



FINAL EXAMINATION
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

COURSE	: SPORTS CONSUMER BEHAVIOUR
COURSE CODE	: SPC3043
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **FIVE (5)** questions.
2. Answer ALL questions in the Answer Booklet provided. Start each answer on a new page.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

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ID. NO. : _____
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SECTION : _____

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 3 printed pages including the front page

Instruction: Answer ALL questions.

The Evolution of a Football Club in the Malaysian Sport Industry

Johor Darul Ta'zim Football Club (JDT) is a professional football club based in Johor, Malaysia, competing in the Malaysia Super League, the country's top-tier league. Since HRH Tunku Mahkota Ismail ibni Sultan Ibrahim assumed leadership in 2013, JDT has undergone a major transformation, becoming one of Southeast Asia's most ambitious and professionally managed clubs. His hands-on approach has driven the club's growth both on and off the pitch, building a strong brand and modern infrastructure.

JDT's sport product extends beyond football matches to a complete fan experience. The club competes in domestic tournaments such as the Malaysia Super League, FA Cup, Malaysia Cup, and regional competitions including the AFC Champions League Elite. Success on the field, highlighted by eleven consecutive league titles, enhances the appeal of the core product. The actual product includes team branding, kit designs, matchday operations, stadium facilities, and official merchandise. The Sultan Ibrahim Stadium, a state-of-the-art venue, significantly enriches the fan experience. JDT also provides augmented products such as digital content, interactive social media engagement, community programs, and loyalty initiatives, which extend fan interaction beyond matchdays.

The club has a diverse consumer base. Local supporters regularly attend matches at Sultan Ibrahim Stadium, with total attendance exceeding 400,000 in the 2024/2025 season. Digital fans are engaged through over 5.8 million social media followers across Facebook, Instagram, TikTok, X, and YouTube, extending the club's reach nationally and internationally. Corporate partners and sponsors, including international brands, benefit from media exposure and fan engagement opportunities. JDT's global recognition has grown through collaborations with clubs such as Borussia Dortmund, Valencia, and Juventus, as well as visits from football icons and agents, further elevating its brand presence.

Known as the "Southern Tigers", JDT's identity symbolizes strength, pride, and unity. The club strategically balances local cultural identity with global ambition, using digital engagement and innovative initiatives, including fan tokens, to turn spectators into active brand advocates. Beyond performance, JDT fosters socio-cultural cohesion across Malaysia's diverse ethnic groups, creating a shared sense of belonging and cultural connection among supporters.

Overall, Johor Darul Ta'zim FC exemplifies a modern Malaysian sport organisation, combining sporting excellence, strong branding, extensive consumer engagement, and socio-cultural relevance. The club demonstrates how a sport product can be marketed and consumed through stadium experiences, digital platforms, community programs, and international partnerships, cultivating long-term fan loyalty and global recognition.

Questions for Discussion:

1. Based on the case study, explain **FIVE (5)** sports marketing strategies that Johor Darul Ta'zim Football Club (JDT) could implement with an example of each.
(20 marks)
2. Describe **FIVE (5)** key cultural dimensions that are particularly relevant for Johor Darul Ta'zim Football Club (JDT). Give an example of each.
(20 marks)

3. The Badminton Association of Malaysia (BAM) serves as the national governing body for badminton in Malaysia, established in 1934. It is responsible for organizing tournaments, developing elite athletes, and promoting the sport both nationally and internationally. Through strategic marketing, national branding, and athlete development programs, BAM has become a cornerstone of Malaysia's sports culture. Prominent athletes under BAM include Lee Chong Wei, Lee Zii Jia, and Goh Liu Ying, while key events it oversees include the Thomas & Uber Cup, Malaysia Open, and National Championships.

BAM is more than a sporting organization. It represents national pride and plays a crucial role in shaping fan perceptions and engagement with badminton. Malaysian fans regard BAM as the flagship institution of national sporting success, largely due to its consistent international achievements. The organization is widely associated with excellence, discipline, and patriotism, which drives viewership, social media interaction, and long-term fan loyalty.

Describe **FIVE (5)** senses that contribute to forming emotional connections, supported with an example.

(20 marks)

4. Pickleball is rapidly growing in Malaysia as a cross-generational community sport, attracting players of all ages and lifestyles. Its inclusivity and social nature have made the sport attractive not just for participation, but also as a platform for brands to build community ties, brand awareness, and loyalty among players and fans.

Discuss **FIVE (5)** factors that affect brand loyalty in sports activities. Give an example of each.

(20 marks)

5. The Malaysian Hockey Confederation (MHC) is the national governing body for field and indoor hockey in Malaysia, overseeing both men's and women's national teams and affiliated leagues. It is a member of the Asian Hockey Federation (AHF) and the International Hockey Federation (FIH), giving it both national and international credibility. MHC motivates sport consumers through enhanced visibility, hosting international competitions, fostering community engagement, leveraging sponsorships, and highlighting national pride and role models. These strategies work together to increase fan involvement, participation, and long term interest in hockey across Malaysia.

Explain **FIVE (5)** components of motivation with an example of each.

(20 marks)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER

