



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.

MYKAD NO./ PASSPORT 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.

A Success Story: The Al-Ikhsan Sports Loyalty Program

Al-Ikhsan Sports is Malaysia's largest homegrown sports retailer, operating hundreds of outlets nationwide with a strong omnichannel presence. Founded in 1993, the company serves mass-market sport consumers by providing affordable access to both international and local sports brands. A major factor behind Al-Ikhsan's long-term success is its loyalty program, which has effectively encouraged repeat purchases and strengthened customer relationships.

The sport product offered by Al-Ikhsan is retail-based, combining physical products with service and experiential value. The core product is access to sport participation and active lifestyles through sports apparel, footwear, and equipment for popular Malaysian sports such as football, futsal, badminton, and fitness. Consumers are not only purchasing products, but also the opportunity to participate in sport and physical activity.

The tangible products include well-known international brands such as Nike, Adidas, Puma, and Asics, alongside local and regional brands offered across a wide price range. This variety positions Al-Ikhsan as an inclusive retailer catering to different income levels. The loyalty program enhances the overall sport product through free or low-cost membership, points earned on purchases, exclusive discounts, and early access to sales, transforming one-time transactions into relationship-based consumption.

Al-Ikhsan serves a broad consumer base, including youth and young adults, families purchasing sports gear for children, and recreational sport participants. Secondary consumers include school teams, grassroots sport organisations, and fitness enthusiasts. The loyalty program enables the company to segment consumers based on purchasing behaviour rather than social or elite status.

The program creates value by reducing price sensitivity, encouraging repeat purchases, strengthening emotional attachment to the brand, and increasing customer lifetime value. Loyalty rewards act as both economic incentives and psychological motivation. In Malaysia's price-conscious socio-cultural environment, especially among youth and families, the program aligns well with consumer preferences for value, promotions, and trusted local brands.

The Al-Ikhsan Sports loyalty program is a Malaysian success story because it matches local socio-economic conditions, supports mass sport participation, and converts short-term promotions into long-term customer loyalty. By aligning its sport product with consumer needs and socio-cultural influences, Al-Ikhsan has achieved sustainable success in the sport retail industry.

Questions for Discussion:

1. Based on the case study above, describe **FIVE (5)** factors that affect consumer behaviour when buying products at Al-Ikhsan Sports, with a relevant example for each. (20 marks)
2. Discuss **FIVE (5)** socio-cultural factors that significantly influence the operations of Al-Ikhsan Sports as a multinational company. Give an example of each. (20 marks)

3. Nike is one of the most successful sports brands in the world. It sells sports shoes, clothing, and equipment to customers around the globe. Founded in 1964, Nike's success comes not only from good-quality products, but also from strong branding, new ideas, and a strong connection with consumers. Nike does more than sell sports products, it promotes an active lifestyle and the desire to succeed. Nike designs its products for everyone, from professional athletes to ordinary people who enjoy sports and fitness. The company uses new technology such as Nike Air, Flyknit, and Dri-FIT to make its products more comfortable, durable, and suitable for sports performance. These innovations help customers trust Nike products and see them as high quality.

Nike is also successful because of its strong branding and marketing. The famous "Just Do It" slogan and the Swoosh logo are easily recognised and motivate people to push themselves. Nike's advertisements often tell emotional stories, helping customers feel inspired and connected to the brand. Another reason for Nike's success is its use of famous athletes and sports teams. When well-known athletes wear Nike products, customers believe the products are reliable and professional. This increases Nike's positive image. Also, Nike uses digital platforms such as apps and online stores to reach customers directly. These platforms improve customer experience and build loyalty. By combining product innovation, strong branding, athlete endorsements, and digital strategies, Nike has become a leader in the global sports industry.

Describe **FOUR (4)** factors that influence NIKE's customer perception. Give an example of each.

(20 marks)

4. Adidas is a well-known global sports brand that makes shoes, clothes, and sports equipment. People love Adidas for its quality, style, and innovation. The brand sells products for athletes, casual wearers, and fashion lovers. Adidas has grown strong because it keeps its customers happy and loyal. Brand loyalty is when people keep buying the same brand because they trust it and like it.

Elaborate **FOUR (4)** factors influences brand loyalty, with a relevant example for each.

(20 marks)

5. Institut Sukan Negara (ISN) is Malaysia's top sports institute dedicated to nurturing elite athletes and supporting sports development. It provides training facilities, professional coaching, and scientific support to athletes across different sports. ISN's success depends not only on athletes but also on its staff, coaches, and administrators. Motivating the team at ISN is crucial for achieving excellence in sports and organizational goals.

Explain **FIVE (5)** strategies for motivating a team with an example of each.

(20 marks)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER

