

Title of Thesis	A Study on Sneakers Collection Behavior among Young Male adults in Miri
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Date of Submission	August 2021
Student Thesis Code	2021/AUG/TIUCT/BBAIB/07

ABSTRACT

The goal of conducting the research is to study whether the sneakers collection is recognized as a hobby among young male adults in Miri market population. However, researcher have fully yet to understand whether sneaker collection can become a hobby young male adults nowadays in Miri market. Therefore, this research to help determine whether youngsters in Miri are influenced to collect sneakers as a part of their hobbies nowadays. The research methodology used was quantitative research. The collection data method is done by distributing questionnaires to respondents. The data from the research are collected and analyse using the simple statistic method. The self-designed questionnaires included 22 questions and will be divided into 5 sections which are section A, B, C, D and E. The presentation of the data will organized in Microsoft Word and Microsoft Excel to evaluate the mean, mode, median, frequency, and average. The study shows that most of the young male adults' respondents prefer to collect plimsoll sneakers. The respondents most preferred sneakers brand is Puma and Converse. Respondents moderately agree with collecting sneakers because they want to show their sneakers collection to their friends. Respondents also spend majorly on purchasing Converse and Puma sneakers between amounts of RM 1- RM 500. From the results,

the researcher suggests several recommendations for implemented. The researcher recommends sneakers manufacturers to invest more into research and development. The recommendation also advice sneakers collectors to organise sneaker collection exhibition in Miri and sneaker brands to collaborate with famous artists to help promote sneakers brands. Moreover, sneaker designers should be hired around the sneakers shop to provide a quality customization service and sneakers sellers should fix a range of price categories suitable for young consumers with low incomes. Results of the research considered incomplete as it did not entirely include more regular sneakers collectors. The number of sample sizes is limited and 60 sets of questionnaires were distributed to respondents which did not represent the whole community in Miri. Time frame was limited and independent variables of research study are not applicable to future students. Future research could be done to focus on increasing sample size that can generate an even more accurate data analysis and explore more on young male adults group that earn a stable income and are known as regular sneakers collector.