

Malaysian brand identity of sports product

Saadiah A Rahman^{1,*}, Ghazali Daimin²

¹ Art and Design Department, Faculty of Computer, Media & Technology Management, TATI University College, Jalan Panchur, Teluk Kalong, Terengganu, MALAYSIA

² Faculty of Art and Design, Universiti Teknologi Mara, Selangor, MALAYSIA

*Corresponding author: saadiah0705@gmail.com

KEYWORDS	ABSTRACT
Brand identity Malaysian brand identity Sports product	Brands have become an important marketing aspect in today's business and marketing environment, ranging across different industries. It has been proven from time to time that there are brands are the most significant prizes that trade has ever made to popular culture. Brand identity is more important to an organization to represents their products, services and to remind the consumer that the brands are still around. Each of the products has their own brand and different from others. This research was based on the Malaysian brand identity of Sports Product. The problem of this study is on brand identity of sports product is basically associated with the lack of the sports local product in Malaysia because of the existing sports products in Malaysia are from global brands. The objective of this study is to identify the main elements that represent the Malaysian brand identity, to design an identity that can be accepted and used by all Malaysians and to recognize the design criteria that can be applied into the brand identity process. The data analyzed based on mix mode of methodology that is the questionnaires given randomly to respondents of public, athletes and designers. Interview sessions and contextual reviews were also held. The respondents were asked questioned based on the Malaysian brand identity and design of Malaysian brand identity of sports. From the analysis, the respondents agreed that a new identity emphasizing on the Malaysian elements and characteristic which are the combination of stylization the tiger stripes and tanjak that can portray the Malaysian sports image. The resulting through the new identity would also give the opportunity to explore the other context of the components of Malaysian brand identity which can be used later to simulate and provide Malaysian brand be accepted and used by all Malaysians

Received 20 June 2020; received in revised form 10 July 2020; accepted 25 July 2020.

1.0 INTRODUCTION

There is no doubt that the brand is very important for a product. Each of the products has their own brand and different from others. Different brands have different characteristics and one part of it becomes their identity. Normally, the brand will usually be accompanied by a logo as a symbol of the manufacturer or supplier. In Malaysia, there are numerous global sports brand likes Nike, Adidas, Puma, UMBRO and others. These brands are very famous and familiar because of the promotions, range of the products, price, product quality, brand name and product style in the market. Other than that, these brands are also known because of their sponsorship to athletes and sports tournament and others.

The problem of this study is on brand identity of sports product is basically associated on the lack of the local sports products in Malaysia. According to Tan Sri Muhyiddin Yassin, (2011), there are no specific of Malaysian sports brand in Malaysia. This situation restricted the development of Malaysian sports industry. In Malaysia, the sports brand have the potential to be developed. On 2010, the Ministry of Youth and Sports stated that sports business industry has the potential of RM30.3 billion to be exploited by local sports dealers. It's extremely gratifying

to see Malaysia realizing their dreams to be a service sector powerhouse, wonderfully branded through sports (Ravindran, R. K., 2012). This range is growing based on the study shows that the awareness of Malaysian towards a healthy lifestyle is increasing. However, the desolation of local sports brand products was be the primary reason the global of sports brand accepted

2.0 EXPERIMENTAL PROCEDURE

This study used the exploratory research as a methodology to formulate this investigation. Researcher uses a mixed method study which are quantitative and qualitative research for the purpose of gaining information and to answer the research questions. The quantitative approaches will be conduct by using survey which is the set of questionnaire will be distribute to the randomly sampling of public, athletes and designers in Klang Valley area. The qualitative approaches will be conduct by interviews sessions with the athlete, sport products supplier, and designer by using face to face interviews. While the archival of data will be used to collect more information and literature reviews about brand identity of sports brand by using books, magazine, journal, article, websites, newspaper and other sources.

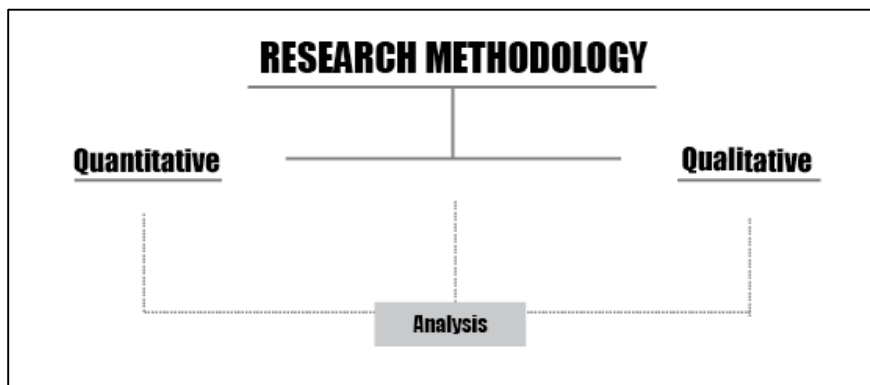


Figure 1: Flow Chart of the Methodology Process

3.0 RESULTS AND DISCUSSION

The data collection shows that Malaysia needed a sports brand identity that would be accepted and used by all Malaysian. While Malayan Tiger as an identity for Malaysian Sports to symbolize of courage, strength and bravery of Malaysian sports. The types of logo that were selected by

respondents was abstract or symbolic with the organic shape. The respondents had chosen of two colors combination that can be applied in the logo design for Malaysia sports brand identity. The two colors combination were are yellow with black, red with blue and orange with black. These selected colors signified the Malaysian sports image. However, the stripes of Malayan tiger will be applied as the logo for Malaysian sports brand identity to create a very effective and dynamic of brand identity.

The set of the questionnaire has three section, which is in section I was on Demographic question, while section II, related to the Malaysian brand identity of sports and section III was a proposal relating to design the Malaysian brand identity of the sports product.

A public survey was conducted in November 2011 at Kuala Lumpur Twin Towers, Bukit Bintang, Chow Kit Road, Dataran Merdeka, Kuala Lumpur Sentral and Berjaya Times Square, Kuala Lumpur where a lot of people gather to shop. The researcher interviewed 10 respondents altogether. The main questions asked concerned their opinions about patriotism and whether the 1Malaysia slogan had any effect on them. It was found out that most of the respondents view the 1Malaysia slogan as a political propaganda. When asked if they had any patriotic spirit in them, they replied positively but also added that they viewed patriotism as a value that enables one to do anything without barriers because if a person loves their country, they will be free to explore anything that can bring advantages to the country.

Face to face interviews were conducted with three different respondents. The first respondent was Mr. Amar Syafiq Johari who is a Carisbrook brand sports authorized dealer. While, the second interview was conducted with Mr. Mohd Marzuki Yusof who is a professional footballer at discussion room and the third respondent was with Mr. Omar Osman who is a Creative Director of O-Square Advertising.

Based on the interview extracts, brand identity is the visible elements of a brand such as logo, colors, name, that together identify and distinguish the brand in the consumer's mind. From the feedback of the respondents, it indicates that the sports brand have distinct brand identity to differentiate with the other brands. It is because brand identity can represent what the brand stand for and imply a promises to the customers. Other than that, sports identity must shows the characteristic of the sports likes strength, bravery, courage, speed, active and movements. While, the logo and colors of the brand identity are very important to identify the Malaysian sports brand. The combinations of colors which are signifier of Malaysia likes yellow with black, red with blue and orange with black would portray the Malaysian sports image. In addition, the Malayan Tiger symbolize of the Malaysian sports identity because of their behaviors likes strength, bravery, and courage. This animal can be an identity for the sports brand product of Malaysian by applying their elements. The elements that can be applied must be simple but very memorable and communicate the brand essence. The brand identity must be memorable and have graphic impact and can work well in small and large size, in black and white colors, and in all applications.

From the semiotics analysis explained that most of the existing sports brands in Malaysia market comes from the European countries and followed by United States and countries of Asia is only Japan. Other than that, most of these brands are used as an abstract or symbolic as a brand identity. According to Alina Wheeler, (2009), an abstract or symbolic brand identity can convey a concept that is relevant to the brand message. Therefore, this type of logo is easier to remember, recognize and identify by audiences. Meanwhile, most of these brand identity used only one color and the typefaces used was san serif.

This research is was done in two stages, pre-test and post-test. The method used for pre-test and post-test was using survey. These are used to test the appropriate design for Malaysia brand identity of sports product. The development of ideas are based on the findings from data collected in surveys and interviews. The types of logo that easier to recognized, remembered and identified by audience is a abstract or symbolic. So, the brand identity design proposed for Malaysian brand identity of sports product was a types of abstract or symbol by using the elements of Malayan

Tiger stripes. This is because, most of the respondent agreed to apply the stripes of Malayan Tiger as the logo design for Malaysian brand identity of sports product.

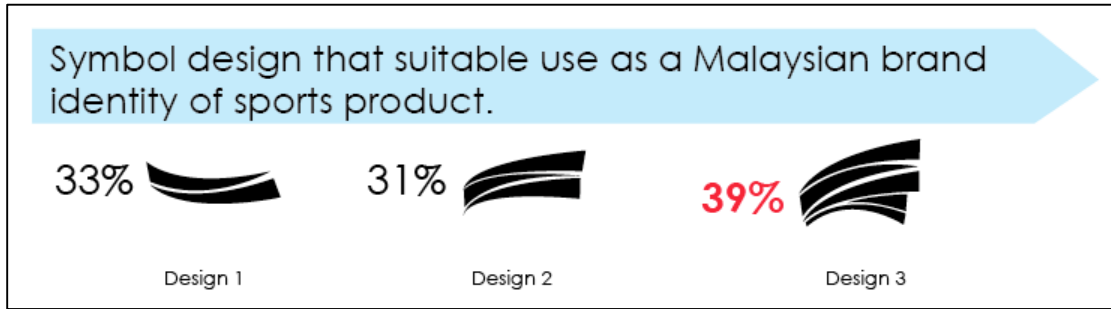


Figure 2 Symbol Design for Pre-Test Stages

From the feedback of the respondents, they agreed that design three are suitable used as a Malaysian sports brand which combination of black and yellow colors. From the findings of pre-test stage, the researcher developed the design to improve based on the feedback from the respondent. At this stage, the researcher continued to develop more effective logo design that can portray the Malaysian image for sports. The researcher explored more on the techniques of stylization to create this logo.

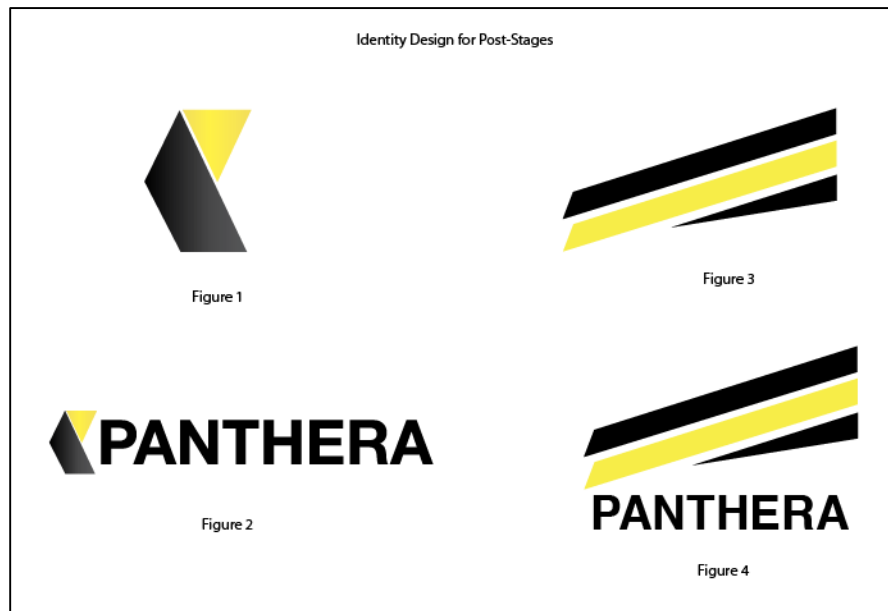


Figure 3 Logo Design for Pre-Test Stages

From the development of idea, only two of the best identity which are have an image of Malaysian identity will be used for post-stages process. From the feedback of the designer respondents during the pre-test, most of them are suggested to put the brand name for the next stages. So, for the post-stages, the researcher were suggested the brand name is 'Panthera' which is derived from the scientific name of the tiger species found only in Malaysia i.e. Panthera Tigris Jacksonis. The name of Panthera symbolize pride, passion and love for the nation and its sporting future of Malaysia. Four multiple choice of identity will be the used for the post-test stages survey. From the feedback, 35% of the respondents agreed that identity of figure number one and figure number two would the identity for Malaysian sports brand. Both the figure used the same identity

but for figure number two had a brand name. It showed that the identity design will be used as the new Malaysian brand identity of sports product. Most of the respondents agreed that of the identity design was very attractive and interesting, easily understand, recognized and remembered.

4.0 CONCLUSION

In conclusion, from the post-test data analysis, most of the respondent agreed that the new identity represent the Malaysian identity of sports. Most of the respondents agreed that the identity can portray the Malaysian image. The combination of the stylization of tiger stripes and tanjak produced an attractive identity. Tanjak is symbolized of heroism in Malaysia, while the name of Panthera signified for the Malayan Tiger. The new identity will be used on the sports products especially soccer products to promote the new identity of Malaysian sports brand. It is because, soccer is a most favorite sports in Malaysia. Through the sponsorship of Malaysian football team can promote a new identity from Malaysia sports brands. All the football items likes official apparel will be using the new identity with the collaboration of Football Association of Malaysia (FAM). Athletes can be a brand personality that can attract and influence the audience and promote the brands. The colors of identity of Malaysian sports brand identity are combination of yellow and black but they can be changed when it works with the dark colors. Whenever a spot or single color application is required, it may be reproduced in either the new color in Black or White. The reverse versions of the logo are to be used against corporate or dark colored backgrounds. Meanwhile, the position of the identity must be accurate. The size of the identity can be enlarged and reduced to the exact of scale. The symbol can be used without the brand names for the certain products likes shoes, cap, socks and others. The new identity will be used on the sports products especially soccer products to promote the new identity of Malaysian sports brand. It is because, soccer is a most favorite sports in Malaysia. Through the sponsorship of Malaysian football team can promote a new identity from Malaysia sports brands. All the football items likes official apparel will be using the new identity with the collaboration of Football Association of Malaysia (FAM). Athletes can be a brand personality that can attract and influence the audience and promote the brands.

ACKNOWLEDGEMENT

This research is fully supported by TATI University College for master program. The authors fully acknowledged TATI University College for the approved fund which makes this important research viable and effective.

REFERENCES

- [1] Aaker, D. A. (1996). Building Strong Brands. The Free Press
- [2] Aaker, D. A. & Joachimsthaler, E. (2000). Brand Leadership. The Free Press
- [3] Anderson, D. (2006). Designing Brand Experience. Thomson, Delmar Learning. 137
- [4] Aziz, Z. A. (2010). Industri Sukan Penjana Ekonomi Negara. (3/4 ed.). Institut Penyelidikan Pembangunan Belia Malaysia.
- [5] Collins, H. (2010). Creative Research: The Theory and Practice of Research for The Creative Industries. AVA Publishing SA. pp. 130 -131
- [6] Department of Statistic of Malaysia. (2010). Population and Housing Census. Malaysia.
- [7] Kamus Dewan 4th Edition. (2005). Dewan Bahasa dan Pustaka. Malaysia
- [8] Fink, A. (1995). How To Ask survey questions. Thousand Oaks, CA: SAGE Publications.
- [9] Glase, M. (2009). Designing Brand Identity: An Essentials Guide For The Whole Branding Team (3rd ed.). John Wiley & Sons Incc. 35.

- [10] Gray, C. Malins, J. (2004) Visualizing Research: A Guide to the Research Process in Art and Design. UK: Ashgate
- [11] Hamizah, B. (2012). Seni Klasik Gaya Tanjak. MyMetro. Retrieved from <http://www.hmetro.com.my/articles/Seniklasikgayatanjak/Article>
- [12] Ismail, S. & Shahrin, S. (2011, January 4). Harimau Malaya Sudah Sebat. Berita Harian Online. Retrieved from http://www.bharian.com.my/bharian/articles/HarimauMalaya_sudahsebat/Article
- [13] Ithnin, H. (2012). Potensi Pakaian Sukan. MyMetro. Retrieved from <http://www.hmetro.com.my/articles/Potensipakaiaiansukan/Article>
- [14] Jenn & O'Grady, K. V. (2006). A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need. Rockport.
- [15] Kosmo. (2012). Perjuangan Bermula. Kosmo Online. Retrieved from http://www.kosmo.com.my/kosmo/content.asp?y=2012&dt=0729&pub=Kosmo&sec=Sukan&pg=su_01.htm
- [16] Lars, H. P. (2004). Why is Branding So Important? FBA Asisst Magazine. 47 - 48 MyMetro. (2011). Al-Ikhsan Syarikat Paling Menonjol. Retrieved from <http://www.hmetro.com.my/articles/Al-Ikhsansyarikatpalingmenonjol/Article/>
- [17] Ollins, W. (2008). The Brand Handbook. Thames & Hudson. 20 - 21 & 30 - 31
- [18] Ollins, W. (2003). Wally ollins On Brand. Thames & Hudson. 10 - 27.
- [19] Reiesenbeck, H. & Perrey, J. (2007). Power Brands: Measuring, Making, managing and Brand Success. Wiley-VCHH VerlagGmbH & Co. 5 - 12
- [20] Ravindran, R. K. (2012). The Malaysia Boleh Sports Branding. The Star Online. Retrieved from <http://thestar.com.my/news/story.asp?file=/2012/1/28/focus/10547842&sec=focus>
- [21] Robin, L. (2006). Designing Brand Experiences. Thomson, Delmar Learning. 4-5 & 126 - 137.
- [22] The Choice. (2012). Najib Hopes Creative Young Minds Can Build Brand Identity For Malaysia. Retrieved from <http://www.thechoice.my/featured-articles/38278-najib-hopes-creative-young-minds-can-build-brand-identity-for-malaysia>
- [23] Unit Komunikasi Korporat. (2011). Pembangunan Sukan. Kementerian Belia & Sukan Malaysia.
- [24] Ward, W. O. (2002). The Importance of Brand Identity. Constructive Communication Inc.
- [25] Wheeler, A. (2009) . Designing Brand Identity: An Essentials Guide For The Whole Branding Team. (3rd ed.). John Wiley & Sons Inc. 4 - 67.
- [26] Yatim, N. (2012). Haiwan Sebagai Simbol Negara. Utusan Online. Retrieved from http://www.utusan.com.my/utusan/Rencana/20120616/re_06/Haiwan-sebagai-simbol-negara
- [27] Zabidin, A. A. (2012). Dewan Budaya: Songkok, Tanjak & Serban. (February ed.). Dewan Bahasa & Pustaka Malaysia. Retrieved from <file:///comp/Dewan%20Budaya%20»%20Songkok,%20Tanjak%20dan%20Serban.webarchive>