

Appendix A

Survey Questionnaire



Market Survey on Sportswear in Malaysia

Dear Sir/Madam,

I am conducting a study on sportswear in Malaysia. This research is conducted as a partial requirement for the completion of the Master of Business Administration, University of Malaya.

I would appreciate if you could spend a few minutes (about 5 minutes) of your precious time to answer the questions in the following pages. All information will be used for academic purpose only and will be kept strictly private and confidential.

Your kind cooperation and participation in this survey is valued and highly appreciated.

This research is conducted under the supervision of Mr. Michael Dent. Should you have any enquiries, please do not hesitate to contact me at 012-2057546 or email me at eruzir@yahoo.com

We are most grateful for your time and participation in this survey.
Yours sincerely,

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Market Survey on Sportswear in Malaysia

Section 1: Personal Details

Instruction: Please mark (X) for an appropriate answer in the column provided

1. Gender

Male

Female

2. Age (years)

below 21 years

41-50 years

21 - 30 years

51-60 years

31 - 40 years

above 60 years

3. Nationality

Malaysian

Non-Malaysian

4. Highest level of Education

Secondary School

Post Graduate Degree

Diploma

Others (Please specify): _____

Bachelor Degree

5. Occupation

Professional

Full time student

Manager/Executive

Currently not working/ Retiree

Clerical Staff

Others (Please specify): _____

Technical Staff

6. Which sportswear brand do you like to buy for yourself? (Please select ONE brand only)

Nike

New Balance

Reebok

Puma

Adidas

Others (Please specify): _____

Section 2: Perceived Quality

Please circle the numerical value which best describes your perception of the following statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I trust the quality of product from the chosen brand	1	2	3	4	5
2	Products from the chosen brand would be of very good quality	1	2	3	4	5
3	Products from the chosen brand offer excellent features	1	2	3	4	5

Section 3: Brand awareness

Please circle the numerical value which best describes your perception of the following statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Some characteristics of the chosen brand come to my mind quickly	1	2	3	4	5
2	I can recognize the chosen brand quickly among other competing brands	1	2	3	4	5
3	I am familiar with the chosen brand	1	2	3	4	5

Section 4: Brand association

Please circle the numerical value which best describes your perception of the following statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The chosen brand has very unique brand image, compared to competing brands	1	2	3	4	5
2	I respect and admire people who wear the chosen brand	1	2	3	4	5

3	I like the brand image of the chosen brand	1	2	3	4	5
4	I like and trust the company, which makes the chosen brand products	1	2	3	4	5

Section 5: Brand loyalty

Please circle the numerical value which best describes your perception of the following statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I consider myself to be loyal to the chosen brand	1	2	3	4	5
2	When buying athletic shoes, the chosen brand would be my first choice	1	2	3	4	5
3	I will keep on buying the chosen brand as long as it provides me satisfied products	1	2	3	4	5
4	I am still willing to buy the chosen brand even if its price is a little higher than that of its competitors	1	2	3	4	5
5	I would love to recommend the chosen brand to my friends	1	2	3	4	5

Section 6: Overall brand equity

Please circle the numerical value which best describes your perception of the following statements		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Even if another brand has the same features as the chosen brand, I would prefer to buy the chosen brand	1	2	3	4	5
2	If another brand is not different from the chosen brand in any way, it seems smarter to purchase the chosen brand	1	2	3	4	5
3	The chosen brand is more than a product to me	1	2	3	4	5

Thank you for your cooperation and time.

Be best assured your response is treated with confidentiality

Appendix -B

Reliability Test and Factor Analysis:

Reliability Analysis

Perceived Quality

Table A.B1: Reliability Statistics based on Perceived Quality

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.834	3

Table A.B2: Inter-Item Correlation Matrix based on Perceived Quality

	Pq1	Pq2	ppq3
ppq1	1.000	.742	.542
ppq2	.742	1.000	.592
ppq3	.542	.592	1.000

Note:

ppq1 = I trust the quality of product from the chosen brand

ppq2 = Products from the chosen brand would be of very good quality

ppq3 = Products from the chosen brand offer excellent features

Brand Awareness

Table A.B3: Reliability Statistics based on Brand Awareness

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.709	.716	3

Table A.B4: Inter-Item Correlation Matrix based on Brand Awareness

	Baw1	baw2	baw3
Baw1	1.000	.486	.497
Baw2	.486	1.000	.386
Baw3	.497	.386	1.000

Note:

Baw1: Some characteristics of the chosen brand come to my mind quickly

Baw2: I can recognize the chosen brand quickly among other competing brands

Baw3: I am familiar with the chosen brand

Brand Association

Table A.B5: Reliability Statistics based on Brand Association

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.727	4

Table A.B6: Inter-Item Correlation Matrix based on Brand Association

	bas1	bas2	bas3	bas4
bas1	1.000	.300	.501	.345
bas2	.300	1.000	.448	.381
bas3	.501	.448	1.000	.419
bas4	.345	.381	.419	1.000

Note:

Bas1= The chosen brand has very unique brand image, compared to competing brands

Bas2= I respect and admire people who wear the chosen brand

Bas3= I like the brand image of the chosen brand

Bas4= I like and trust the company, which makes the chosen brand products

Brand Loyalty

Table A.B7: Reliability Statistics based on Brand Loyalty

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.829	5

Table A.B8: Inter-Item Correlation Matrix based on Brand Loyalty

	b11	b12	b13	b14	b15
b11	1.000	.509	.470	.503	.420
b12	.509	1.000	.474	.541	.392
b13	.470	.474	1.000	.623	.451
b14	.503	.541	.623	1.000	.531
b15	.420	.392	.451	.531	1.000

Note:

BL1= I consider myself to be loyal to the chosen brand

BL2= When buying athletic shoes, the chosen brand would be my first choice

BL3= I will keep on buying the chosen brand as long as it provides me satisfied products

BL4= I am still willing to buy the chosen brand even if its price is a little higher than others

BL5= I would love to recommend the chosen brand to my friends

Overall Brand Equity

Table A.B9: Reliability Statistics based on Overall Brand Equity

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.686	.687	3

Table A.B10: Inter-Item Correlation Matrix based on Overall Brand Equity

	ov1	Ov2	ov3
ov1	1.000	.419	.501
ov2	.419	1.000	.345
ov3	.501	.345	1.000

Note:

Ov1= Even if another brand has the same features, I would prefer to buy the chosen brand

Ov2= If another brand is not different, it seems smarter to purchase the chosen brand

Ov3= The chosen brand is more than a product to me

Factor Analysis

Table A.B11: Factor loadings based on respondents of sportswear brand equity

Question	Initial	Extraction
PQ1 I trust the quality of product from the chosen brand	1.000	.805
PQ2 Products from the chosen brand would be of very good quality	1.000	.789
PQ3 Products from the chosen brand offer excellent features	1.000	.640
BAW1 Some characteristics of the chosen brand come to my mind quickly	1.000	.610
BAW2 I can recognize the chosen brand quickly among other competing brands	1.000	.604
BAW3 I am familiar with the chosen brand	1.000	.490
BAS1 The chosen brand has very unique brand image, compared to competing brands	1.000	.822
BAS2 I respect and admire people who wear the chosen brand	1.000	.625
BAS3 I like the brand image of the chosen brand	1.000	.844
BAS4 I like and trust the company, which makes the chosen brand products	1.000	.949
BL1 I consider myself to be loyal to the chosen brand	1.000	.580
BL2 When buying athletic shoes, the chosen brand would be my first choice	1.000	.617
BL3 I will keep on buying the chosen brand as long as it provides me satisfied products	1.000	.625
BL4 I am still willing to buy the chosen brand even if its price is a little higher than that of its competitors	1.000	.693
BL5 I would love to recommend the chosen brand to my friends	1.000	.673
OV1 Even if another brand has the same features as the chosen brand, I would prefer to buy the chosen brand	1.000	.844
OV2 If another brand is not different from the chosen brand in any way, it seems smarter to purchase the chosen brand	1.000	.949
OV3 The chosen brand is more than a product to me	1.000	.822

Extraction Method: Principal Component Analysis.

Appendix –C

Regression Analysis

Table A.C1: Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952 ^a	.906	.904	.19183

a. Predictors: (Constant), bl, pq, bas, baw

Note:

Constant = Overall Brand Equity, bl=Brand Loyalty, pq=Perceived Quality,

bas=Brand Association, baw=Brand Awareness

Table A.C2: Coefficients Results of Sportswear Brand Equity

Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig. (p-value)
	B	Std. Error	Beta		
(Constant)	-.070	.116		-.599	.550
pq	.055	.029	.055	1.893	.060
baw	.131	.029	.134	4.456	.000
bas	.891	.030	.881	29.617	.000
bl	-.041	.025	-.048	-1.639	.103

a. Dependent Variable: ovbe

Note:

ovbe = Overall Brand Equity, pq=Perceived Quality, baw=Brand Awareness,

bas=Brand Association, bl=Brand Loyalty