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**FACTORS THAT INFLUENCE BRAND LOYALTY TOWARDS SPORTSWEAR: A CASE OF
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ABOUT ARTICLE

Key words: The positive behavior, satisfaction, and attitude, a strong relationship with a customer and achieve brand resonance.

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Abstract: Brand loyalty has been recognized as a significant tool for building a strong relationship with a customer and achieve brand resonance. The positive behavior, satisfaction, and attitude of the consumers build strong stairs for success in the long term of business operations. The purpose of this research is to provide detailed information and analysis of brand loyalty factors by investigating how the respondents are influenced by those factors.

The research will be conducted by adopting significant models and theories to get further details that provides in-depth information. The models will explain the significance of the inputs to attain a positive impact on brand loyalty on consumers' final decisions.

Therefore, in the section of research methodology research types, approaches and sampling techniques will be explained. The data will be collected from 150 target participants from the area of Subang Jaya will be analyzed and discussed as primary research. However, limitations and ethical considerations might cause inaccurate outcome for the study. The results obtained and gathered through primary and secondary sources will be illustrated in the form of charts and tables that makes the data to be easily analyzed and understood.

The results of the research may play an important role to cumulate satisfaction of the customers and drive them towards brand loyalty by encouraging marketers to establish aggressive marketing strategies. The successful strategy directed to

build brand loyalty will be an assurance of firms to run successful operations in the long term.

INTRODUCTION

Brand loyalty is an important marketing concept to predict consumers' purchasing behavior and to impact their perceptions. Loyalty is defined as the opinion of consumers' psychological, emotional, and subconscious need to detect permanent base of identity, value, and satisfaction which can be divided into behavioral, attitudinal, and composite measurements. (Refferty, 2011)

The sportswear manufacturers belong to the apparel industry that has undergone in-depth changes in recent years. The fashion world is changing, so does consumers behavior and attitude towards fashion. (Ting & Foong, 2014) The Malaysian market and consumers intentions towards apparel industry started changing when the country started export-oriented industrial changes in the 1980s which helped to ensure further competitiveness in the Malaysian sportswear apparel industry. (Chui, et al., 2017)

The sportswear clothes and shoes have witnessed progressive growth with a rising effect of the west on the choice of consumers' sportswear. The Malaysian costumers are using sportswear clothes not only with the purpose of exercise or doing sports but also as a daily fashion. They are more persistent to choose the sportswear based on their purpose of purchase. The sportswear industries are producing sportswear clothes according to those demands.

The customers are looking at sportswear industries not only with the purpose of sport but as fashion and design that can be used on daily occasions. The main famous sportswear companies are trying to obtain loyalty towards their brand. The company's such as Adidas are constantly tries to develop a brand that has good brand image and strong loyalty to become the best sportswear industry. "Adidas micoach" program has been made to improve performance of customers and to bring more awareness to the brand so that make consumers more brand loyal. (Lim & Aprianingsih, 2015)

RESEARCH PROBLEM

Malaysia is one of the most developed countries in Asia and it is characterized by increasing recognition of sustainability. Malaysian customers are price-sensitive; however, they are brand conscious and concerns about quality is growing as well. Meanwhile, the sportswear industry has become increasingly competitive, and the companies concerned about their market share and revenue growth. To achieve competitive advantage and profitability effective analysis of the consumer's buying behavior and bring

the customers towards brand loyalty has become a critical factor. The customers tend to be less loyal, and the market is competitive which requires continuous market research and development and continuous communication with customers. (Sabrina & Richter, 2018)

The GDP growth of Malaysia is increasing which is essential for rising purchasing power. The high purchasing power can increase revenue growth, but it cannot assure loyalty towards the brand. It is significant to analysis customer need for sportswear. The market segmentation has become significant to identify target customers and to plan market strategies. The segmentation aims to achieve, develop, and capitalize markets by partitioning markets into segments of potential customers.

Even though, Adidas has good positioning in the Malaysian market is facing intense competition from other global and local brands. The globalization allowed firms to rise worldwide and to become a market trend. Therefore, it increased competition and challenge of identifying and retaining the customers. (Trading Economics, 2019)

To gain consumers' loyalty, the firms should understand the needs and demands of their customers. The sportswear shoes and clothes are used as fashion besides sports and physical activities. Meanwhile, consumers have become more demanding; they use a different type of sportswear for different occasions.

Meanwhile, the number of research that were conducted to study variables that impact brand loyalty towards sportswear in Malaysia are limited. The limited research convinced the researcher to select the topic to obtain further research on customer's perceptions towards brand loyalty and their intention to be brand loyal. The research will study the influence of five factors on brand loyalty to get in-depth information on the problem under the study.

EMPIRICAL LITERATURE REVIEW

Brand loyalty

The concerns of brand loyalty have attracted widespread attention among researcher and marketers. The globalization opened the door for internalization which increased competition in the local and international market. The companies are trying to catch the consumers' attention in the long run which basically is leading an increase in loyalty programs. Building loyalty in the heart of every organization and the value coming from clients is the one business have now and will have in the future. (Peppers & Rogers, 2005)

Brand loyalty is a choice behavior whereby customers have a preference towards the brand. Lipstein (1968) said that brand loyalty is a proportion of society who purchased a certain product from a specific brand and bought again when it was necessary. Sheth and Park (1974) argued that brand loyalty is a tendency of emotions, valuation and behavioral response towards a particular product or brand.

As a rule, faithfulness can be isolated into balanced and social steadfastness, be that as it may, Kasper and Bloemer (1995) expressed six huge states of brand loyalty, for example, one-sided, behavioral response, communicated over the time, by some basic decision - making unit, as for the at least one elective brands and movement of good strategies.

To characterize brand loyalty, verbal reports should be pooled with the buyers' steadfast buying conduct and should have a decent disposition towards the brand to affirm conduct continuation. (Jacoby & Kyner, 1973) Philip Kotler (1994) defined four stages of brand loyalty such as: Switchers- who has no loyalty, Shifting Loyal – who shifts from one to another brand, Split Loyal – loyal customers who purchases from two or more brands and lastly, Hard-core loyal customers who stick to one brand and purchases from the specific brand all the time.

The customer's repeat purchase expresses their degree of faithfulness to a specific brand, despite the marketing pressures from other competitors. Brand loyalty is the consequences of customer behavior and is influenced by the preferences of individuals. Brand loyal customers committed to purchasing a particular brand over time, irrespective of price or conveniences. (Aaker & Joachimsthaler, 2000)

The loyalty support to rise the companies' relative bargaining power concerning channels, partners and suppliers which influences shareholders value by reducing future cash flow instability and associated risk. (Anderson, et al., 2004)

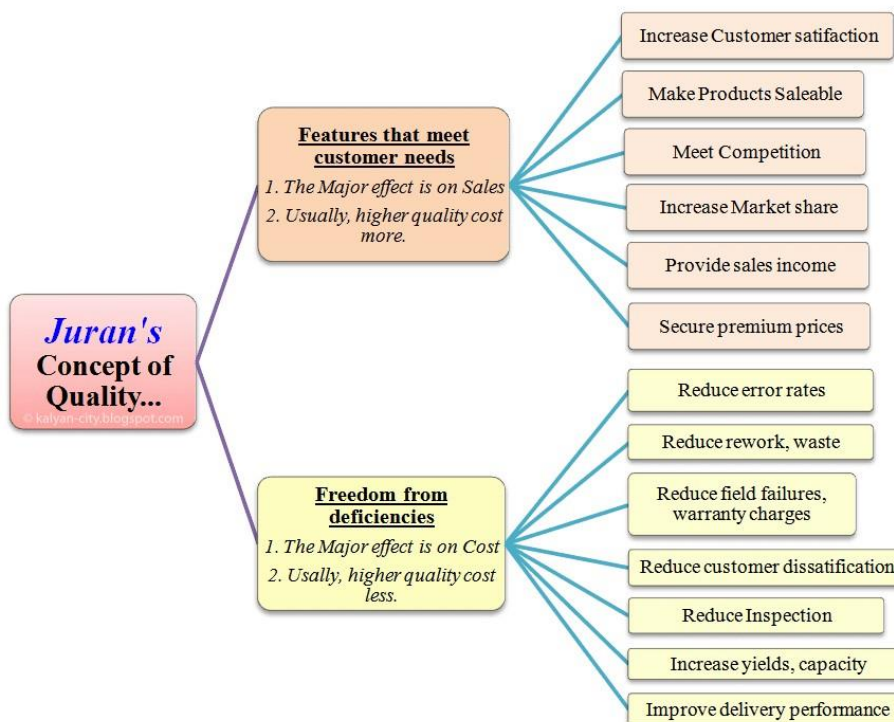
According to observations dominated top brand sportswear that represents a unique market, normal patterns of brand loyalty, performance and switching may not be demonstrated or exhibited. Adidas has built a strong relationship with sport and elite sportspeople to establish an appealing brand franchise. (Dawes, 2009)

According to Amine (1998) brand loyalty is an activity of both behavioral and attitudinal approaches that refers to emotional loyalty. Emotional loyalty aims to measure brand loyalty based on its behavioral dimensions. Emily Collins and analyst for Forrester Research stated that strategies that purely rely on loyalty programs can miss an opportunity to drive deeper relationship through emotional loyalty. (Stansbury, 2019)

Product quality

It is important to define quality beforehand to get an in-depth definition of product quality. Quality is defined by Joseph Juran (1998) as the fitness for the use which characterizes product or service to generate the ability to fill implied needs and explicit.

Figure 2-1: Juran’s concept of quality



Source: Adapted from Juran’s Quality Handbook, 1998

Source: Adapted from Juran’s Quality Handbook, 1998 As per the above Juran’s discussion product quality can be characterized as the device of incorporation features that can meet customer wants and needs and ensures the satisfaction of consumers by ameliorating products in order to free from any defects and deficiencies. (Juran, 1998)

There are several components of product quality in different industries and the fashion apparel industry includes performance, function, fitting or cutting, color, size measurement and material of merchandise. Fitting is a significant functions of product quality, especially in the process of selecting garments, the consumers’ general appearances can be enhanced through fitted garments like aerobic wear and swimsuits. The product materials may impact on the texture and hand feels of the sportswear. The products may also be rejected due to insufficient color from the customers’ side. (Frings , 2005)

Functional attributes of sportswear such as breathability, odor-resistance, quick-dry, waterproof, durability, lightweight and antimicrobial are a significant consideration in acquiring sportswear. The desire and awareness for high-quality products are defined as a perfectionist or quality consciousness. (Yee & Sidek, 2008)

Product quality has five principal viewpoints, for example, nature of structure, nature of conformance, dependability, wellbeing, and legitimate stockpiling. The finished goods must match (conform) to the specification of product design which can be achieved through a process of quality assurance and quality control that allows getting extremely consistent results. (Akrani, 2013)

Quality of design argues that the goods offered to the consumers must be designed as per their needs with high-quality standards. Another word it can explain the product must fit for purpose. Reliability measures the durability of a product that remains operational for a satisfactory longer-time. The product must be in a variety of real-world conditions so that must not easily breakdown or must not require frequent repairs. The safety aspect of product quality defines that product must be safe for handling or use that may cause serious damage to a product's reputations or image. Proper storage indicates the proper package and storage of product to maintain quality. (Spacey, 2016)

Product quality can be measured in terms of perceived quality and objective quality. Perceived quality is the outcome that originates from customer's abstract judgment on the consistency of item detail. Perceived quality is the premise of shoppers' acknowledgment that can be impacted by outer and inside characteristics of the item. As indicated by Bhuian (1997) saw quality is an assessment of the additional estimation of an item and an emotional inclination on an item that can demonstrate the remarkable separation of products.

Perceived quality is very significant to brand loyalty and maintain the loyalty of existing customers. Because perceived quality possesses situational, comparative and individual attributes that can be impacted by the purpose of the purchase, time pressure, purchase situation and lastly, social background from customers. The customers evaluate product quality from previous experiences, feelings, and result of expectations. It is necessary to maintain the loyalty of existing and new customers. (Marakanon & Panjakajornsak, 2017)

As per Garvin objective quality is the premise of assembling or product direction that has a pre-structure standard to an item. Customers will utilize their insight and encounters to assess in general work, unwavering quality, advantage, and strength of a product objective quality for purchase.

Objective quality describes the physical superiority of products, but the function of objective quality doesn't apply to the consumers. There are no intangible attributes such as a brand image in objective quality. Objective quality is essential to build brand loyalty because the process of build loyalty can be achieved through the dynamics and determinants of objective quality that links to perceived quality. (Ndukwe, 2011)

H1: Product quality has a significant influence on the brand loyalty towards sportswear.

Brand name

The brand name is a piece of the general personality of the product that adds to brand equity. There are a great deal of new brand names and choices are accessible in the domestic and international market. The clients may confide in major popular brands and buy just from chosen brands. There are a few affiliations conjured by brand name in consumers' mind for example, brand name awareness and perceived quality. The brand name catches the substances of a solid brand that impact purchasers. (Keller, 2003)

Brand name can pull in shoppers to purchase the brand and bring continue buying conduct. The brand name is the production of a picture that symbolizes a unique and distinctive brand. Strong brand name improves recognition and gives the powerful desired impression of the company. (Cadogan & Foster, 2000)

There are many alternative brand names are available in the market. The famous brand name leads to higher recall of advertised benefit by disseminating product benefits. The consumers prefer bigger, popular or/and famous brand names that powerful and trusted reputations rather than infamous brands. Brand name attracts customers with its brand image that encourages a customer to purchase the product of the brand. It can also influence the price of switching behaviors by bringing repeat purchasing behavior. Brand character or name connects to the brand's enthusiastic and self-expressive utilities of separation that can be noteworthy to the brands who has a minor physical distinction where an unmistakable brand picture is made by the brand itself. (Colborne, 1996)

Additionally, the fashion magazines and design press fortify better pictures and expounds on architect's accumulations to the full degree to encourage customer acknowledgment. Consumers usually can describe the attributes of each brand name and product. Thus, collected information from customers is essential for marketers and managers to make informed decisions about differential advantages, product positioning, and repositioning. The development of the brand identity or brand image is time-

consuming and an expensive process. However, the brand name influences the firm to promote repeat purchasing behavior, attract the customers to buy the brand and drive them to be a brand loyalist. (Kohli & Thakor, 1997)

There are two important aspects of brand name: brand image and brand association. Brand image is how the purchasers' think about a brand that can be characterized as how the client discernment about the brand and it is created after some time. Brand image is the way how the clients see the brand in their mind. According to Kotler (2005) brand picture is the course of action of the thoughts, feelings, and person's impression in regard to the product. Strong brand image will make the consumers loyal, but the brand cannot respond to changing needs in customers that may make customers switch another brand. (Malik, et al., 2012)

A positive brand image influences constant purchasing behavior and satisfaction of consumers is the fundamental to assemble brand loyalty. A solid brand image will expand the devotion of clients and will build a strong competitive advantage. Brand image drives customer repurchase intention and performance. (Andreani, et al., 2012) Therefore, the most significant measure of the value of the brand is a brand image. Meanwhile, brand religion, awareness, association as well as feel and look are proposed brand value to measure the consumer's point of view which describes the strength of the brand to others. (Isoraite, 2018)

Brand associations are the pictures and images related with a brand or the advantages of the brand. It provides not replicable differentiation and acquaintance, not a reason to buy. They are anything and everything that is deep-seated in customers' mind and must be associated with something positive to obtain a positive brand. Brand associations are related to the explicit and implicit which a customer relates with a specific brand name.

Brand associations can be developed positively is the offered product marketable, durable, and desirable under the brand name. It is significant to persuade the customers that the brand has characteristics and features fulfilling their needs. It will provoke shoppers to have a positive impression about the brand which encourages the firm to pick up philanthropy and demoralizes the passage of contenders into the objective market. (Juneja, 2015)

H2: Brand name doesn't have significant influence brand loyalty of sportswear.

Price

Price is the sum that clients are eager to pay for the trading of getting the estimation of the product or service. Price can be the most critical worry for normal clients. Notwithstanding, cost doesn't effortlessly impact the buy goals of solid brand steadfast clients and they are happy to pay a premium amount for their favored brand. (Cadogan & Foster, 2000)

Customers would assess and contrast prices with different options if the clients are price sensitive and esteem their favored brands. Price correlation with perceived esteems and expenses can assemble consumer loyalty. The clients may buy the item if the apparent estimation of the brand/item is more noteworthy than the expense. (Evans, et al., 1997)

Perceived risk of loyal customers is very high, and they are willing to pay a premium price to avoid any changes. Loyalty discourages customers from comparing to other alternative brands and they tend to become more price tolerant after long-term relationships with the brand. It is significant, that price has turned into a point of convergence in clients' decisions of a general evaluation of the retailer and worth that is advertised. According to Bucklin price impacts on consumers' choice of buying and describes as a quantity of payment. (Yoon & Kim, 2000)

Philip Kotler defined price as the quantity of money charged for a product or service that being exchange by the consumers to gain a value of the product owning. Moreover, Kotler stated that price is the only element that produces sales while others produce cost. Price is the element of the marketing mix that stands stable for a certain period. It is the most flexible aspect of the marketing mix because the price can be managed, controlled, and monitored. The price can change at any moment; it may either go up or down. There are some external and some internal factors that can affect the price.

Price can be measured in terms of premium, penetration economy and price skimming. Premium pricing approach is usually used where a substantial competitive advantage exists on the brands that have a uniqueness in their products. This type of strategy is used when the firm wants to establish its products as a high-quality product in the customer's mind. The goal of premium pricing approach is to create a perception that product should obtain higher value than competitors. The sportswear industries don't apply a premium pricing strategy.

Penetration pricing strategy is used when the company decides to gain market share and sets artificially low prices. They will increase the price of their product once they achieved their goal. The companies will impose this pricing strategy to attract customers to try their new product. Famous sportswear industries will not implement this type of pricing strategy because it may damage their brand

reputation and brand image. On the other hand, brand-loyal customers don't bother about trying or quality of the product, because they trust their favorite brands. (Handlin, 2019)

Economy pricing strategy is all about no-frills low price business strategy. The companies try to keep the cost and manufacturing at a minimum amount. This type of strategy does well during economic recession times and can work to achieve brand loyalty. Price sensitive customers may also be loyal to certain brands due to their trust and satisfaction for the brand. They believe that their brand charges relatively low price that can satisfy them, however, it can be achieved during a long period of time. The customers will obtain information and experience with other brands to find out the best low-price charges with satisfied quality. Once, they obtained necessary research and experience they will become loyal to the brand. (Indrayani, et al., 2008)

Price skimming strategy charges artificially high prices for an item and intended to urge a benefit blast to counterbalance the cost drops later because of expanded supply. Adidas uses skimming cost for the items which are particularly structured and recently presented in the market. It helps in the value quality methodology and mentally client thinks that a more expensive rate will give better quality. It may influence brand loyal customers positively since temporary high prices will attract customers more. (Prestholdt, 2017)

H3: Price doesn't have strong connection with brand loyalty.

Style

Style is the design, type or shape of apparel products that can be defined as a visual appearance which affects consumers' perception towards a product. Style is one of the conceptual categories of the composite list of apparel attributes and distinct features that create an overall appearance. The style reflects an individual's identity and way of life by slowly evolving. Style-Oriented customers often purchase clothing that characterizes their personal style. Authenticity, uniqueness, and longevity reflect style-oriented consumers and consists of aspects of personal interests, characteristics, and taste. (Chivers, 2019)

Style is how the person puts fashion all together based on style, color, and other necessary accessories. Style is choosing and wearing selective clothes amongst fashionable clothes. Style represents a person that's what other people will see first. In a world full of trends, style is about being yourself instead of following the latest fashion.

Style is the relationship to the internal environment of individuals and brings others attention directly to themselves. According to Yves Saint Laurent, Style is eternal and fashions fade. Style is very personal and unique. Style is the image of the person, and it is an extension of fashion. (Pucchi, 2017) Fashion and design are important aspects of style. Fashion is the style prevailing at any given time and it is a resonating newness and everchanging. Fashion doesn't reflect much on an individual's inner self and more outer-self oriented that is portrayed to others. Fashion is about dressing according to what is trendy right now. Fashion alludes to something unmistakable however frequently an ongoing pattern in a look that predominant styles in conduct. Fashion is very ephemeral and keeps on changing every time. Fashion is easy to apply and the most democratic form of all the art. Meanwhile, fashion requires acceptance by society and has a strong attraction. (Gwozdz, et al., 2018)

Fashion-oriented customers tend to be more attentive about trend and fashion rather than style-oriented people. Those type of customers' purchasing of new fashion items likelihood is more frequent. Fashionable people who follow the fashion blindly don't bother about style and suitability of fashion to them. Fashion-oriented people are satisfied when they can keep themselves current. According to Gentry, Gwozdz, and Gupta (2015) research findings, fashion-oriented customers tend to have more often shopping behaviors comparing to style-oriented consumers.

Design is not a style, and it is not a giving shape. Design combination of technology, beauty, cognitive science, and human need to produce something that the globe didn't notice it was missing. Design is one of the most powerful forces to spring from an idea. Design concerns about basics layout of the product with user experiences and its core functionality in mind.

The product can be styled the same but designed for different purposes. Sportswear doesn't have much product they have only sports shoes, hoodies, jackets, and other accessories. The sportswear can be styled similar but designed for the purpose of running, walking, exercises, and jogging. Design can influence the style because style is the part of the full toolset that creates the design. (Mijour, 2015)

H4: Style doesn't have a significant influence towards brand loyalty of sportswear.

Promotion

Promotion is one of the segments of the marketing mix incorporates all exercises of correspondence with the client regarding the item and its highlights and advantages. Promotion concerns about increase sales by raising awareness through different mediums that allows foster brand loyalty. Therefore,

marketing communication can be defined as the methods by which organizations endeavor to advice, remind and influence clients-legitimately or by implication about the items. (Kotler & Keller, 2009)

The conceptual definition of promotion is the combination and coordination of all marketing communication sources, tools, and avenues inside an organization into a consistent program intended to augment the correspondences influence on organizations and customers. (Odunlami & Akinruwa, 2014) Promotion should be possible through advertising, commercials, deals advancement, public relations, and direct showcasing.

H5: Promotion doesn't have significant influence on brand loyalty of sportswear.

Conceptual framework

Independent variables



H1

H2

H3

H4

H5

Dependent variables



RESEARCH METHODOLOGY

Positivism research philosophy is chosen to conduct the research because positivism adheres to view that only "factual" information is gained through observations. The researcher has limited time to collect the data and requires statistical analysis of quantifiable observations. Positivism research philosophy ensures that the researcher concentrates on the facts. Meanwhile, the research will not be conducted based on experiences regarding the cause, space, and time, instead relies on experience as a valid knowledge source.

Deductive research is chosen from the conclusive research approach to analysis no quantified problems and topics effectively. Meanwhile, deductive research is less time consuming which is essential for a researcher with limited time of conducting the study. Deductive research gives an opportunity to integrate quantitative and qualitative data collection methods.

Quantitative research type is chosen to provide statistical data collected from the primary source which is self-administrative questionnaires. It is essential for the study to measure relationships between the

variables. Qualitative research type is used to deeply probe and obtain rich descriptive data about phenomena through observations, case studies, and face-to-face interviews.

Data collection

The data will be collected from primary and secondary sources to obtain in-depth information about the topic. Primary data is going to be gathered from the target respondents via self-administrative questionnaires that gives statistical findings of quantitative data. The questionnaires will be made by the researcher and will be uploaded in the Google Form and will be printed to collect through face-to-face interviews. Profile questionnaires will about age, gender, and occupation of target respondents. Subject matter questionnaires will be in the form of Liker Scale which will be divided into five sections as per dependent and independent variables of the study. Secondary data will be obtained from available sources in the websites, journals, e-book, annual reports, industry reports etc. The secondary data will be collected only from relevant sources and only relevant information will be observed.

The convenience sampling will be used to select the sample from the population and sample set will be 150 respondents from the area of Subang Jaya. It is very convenient for the researcher to collect the primary data from the available respondents since it is less time consuming and inexpensive method. Meanwhile, the researcher will distribute questionnaires through the online and hard copy to the populace of Subang Jaya, Malaysia.

Validity test

Validity refers to whether a test accurately measures what it purports to measure. (Saunders, 2011) There are various methods used to test validity, namely: content validity, face validity and convergent validity (Babbie, 2010). According to Hair, Ringle and Sarstedt (2011), a pretest of 5 to 10 respondents is useful in identifying flaws in a questionnaire. Feedback was requested on all items of the questionnaire including length, cognitive aspects, layout, and order of the questionnaire. The findings from the pilot revealed that eight out of the ten fresh produce firms had reservations about providing actual financial data on return on investment (ROA). In other instances, respondents had difficulty in understanding certain questions. Based on the feedback, some of the questions were rephrased and questions of financial data were assessed with the help of a Likert-type scale. Construct validity provides the researcher with confidence that the items in the survey instrument measure the constructs they propose to measure. In practice, constructs are not readily observable items.

Pearson's correlation

Table 1: Correlation analysis

		Correlations				
		Brand name	Product quality	Style	Price	Promotion
Brand name	Pearson Correlation	1	.253**	.305**	.146*	.214**
	Sig. (2-tailed)		.000	.000	.043	.003
	N	192	192	192	192	192
Product quality	Pearson Correlation	.253**	1	.300**	.261**	.168*
	Sig. (2-tailed)	.000		.000	.000	.020
	N	192	192	192	192	192
Style	Pearson Correlation	.305**	.300**	1	.282**	.258**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	192	192	192	192	192
Price	Pearson Correlation	.146*	.261**	.282**	1	.410**
	Sig. (2-tailed)	.043	.000	.000		.000
	N	192	192	192	192	192
Promotion	Pearson Correlation	.214**	.168*	.258**	.410**	1
	Sig. (2-tailed)	.003	.020	.000	.000	
	N	192	192	192	192	192

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data (2023)

The correlation analysis was done through the SPSS program by computing independent variables with each other. As per Pearson’s correlation results that is illustrated in above chart there is a significant correlation between brand name and product quality (.253) on the r and p value. The r and p value of brand name and style (.305) also indicates a significant relation with each other. Moreover, brand name has a strong correlation with price (.146) and promotion (.214) variables as well. Therefore, the correlation significance between brand name, product quality, style, price and promotion are at the 0.01 level wherein correlation significance between brand name and price, product quality and promotion is at the 0.05 level.

The results indicate that there is a strong correlation between independent variables and each variable has somehow equal impact on the brand loyalty, even though the impact may not be completely equal and might vary depending on the variable.

RESEARCH FINDINGS

Brand name

Table 2: Mean Score and Standard Deviation for Measures of Brand name

Brand name	N	Mean. score	St. deviation
1 Brand Adidas is reputable.	192	4.04	.871
2 I always buy sportswear that has a good brand image	192	4.22	.804
3 Brand name is selected regardless of the price	192	4.19	.884
4 Brand name Adidas reflects me own personality	192	4.20	.895
Average score	192	4.16	.864

Source: Primary Data (2023)

According to survey results, most of the participants agreed that they consider brand name as an important factor which means their brand loyalty has a strong relation with the impacting variables. The average mean value of the factor 4.16 can be clear prove for the above statement. The company should continue developing strong brand name and should focus its brand image that always remains positive in customers' perception. It can be positive influence on the Adidas brand name if the company increases its brand reputability and maintains relations with price. The company has strong brand name in customers' mind; however, this image can be destroyed if there is small mistake against brand reputability. So that, company should continue developing powerful brand name and achieve brand resonance through investing more on advertising campaign and public awareness.

Product quality

Table 3: Mean Score and Standard Deviation for Measures of Product quality

Product quality	N	Mean. score	St. deviation
1 The size of the Adidas sportswear fits me very well.	192	4.33	.753
2 The material used by the Adidas are comfortable.	192	4.31	.749
3 Adidas sportswear has a long-lasting color.	192	4.15	.827
4 Adidas sportswear has a good functional quality.	192	4.27	.722
Average score	192	4.27	.763

Source: Primary Data (2023)

The result of questionnaire showed average mean value of the factor is 4.27 that is the highest result amongst other variables. With that said, most of the participants agreed that Adidas provides good quality of sportswear. That's another positive result for Adidas from its customers. Therefore, the

company should know what the exact quality improvements are required to satisfy their satisfaction and boost their brand loyalty towards the brand. Brand loyalty has strong connection with product quality since customers will continuously purchase the brand if they have satisfaction and positive experience with the quality of the products. The Adidas customers think that product quality is an important influence to their brand loyalty and

Adidas offers remarkable good quality of product which drives regular customers towards brand loyalty. However, the company should continuously improve its quality of products since the market is competitive and there are many other brands that offer good quality of sportswear with affordable prices. Adidas should survey to the customers who didn't satisfy with their product quality and remark the areas of improvement to improve its quality control systems. Moreover, 73 (38%) participants selected product quality as the main factor that influence and drive towards brand loyalty.

Style

Table 4: Mean Score and Standard Deviation for Measures of Style

Style	N	Mean. score	St. deviation
1 Adidas provides wide variety of styles	192	4.27	.771
2 The styles of the Adidas sportswear are suitable for me	192	4.28	.760
3 The styles of the Adidas sportswear have a distinctive feature	192	4.22	.840
4 Adidas styles are trendy and fashionable	192	4.25	.738
Average score	192	4.26	.777

Source: Primary Data (2023)

Based on questionnaire results, average mean value of the factor was 4.26 that is second highest score amongst other factors. The majority customers agreed that Adidas sportswear are stylish that follows modern trends of fashion. People do care about the styles and fashion of the sportswear, cause sportswear are used no more with the purpose of only doing sports but used as style, fashion, and social status. The customers tend to show their taste of fashion and prefer comfortable but fashionable clothes and shoes to wear. In this case, sportswear is the best choice for their daily activities. Therefore, sportswear industries are not only competing in terms of brand name, product quality or price but in terms of style and fashion since market demands it. The company should continue improving its R&D to offer stylish and fashionable products that sits the taste of modern trends and designs.

Price

Table 5: Mean Score and Standard Deviation for Measures of Price

Price	N	Mean. score	St. deviation
1 The price of Adidas sportswear is a reasonable	192	4.07	.927
2 Increase of the price does not hinder me to purchase	192	3.91	1.098
3 Adidas provides goods value for money	192	4.14	.919
Average score	192	4.04	.981

Source: Primary Data (2023)

The average mean value of this factor was 4.04 which indicates agreement of majority participants with its significance to their brand loyalty. The price is an important element of marketing mix strategy since it indicates value of the brand or product. Therefore, 43 (22.4%) customers indicated that price is an important element that drives them towards brand loyalty. It was the second highest score collected from participants. The brand loyal customers tend to pay higher prices to their favorite brand, but they tend to be price sensitive as well. In terms of Adidas majority customers agreed that prices of Adidas sportswear are reasonable, and the company offers products value for money. It shows that the company has adopted right pricing strategy to its products that can satisfy its customers. Although, price doesn't have much influence towards brand loyalty, it can serve to increase number of brand loyal customers in the collaboration with product quality. The company shouldn't artificially increase its prices that can influence negatively to its brand loyal customers perceptions. They should adopt competitive pricing strategy to keep the prices competitive and satisfactory.

Promotion

Table 6: Mean Score and Standard Deviation for Measures of Promotion

Promotion	N	Mean. score	St. deviation
1 Adidas ads are attractive	192	4.18	.808
2 Adidas provides a lot of promotional activities	192	4.19	.843
3 I purchase Adidas sportswear only when there is a promotion	192	4.04	1.017
Average score	192	4.13	.889

Source: Primary Data (2023)

The least score of mean value goes to promotion with 4.13 average mean value. It means that, majority participants agreed with significance of promotion but at the least level comparing to other factors. It is true that promotion can be less important for brand loyal customers, however it plays an important

role in increasing brand awareness. The company shouldn't only focus on maintaining loyalty of brand loyal customers but also increasing number of loyal customers via brand awareness campaigns. It is important to mention that there are a lot of brand loyal customers with low-income level who may not be able to purchase their favorite brands, by increasing number instore promotions Adidas can allow them to buy the product at affordable fee that contributes happiness and strong loyalty. Meanwhile, sponsorship activities can be good opportunity for Adidas to improve, increase and maintain positive brand image.

Summary of factors affecting brand loyalty

Table 7: Mean Score and Standard Deviation for Measures of independent variables

Factors	N	Mean. score	St. deviation
1 Product quality	192	4.27	.763
2 Brand name	192	4.16	.864
3 Price	192	4.04	.981
4 Style	192	4.26	.777
5 Promotion	192	4.13	.889
Average score	192	4.17	.855

Source: Primary Data (2023)

The output displayed in Table 8 shows that product quality accounted for the highest mean score (M = 4.27, SD = 0.763) followed by “style”, which had a mean score of M = 4.26 (SD = .777). “Brand name” accounts for a mean score of M = 4.16 (SD = .864) and “promotion” had a mean score of M = 4.13 (SD = .889) while “Price” had the least mean score of M=4.04 (SD=981). The average mean score for the factors influencing brand loyalty was M = 4.17 (SD = 0.855). These findings suggest that although the 4Ps made a significant contribution to the design of brand loyalty. Product comes first in terms of relative importance of the marketing mix elements.

Diagnostic Tests

Statistical tests are based on the assessment of underlying assumptions. For multiple linear regression, assumptions that were of primary concern were those of linearity, normality, absence of multicollinearity and homoscedasticity. All the above tests were carried out and satisfied before carrying out the regression analysis. To estimate the link between the variables and brand loyalty within the Adidas Sportswear in Malaysia, variables, namely product quality, brand name, pricing,

promotion and style, were regressed against the dependent variable, i.e. brand loyalty. The above analysis was conducted at 95% confidence level (0.05) and p values were used to establish the level of significance. When p values were less than or equal to 0.05, the null hypotheses were rejected in favor of the alternate hypothesis. Alternatively, when the p value was greater than 0.05, then the null hypothesis was accepted.

HYPOYHESIS TEST RESULTS

Table 8: Results of Regression Analysis

Coefficient Results on the Relationship between Factors and Brand loyalty

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	2.019	.379		5.328	<.001		
	Brand Name	.200	.080	.215	2.495	.013	.581	1.722
	Product Quality	.037	.108	.033	.345	.731	.462	2.166
	Price	-.056	.059	-.067	-.951	.343	.863	1.159
	Style	.451	.106	.376	4.237	<.001	.544	1.839
	Promotion	-.093	.080	-.088	-1.159	.248	.746	1.340

a. Dependent Variable: @9.BrandLoyalty

The p values for brand name (.01) < 0.05, product quality (.73) >0.05, price (.34) > 0.05, design (.00) <0.05 and promotion (.24) > 0.05 suggest that elements, namely brand name, and style made a statistically significant contribution to the model and were therefore good predictors of brand loyalty. Wherein, product quality, style, and promotion indicated that there is insufficient evidence to conclude that a relationship exists in the population. The standardized beta value for brand name is .215, product quality is .033, for price it is -.067, for design it is .376 and for promotion it is -.088. Design has the largest impact amongst the independent variables.

Table 9: Model Summary on the Relationship between Factors and Brand Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 ^a	.240	.219	.808

a. Predictors: (Constant), Promotion, Price, Brand Name, Style, Product Quality

Source: Primary data

The results in the table revealed that the R2 value for model 1 is 0.240, which implies that 24% of the variation in brand loyalty could be explained by independent variables.

Table 10: ANOVA Results on the Relationship between factors and brand loyalty

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.637	4	6.409	8.625	<.001
Within Groups	136.723	184	.743		
Total	162.360	188			

Source: Primary data

The F statistic is used to test the significance of the regression model. The ANOVA results shown in the table indicate that the model significantly predicts brand loyalty: $F(4, 184) = 8.625, p(.00) < .05$. This is evidenced by the p value which is less than .05 for the predictor variables.

Table 11: Summary of the Hypothesis Results

Research Hypothesis	P value	Decision
H1: Product quality has no significant influence on the brand loyalty towards sportswear.	.001	Null hypothesis was rejected
H2: Brand name doesn't have significant influence brand loyalty of sportswear.	.001	Null hypothesis was rejected
H3: Price doesn't have strong connection with brand loyalty.	.001	Null hypothesis was rejected
H4: Design doesn't have a significant influence towards brand loyalty of sportswear.	.001	Null hypothesis was rejected
H5: Promotion has no significant influence on brand loyalty of sportswear.	.001	Null hypothesis was rejected

Source: Primary data

CONCLUSION

Sportswear is full of effort queuing for the latest drop notwithstanding and requires creating fashionable and stylish designs to maintain behavioral psychology of customers. Customers who tend to be crazy about style and fashion will always stick to their favorite brand. Keeping the design of sportswear up to date ensures customer satisfaction and brand loyalty.

Brand loyalty leads to higher demands and increased profits through accurate pricing strategy. However, brand loyalty must be protected since the loss of consumer trust and brand dilution may quickly eliminate loyalty. Brand loyalty grows stronger when there is a significant relationship with the price.

Brand image is the core of marketing mix activities and created through nodes that are associated with the memory of customers. The brand name is the core of brand differentiation and identity that helps to communicate with the market to carry out any branding or marketing strategies. Brand associations encounter just after brand name and assign value and positioning to the brand.

Product quality positively affects brand loyalty. Product quality drives customer satisfaction and satisfaction leads to repeat purchasing behavior. When the company offers perceived value for the customers, they tend to get more loyalty. Models are not created to build brand loyalty through product quality but how to measure the product quality to achieve brand loyalty.

It can be concluded that promotion is a significant foundation to build brand loyalty, despite the company has a lot of brand-loyal customers, they must maintain their loyalty through promotional activities. Brand loyal customers also require information about the new product of their favorite brand, and they are loyal to the brand not for the product. With that said the company must communicate with their brand loyal customers and potential customers through promotion. A proper promotional strategy will ensure higher sales and greater loyalty to the brand.

RECOMMENDATIONS

It is recommended for the Adidas to concentrate more on modern trends and fashions that determines uniqueness and competitive advantage. Therefore, the company should adopt the strategies that is beneficial to the society and environment. Currently, the world is in hectic due to global warming and pollution problems that is concerning the people a lot and by adopting and showing environmentally friendly activities under its Corporate Responsibility strategies, the company can attract the customers and increase brand awareness that is essential for brand loyalty.

Moreover, Adidas in Malaysia has strong interaction with Subang Jaya customers, the company should provide more promotional activities and offer more trendy and fashionable sportswear. Subang Jaya is one of the touristic locations wherein may foreign student's studies. Those students come from different part of the world that can be good opportunity for company to attract them and expand their business further by increasing its awareness amongst international students.

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