QUESTIONS

According to Doody and Bailey (2016), research question narrows the research objective to certain field of study. Alvesson and Sandberg (2013) stated that research questions are attempting to lead and accomplish the adequate findings. However, Doody and Bailey (2016) mentioned that research question can be

proposed based on previous study, conceptual knowledge and business surrounding of practical demand. The research questions of this study are proposed a below:

RQ1: What is the relationship between brand image and customer perception for branded sport shoes in Malaysia?

RQ2: What is the relationship between product quality and customer perception for branded sport shoes in Malaysia?

RQ3: What is the relationship between product price and customer perception for branded sport shoes in Malaysia?

RQ4: To what extent customer perception for branded sport shoes in Malaysia can be explained by brand image, product quality and product price?

1.5 SIGNIFICANCE OF STUDY

This refers that will obtain the outcome from undertaking this study. Its result will be beneficial to 2 primary parties, there are academe and industry.

1.5.1 Significance of Academe

This study gives an overview on how brand image, product quality and product price influence on customer perception in purchasing branded sport shoes. In this connection, objective of this study is to establish the relationship between brand image, product quality and product price that influencing consumer perception in choosing branded sport shoes in Malaysia. Moreover, this study will point out the

most significant factor that influences customers' perception for branded sport shoes in Malaysia. This study will be focusing on branded sport shoes in Malaysia and provide extended literature to narrow down the literature gap and updated information for further study on branded sport shoes in Malaysia.

1.5.2 Significant of Industry

The research will identify the relationship between brand image, product quality, product price and customers' perception for branded sports shoes in Malaysia by reviewing literatures about the research variables and afterwards executing an empirical research to assist companies have a more detailed and completed information about which factors will influencing customers perception the most. Moreover, this study will be a useful information for managers or superiors of branded sport shoes industry in Malaysia to gain a better and effective plan on enhancing the significance dimensions to obtain best result and return. This significant of study also helps the companies to determine and know well what customer perception for branded sport shoes before customer makes purchase decision. Furthermore, the outcome of this study able to provide information for organizations about the branded sport shoes industry in Malaysia on cues they could be their direction and emphasize on during planning the business strategies and marketing plans. Hence, this research could utilize as a contribution to the sales and marketing to gain better knowledge and understanding of customers' perception.

1.6 SCOPE OF SYUDY

The main objective of this study is to find out which is the most significant factor that influence customers perception for branded sport shoes in Malaysia. Nowadays, sports shoes have turn into a universal and popular of products among Malaysians because sports shoes provide with a more relaxed pattern of living, greater comfort and versatility (Ahmad et. al., 2012). However, customers

usage and purchasing of sports shoes are depend upon the customers' perception (Kazmi, 2012). Therefore, this research is important to investigate which factor is the most significant that influence customer perception the most for branded sport shoes in Malaysia.

The study is a cross-sectional study which utilizing method of quantitative due to the constrained of time. Unit of analysis will Malaysians and the target participant for the questionnaire will be the customer who choosing branded sport shoes rather than other. The questionnaires will be using the method of adapted and distributed by soft copies to target respondents via online. The survey will be assessed via link which paste on social media.

This study is a correlation research which aimed at investigating the relationship factors that influence the customer perception for branded sport shoes. The outcome of this research will not representation the whole Malaysian population because the research is carrying out with a limited size and emphasize on three factors only due to the limitations of time. In additional, some assumptions are made as follow for this study: no seasonal influence will be involved in the research; due to seasonal promotion such as discount during festival or holiday will raise the shopping motives and influence customer perception.

1.7 LIMITATION OF STUDY

Due to there has a time limitation of this study, method of non-probability convenience sampling will be utilized where target respondents on the social media are easily to participant the survey. Besides that, this study just only emphasizes the environment of online social media which mean those impacts that caused on offline environment will not be considered. Other than that, the result of this study can't be generalized that it is the perception for branded sport shoes of all Malaysians due to the inherent limitation of convenience sampling

and this study was carried out within Negeri Sembilan only which include Jelebu, Jempol, Kuala Pilah, Port Dickson, Rembau, Seremban and Tampin. Furthermore, this survey will be carried out only in Malaysia which mean the limitation of generalized to countries might be existed. Thus, the study outcome is recommended to utilize stratified sampling or meta-analysis to generalize for further studies.

1.8 OPERATIONAL DEFINITION

No	Terminology	Operational Definition
1	Customer Perception	<ul style="list-style-type: none"> - Customers' perception can be defined as the action and reaction on what people sees (Liligeto, Naz and Singh, 2014). - Customer perception is the initial impression that customer draw and on the foundation of choose and translate information to shape a meaningful image of the world (Kazmi, 2012).
2	Brand Image	<ul style="list-style-type: none"> - According to Cham, Cheng, and Lim et. al. (2017), brand image is interpreted as a factor of perceptions regarding a product or service that is embodied by the brand association in the customers' mind. - Iřoraitė (2018) stated that brand image is the company brand which is visible and invisible attributes depend on the association constituted by customers' thought, the implication and intensity relies on the customer's character, opinion for the brand, community connection and brand communication.
3	Product Quality	<ul style="list-style-type: none"> - According to Naude, Pillai and Soni (2015), quality is a tangible feature of a product which fulfilled customers' needs and wants.

		- Product quality is a significant attribute when customer is searching a product that want to consume (Shah, 2017).
4	Product Price	- Homburg, Kuester, and Krohmer (2013) claimed that price is the money that customer use to trade with a company for the product. - Price is described as the face value that charged from an individual to obtain products and is benefited through using products and from the proprietorship (Achyar and Setiawan, 2012).
5	Branded Sport Shoes	- Hasan, Osman and Subhani (2012) described branded is a differentiating designation and mark like packaging design, trademark, and symbol which utilize to recognize a product and service from those of rivals. - Branded sport shoe means luxury sneakers which with little performance such as running attribute but toward lifestyle and athleisure trend (Tyler, 2018).

1.9 ORGANIZATIONS OF CHAPTERS

Chapter One is the introductory chapter of this study and begin with the background study, problem statement, research objective and research question. The significant of study, scope of study and limitation of study will be highlighted and involved in this chapter. Operational definition is the ending part of this chapter and it will define the main terms which have been used in this study.

Next chapter is executing to narrow down a comprehensive of literature review to a concrete area and theory of fundamental is utilized to support the study. The discussion of literature gaps, conceptual framework and the hypotheses of the study are the following part of this chapter.

Chapter Three of this study is a methodology which assist in demonstrating the study approach, design and measurement tools that are necessary to be utilized for carrying out and accomplishing study in term of date collection and analysis. Moreover, the concerned justification on choosing the relate approach and the entire methodology will be provided in this chapter to make sure that this study is achieving its major goals and objectives while retaining reliability.

The following chapter - Chapter Four will discuss the findings of the study which the data collected and demonstrate in the table of descriptive statistics. Analysis of preliminary data and the hypotheses test will be included in Chapter Four. Besides that, this chapter also will be addressing the research objectives and answering the research questions which mentioned in the beginning of this study - Chapter One.

Chapter Five will be concluding and summarizing the finding of this study and provides related suggestions. In addition, this chapter also will discuss the contribution of the study to academy and related industry as well as the potential and limitation for future studies.

CHAPTER 2

LITERATURE REVIEW

2.0 OVERVIEW

The objective of Chapter Two is to review relevant presence literature on all variables that are concerned to this research. In the present chapter, customers perception will be defined as dependent variable and Malaysians is the target group of customers. Next, the perspective of worldwide and research's country (Malaysia) of customers' perception will be described. The chapter is abided by comprehensive analysis and discussion on how independent variables like brand image, product quality and product price are going to influence customers perception. After that, contextual gaps between literature and research objective that stated in Chapter One will be addressed. Theory of planned behaviour represent the fundamental grounded theory governed this research. Furthermore, via conceptual framework to illustrate the relationship of presented dependent variable and identified independent variables to propose the hypotheses for this research. Finally, conclusion of Chapter Two will be the ending part of present chapter.

2.1 CUSTOMERS' PERCEPTION

Customers' perception can be defined as the action and reaction on what people sees (Liligeto et. al., 2014). Most of the time, customers usage and purchasing of any products are depend upon the customers' perception of the products (Kazmi, 2012). According to Diyarbakirlioglu and Durmaz (2011), perception is condition, ability, or quality of being influenced by something are sensibility, external and sensation. In other word, perception is the initial impression that customer draw and on the foundation of choose and translate information to shape a meaningful image of the world (Kazmi, 2012).

Perception is an important part in customer's life because customers obtain information from the sense of touching, hearing, tasting, seeing, sensing, and smelling to perceive the objects, events and relations (Agyekum, Agyeiwaa and Huang, 2015). Kazmi (2012) stated that how effectively a product can be marketed in market is depend on customer perception. Customers are experiencing by diverse of stimuli and sense everyday but only a few portions could be noticed by customers and get customers interest (Diyarbakirlioglu and Durmaz, 2011). Therefore, organizations are attempting to put the best efforts in advertising and marketing to gain customer attention and good impression on customer's mind (Agyekum et. al., 2015).

According to Chen, Chen and Cheng et. al. (2014), positive customer's perception is enabling to influence customer's purchase intention and behaviour which result to repeat buying and meanwhile create a loyal and long-term relationship with the company. Due to customer's perception is directly influence customer buying decision, customer perception is also part of customers decision-making process (Ariff et. al., 2014). Five steps of decision-making process are illustrated in Figure 1, which include recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour (Yap and Yazdanifard, 2014).

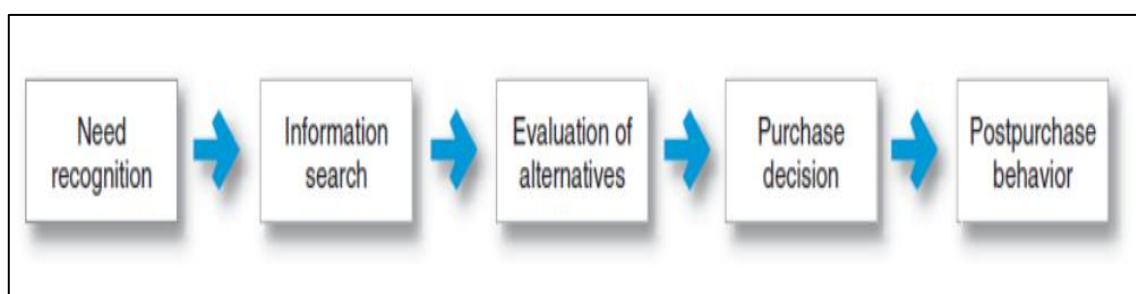


Figure 1: Decision-Making Process (Yap and Yazdanifard, 2014)

Customer will go through all the process of decision-making, when confront complex buying condition and purchase decision. (Armstrong and Kotler, 2010). For example, customer want to have a good health and decide to start jogging every day. This will be the first step of decision-making - need recognition as when customer has the demand then the reason of purchase a product will be arise (Yap and Yazdanifard, 2014). Customers' perception will be influenced in second step - information search, because this step is presenting information that able to build awareness and attention, which lead to customers are realized of what product is available, why should consume the product, and where can buy the product (Ariff et. al., 2014). For example, customer will start searching information which is related to running sports shoe such as online website, read relevant magazines, consult from friend and family and more after the need of recognition of buying a sports shoes arise (Ajzen, 2008). This step will lead to how customer perception about the product as perception is a factor of psychological which able to influence customer's buying behaviour, habits, actions and more (Yap and Yazdanifard, 2014). Therefore, customer perception plays a significant role for companies due to customer will make decision depend on what customer perceive rather than on the reality basic (Kanuk and Schiffman, 2010).

2.1.1 Global View of Customers' Perception

Castro, Díaz and Ruiz (2012) indicated that perception allows customer depending on the past experiences and individual values to apprise the value of a product or service, and this perception plays an important role in retain a repeat purchase. Therefore, Janković and Marković (2013) are agreed the statement of organization must find out customers' perception of product or service to improve the engagement of customers as well as satisfy the needs and wants of customers. According to Nguyen, Nguyen and Nguyen et. al. (2018), customers' perception able to influence customers buying behaviour, satisfaction of a product and loyalty. Positive customer's perception may influence the repeat purchase of an individual (Ntimane and Tichaawa, 2017). Moreover,

Ghaemmaghami and Sadeghi (2011) also indicated that perception which is toward positive associations will increase the probability of gaining customers' interests and attention and allow customers to positively appraise the products that bring about repeating purchase.

Beckmann and Zenker (2013) mentioned that a customer's perception may differ from one another, even both people are come from same city and country. One of the cities in India - Visakhapatnam, the residents' perception regarding public and private banks sector has dissimilarity (Fozia, 2013). However, residents in India - Hyderabad have no dissimilarity of perception regarding public and private bank sectors (Lavuri, 2018). Residents of Hyderabad has different perception when the banking sectors transform from the form of traditional to electronic despite have no dissimilarity of perception regarding public and private bank sectors (Boon, Fern and Huat et al., 2016). Same group of customers will have different perception for different thing because people has different occupation, cultural, age, and so on which lead to resident in Hyderabad has no significant difference for public and private bank sectors but has different perception for e-banking sectors (Fozia, 2013). Furthermore, customer will change and had different perception over time, and this perception will also evolve based on time (Broniarczyk, Chakravarti and Erdem et. al., 1999). For instance, development of technology caused transformation may let customers have different perception of the product and service, thereby, new customers' perception may also be generated (Boon et. al., 2016). Fozia (2013) applied that customers have different perception due to customers are come from different occupation, culture and age of group, so perception regarding a product or service may not the same. In Taiwan, the relationship of repeat purchase intention in marketplace of electronic commerce has the strong positive of customers' perception (Chen et. al., 2014).

Besides that, Choi and Kim (2013) claimed that positive influence of customers' perception are exist in South Korea, as well as bring positive influence for

customer satisfaction and repurchase intention. Customers in South Korea have difference perception regarding the features and behaviours of purchasing product or service between social enterprises and non-social enterprise (Hwang, Jang and Park et. al., 2017). However, there is no dissimilarity between social or non-social enterprise, if the product or service with negative customers' perception (Choi and Kim 2013).

Other than that, Hassan (2012) has mentioned that perception is the major element that representing whether customers readiness to spend additional on the products or services, while the extra features need to meet customers' needs and wants. For instance, Mexicans have negative perception concerning the bank's service quality which shown that Mexicans will not willing to spend additional to obtain better quality of service (Trujillo and Vera, 2013). It also indicated that quality of service is not meet the customers' needs and desires which result in customers are not readiness to pay premium to gain better quality of service (Hassan, 2012). Camilleri (2018) also stated that customer needs and desires is completely meet the perception of value of individual. In United States, satiation will influence and interfere the relationship of customers' perception and switching intentions (Jang and Park, 2014).

Furthermore, Alden, Kelley and Lee et. al. (2013) stated that the positive customers' perception will be declined because of the poor attitudes on globalization which may incur the animosity on the worldwide brand attitudes. For instance, Chinese products are under inferior quality is the perception of most of the Thais due to limited choice on variability in consciousness of quality (Bandyopadhyay, Rice and Wongtada, 2012). However, Du, Fong and Lee (2014) stated that positive customers' perception and positive attitude of brand can be establish by local and oversea joint venture organization. According to Bandyopadhyay et. al. (2012), positive or negative of customers' perception may be different towards different nations as it could be influence by the attitudes towards the nations' products, services and brand

2.1.2 Malaysia Perception of Customers' Perception

According to Abadi and Rasheed (2014), compared to other countries like Singapore and Japan, Malaysia has a negative perception in service industry. Phenomenon of customers' perception had been study by many researchers (Albattat, Arifin and Arifuddin et. al., 2016; Amin et. al., 2013; Dastane, Haba and Hassan, 2017; Gaur, Haque, and Nikhashemi et. al., 2016) and research the relationship of this phenomenon with customers' satisfaction, buying intention and loyalty in different industry in Malaysia. For instance, there is a high correlated between the customers' perception and customers' satisfaction in Malaysia's industry of convenience store (Animashaun, Dastane and Tunkarimu, 2016).

In Malaysia, customers' perception able to predictability on the customers' brand loyalty (Gaur et. al., 2016). Moreover, Dastane et. al. (2017) also stated that customers' perception is influenced Malaysians buying intention. Malaysians' loyalty and satisfaction has been influenced by customers' perception (Amin et. al., 2013). For instance, Albattat et. al. (2016) claimed that customers' satisfaction towards budget hotel has also been influenced by customers' perception. According to Baharun, Feiz and Ghotbabadi (2012), an organization is earning profit or having loss is indirectly influenced by customers' perception.

Furthermore, statement of influencing of customers' perception maybe indirectly influence customers' faithfulness via customers' satisfaction was supported by Huei, Liat and Mansori (2014). For example, Malaysians have positive perception towards hotel while the result also indicated that customers' perception and satisfaction are presented positive relationship (Amin, Yahya, and Ismayatim et. al., 2013). Huei et. al. (2014) also stated that positive customers' perception able to gain surplus and raise customers' loyalty which able to create a stable of customers base to remain competitive in Malaysia industry. Other than that, Abadi and Rasheed (2014) indicated that contrast to customers' trust, customers' loyalty is having high corelated with customers' perception. Customers'

perception plays an important attribute in enhancing customers' loyalty, buying intention and satisfaction of products and services in Malaysia (Amin et. al., 2013; Haba et. al., 2017; Huei et. al., 2014).

Some researchers such as Abdullah, Adnan and Sidek (2012) and Amin et. al. (2013) are trying to figure out customers' perception between Muslim and non-Muslim which based in Malaysia. For instance, Aziz (2018) claimed that due to Malaysia's Islamic and conventional financial bank are providing similar products and services, which lead to customers' perception have no significant dissimilarity. However, Abdullah et. al. (2012) have different statement that exclude Malaysia's Muslim customers have the positive perception for Islamic bank, other ethnic in Malaysia has the opposite perception due to future vision like Malaysia's Islamic bank become the financial hub in worldwide is difficult to forecasted. Therefore, customers' perception is a significant element as perception able to influence the relationship between customer and organization as well as public (Amin et. al., 2013).

Another instance, Alak, Bekhet and Refae (2014) had found that Malaysians has a significant difference of perception of private and public institutions of higher education. According to Derani and Naidu (2016), positive or negative of customers' perception for Malaysia's high education institution is depend on the reputation. Abdul, Bularafa and Rahman et. al. (2016) also stated that Malaysians have significant distinct of perception regarding private and public high education institutions due to expectation of customers are difference.

2.2 FACTORS INFLUENCING CUSTOMERS' PERCEPTION

According to Ariff et. al. (2014), customer attitude towards a product or service, purchase intention and buying behaviour are directly influence by the customers' perception. Besides that, customers purchase intention also plays an important

role in four step of decision-making process – purchase decision (Figure 1) as this step will collect all the information and then interpretation the information to the customers, in a meanwhile influenced customers' perception for the product or service (Yap and Yazdanifard, 2014). Therefore, the factors and relationship of how customer perception towards the product or service is important to research (Ariff et. al., 2014).

2.2.1 Brand Image and Customers' Perception

According to Cham et. al. (2017), brand image is interpreted as a factor of perceptions regarding a product or service that is embodied by the brand association in the customers' mind. Baalbaki (2012) said that in the century of eighteenth, designation of manufacturers was exchanged with the designation and locations of origin pictures, animals and well-known people as brand was developed. Işoraité (2018) stated that brand image is the company brand which is visible and invisible attributes depend on the association constituted by customers' thought, the implication and intensity relies on the customer's character, opinion for the brand, community connection and brand communication. Customers' perception of brand image of a product or service present an important attribute in marketing (Cham et. al., 2017). Haque, Hussain and Rahman, (2012) also mentioned that brand image able to generate profit or influence for customers and help or enhance the explaining the products or services features because brand image act as the attribute of material which associated with. Cham et. al. (2017) stated that brand image can be an origin of information to appraise with the product in relation to its distinct characteristic.

Moreover, Kazmi (2012) assessed that product or service's brand image is the most significant factor due to customers' perception is easy to gain attraction and attention by brand image. Before customers make purchase decision, a perception of brand image about the products or service quality is frequently act as a hints or signals to evaluate the product or service quality (Haque et. al.,

2012). Išoraitė (2018) mentioned that brand image is contain the customers' perception of brand designation, logo or reaction and indicated the emblem of the quality of product. Besides that, Conway (2017) claimed that perception of brand image is identify by customers due to all is about what and how customers view and feel about the brand, not the organization's information. Baalbaki (2012) said that different customer may occupy different perceptions towards the exact same brand, thus, brand image also interpreted as a compilation which have various of meanings.

According to Haque et. al. (2012), the brand image that indicated by customers' perception is more important than the brand image wish to create. Brand image is defined as an intangible assets and debts which connected with brand designation and sign that the intangible assets and debts raised or declined the value by the company offering products or service for customer (Išoraitė, 2018). Brand image could reinforce the product and let customers keep the product in mind as well as distinguish with the substitute products (Baalbaki, 2012). Therefore, Naude et. al. (2015) claimed that understanding the customers' perception of brand image is the prime concern for every firms.

Furthermore, brand image through different type of method to generates value to customers (Cham et. al., 2017). For instance, brand image let customers to interpret the information regarding the product, to distinguish one product from another, to give the reasons of why buying this product, to create positive perception from the product, and to generate the basis of apply this product in long-term (Rajagopal, 2006). Besides that, Cham et. al. (2017) mentioned that if customers' perception presence positive of brand image, customers' interest for the product would be aroused. Baalbaki (2012) had indicated that other than the products' quality, most of the customers are preferring to consume product from an organization which has positive perception of brand image. Some researchers (Fang and Koh 2012; Javeed, Rashid and Zeb, 2011; Matthiesen and Phau 2010) also supported the statement that the more brand image with positive perception

is being identified by customers, the possibility of customers being interest for the product is high.

According to Conway (2017), no matter in current or in the future, industry will become more and more competitive which lead to brand image's perception become a major factor of success of an organization. Corporations' brand image owns positive customers' perception is recognized as a direction to gain competitive advantage and facilitates repeat consume from customers (Liligeto et. al., 2014). Positive customers' perception is the element that cause brand image become unique in the industry which lets corporation able to label a superior price for the product and maintain a greater market share than the unrecognized or low perception brand of product (Baalbaki, 2012). Creating a brand image that is competitive and unique, in a meanwhile with positive customers' perception is vital for organizations (Išoraitė, 2018).

In addition, Lahap, Radzi and Ramli et. al. (2016) argued that brand image is main attribute to companies because the customers' perception able to influence the buying intention and behaviour of individual for products and services. Sankpal and Upamannyu (2014) stated that perception of customer, image of brand and intention of loyalty have a major powerful positive relationship. According to Tung and Yulianti (2013), a powerful brand image of company will provide positive perception to customers, which mean positive customers' perception may evolve to customers satisfaction and loyalty to the company. Ahn, Hur and Kim (2011) also explained that a customer is loyalty to a brand image or a corporation, the person will follow and neglect the corporation's rivals, which help to maintain the corporation's earnings in the long-term. Companies realizes that companies' profitability is depend on the positive customers' perception of brand image of products or service which result in customers' loyalty (Mirzaee, Molavi and Rad, 2013). Therefore, customers' perception for brands image is significantly important for business (Cham et. al., 2017).

2.2.2 Product Quality and Customers' Perceptions

According to Naude et. al. (2015), quality is a tangible feature of a product which fulfilled customers' needs and wants. Product quality is a significant attribute when customer is searching a product that want to consume (Shah, 2017). Kazmi (2012) stated that customer apply perception to judge product quality is a fundamental factor when choosing the product. Ahmad et. al. (2012) also described that customer's perception of product quality is customer utilize to measure the entire outstanding of a product which diverse from the quality's objective. Bajaj, Raj and Saravanan et. al. (2013) indicated that the concept of customer's perception of product quality is the additional value for customer to having judgment before consuming. Customer's perception also contains the evaluation of the level of product quality (Quareshi, 2017). Quality of product can be divided into two forms: (1) realistic quality includes realistic benefits attained from the consume of product, and (2) product quality involve customer expectation from product (Kazmi, 2012).

Aspfors (2010) claimed that an opinion regarding the offering product quality is usually utilize customer's perception to recognize. Customers will repurchase or repeatedly consume a certain product or switching among several products because of high perception of the product quality (Naude et. al., 2015). Moreover, Azam et. al. (2013) mentioned that the relationship between customer's perception of product quality and buying intention are undoubtedly linked to each other. Chen and Glynn (2010) indicated that customer towards product quality's expectation is influences by the customer's perception. Customer's perception of product quality is a vulnerable factor that influence customer's purchase intention is supported by Liligeto et. al. (2014). Positive customer's perception of product quality provides customer a valid reason to consume the product and distinguish the product from the substitute product (Ahmad et. al., 2012). Bajaj et. al. (2013) discovered that if customer has high perception of the certain product quality, the interests and willingness of customer's consume the product will be enhanced. Negative response will be gained from customer, if customer's perception of the

product quality is low or unoptimistic (Mitchel, 2010). Customers obtained low or unoptimistic perception for a product, company which generate this product will gain a negative of image and reputation due to customer attitudes and perception towards the company is negative (Hinnenkamp and Sago, 2014). Liligeto et. al. (2014) claimed that if company able to provide a product quality which is superior than what customers have owned and seen before, customers are willing to buy and spend more to get the product.

However, optimistic customers' perception of the product quality offers customer a rationale to purchase the products and enable the product to distinguish from the rivals in the marketplace, to charge a higher price, and to occupy a powerful ground for the product extension (Ahmad, et. al., 2012). Regardless of which industry, the element of competition is product quality (Bajaj et. al., 2013). Surviving in the worldwide era of commerce, standard of product quality which is lower than desirable will cause uncontrollable circumstance (Azam et. al., 2013). The only method for a company to sustain in the industry is design a product which able to meet the customers' perception and expectation of product quality (Agyekum et. al., 2015). Superior product quality play an important role due to customers will based on the measurement and perception of the product quality to response the degree of satisfaction which will lead to repeatedly purchase as well as influence a company success (Bajaj et. al., 2013). Comprehensive to satisfy customers' perception regarding product quality need to deeply understand what customers expect which includes the suitable colour, appearance, packaging, and more is (Agyekum et. al., 2015). Therefore, Kagira et. al. (2012), summarized that customers' perception with high product quality of could deeply influence the achievement and competitiveness of a corporation.

Besides that, Azam et. al. (2013) also stated that preserving competitiveness in the industry, organization should provide superior product quality to influence customers' perception and allows this become the competitive advantages in acquiring greater the market share. According to Ahmad et. al. (2012), the

willingness to pay premium for a product is influenced by the customers' perception of product quality. The main vital to determinant the customer' buying behaviour and product intention is the customers' perception (Bajaj et. al., 2013). In addition, the precondition of an individual readiness to consume premium and is the result of trade-off between the product quality and the customer's perception (Liligeto et. al., 2014). Azam et. al. (2013) argued that customer's perception of quality of product that make the purchase decision in the second time is more capable to defined as repurchase actions. Every customer has different perception, some may think that the high quality of product is of high price, but other customers may have same or different opinion (Agyekum et. al., 2015). Customers from different age, educational level, culture and more obviously have distinct on perception and expectation towards a certain quality product (Ahmad et. al., 2012). Hence, a perception of quality products from a customer may not exactly equal to another (Azam et. al., 2013).

According to Bajaj et. al. (2013), product quality is being gradually become the attribute of enhance value for the customers, as a way of maintaining competitive in the marketplace and industry to confirm that customers are satisfaction, loyalty, and supportive. Furthermore, most of the customers will based on the perception to select certain product quality that able to suffice the most needs and wants (Agyekum et. al., 2015). Shah (2017) emphasized that customers' perception contains an important role in evaluation of product quality. Through the distinguish of product quality become a powerful competitive means and this is the essential component in business (Bajaj et. al., 2013).

Agyekum et. al. (2015) claimed that due to different people have different perception, customers' perception of product quality is not easy to figure out. On the other hand, Sankpal and Upamannyu (2014) stated that positive customer's perception able to gain high satisfaction of customer and enhance the loyalty from customer. If the product quality is outstanding than what customers' perception, customers are willing to spend premium and purchase more (Liligeto et. al., 2014).

Many industries are investing many technology details in the production of product, unfortunately many people are only considering the product from the aspect of quality and the overall satisfaction (Agyekum et. al., 2015).

2.2.3 Product Price and Customers' Perceptions

Homburg et. al. (2013) claimed that price is the money that customer use to trade with a company for the product. Price is described as the face value that charged from an individual to obtain products and is benefited through using products and from the proprietorship (Achyar and Setiawan, 2012). Qureshi (2017) consider price as the fee of exchange the proprietorship. Price is the major element of selection when customer in the stage of making a purchase decision (Kazmi, 2012). Han and Ryu (2010) also stated that price is the attribute which influences in the process of customer decision-making. Regarding the opinion of price can be explained as the subjective perception of a customer to the objective product price (Achyar and Setiawan, 2012). According to Azam et. al. (2013), the relationship between customer and price are optimistic as normally customer's perception of price is positive. Customer's perception of product price can be divided as encompass high-price of awareness and low-price of awareness (Cham et. al., 2017).

Price is a cost of amount that customer agree to spend, the supplier agrees to accept and permit the rivalry (Quareshi, 2017). Moreover, Liligeto et. al. (2014) claimed that customer's perception of price plays a significant role in influencing customer behaviour. Kazmi (2012) said that customer will put more attention and beware on the product price when consider purchasing a product and making decision. Customer's perception will build image and distinguish the price range for different product (Achyar and Setiawan, 2012). Customer will base on the perception to measure whether the product is under reasonable and appropriate price compare to the product price that charges by the rivals (Eze and Jayasingh 2012; Gauzente and Roy 2012). The customer's perception of product price will

help customer to create range that under what price customer could accepted (Achyar and Setiawan, 2012). If customer's perception of the product price is not reasonable after making comparison with the rivals, buying behaviour will not proceed (Cham et. al., 2017). Customers will have a suspicion of the product quality, if the price of a product is below the range (Achyar and Setiawan, 2012).

Besides, Naude et. al. (2015) indicated that customer's perception influences the favour of a certain product contrast to rivals and influence the intention of spending a premium price for a product as well as the intention of switch to a substitute product. Customer's perception able to explain whether this product is worthy for customer to consume, and the reason of why customer is purchasing at that certain price (Liligeto et. al., 2014). A rational customer always wishes to acquire the favourable evaluation of the product price which has the accurate perception in the future when purchase the same product (Quareshi, 2017). In the condition that are lack of information's price, customer will depend on the perception of price experience to make buying decision (Homburg et. al., 2013). This method helps to maximize the benefits that customer obtains from the product (Kazmi, 2012). Positive customer's perception of product price will obtain from the product which are able to utilize for long lifespan due to customers prefer to spend more in purchasing outstanding quality of product Naude et. al. (2015). Besides, many customers believed that product in good quality and recognized brand image are embody status and respect so customer are willing to spend premium price for the product which contain positive customer's perception.

Furthermore, customer's perception of product price in positive role towards the product due to price fairness (Jeong and Kim, 2014). Fair price means a customer is not preferring to spend a higher price for a product also known as price consciousness (Cham et. al., 2017). According to Geçti (2014), awareness of price can be defined as the level to which the customer concentrate only expenditure on low prices. Abdullah, Ahmar and Rahman et. al. (2015) stated that customer's perception of product fair price was the component to influence

in switching action because the selection of product may drive by the perception of product price factor and the favourable of certain product. Customer's perception of product's fair price completely influences the feeling of positive and negative and indirectly influence on the customer repeatedly buying intention and behaviour (Jeong and Kim, 2014). Naude et. al. (2015) indicated that if an outstanding of product quality at fair price mean the product which perceive by customer will perception as worthy. Awareness of price is the action and perception of customers happen in the circumstances of economy depression but Geçti (2014) thought the actions of customer seeking lower price is presence when the economy situation is worse than depression.

The relationship of product quality and product price is linked and play a significant role in customer's perception as product label in higher price is caused by outstanding of product quality (Quareshi, 2017). However, Gallarza, Gil-Saura, and Holbrook (2011) said that customer's perception is connection with product quality and customer's satisfaction, but product price is not included. The reason according to Kazmi (2012), when customer confront the fluctuate condition of product price and product quality, customer will depend on the needs and wants to make purchase decision rather than based on product price. In addition, Ishaq (2012) observed that organization included brand image and product quality in the strategies of customers retention, but product price is excluded.

2.3 GAPS IN THE LITERATURE

Customers perception have been discussed globally by many past researchers as phenomenon (Agyekum et. al., 2015; Haque et. al., 2012; Quareshi, 2017). Agarwal and Singh (2015) research on customer progression and perception about premium men's apparel brands in India. Moreover, similar study such as research of customers' perception and comparative analysis of sport shoes brand had also been done by Shah (2017). Furthermore, a survey of the perception of

sport brands amongst select customers in South Africa had been discussed by Naude et. al. (2015).

Some researches had been done in Malaysia to understanding phenomenon of customers perception (Ahmad, Haque and Rahman, 2011; Azam, et. al., 2013; Choy, Ch'ng and Ng, 2010). Study regarding customers' perception for sportswear in Malaysia has been researched by Leong (2011). However, data involved on the factors of influencing customer perception for branded sports shoes is currently limited based in literature research. Thus, an academic contextual gaps of customers perception for branded sport shoes has been identified in this area of research.

This research could apply as a contribution to the sales and marketing to obtain more deeper of knowledge and understanding of customers' perception (Prabhu, 2012). The purpose of this research is aimed to come up with the information to determine the relationship between the factors influencing the customers' perception for branded sports shoes in Malaysia. This research will identify the relationship between brand image, product quality, product price and customers' perception for branded sports shoes in Malaysia by reviewing relates literatures about the research variables and afterwards executing an empirical research to assist companies have a more detailed and completed information of factors which influencing customers' perception. In addition, this research would then serve to reinforce the knowledge on the customers' perception for branded sports shoes in Malaysia which has relevance to the identify factors involve in the research.

2.4 THEORY OF PLANNED BEHAVIOUR (TPB)

According to Kasprzyk and Montano (2015), theory of planned behaviour (TPB) is emphasis on people motivational elements to estimate for the motive on

executing a particular action. This theory was introduced by Ajzen (1991) and has been adopted into the researches which connection to beliefs, attitudes, intention of behavioural and action in diverse areas like advertising, information system, technology, healthcare and more (Ajzen, 1991; Deborah and Koger, 2010; Stern, 2005). In the past thirty years, TPB has contributed in the field of health behaviour research, and this theory is extension from Theory of Reasoned Action (Presseau, Sniehotta and Soares, 2014).

Moreover, TPB has successfully estimate and illustrate health behaviours of a person which comprising behaviours of drinking, breastfeeding, exercise, prevention of Human Immunodeficiency Virus and smoking (Kasprzyk and Montano, 2015). Presseau et. al. (2014) stated that the studying of social behaviour has also used TPB to acquire the outcome about powerful of predictability on those who are beyond individual control. TPB structure indicated that value and risk which have been conscious are influenced by attitudes (Chen et. al., 2014). Intention of behavioural is described the willingness of individual to carry out a specific behaviour and this behaviour is relying on the attitude, subjective norm, and perceived behavioural control, in a meanwhile supposed to be an instant antecedent of behaviour (Ariff et. al., 2014). Therefore, TPB has been utilizes to estimate customer's purchase intentions of shoes and the outcome indicate that this theory is appropriate for the dimension (Wang, 2014).

Kasprzyk and Montano (2015) claimed that the primary TRA contain two determinant factors (attitude and subjective norms) are influences behavioural intention, as well as perceived of behavioural control is TPB's added structure. Referring to Fink, Gelderen and Kautonen (2015), the forecasting of individual behaviour favours is the assessment by attitude. Fishbein and Ajzen (1977) mentioned that the behaviour's result is either positive or negative is known as attitudes and the subjective criteria or norm is depending the perception of customer which is influence by social pressure. Customers' perception is based on subjective criteria about what is significant for the individual to carry out the

action (Cheon, Crooks and Lee et. al., 2012). Perceived behavioural control is regarding the perception of difficult level to execute the behaviour (Kautonen et. al., 2015).

This theory is supposing the relationship of casual between the elements which composed subjective criteria, perceived behavioural control, and attitude with the intention of behavioural as well as other components like statistics of populations and the constituent of environmental are not able to describe the behaviour intention separately (Kasprzyk and Montano, 2015). Other than that, factors like economic, cultural, medical and social which was influenced by TPB and supposed to act as the role of media (Presseau et. al., 2014).

TPB is illustrated in Figure 2 and apply this theory in this research to reconfirm customer's perception for branded sport shoes (Ariff et. al., 2014). These behaviours are used to reconfirmed in term of how customers' perception of brand image, product quality and product price for the branded sport shoes, as determined in the five steps of process of customer decision-making (Ajzen, 1991). Therefore, more studies regarding customer's perception of branded product in Malaysia which applies TPB to reconfirm the factors such as brand image, product quality and product price are needed to implement.

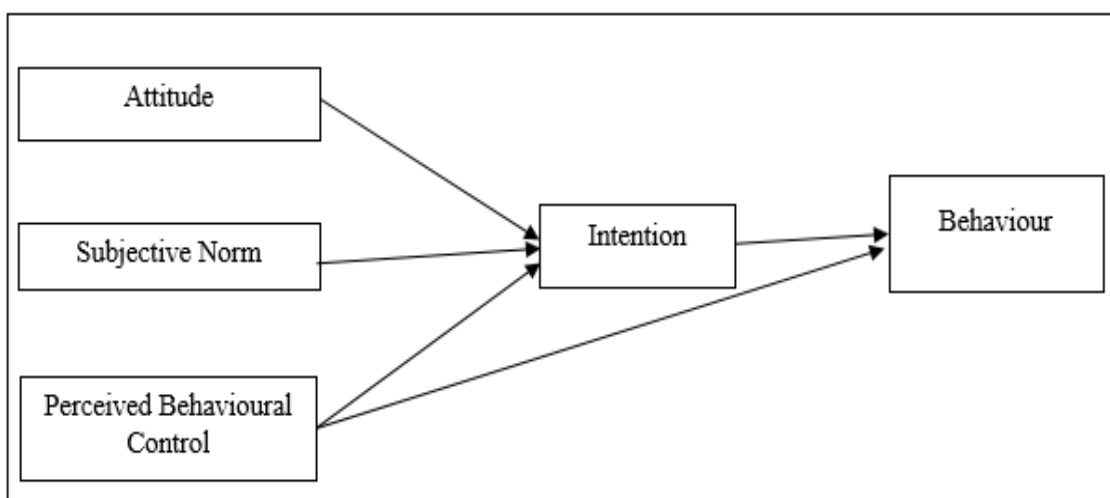


Figure 2: Theory of Planned Behaviour making (Ariff et. al., 2014)

2.5 CONCEPTUAL FRAMEWORK

The conceptual framework will be presented as follow:

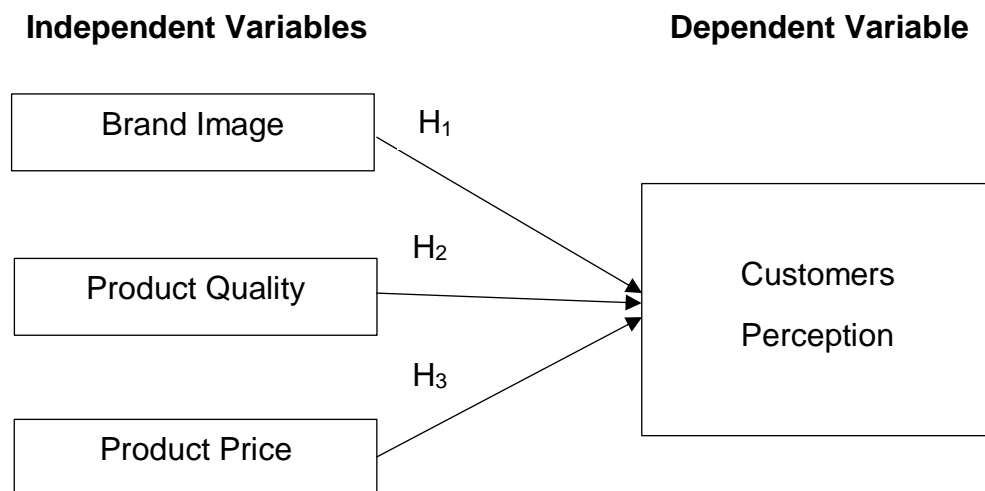


Figure 3: Conceptual Framework

2.6 HYPOTHESES

This research study was carried to find out the relationship of independent variables, which are brand image, product quality and product price with the dependent variable, which is customers perception for branded sports shoes in Malaysia. In this research, the hypotheses were defined as below:

H1: Brand image has a significant relationship with customers perception for branded sports shoes in Malaysia.

H2: Product quality has a significant relationship with customers perception for branded sports shoes in Malaysia.

H3: Product price has a significant relationship with customers perception for branded sports shoes in Malaysia.

2.7 SUMMARY

In conclusion, Chapter Two reviewed and critiqued the main presence literature, where this chapter started with the customer's perception from the view of global and local. The explanation of three independent variables and the relationship between the dependent variable and three independent variables of brand image, product quality and product price are interpreted in the following section. Grounded theory - Theory of Planned Behaviour is describing and will utilize in this study to reconfirm the factors. Conceptual framework is illustrated depend on the identified factors. Three hypotheses are generated and defined in the end of this chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 OVERVIEW

Chapter Three is discussed and explored about the research methodology of this study. Research methodology in this chapter will be briefly explained on the research design, questionnaire design and measurement and will be presented by tables or diagrams. Presented tables or diagrams in this chapter will also involve and briefly describe this study's sampling method, study of unit of analysis, data collection process, target population, sample size and more. Research design, questionnaire design and measurement in this study will be discussed further and detail during project.

3.1 RESEARCH DESIGN

Babin, Carr and Griffin et. al. (2013) stated that method of business research is giving related knowledge and information for organizations to identify the competitive of business environment's main problems and challenges in order to provide suitable strategies and decisions to resolve the conditions. According to Bell, Bryman and Harley (2018), data collection and data analyzation are the framework which contain in the research design and the decision that make on research design shows the priority in the process of research which contain a range of dimensions.

Research design plays an important role in a study due to research design providing a path and direction which study is concerning and towards to (Wahyuni, 2012). Moreover, Hakim (2012) believed that research design able to find out the theoretical questions of research and carry out a practical research in order to respond the research questions. Besides that, research design able to present the causal relationship among variables, and understanding the action and the

implication of action in a particular social context (Bell et. al., 2018). Maxwell (2012) stated that a good research design able to enhance the efficiency and function in the work of component which lead to a decrease the failure rate.

This study is utilized descriptive study to determine whether brand image, product quality and product price have influences on the customer perception for branded sport shoes in Malaysia. Approach of quantitative study is suitable for the deductive nature of this study and hence through the theory of studying and then conduct hypotheses that are related to concentrate of this study and also carry out hypotheses testing at the end (Grenner and Martelli, 2018). This study will follow the study of quantitative nature, to describe or estimate, establish and examine the theory of hypotheses.

Furthermore, correlation design also known as descriptive research, it helps to find out the significant relationship among independents variables and dependent variables (Aksoy, Donkers and Kumar et, al., 2010). Therefore, approach of a correlation design will be applied in this study to evaluate the existence's relationship and the intensity.

In order to ensure that this research will be conducted independency and accuracy, all activities involves in this research will be carried out by the researches with the minimum interference (Billah and Khan, 2013). Meaning that this study will not changing the research environment due to data is just collect through the natural environment (Bougie and Sekaran, 2016). Therefore, the study setting of this research is non-contrived. Figure 4 display the research design framework.

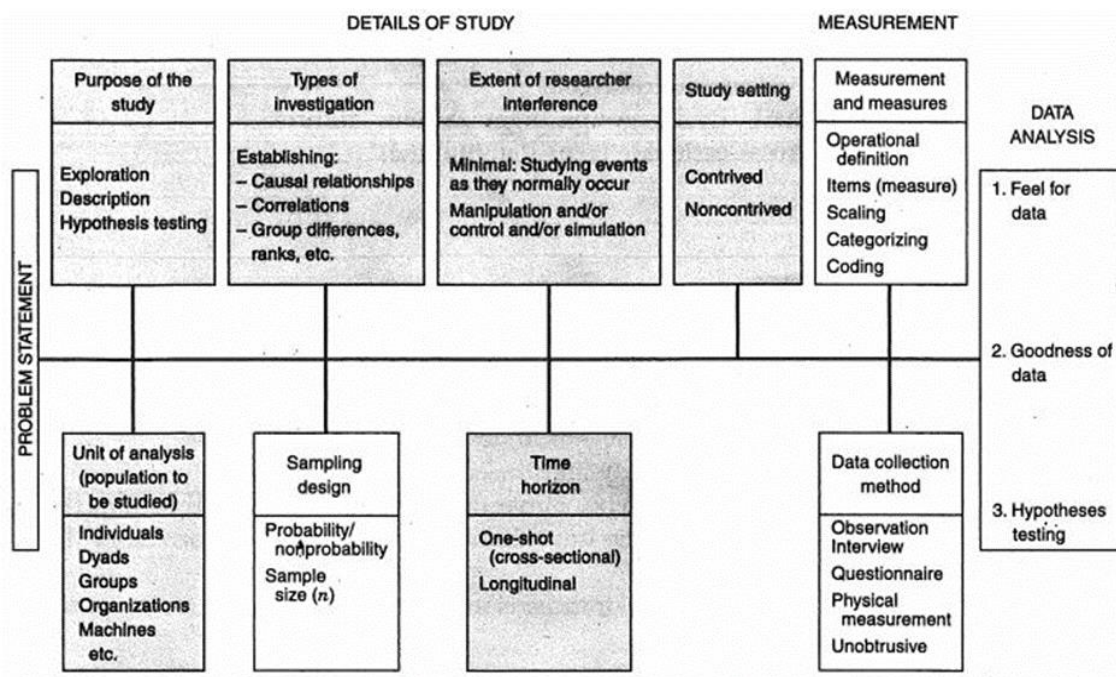


Figure 4: Research Design Framework (Bougie and Sekaran, 2011)

3.2 UNIT OF ANALYSIS

According to Massis and Kotlar (2014), unit of analysis is defined as the phenomenon of several sort happening in a text of bounded and it also knowns as a significant process in the study when the method of study was selected. Moreover, any research design is required to involve a distinct definition and focus on the population to be studied because unit of analysis is identifying the target participant of the study (Bougie and Sekaran, 2011). In addition, Babbie (2013) also mentioned that determining unit of analysis is significant for the research design by testing the variables based on the research.

In a research design, there have many units of analysis are required to test the hypotheses, usually are from a large population sample, and data is usually be collected from the unit of analysis which is lowest level (Bernard, 2012). This study is focus on Malaysian perception for branded product as target population. Since Malaysian is classified as individual, so unit of analysis in this study is

individual. All the data that gathered from every single of respondents will served as an individual data source which the scores had gained from the distributed questionnaires.

According to Bougie and Sekaran (2016), time horizon of research design can be classified into cross-sectional studies or longitudinal studies. Bell et. al. (2018) stated that studies of cross-sectional are collecting data from many respondents and each respondent data is just collected once to investigate the relationship of dependents variable and independent variables. Data which collected continually in a periodical interval from the individual to track the data over the time is the studies of longitudinal (Bougie and Sekaran, 2016). Data collection of this study is just collected once from the same respondent to find out the perception for branded sport shoes in Malaysia. Therefore, the time horizon of this study is cross-sectional.

3.3 SAMPLING DESIGN

Sampling design is a procedure of identifying units from the population which is interested to further study this particular units with the objective of making summary regarding the larger population, thus data information that collected from a sample is applied to make the prediction of the particular unit of interested population (Peersman, 2014). Babin and Zikmund (2016) mentioned that sampling design lets researchers to acquire a data collection which are more accurate and economic as well as examine the finding research generalizability to larger population. Besides that, sampling will be a practical method which used to study on particular units more deeply and their attitudes, activities, relationship, thoughts and etc in the connection to business, and a group population will be represented as the sample of the study (Grenner and Martelli, 2018). In other words, the findings result can be generalised to the entire group of population.

However, when determining the outcomes of a policy or programme will confronted different types of sampling and different type of bias. According to Peersman (2014), the strengths and weaknesses of strategy of sampling which used in the research is important to define clearly and understand due to suitable sampling able help to reduce 'selection bias'. For this study, target population will be those customers who choosing branded sport shoes in Malaysia. Moreover, this study is used to determine whether the factors that influence customer perception for branded sport shoes have the same perception as pervious study.

3.3.1 Sampling Plan

Sampling plan can be classified into 2 types: probability sampling and non-probability sampling, and sampling plan is the process for collecting data (Bougie and Sekaran, 2016). Acharya, Nigam and Prakash et. al. (2013) defined as probability sampling is randomly collecting the data and the people who within the population has the equal opportunity to participant the study with no intention and emotion situation as well as become sample. In probability sampling, sample knowledge able to use and apply the expectation and is intended to be utilized to gain an initial knowledge and better understanding on the targeted population (Uprichard, 2013).

On the other hands, non-probability sampling is the unit which used for the research is the probability of unknown or are known some of the probability to be zero (Steinmetz, Toepoel and Vehovar, 2016). Non-probability convenience sampling is the people who are intentional and conveniently available to participant in answering the questionnaires and those people are colleagues, friends and family to let the progress on data collection become easily and smoothly (Greener and Martelli, 2018). In addition, using non-probability in the study is not certainly to know additional information about the population through social media to collected sample, but is required to deepen the existing

information of the sample itself (Uprichard, 2013). According to Greener and Martelli (2018), method of convenience sampling is utilized is because of the cause of limited of time frame and cost consideration.

The sampling design of this study is using non-probability convenience sampling method as data are collected from population who are intentional and conveniently available to participate such as colleagues, friends, sibling and more (Peersman, 2014). Convenience sampling method will be the ideal method for this study because the target population is too large and has limited time frame (Alkassim, Etikan and Musa, 2016). Another reason of choosing non-probability convenience sampling method is this study want to understand the customer self-perception so this method is more appropriate compared to probability sampling.

3.3.2 Sample Size

Chow, Lokhnygina and Shao et. al. (2017) stated that sample size plays an important role in planning stage as used to guarantee that the respondents are able to give the evaluation which is accurate and reliable as well as with the assurance of some statistical. According to Ferreira and Patino (2016), the amount of target respondents should be identified adequately due to the sample which has been chosen will become the representative of target population. Base on Trading Economics (2018), there are around RM 179,339.00 of consumer spending in Malaysia while The Statistics Portal (2018) stated that Malaysia amount of sports and outdoor segment of revenue in year 2018 is US \$102 million. This indirect statistic has the potential to become the target population in this study. Other than that, this study was carried out within Negeri Sembilan and total population of Negeri Sembilan 2018 is 1.13 million (Dosp.gov.my, 2019). Thus, this study is having more than 1,000,000 population as well as due to time constraint, confident level is 95% and error margin is 0.7, where the questionnaire will be distributed 384 copies as suggested by Krejcie and Morgen (1970). Figure 5 indicates the determining the sample size from a known population:

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.
S is sample size.

Figure 5: Determining the Sample Size from a Known Population (Krejcie and Morgan, 1970)

3.4 QUESTIONNAIRE DESIGN

The questionnaires that employ in this research is applying the method of adapted and involves the determinant-choice and multiple-grid questions to fulfil this study's objective. The questionnaires will be distributed by softcopies via social media to the related target respondents - Malaysians to collect the data for this study. The questionnaire will be designed based on Figure 6 and the pilot test for this study will be executed by using 50 target respondents to enhance the questionnaire of this research. This study's survey is carried out in the design of factorial to find out the 4 types of relationship: independent variables on a single dependent variable, which examine the connection between brand image and customer perception; product quality and customer perception; and product price and customer perception.

Section A will be the 1st part of the survey questionnaire is asking respondent about the main constructs of the frameworks of conceptual. The survey questionnaire of this study is adapting the Likert scale of five-point by Berry, Parasuraman and Zeithalm (1988), where apply the format of Strongly Agree=5, Agree=4, Neutral=3, Disagree=2, Strongly Disagree=1 to differentiate the participants attitude. Eze, Tan, and Yeo (2012) mentioned that Likert scale is utilized to evaluate whether the respondents are agreed or disagreed with the series of statements. While the following part - Section B the final part of this survey questionnaire and is intended to know-well the respondent demographic profile.

Section	Questionnaires/Items	No. of Items	References
A	Demographic	6	-
B(IV)	Brand Image	3	Mohammadzadeh, 2015
	Product Quality	3	Lai, 2016
	Product Price	3	Lai, 2016
C(DV)	Customer Perception	8	Ghani and Rahi, 2016

Figure 6: Questionnaire Design

3.5 PILOT TEST

According to Peersman (2014), pilot test is a study which is small scale and as an instrument to examine whether the data collected is reliability or non-reliability. Moreover, pilot test is also known as a small study to examine on the strategies of sample recruitment and research protocols (Hassan, Mazza and Schattner, 2006). Peersman (2014) stated that a pilot test has to conduct initially, and then enhance the instrument to more generally before utilized it to maximize the quality of data.

Saunders and Tosey (2015) mentioned that pilot test able to help researcher to make sure that the respondents are understand the survey questions and assurance that the questionnaire which had set is applicable. Creswell and Creswell (2018) had suggested that the sample size's total number which in pilot test is about 10% of the prospective sample size while 384 will be this study's sample size and thus 50 participants are required for the pilot test. The objective of carrying out a pilot test is to enhance the quality of questionnaire and ensure that there are not issue for respondents when answering the questions as well as no issue in data recording (Lewis, Saunders, and Thornhill, 2012).

3.5.1 Reliability Test

Reliability test is critical on data collection as utilize to figure out the reliability of pilot test data is consistency with the proposed research method (Greener and Martelli, 2018). The purpose of reliability test is to ensure both items and data collected are in consistent and lead to higher reliability (Bell et. al., 2018). Swanson (2014) mentioned that there has the possibility to obtain a reliable measure which is invalid, however reliability is a major prerequisite for validity. Furthermore, data which is collected is essential to run by reliability as to make sure that data is consistency to evaluate the recommended research model (Gidengil, Parker and Zikumund-Fisher, 2012). According to Anderson, Babin and Black, et. al. (2018), the result of reliability test must be more then 0.7. Babin et. al. (2013) stated that if the result is below 0.7, then the items need to be removed for future analysis due to represent a poor reliability.

Reliability test is carried out after done the test of factor analysis and the data of preliminary test as well as full scale data collection will also be carried out in this study.

3.6 MEASUREMENT

According to Gidengil et. al. (2010), measurement is the instrument that frequently utilize in research to testing the subjects or phenomena in a certain setting of research. Mohajan (2018) also stated that measurement is a phenomenon of quantify that through allocated the numbers to observes, it contains the structure of variables and also quantify all the variables by the tool's development and application. The questionnaire of this study will collect the data via online like social media and utilized SPSS (Statistical Package for the Social Sciences System) to go through the method of data analysis which includes hypothesis testing, preliminary tests, and additional test of confirmatory and supporting (Bougie and Sekaran, 2011). Moreover, the 384 of sample size will be collected from the questionnaire and also will utilize SPSS to analyze.

3.6.1 Descriptive Analysis

According to Davis (2014), descriptive information is through the demographic survey to recognize and know-well the respondents' characteristics. Moreover, Babin et. al. (2013) also mentioned that descriptive information is convert raw data and then interpret information for the researcher by the way of simple and easy to understand. Descriptive information contains education, gender, income level, age, education level, occupation and more (Aktürk, Aslan and Aylaz et. al., 2012). In this study, the demographic profile that will collect from respondents are involves age, gender, income level, education level, occupation and how many pairs of sport shoes that own. Pang, Shakur and Siali et. al. (2016) stated that data collection for gender is male and female whereas the range of age is from 18 to 45 and above.

Referring to Norkaew (2017), the income level can be categories as below - USD3000, USD3001–USD5000, USD5001–USD10000, and USD10000 and above. The purpose of choosing to collect respondents' income level is because this study is investigating the customer perception for branded sport shoes so it is important to realize which income level of Malaysian is more willing to spend money on branded sport shoes and what are their perception when choosing branded sport shoes. Other than that, education level in this study questionnaire can be classifies as Under Bachelor Degree, Bachelor Degree, Master Degree and other whereas occupation can be categories as student, employee, professional and self-employed (Ahmad et. al., 2012). The objective of collect both information of respondent are to find out whether people who with different education level and occupation have different perception when choosing branded sport shoes. Another is how many pair of branded sport shoes that respondents own can be classified as 0-1, 2-3, 4-5, and 6-more suggested by Norkaew (2017). The reason of collecting this information from respondent is due to able to investigate whether the respondent who owned less and more pair of branded sport shoes have different perception.

Other than that, method of multiple-choice questions will be adopted for preparing the related questions. After completed the data collection, the demographic profile of respondents will be displayed by the standard of frequencies in Chapter 4 - Data Analysis.

3.6.2 Hypotheses Testing

Test of reliability and factor analysis are significant due to both of them are inter-related for the hypotheses test executing which adopts to identify whether the data that collected is suitability for the subsequent analysis (Babin et al., 2013). Referring to Quinlan (2011), data is getting ready for further analysis after all the data that acquired from the questionnaire is go through the test of reliability and factor analysis. Hypotheses testing is developing to figure out whether there is a positive or negative of relationship among variables to determine the data collected is appropriate for further analysis and utilize those measured variables to address the possible related

factors (Weakliem, 2016). This testing is employing samples via a big population to examine a null hypothesis to compute a mean value for the variables and to figure out the relationship among dependent variable and independent variables (Gaston, 2014). Hypotheses testing in this study will be conducting by applying SPSS software.

Mourougan and Sethuraman (2017) had mentioned that researcher will draw up the research of hypotheses when the expectation is construct above the study results and hypotheses is the ultimate objective for every study thus this statement will be the center part of the study as well as is a necessary in all the real experimental design. Besides that, Krithikadatta and Valarmathi (2012) stated that statistical instruments are drawn up when the research is initiated by null hypothesis of assumption, after than attempting to deny due to null hypotheses always deny hypotheses instead of certify. Normally, the significance level of hypotheses testing will be employing at the standard of 0.05 (Ralla, 2014). If the significance level of this study is assuming at 5%, the null hypothesis will be denied when the outcome of sampling obtained the probability that below 0.05.

3.6.3 Multiple Regression

Multiple regression will be carried on in this study to examine and find out the simultaneous influence of independent variables on dependent variable (Bougie and Sekaran, 2016). Multiple regression contains establishing an appraising equation of self-weighting which obtain estimated variable of a dependent variable out of diverse independent variables (Cooper and Schindler, 2013). Multiple regression also helps to ascertaining the entire fit of the correspond contribution of every independent variables to dependent variable (Krugman, Obstfeld and Melitz, 2012).

"R" will be represented the multiple correlation and estimate the forecasting's quality on prevent the dependent variable while value of R^2 is the coefficient's determination of variance ratio in the dependent variable and able to determine in the independent variables (Bougie and Sekaran, 2013). Cohen (1988) stated that if the value of R^2 is

0.02 mean construct has weak influence on the phenomenon of the research; if the value of R^2 is 0.13 mean construct has medium influence on the phenomenon of the research; if the value of R^2 is 0.26 mean construct has substantial influence on the phenomenon of the research.

Furthermore, Cooper and Schindler (2008) indicated that p-value is the value of statistical significance and employed to measure every single independent variable, where the independent variable will be claimed as significant if the p-value is lower than 0.05 due to the standard of conventional is acknowledged. Beta coefficient is part of coefficient which will embody the influence of every predictor variables in the model of multiple regression, where the phenomenon is intensity influence the study if the value is more than 0.1 (Lohmöller, 2013).

3.7 ETHICAL CONSIDERATION

According to Connelly (2014), researcher of the study is essential to report on ethical consideration. Moreover, Bougie and Sekaran (2016) also stated that the research of ethical consideration is significant to stay truthful and faithful in the procedure of the research and the researcher is necessary to acquire the letter of permission before execute the survey. Other than that, the respondents must be participate voluntary and the questions are understandable are the responsibility of researchers to inform consent (Connelly, 2014). Referring to Elliott and Resnik (2016), social responsibility is also vital for researcher such as there is forbidden to manipulate during collecting data to assure that the findings of this study is accuracy and reliability.

3.8 SUMMARY

Chapter Three explained the research method of the study that employed to accomplish the proposed study objective. A convenient sampling of survey will be carried on by distributing online questionnaire via social media to the customers in Malaysia. A pilot test will gather 50 respondents will be conducted to enhance the

questionnaire design and make sure that all items of this study are relevant, appropriate and easy to comprehend. Multiple methods of data analysis will be utilized based on the requirements of this academic study and existed studies. In additions, the outcome of measurement in this study will be discussed further in Chapter 5 – Data Analysis.

CHAPTER 4

RESEARCH FINDINGS

4.0 OVERVIEW

Data collection and analysis has been executed based on the methodology which has proposed in Chapter Three. The objective of Chapter Four is to execute adequate and suitable analyses and determine the results which were gain from the tests that stated in pervious chapter. Variables' loadings and relationship will apply SPSS to verify. Pilot test will be conducted at the beginning to examine the questionnaire's items whether is feasibility or non-feasibility before proceed to final data collection. After collected enough data, tests which proposed in Chapter Three will be executed to evaluate this study's variables relationship of level and existence.

4.1 PILOT TEST

Pilot test main objective is to verify whether the feasibility of the approach able to utilized in the research that is in a larger scale (Davis, Kraemer and Leon, 2011). The researcher of this study will be selected 50 data of participants to carry on the pilot test which included reliability test and correlation matrix to verify the weather data is suitability and validity at the primary stage.

4.1.1 Reliability Analysis

Variables		Cronbach's Alpha	Number of Items
Independent Variables	Brand Image	0.708	3
	Product Quality	0.767	3
	Product Price	0.757	3
Dependent Variables	Customer Perception	0.713	8
All Variables		0.718	17

Table 1: Summary Results of Reliability Analysis (Pilot Test)

According to Bougie and Sekaran (2013), researcher of the study needs to ensure that during the period of data collection, the respondents are able to understand the items in the survey questionnaire so that researcher able to obtain and gather suitable data for analyses and interpretation. The reason of conducting reliability test is to measure the consistency of participants for the questions which had responded (Pallant, 2016). The outcome of reliability analysis also sustains this study's feasibility.

Bland and Altman (1997) stated that Cronbach's Alpha which in reliability test is required to higher than 0.7 to make sure that the data contain internal consistency which is high and thus considered the items are relevant and suitable before proceed to final data collection. Internal consistency can be defined as a common comprehension of the survey questionnaire items by the participants of pilot test. Refer to Table 1 - Summary Result of Reliability Analysis, Cronbach's alpha of this study is more than 0.7, which indicated that respondents of this study having internal consistency.

In summary, internal consistency of this study is exceed 0.7 through the pilot test, which mean that this study survey questionnaire items are no difficulty to be understood by the participants and able to utilized to collect the final data. Moreover, final data collection that contain larger sample size is expected to obtain the internal consistency that is same level during pilot test.

4.2 DEMOGRAPHIC ANALYSIS

According to Liu and Mwanza (2014), the findings of test of demographic findings able to provide a study's basic information of the target population and allocation. This section presented the outcome of this study respondents' demographic characteristics which include gender, age, income level, education level, occupation and pair of branded sport shoes respondent own. All data will be analyzed by SPSS.

4.2.1 Response Rate

The respondent of this study are the Malaysians who are choosing or purchasing branded sport shoes in Malaysia. Below table (Table 2) is summary result of response rate of this study, where the number of total responds received and how many responds are effective among these responds. In fact, a total respond received for this study is 412 responses via Google Forms, however there are only 408 responses are usable due to there have 4 responds are disagree to participate this research.

Total Responds Received	Total Usable Respond	Response Rate
412	408 (usable); 4 (unusable)	99.00%

Table 2: Summary Results of Respond Rate

4.2.2 Demographic Profile of Respondents

The ending section of questionnaire is the demographic background of respondents which include gender, age, income level, education level, occupation and pair of branded sport shoes respondent own. The demographic analysis's result which obtained through SPSS is shown as Table 3 - demographic profile of respondents.

In this study, female and male respondents are respectively representing a total of 52.7% and 47.3% in the category of gender. Moreover, nearly half of respondents are young adults which are in the age of 25-31years old and occupying a total of 40.7% of respondents. Other respondents' age is followed by 18 - 24 years old with 146 (35.8%) respondents, 32 - 38 years old with 65 (15.9%) respondents and 39-45 years old with 31 (7.6%) respondents. Next, the income level of most respondents is fall in the level of RM2501- RM4000 (37.7%) and below - RM2500 (35.3%) due to most of the respondents are either student (32.4%) or employee (45.8%). However, there are small group of respondents' income level are under RM4001 - RM5500 with 66 (16.2%) respondents and RM5501 - Above with 44 (10.8%) respondents, where most of their

occupation might be either professional with 57 (14.0%) respondents or self-employed with 32 (7.8%) respondents. Besides that, majority of the respondents' education level are under Bachelor Degree and occupying 55.1% compared to other respondents, followed by 77 (18.9%) are Mater Degree holder, 66 (16.2%) are Under Bachelor Degree holder, and 40 (9.8%) are Other. Other than that, nearly half of the respondents indicated that own 3 - 5 pairs of branded sport shoes and occupying a total of 43.4% of respondents, followed by 0 - 2 pairs of branded sport shoes with 172 (42.2%) respondents, 6 - 8 pair of branded sport shoes with 48 (11.8%) respondents, and remaining 11 (2.7%) respondents is own 9 - Above pairs of branded sport shoes.

Profile		Frequency	Percent (%)
Gender	Female	215	52.7
	Male	193	47.3
Age	18-24	146	35.8
	25-31	166	40.7
	32-38	65	15.9
	39-45	31	7.6
Income Level	Below - RM2500	144	35.3
	RM2501- RM4000	154	37.7
	RM4001-RM5500	66	16.2
	RM5501-Above	44	10.8
Education Level	Under Bachelor Degree	66	16.2
	Bachelor Degree	225	55.1
	Master Degree	77	18.9
	Other	40	9.8
Occupation	Student	132	32.4
	Employee	187	45.8
	Professional	57	14
	Self Employed	32	7.8
Pair of Branded Sport Shoes have	0-2	172	42.2
	3-5	177	43.4
	6-8	48	11.8
	9-Above	11	2.7

Table 3: Demographic Profile of Respondents

4.3 FINAL DATA ANALYSIS

This section will be presented 408 responds to analyzed the data by using SPSS which includes reliability test, and hypotheses analysis.

4.3.1 Reliability Test

Variables		Cronbach's Alpha	Number of Items
Independent Variables	Brand Image	0.778	3
	Product Quality	0.850	3
	Product Price	0.716	3
Dependent Variables	Customer Perception	0.840	8
All Variables		0.853	17

Table 4: Summary Results of Reliability Analysis (Final Data Analysis)

As stated in section of pilot test (4.1.1 - Reliability Analysis), reliability test is utilized to confirm and check whether respondents able to understand the survey questionnaire's items and the outcome of this test also sustains this study's feasibility (Pallant, 2016). Furthermore, Bland and Altman (1997) also mentioned that the value of Cronbach's Alpha is more than 0.7 and above indicated that internal consistency are high as well as the items can be considered to be corresponding. In this study, final data collection's result was reflected by the reliability test which analysis during pilot test.

Referring to above Table 4 - Summary Results of Reliability Analysis (Final Data Analysis), Cronbach's Alpha value all are more then 0.7, which indicated that respondents of this study having internal consistency. Besides that, product quality which is the independent variable is contains a highest level of Cronbach's Alpha in this study which is 0.850 (number of items measure are 3). Another variable which

had the second highest of Cronbach's Alpha value is the dependent variable of the study - customer perception (number of items measure are 8), followed by brand image which contain 0.778 value of Cronbach Alpha (number of items measure are 3). The lowest Cronbach's Alpha value in this study is product price (0.716) and is the independent variable of this study (number of items measure are 3).

4.4 HYPOTHESES TESTING

This section is the researcher will utilize the analysis of multiple regression to examine this study's structure relationship between independent and dependent variables. Determining hypotheses of this study either supported or not supported need to fill full three requirements where beta coefficient need to more than 0.1 (Lohmöller, 2013), t value has to higher than 1.96 (Anderson et, al., 2018), p-value need to less than 0.05 (Cooper and Schindler, 2008). Below table (Table 5) is indicates this study's Hypotheses:

H1	Brand image has a significant relationship with customers perception for branded sports shoes in Malaysia.
H2	Product quality has a significant relationship with customers perception for branded sports shoes in Malaysia.
H3	Product price has a significant relationship with customers perception for branded sports shoes in Malaysia.

Table 5: Research Hypotheses

4.4.1 Multiple Regression Analysis

Multiple regression able to measure the connection between a dependent variable of a study from all independent variables of the study (Coakes, 2013). Analysis of multiple regression was carried out to test the three hypotheses of this study. The results were run by SPSS and analysis were demonstrated by Table 6 and Table 7.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495 ^a	.245	.239	4.52988

a. Predictors: (Constant), PQ, PP, BI

Table 6: Model Summary

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.228	1.498		9.499	.000
	Brand_Image	.636	.113	.290	5.605	.000
	Product_Quality	.750	.119	.303	6.302	.000
	Product_Price	-.042	.090	-.022	-.468	.640

a. Dependent Variable: Customer_Perception

Table 7: Result from Detailed of Multiple Regression for Independent Variables

Referring to Table 6 - Model Summary, the value of R^2 is 0.245 which mean that 24.5% of variance in customer perception can be predicted from the brand image, product quality and product price. Cohen (1988) stated that if the value of R^2 is 0.02 represent weak; if the value of R^2 is 0.13 represent medium; if the value of R^2 is 0.26 represent substantial influence on the phenomenon of the research. In fact, this study's R^2 is 0.245 and is close to 0.26 which indicated independent variables has substantial influence on the phenomenon of the research. The substantial level of influence stated that the model is acceptable during predicting customer perception for branded sport shoes in Malaysia. Therefore, this study's framework and hypotheses has a predictive fit of medium standard when taken the entire.

Table 7 shows the main outcome of the structural relationships between dependent variable (customer perception) and independent variables (brand image, product quality and product price). Product quality has the highest beta coefficient (0.303) which indicated that product quality is strongest influence of Malaysians' perception for branded sport shoes, followed by brand image and product price. According to Anderson et, al. (2018), T-value able to employ to assess the relationship of dependent variable and independent variables. Refer to Table 7, there have two hypotheses which are H1 and H2 are supported and H3 is not supported. The details test of this study findings are shown as below:

Hypothesis 1: Brand image has a significant relationship with customers perception for branded sports shoes in Malaysia.

The relationship between brand image and customer perception for branded sport shoes in Malaysia was evaluated. Table 7 indicates that both of them has significant relationship where beta coefficient is 0.290, t value is 6.302 and p-value is 0.000. Therefore, Hypothesis 1 is supported.

Hypothesis 2: Product quality has a significant relationship with customers perception for branded sports shoes in Malaysia.

The relationship between product quality and customer perception for branded sport shoes in Malaysia was evaluated. Table 7 indicates that both of them has significant relationship where beta coefficient is 0.303, t value is 6.302 and p-value is 0.000. In fact, product quality is the strongest predictor of customer perception compared to other. Thus, Hypothesis 2 is supported.

Hypothesis 3: Product price has a significant relationship with customers perception for branded sports shoes in Malaysia.

The relationship between product price and customer perception for branded sport shoes in Malaysia was evaluated. Table 7 indicates that both of them has no significant

relationship where beta coefficient is -0.22, t value is -0.468 and p-value is 0.640. In fact, product price is the weakest predictor of customer perception compared to other. Hence, Hypothesis 3 is not supported.

The summary of hypotheses testing result can be summarized as below table:

Hypotheses		$\beta > 0.1$	$t > 1.96$	$p < 0.05$	Results
H1	Brand image has a significant relationship with customers perception for branded sports shoes in Malaysia.	0.290	5.605	0.000	Supported
H2	Product quality has a significant relationship with customers perception for branded sports shoes in Malaysia.	0.303	6.302	0.000	Supported
H3	Product price has a significant relationship with customers perception for branded sports shoes in Malaysia.	-0.22	0.468	0.640	Not Supported

Table 8: Summary of Hypotheses Testing Result

4.5 SUMMARY

This chapter had utilized reliability analysis in pilot test to examine the goodness of data. Moreover, demographic analysis has been presented to identify the characteristic of respondents. Other than that, following sections are used the full data to analysis the reliability test and also examine the relationship between independent variables with dependent variable as well as examine the hypotheses. Based on the research findings, there are two out of three hypotheses were accepted. Product quality own the most significant influence on customer perception for branded sport shoes in Malaysia, followed by brand image and product price. The next chapter (Chapter Five) will be summarized the results which demonstrated in Chapter Four, discussed the key findings, future direction of research as well as recommendation for this study.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.0 OVERVIEW

This chapter will be summarized the data which demonstrated in Chapter 4 includes demographic analysis, reliability analysis, and multiple regression analysis. Moreover, research questions of the study will be answered by hypotheses testing. The main findings also will be discussed based on Malaysia context on present issues. Contribution to the parties of academe and industry will presented in the following section. Besides that, limitation of the research will also be mentioned where future direction of research are determined to resolve the restriction of the study. Lastly, a conclusion and researcher reflection will be the ending part of this study.

5.1 SUMMARY OF DATA ANALYSIS

This section will summarize the result of 408 respondents which generated from SPSS. There are 408 respondents' demographic profile, reliability test analysis, and multiple regression analysis.

5.1.1 Demographic Analysis

In short, total 402 responds are received and effective from Negeri Sembilan, Peninsula's southwest of Malaysia. Overall, the actual rate of response is 99.0% due to this study was posted Google form link at researcher social media account. All the respondents are participated based on voluntary basic.

Refer to Table 3, most of the respondents are female and representing a total of 52.7% and male respondents is 47.3%. Moreover, nearly half of respondents under age group of 25-31years old with 40.7%, followed by 18 - 24 years old with 35.8%, 32 - 38 years old with 15.9% and 39-45 years old with 7.6%. Next, the income level of most respondents is fall in the level of RM2501- RM4000 (37.7%) and followed by below -

RM2500 (35.3%) due to most of the respondents are either student (32.4%) or employee (45.8%). However, there are small group of respondents' income level are under RM4001 - RM5500 with 16.2% and RM5501 - Above with 10.8%, where most of their occupation might be either professional with 14.0% or self-employed with 7.8%.

Besides that, majority of the respondents' education level are under category of Bachelor Degree with 55.1% compared to other respondents, followed by 18.9% are Mater Degree holder, 16.2% are Under Bachelor Degree holder, and 9.8% are Other. Other than that, nearly half of the respondents indicated that own 3 - 5 pairs of branded sport shoes which constitute of 43.4% and only 2.7% is own 9 - Above pairs of branded sport shoes.

5.1.2 Reliability Test Analysis

Analysis of reliability test is measured by Cronbach's alpha. Out of 4 constructs, dependent variable with 8 items and independent variable with 3 items for each construct (Table 4). Product quality had the highest Cronbach's alpha value (0.850) in this study, followed by customer perception with 0.840, brand image with 0.778 and product price had the lowest Cronbach's alpha value (0.716). All constructs of this study own acceptable of internal reliability due to every values of Cronbach's alpha are more than 0.70.

5.1.3 Multiple Regression Analysis

The R^2 of multiple regression model in this study is 0.245 which indicates there are 24.5% of variance in customer perception can be predicted from the brand image, product quality and product price. Cohen (1988) stated that the value of R^2 is 0.26 represent substantial which this study's R^2 is close to 0.26 mean that has substantial level of influence in predicting customer perception for branded sport shoes in Malaysia.

According to the result of Table 7, the value of beta coefficients represents product quality own the strongest predictor of customer perception for branded sport shoes in Malaysia with 0.303; the following predictor is brand image with value of 0.290; and the weakest predictor of this study is product price with value of -0.22.

5.2 DISCUSSION ON FINDINGS

This study focuses on determining the factors which influencing customer perception for branded sport shoes in Malaysia, where brand image, product quality and product price were determined as constructs of independent for evaluating respondents' perception for branded sport shoes in Malaysia. Hypotheses was utilized to respond the questions of this study and acquire the objectives of this study which has mentioned in Chapter Two. Table 8 is the summary of hypotheses testing result of this study and the result will be presented in Chapter Four by using the methods of data analysis to presented which had discussed in Chapter Three. This section will provide discussion which is comprehensive and critical towards every research objectives of this research and then answering the research questions with the current literature and researches' views.

RO1: To determine the relationship between brand image and customers perception for branded sport shoes in Malaysia.

RQ1: What is the relationship between brand image and customers perception for branded sport shoes in Malaysia?

RO1 is proposed to determine whether brand image and customers perception for branded sport shoes in Malaysia has relationship. Referring to Table 8 - Summary of Hypotheses Testing Result, Hypothesis 1 was supported by the result of statistical in the research which mean both of them has a significant relationship for branded sports shoes in Malaysia.

According to Ahmad et. al. (2011), brand image is a unique mental which represent the image of product and service in the customer mind and implies the present commitment to customer. Kazmi (2012) believed that brand image is the most significant factor due to customers' perception is easy to gain attraction and attention by brand image. Before customers make purchase decision, a perception of brand image about branded sport shoes is frequently act as a hints or signals to assess the product quality (Haque et. al., 2012). Ahmad et. al. (2011) also mentioned that brand image influence customer perceptions for branded sport shoes' feature and attributes. Therefore, there is a significant relationship between brand image and customers perception for branded sport shoes in Malaysia.

RO2: To estimate the relationship between product quality and customers perception for branded sport shoes in Malaysia.

RQ2: What is the relationship between product quality and customers perception for branded sport shoes in Malaysia?

RO2 is proposed to estimate whether product quality and customers perception for branded sport shoes in Malaysia has relationship. Referring to Table 8 - Summary of Hypotheses Testing Result, Hypothesis 2 was supported by the result of statistical in the research which mean both of them has a significant relationship for branded sports shoes in Malaysia.

Aspfors (2010) claimed that an opinion of an offering product quality is usually based on customer's perception to identify. Customers will repurchase or repeatedly purchase a certain product or switching among several products because of high perception of the product quality (Naude et. al., 2015). Moreover, Azam et. al. (2013) mentioned that the relationship between customer's perception and product quality are undoubtedly linked to each other. Bajaj et. al. (2013) observed if customer own a high perception of quality for branded sport shoes which will lead to the interests, willingness and probability of customers purchase branded sport shoes will be enhanced.

Furthermore, many customers will refer to the perception to select certain product quality that able to suffice the most needs and wants (Agyekum et. al., 2015). Shah (2017) emphasized that customers' perception contains an important role in evaluation of product quality. Therefore, there is a significant relationship between product quality and customers perception for branded sport shoes in Malaysia.

RO3: To assess the relationship between product price and customers perception for branded sport shoes in Malaysia.

RQ3: What is the relationship between product price and customers perception for branded sport shoes in Malaysia?

RO3 is proposed to estimate whether product price and customers perception for branded sport shoes in Malaysia has relationship. Referring to Table 8 - Summary of Hypotheses Testing Result, Hypothesis 3 was not supported by the result of statistical in the research which mean both of them has not significant relationship for branded sports shoes in Malaysia.

Gallarza et. al. (2011) said that customer's perception is connection with product quality but product price is not included. Kazmi (2012) also stated that when customer confront the fluctuate condition of product price, customer will depend on the needs and wants to make final purchase decision rather than based on product price. In addition, Ishaq (2012) observed that organization included perception of brand image and product quality in the strategies of customers retention, but perception of product price is excluded. Therefore, there is not significant relationship between product quality and customers perception for branded sport shoes in Malaysia.

RO4: To predict the variance of customers perception for branded sport shoes in Malaysia based on brand image, product quality and product price.

RQ4: To what extent customers perception for branded sport shoes in Malaysia can be explained by brand image, product quality and product price?

RO4 is proposed to predict the variance of customers perception for branded sport shoes in Malaysia has relationship based on brand image, product quality and product price. Referring to Table 6 – Model Summary, The R^2 of multiple regression model in this study is 0.245 which indicates there are 24.5% of variance in customer perception can be predicted from the brand image, product quality and product price. According to Cohen (1988) the R^2 value is 0.02 represent weak; if the value of R^2 is 0.13 represent medium; if the value of R^2 is 0.26 represent substantial influence on the phenomenon of the research. In fact, this present study's R^2 is 0.245 and is close to 0.26 which can be considered as substantial. Therefore, there is a substantial level of customers perception for branded sport shoes in Malaysia can be explained by brand image, product quality and product price

5.3 RECOMMENDATIONS

5.3.1 Contribution to Academe

This study is filling the literature gap where narrow down the gap into the context of Malaysia to evaluate factors of influence Malaysians perception for branded sport shoes. Some of the researchers (Azam, et. al., 2013; Choy et. al., 2010; Nikhashem et. al., 2011) had been done in Malaysia to discussed about customer perception, and Leong (2011) had done the research of customers' perception for sportswear in Malaysia. However, this research is focused to studying on a specific context which is customer perception for branded sport shoes in Malaysia.

According to the result of this study, the findings able to provide academicians to obtain the knowledge and information about significant relationship between independent variables and dependents variable where brand image and customer perception, product quality and customer perception, and product price and customer perception. Moreover, this study's result also useful and may serve as a reference frame to the academicians whom intend to research further and deeply about related studies. As recently many academicians are much focused in the area of sport and healthy, thus

this study will provide in-depth knowledge of understanding about customer perception in the branded sport shoes context.

5.3.2 Contribution to Industry

This study aid to obtain an in-depth analysis regarding the customer perception for branded sport shoes in Malaysia. Referred to the result of data analysis, product quality and brand image indicates the relationship which is significant to influence customer perception for branded sport shoes in Malaysia. This finding able to provide sport manufacture organizations to know-well which factor is influencing the most of target customer perception and which factor is influencing the least. Product quality is the factor which influenced the most in this study, followed by brand image. Liligeto et. al. (2014) claimed that customers are willing to buy and spend more to own the product, if organization offer product quality which is superior than what customers have owned and seen before. According to Baalbaki (2012), other than the products' quality, majority consumers are more likely to consume product from an organization which has positive perception of brand image. If customer has high perception of the certain product quality (Bajaj et. al., 2013) and positive perception of brand image (Cham et. al., 2017), the interests and willingness of customer's consume the product will be enhanced.

Moreover, managers or superiors of branded sport shoes industry in Malaysia able to base on the result of this study to gain a better and effective plan on enhancing the significance dimensions to obtain best result and return. The reason is customers will be based on the measurement and perception to response the degree of satisfaction which will lead to repeatedly purchase as well as influence a company success (Bajaj et. al., 2013). This significant of study also helps the companies to determine that product quality and brand image are the major factors which influence customer perception before customer makes purchase decision.

5.4 FUTURE RESEARCH

A convenient sampling of survey will be carried out in this study by distributing online questionnaire via social media to the customers in Malaysia due to time restraint. This is one of the limitations of this study. Future research shall include interview survey due to qualitative survey able to have better understanding on target population perception as well as obtain higher accuracy of data when having communication with the respondents. Other than that, longitudinal study is recommended to include in future research due to data is obtained real-time which will be more accurate than cross sectional. This is because people are easy to make mistake and the structure of longitudinal study able to format restrict the mistake (Boxall and Steeneveld, 1999). Data of longitudinal study also able to utilize to execute essential changes that an action's course which may need to adopt in order to identify better result.

Moreover, this study is carried out in the area which within Negeri Sembilan which the findings and data of this study might not accurate and comprehensive to described, judged and represented the whole Malaysians' perception for branded sport shoes. According to Beckmann and Zenker (2013), a customer's perception may different from one another, even both people are come from same city and country. Besides that, Fozia (2013) also stated that customers have different perception due to customers are come from different occupation, culture and age of group, so perception regarding a product or service may not the same. Therefore, future research shall cover more geographical area across Malaysia to have more balance of respondents which come from different background to determine whether general perceptions are consistent with the current study.

5.5 CONCLUSION

The purpose of this study is to find out the factors which has influence customer perception for branded sport shoes in Malaysia such as brand image, product quality and product price. The findings of this study indicated that factor of brand image and product quality had significant relationship on influencing customer perception for

branded sport shoes in Malaysia. Product quality is discovered which own the strongest predictor of influence on customer perception for branded sport shoes in Malaysia. In contrast, product price doesn't have enough testimony to support has the significant relationship with customer perception for branded sport shoes in Malaysia. From the recommendations, understanding the factors which has influence customer perception for branded sport shoes in Malaysia is important as bring a lot of advantages for academy and industry. The future research has been identified the limitation of this study which able researchers to carry out more in-depth research on similar topic in future. It is essential to keep on researching on the factor of influence on customer perception due to perception is a factor of psychological which able to influence customer's buying behaviour, habits, actions and more. Furthermore, customer will make decision depend on what customer perceive rather than on the reality basic.

5.6 PERSONAL REFLECTION

This MBA project is a very good studying experience and this project also growing me up as well as enhancing my professional knowledge. In this fast-changing business era, market research plays a significant role in future business development. This is because market research involving an overview which is detailed and comprehensive on current business environment and analyzes the possible environment of internal and external which able integrated with industry operation. Moreover, this study is collected primary data via online survey question where it is valuable and useful for academy as well as industry. Furthermore, this study is improved time management on self-discipline. This project was conduct in a time-frame which is short while as a part time student this is a challenge due to need to manage time properly between work and study. The meeting minutes and project schedule were assisting to completed each of the section on time and meet up with supervisor every week such as reminded what is the next step to complete this project and allowed us to keep on track what we had discussed before. Lastly, there is very thankful and appreciated to my supervisor who provide patient and supportive during guided and discussion session.

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APPENDICES

APPENDIX I. Nike 2018 Revenues Breakdown by Segments

The breakdown of earnings before interest and taxes is as follows:

<i>(Dollars in millions)</i>	Fiscal 2018	Fiscal 2017 ⁽¹⁾	% Change	Fiscal 2016 ⁽¹⁾	% Change
North America	\$ 3,600	\$ 3,875	-7%	\$ 3,763	3%
Europe, Middle East & Africa	1,587	1,507	5%	1,787	-16%
Greater China	1,807	1,507	20%	1,372	10%
Asia Pacific & Latin America	1,189	980	21%	1,002	-2%
Global Brand Divisions	(2,658)	(2,677)	1%	(2,596)	-3%
TOTAL NIKE BRAND	5,525	5,192	6%	5,328	-3%
Converse	310	477	-35%	487	-2%
Corporate	(1,456)	(724)	-101%	(1,173)	38%
TOTAL NIKE, INC. EARNINGS BEFORE INTEREST AND TAXES	4,379	4,945	-11%	4,642	7%
Interest expense (income), net	54	59	—	19	—
TOTAL NIKE, INC. INCOME BEFORE INCOME TAXES	\$ 4,325	\$ 4,886	-11%	\$ 4,623	6%

(1) Certain prior year amounts have been reclassified to conform to fiscal 2018 presentation. This includes reclassified operating segment data to reflect the changes in the Company's operating structure, which became effective June 1, 2017. These changes had no impact on previously reported consolidated results of operations or shareholders' equity.

(Nike, Inc., 2018)

Asia Pacific & Latin America

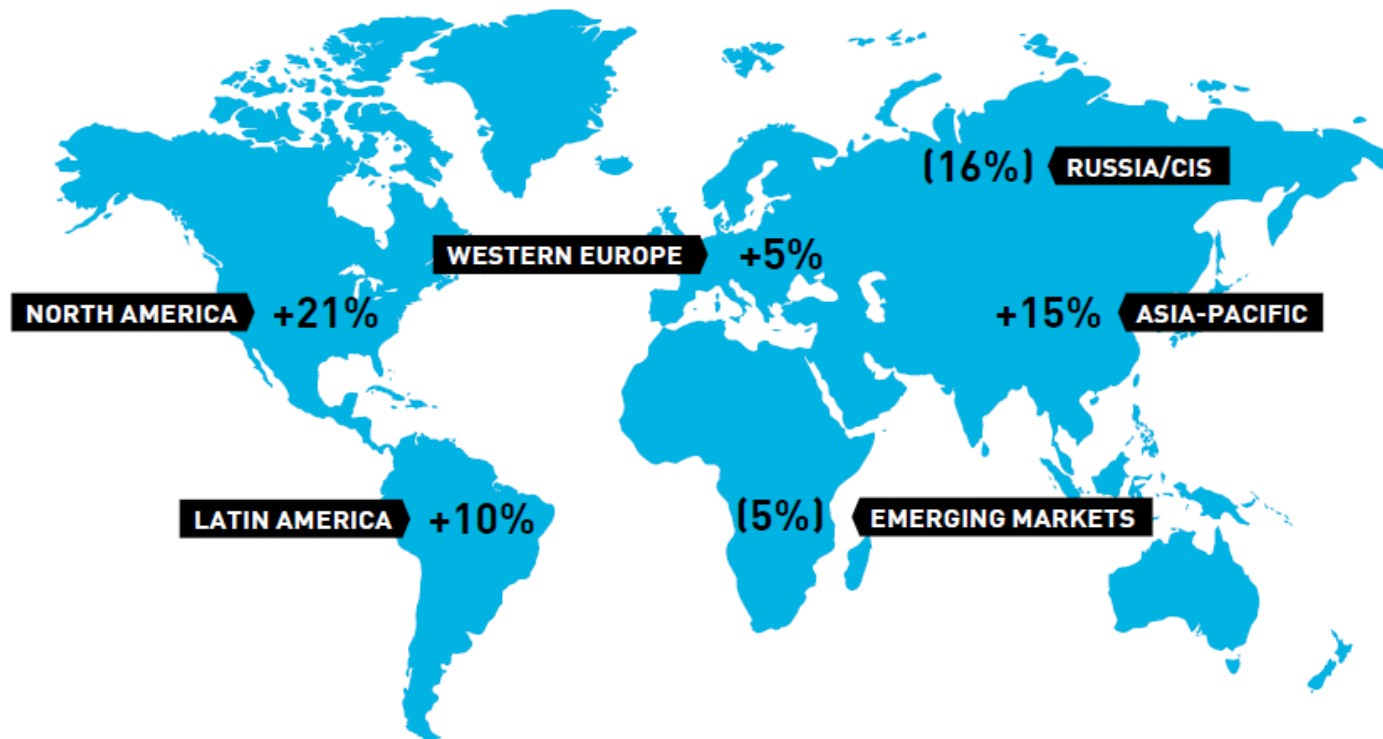
<i>(Dollars in millions)</i>	Fiscal 2018	Fiscal 2017	% Change	% Change Excluding Currency Changes	Fiscal 2016	% Change	% Change Excluding Currency Changes
Revenues by:							
Footwear	\$ 3,575	\$ 3,285	9%	9%	\$ 2,930	12%	16%
Apparel	1,347	1,185	14%	15%	1,117	6%	9%
Equipment	244	267	-9%	-8%	270	-1%	-1%
TOTAL REVENUES	\$ 5,166	\$ 4,737	9%	10%	\$ 4,317	10%	13%
Revenues by:							
Sales to Wholesale Customers	\$ 3,829	\$ 3,631	5%	6%	\$ 3,411	6%	10%
Sales through NIKE Direct	1,337	1,106	21%	21%	906	22%	21%
TOTAL REVENUES	\$ 5,166	\$ 4,737	9%	10%	\$ 4,317	10%	13%
EARNINGS BEFORE INTEREST AND TAXES	\$ 1,189	\$ 980	21%		\$ 1,002	-2%	

(Nike, Inc., 2018)

APPENDIX II. Adidas 2018 Financial Highlight by Segments

BRAND MOMENTUM IN KEY REGIONS CONTINUES

NORTH AMERICA AND ASIA-PACIFIC WITH STRONG DOUBLE-DIGIT SALES INCREASES



Currency-neutral.

12

(Adidas, 2018)

	2018	First Quarter			Second Quarter		Third Quarter		Fourth Quarter	
		2017	Change	Change (c.n.)	2018	2017	2018	2017	2018	2017
Asia-Pacific										
Net sales	1,856	1,744	6%	15%	-	1,495	-	1,664	-	1,500
adidas brand	1,777	1,649	8%	17%	-	1,412	-	1,584	-	1,421
Reebok brand	79	96	(17%)	(9%)	-	83	-	80	-	78
Gross profit	1,040	974	7%		-	854	-	921	-	815
Gross margin	56.0%	55.8%	0.2pp		-	57.1%	-	55.4%	-	54.3%
Operating expenses	382	353	8%		-	362	-	350	-	401
Operating expenses in % of net sales	20.6%	20.3%	0.3pp		-	24.2%	-	21.0%	-	26.8%
Operating profit	662	625	6%		-	497	-	576	-	418
Operating margin	35.7%	35.8%	(0.2pp)		-	33.2%	-	34.6%	-	27.8%

(Adidas, 2018)

APPENDIX III. Findings of Literature Review

No	Author (s), year	DV	IV1	IV2	IV3	Context
1	Agarwal and Singh (2015)	Customer progression and perception	Brand image	Product quality		Men's and Boys' Cut and Sew Apparel Manufacturing, India
2	Agyekum, Agyeiwaa and Huang (2015)	Consumer Perception of Product Quality		Product quality		Kumasi in Ghana West Africa
3	Quareshi (2017)	Understanding Consumer Perception of Price-Quality- Value Relationship		Perceived quality	Perceived price	Automobile market, India
4	Rahman, Haque and Hussain (2012)	Brand Image and its Impact on Consumer's Perception	Brand image			Food and beverage industry, Bangladesh
5	Naude, Pillai and Soni (2015)	A survey of the perception	Brand perception	Product quality	Product price	Sport industry, South Africa
6	Bajaj, Raj and Saravanan et. al. (2013)	A consumer's perception		Product quality	Product price	Supermarket, India

7	Choy, Ch'ng and Ng (2010)	A Study on Malaysia Consumer Perception		Product quality		Automobile, Malaysia
8	Azam, Haque, and Nikhashemi et. al. (2013)	Customer's Perception Towards Buying Chinese Products		Product quality	Product price	Malaysia
9	Ahmad, Haque and Rahman, (2011)	Empirical Investigation among Malaysian Customers	Brand image		Product price	Mobile Telecom, Malaysia

APPENDIX IV. Ethical Approval



SOCIAL SCIENCES, ARTS AND HUMANITIES ECDA

ETHICS APPROVAL NOTIFICATION

TO: Carol Chin
CC: Dr Lim Kim Yew
FROM: Dr Brendan Larvor, Social Sciences, Arts and Humanities ECDA Vice-Chair
DATE: 22/03/2019

Protocol number: **BUS/PGT/CP/04037**

Title of study: Customer Perception For Branded Sport Shoes In Malaysia

Your application for ethics approval has been accepted and approved by the ECDA for your School and includes work undertaken for this study by the named additional workers below:

This approval is valid:

From: 22/03/2019

To: 15/04/2019

Additional workers: no additional workers named

Please note:

If your research involves invasive procedures you are required to complete and submit an EC7 Protocol Monitoring Form, and your completed consent paperwork to this ECDA once your study is complete. You are also required to complete and submit an EC7 Protocol Monitoring Form if you are a member of staff. This form is available via the Ethics Approval StudyNet Site via the 'Application Forms' page <http://www.studynet1.herts.ac.uk/ptl/common/ethics.nsf/Teaching+Documents?OpenView&count=9999&restrictcategory=Application+Forms>

Any necessary permissions for the use of premises/location and accessing participants for your study must be obtained in writing prior to any data collection commencing. Failure to obtain adequate permissions may be considered a breach of this protocol.

Approval applies specifically to the research study/methodology and timings as detailed in your Form EC1A. Should you amend any aspect of your research, or wish to apply for an extension to your study, you will need your supervisor's approval (if you are a student) and must complete and submit form EC2. In cases where the amendments to the original study are deemed to be substantial, a new Form EC1A may need to be completed prior to the study being undertaken.

Should adverse circumstances arise during this study such as physical reaction/harm, mental/emotional harm, intrusion of privacy or breach of confidentiality this must be reported to the approving Committee immediately. Failure to report adverse circumstance/s would be considered misconduct.

Ensure you quote the UH protocol number and the name of the approving Committee on all paperwork, including recruitment advertisements/online requests, for this study.

Students must include this Approval Notification with their submission.

APPENDIX V. Questionnaire

Customer Perception for Branded Sport Shoes in Malaysia

Dear Mr, Ms, Sir and Madam,

I'm Carol Chin, postgraduates student from INTI INTERNATIONAL UNIVERSITY who is currently pursuing Master in Business Administration (MBADI). I'm preparing my final year project with topic of "Customer Perception for Branded Sport Shoes in Malaysia". My targeted respondents for this survey are between age of 18 to 45 years old. This questionnaire will take approximately 5-10 minutes to complete.

This study has ethical approval from University of Hertfordshire, Social Sciences, Arts and Humanities, ECDA (Protocol number: BUS/PGT/CP/04037). Participant in this study is entirely voluntary, you can withdraw from this survey at any point of time without giving reason and implication. Please be assured that the information you provide will remain strictly confidential and anonymous. Answer will be only be reported in aggregate so that no individual or organization will be identifiable from any publication presenting the result of the survey. By responding to the questionnaire, your consent to take part in the study is assumed.

Thank You. Your valuable response will be very helpful in the analysis of the research topic. Thank you you once again for taking time to assist in my education endeavors.

Your Sincerely,
Carol Chin
Email: 117013256@student.newinti.edu.my
INTI International University
Master of Business Administration (MBADI)

* Required

If you agree to participate in this research, please select "I agree" to proceed to the questionnaire. *

- 1. I agree
- 2. I disagree

NEXT

Customer Perception for Branded Sport Shoes in Malaysia

* Required

Section A

1. Customer Perception

Please read the statement that best describe your Perception for Branded Sport Shoes and indicate your level of agreement or disagreement as follow:

1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

The perception about branded sport shoes I obtain from surrounding (family, friends, and colleague) are more than other competitive brands *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I feel that the amount of money input by myself towards branded sport shoes is more than other *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I feel that perception often influence me towards branded sport shoes *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I feel that perception for branded sport shoes would changing timely and sincerely *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I feel that perception would influence branded sport shoes timely and sincerely *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I feel that the perception for branded sport shoes is involved in brand image, product quality and product price *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I feel that perception continuously influences branded sport shoes *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I feel that customer places high importance on perception for branded sport shoes *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2.Brand Image

Please read the statement that best describe your Perception of Brand Image for Branded Sport Shoes and indicate your level of agreement or disagreement as follow:

1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

In comparison to other, branded sport shoes has high quality *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Branded sport shoe has a rich history *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Customers (we) can reliably predict how this product/brand will perform *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. Product Quality

Please read the statement that best describe your Perception of Quality for Branded Sport Shoes and indicate your level of agreement or disagreement as follow:

1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

I trust the quality of branded sport shoes *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Branded sport shoes would be good quality *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Branded sport shoes offer excellent features *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. Product Price

Please read the statement that best describe your Perception of Price for Branded Sport Shoes and indicate your level of agreement or disagreement as follow:

1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

Price is an important factor to consider *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Branded sport shoes price is affordable *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Branded sport shoe provides value for money *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Section B

Respondent's Background

Gender *

- 1. Female
- 2. Male

Age *

- 1. 18 - 24
- 2. 25 - 31
- 3. 32 - 38
- 4. 39 - 45

Income Level *

- 1. Below - RM 2500
- 2. RM 2501 - RM 4000
- 3. RM 4001- RM 5500
- 4. RM 5501 - Above

Education Level *

- 1. Under Bachelor Degree
- 2. Bachelor Degree
- 3. Master Degree
- 4. Other

Occupation *

- 1. Student
- 2. Employee
- 3. Professional
- 4. Self Employed

Pair of branded sport shoes have *

- 1. 0 - 2
- 2. 3 - 5
- 3. 6 - 8
- 4. 9 - Above

BACK**SUBMIT**

APPENDIX VI. PROJECT PAPER LOG

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

Student Name:	CAROL CHIN
Supervisor's Name:	DR. LIM KIM YEW
Dissertation Topic: CUSTOMER PERCEPTION FOR BRANDED SPORT SHOES IN MALAYSIA	

SECTION A: MONITORING STUDENT DISSERTATION PROCESS

The plan below is to be agreed between the student and supervisor and will be monitored against progress made at each session.

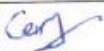

Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Chapter 1 Introduction														
Chapter 2 Literature Review														
Chapter 3 Research Methodology														
Distribution of Questionnaire														
Data Analysing														
Chapter 4 Result														
Chapter 5 Conclusion														
Viva Presentation														
Submission														

SECTION B. ETHICS

Ethics form protocol number: BUS/PGT/CP/04037

SECTION C: RECORD OF MEETINGS

Meeting 1

Date of Meeting	29/01/2019 (Tuesday)
Progress Made	<ul style="list-style-type: none"> -First meeting with Dr Lim -Discuss about topic and ethic form which need to submit to UH -Discuss about Research Questions, Research Objective, Hypotheses, Conceptual Framework, and survey questions
Agreed Action	<ul style="list-style-type: none"> -Finalized the project topic as "Customer Perception of Branded Sport Shoes in Malaysia" and proceed the ethic form -Confirmed Research Questions, Research Objective, Hypotheses and Conceptual Framework -Prepared the survey questions
Student Signature	
Supervisor's Signature	

Meeting 2

Date of Meeting	14/02/2019 (Thursday)
Progress Made	<ul style="list-style-type: none"> -Checked for the ethic form which need to submit to UH -Checked for the Research Questions, Research Objective, Hypotheses, Conceptual Framework which had been discuss on previous meeting
Agreed Action	<ul style="list-style-type: none"> -Amend some parts which didn't suitable and correct -Complete the parts which need to amend after then email to Dr Lim on night as it need to submit to UH by 15/02/2019

	-Email Chapter 1 and 2 that already completed to Dr Lim for checking
Student Signature	<i>Carly</i>
Supervisor's Signature	<i>Lim</i>


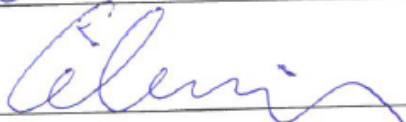
Meeting 3

Date of Meeting	22/02/2019 (Friday)
Progress Made	-Re-checked the ethic form which had been re-do as PO provide old version of form -Checking about the Chapter 1 and 2
Agreed Action	-Done checking ethic form and Dr Lim will send to UH -Dr Lim said Chapter 1 and 2 are ok -Prepare survey questionnaire for next meeting
Student Signature	<i>Carly</i>
Supervisor's Signature	<i>Lim</i>


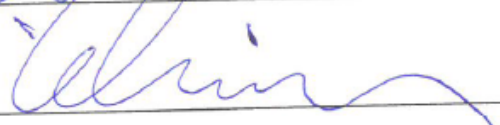
Meeting 4

Date of Meeting	01/03/2019 (Friday)
Progress Made	-Discussing about the survey questions
Agreed Action	-Need to add in more questions in demographic section (at least 5 to 7 questions) -Amend questions for DV and IV -Prepare completed version of survey questions -Email Dr Lim the journals which had utilized as reference in this research questionnaire
Student Signature	<i>Carly</i>
Supervisor's Signature	<i>Lim</i>



Meeting 5

Date of Meeting	07/03/2019 (Thursday)
Progress Made	-Checking about the survey questions which asked to amend on previous meeting -Checking the ethic form which has been asked to amend by UH
Agreed Action	-The items of DV need to redo due to is not sufficient -Email Dr Lim the amended ethic form and he will forward it to UH
Student Signature	
Supervisor's Signature	

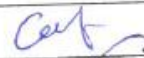

Meeting 6

Date of Meeting	12/03/2019 (Tuesday)
Progress Made	-Discussing about the item of DV which in survey questions -Informing Dr Lim that date and time of proposal defence presentation
Agreed Action	-Need to change the DV to customers purchase intention due to unable to get the suitable item of customer perception -Send an email to re-confirm date and time of proposal defence presentation with second panel – Dr Arasu
Student Signature	
Supervisor's Signature	

Meeting 7



Date of Meeting	18/03/2019 (Monday)
Progress Made	-Preparing the Proposal Defence power point slide
Agreed Action	-Need to enhance the slide of problem statement -Slide of significant of study need to revise
Student Signature	
Supervisor's Signature	

Meeting 8

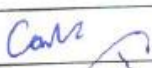
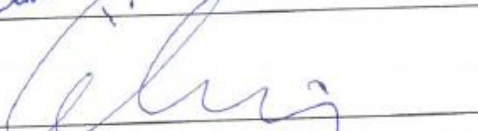
Date of Meeting	29/03/2019 (Friday)
Progress Made	-Need to change back DV to customer perception due to UH already approved -Need to change the words to suit this study's context -Finalized survey questionnaires
Agreed Action	-Revised survey questions which in google forms -After done let Dr Lim checked, then can start distribute questionnaire and collect data
Student Signature	
Supervisor's Signature	

Meeting 9

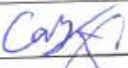

Date of Meeting	05/04/2019 (Friday)
Progress Made	-Discuss about pilot test which had done -Double confirm the test that need to run during pilot test and final data -Informing Dr Lim that date and time of MBA final project presentation

Agreed Action	-Proceed to collect final data -Pilot test run reliability test -Final: reliability test, hypotheses, multiple regression -Send an email to re-confirm date and time of MBA final project presentation with second panel – Dr Arasu
Student Signature	
Supervisor's Signature	

Meeting 10

Date of Meeting	12/04/2019 (Friday)
Progress Made	-Let Dr Lim check Chapter 4 -Discuss about what to write in Chapter 5
Agreed Action	-Prepare slide for viva
Student Signature	
Supervisor's Signature	

Meeting 11

Date of Meeting	16/04/2019 (Tuesday)
Progress Made	-Discuss about the comment which given by second panel – Dr Arasu
Agreed Action	-Did some amendment in chapter 5 -After done double check from Chapter 1 - 5
Student Signature	
Supervisor's Signature	

SECTION D: COMMENTS ON MANAGEMENT OF PROJECT

Section D. Comments on Management of Project

(to be completed at the end of the dissertation process)

Student Comments

Good experience . Enhancing my professional knowledge .

Supervisor Comments

Overall is Good and Acceptable . The student has successfully completed the thesis on time .

Signature of Student	<i>Card</i>	Date	02/05/2019
Signature of Supervisor	<i>Alvaris</i>	Date	21/5/2019
Ethics Confirmed	BUS/PGT/CP/04037	Date	22/03/2019

APPENDIX VII. TURNITIN RESULTS

mba project - i17013256

ORIGINALITY REPORT

2 %	1 %	1 %	1 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.ukessays.com Internet Source	<1%
2	www.inderscienceonline.com Internet Source	<1%
3	Yuk Kuen Wong. "chapter 7 Industry Software Reviews Survey Design", IGI Global, 2006 Publication	<1%
4	Submitted to Sunway Education Group Student Paper	<1%
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17	Cristina Caperchione, Kerry Mummery. "Psychosocial mediators of group cohesion on physical activity intention of older adults", <i>Psychology, Health & Medicine</i> , 2007 Publication	<1%
18	businessperspectives.org Internet Source	<1%
19	"Information and Communication Technologies in Tourism 2015", Springer Nature, 2015 Publication	<1%
