

Title of Thesis	Study of Customer's Preferences On Badminton Shoes in Miri
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### **ABSTRACT**

This research is to study the customer's preferences on badminton shoes in Miri. The research is to find out the preference of Miri badminton players in choosing badminton shoes and to figure out how the product can be sustainable in Miri.

According to the result it shows that most of the players believe badminton shoes is important for a badminton player and they believe badminton shoes play an important role if they want to have good performance. Therefore, as Miri badminton shoes' seller, he or she needs to learn more about Miri badminton players' preferences.

Besides, the result shows that Miri badminton players prefer RM150-RM300 badminton shoes price and most players expect the shoes to last about 2 -3 years, this is the durability which is acceptable and meet the expectation of the players. Also Miri badminton players believe the brand can be determined the quality of badminton shoes. As badminton shoes seller have to price the badminton shoes effectively.

In addition, the result shows that most of the players satisfied with badminton shoes material and believe the durability of the badminton shoes can be last for a reasonable period of time. So as Miri badminton shoes sellers have to avoid fake badminton shoes and quality must be good in order to sustain their business in Miri market.

Furthermore, Li-Ning is the most popular brand which can meet the players' expectation; it means Li-Ning shoes are good in pricing and quality in Miri market. At the meantime, Miri badminton shoes sellers may consider to introduce new models of badminton shoes which is similar to Li-Ning to test the market in Miri.

Lastly, there are more researches that can further explore to find out more results among the product quality not only in Miri but other places in Sarawak. These can shows out the results are different such as the expectation or needs of the badminton players.