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A Study on Buying behaviour towards Various Sportswear Brand

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ABSTRACT

Abstract – Sportswear are devised for the purpose of sports and other forms of physical activities, and sports activities etc,. The manufacturing of the sportswear is heavily concentrated and the various companies with their specific brands of the sportswear emerge in the market with heavy competition. Awareness regarding health benefits of physical activities are increasing day-by-day among youths, health conscious adults and even with school children. Based on these facts more and more companies are entering into the market of sportswear with their specific brands along with the factors such as price, style, product quality, durability, variety and they attract the consumers through advertisements. So it tend the consumers to go for the particular brand. Nike, Adidas, Reebok and Puma are one of the top 10 sportswear brands in India. This study indicates that, most of the customer were satisfied towards specific brands of the sports shoes with respect to the chosen factors and the consumer buying behaviour on sports shoes is also good.

Keywords: *Sportswear, Brand preference, Consumer behaviour.*

1. Introduction of the study

Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past. Consumer buying behavior is the actions taken by consumers before purchasing, during purchasing, and post purchasing of goods and services for personal and family use. Simply, it is a buying behavior of final individual and household consumers who buy goods and services for personal consumption. Consumers are the decision-makers regarding the purchase of goods and services that satisfy their current and future needs. As different people have different needs and want, consumers purchase different products in different situations to meet their needs, and wants.

Sportswear is an American fashion term originally used to describe separates, but which since the 1930s has come to be applied to day and evening fashions of varying degrees of formality that demonstrate a specific relaxed approach to their design, while remaining appropriate for a wide range of social occasions. The term is not necessarily synonymous with Activewear, clothing designed specifically for participants in sporting pursuits. Although sports clothing was available from European haute couture houses and "sporty" garments were increasingly worn as everyday or informal wear, the early American sportswear designers were associated with ready-to-wear manufacturers. While most fashions in America in the early 20th century were directly copied from, or influenced heavily by Paris, American sportswear became a home-grown exception to this rule, and could be described as the American Look. Sportswear was designed to be easy to look after, with accessible fastenings that enabled a modern emancipated woman to dress herself without a maid's assistance.

Tennis wear then became so popular in the 1920s and this helped brands like Fred Perry reach where they are today. Tennis wear has evolved greatly over the past hundred years from formal longer outfits to smaller, more tightly fitting activewear. Women started playing tennis in the 1860s but their garments were made from serge or flannel. This wasn't very practical and now modern tennis outfits are made using much more comfortable materials such as cotton and nylon. Victorian tennis outfits for women were also very modest but as times changed the modern women's tennis outfit became smaller and tighter to allow greater movement. Jane Régny and Suzanne Lenglen were tennis players from Paris that designed and sold sportswear for women in the early 20th century.

Sportswear designer Eddie Bauer decided that he was going to make a more efficient jacket after being afflicted with hypothermia. He designe a quilted jacket filled with down so it wouldn't drop to the bottom. These kinds of jackets were popular among hunters and horse riders in the 1990s. After this puffer and quilted jackets became popular among hip hop artists and became a streetwear staple. Puffer jackets have now become a major part of modern fashion and it isn't rare to see catwalk models sporting oversized puffer jackets in a variety of bright colors. When sportswear was first worn it was exclusively for sports and wasn't really used for casual wear or fashion. However, some major brands decided to incorporate the idea of a "sporty look" in their fashion apparel resulting in people wearing sportswear for all sorts of activities.

2. Objectives of the study

- To identify the brand awareness on sportswear products.

- To analysis the market strategy of the brands..

- To analyses the factors that influence the young generation on purchasing sportswear products.

- To emphasis the level of satisfaction and loyalty of the customer towards the brands.

3. Scope of the study

The scope of the project is to identify the performance of Sportswear brands in retail stores. This research is based on secondary data. It aims to understand the consumers buying behavior. The customers opinion about the sportswear products in Coimbatore district. This study shows in what extent the company is concentrating on quality, quantity, price and fragrance of the products.

4. Review of Literature

- **N Erdumlu, C Saricam, M Tufekyapan, M Cetinkaya, AC Donmez (2017)[1]** In this study, it was aimed to analyse the profile of sportswear consumers and their loyalty towards the leading sportswear retailers in Turkey. For this aim, a survey was conducted among 190 participants aged between 18 and 40, and the socio-demographic characteristics of the consumers were explored. The results revealed that more than half of the participants (54.74%) identified themselves as loyal customers in terms of sportswear products. The loyal consumers stated that they would continue to buy from these brands in the future and recommend to others. Expressing the reason for loyalty, the majority of the participant related their loyalty to the satisfying products offered by this brand. However, the participants seem likely to switch to the other brands if the other brands offer attractive promotions.

- **Vanishree Pabalkar, Komal Chopra, KS Subramanian (2018)[2]** Consumers are highly influenced by their marketing decisions and heavily dependent on it. Factors such as brand, products' guarantee, stores from where the purchase is made, loyalty points, free gift with purchase, bargains, prices, service by personnel are the key drivers for arriving at a buying decision. The loyalty among consumers is assessed based on the motional perspective. Consumer loyalty is built by repeat purchases from same store. The current study aims at analyzing the consumer behavior towards purchase of Sports Kits and apparels and understanding the influence of store loyalty when purchasing sportswear Products. This purpose of the study is to capture the insights of consumers, their motives, their choices, their decisions and their differences while purchasing sports kits and apparels. The methodology consisted of both Primary and Secondary data. Tool for data collection: Structured questionnaire, Sample size and sampling frame: 140 respondents. The Target respondents were the residents of College of Military Engineering (CME). The outcome of the analysis identified two kinds of behaviors towards sportswear products. Customers who had Sports drive and preferred sports products. Customers who had strong buying motives and preferred buying Sports products. The store loyalty can be enhanced when the target groups of customers below 35 years, are addressed. Golf & Yoga products will not yield desired Sales. Products to be recycled every 3 months to increase Sales. The price of the Products to be below Rs 4000 to attract Customers Contribution to the body of Knowledge. The study contains all the primary information which is original in nature and is collected by the researcher only.

- **Ikramuddin Junejo, Khizer Hyat Khuhawar, Imdad Hussain Sahito (2018)[3]** In this study factors influencing brand loyalty on business students in sportswear in Hyderabad Sindh are examined from 200 business administration university students. We have studied the various variables which influence brand loyalty factors, such as, service quality, style, price, brand name, store environment and promotion. Data has been collected with help of questionnaire and analyzed through number of statistical techniques in SPSS that include the factor analysis, reliability test, and linear regression is applied. The results indicate two variables, style and brand name, are found significantly impacting on brand loyalty, which store environment, service quality and product quality has insignificant impact on consumers towards brand loyalty in sportswear in Hyderabad. Based on the findings, sportswear companies can enhance the brand loyalty by the introduction of new styles and brand names on timely basis for higher rate of return on investment.

- **Cheng Mei Tung, Thanida Suthinoparatanakul (2019)[4]** Brand loyalty is an important tool for companies to survive in competitive markets. In the fast-growing sportswear market, the factors affecting consumer brand loyalty are worth exploring. This study aims to explore the impact of customer satisfaction and brand trust on brand loyalty toward a sportswear brand in Thailand, and the mediation effect of the variables. A total of 321 valid questionnaires (38% male and 68% female) were obtained for analysis. The results of the study reveal that customer satisfaction and brand trust have a positively significant effect on consumer brand loyalty. In addition, consumer satisfaction and brand trust have a partial mediation effect between brand image and perceived quality, and brand loyalty, respectively. The study results provide several insights and practical implications regarding sportswear consumers' brand loyalty

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1 N Erdumlu, C Saricam, M Tufekyapan, M Cetinkaya, AC Donmez (2017), Analysing the consumer behaviour and the influence of brand loyalty in purchasing sportswear products, IOP Conference Series: Materials Science and engineering 254 (17), 172010

2 Vanishree Pabalkar (2020), Komal Chopra, KS Subramanian, Analyzing the consumer behavior and assessing influence of store loyalty in purchasing sportswear products, Indian Journal of Ecology 47 (spl), 117-121

3 Ikramuddin Junejo, Khizer Hyat Khuhawar, Imdad Hussain Sahito (2018), Factors Influencing Brand Loyalty of sportswear among Business Students: A Case Study of Hyderabad, Sindh, Pakistan, Grassroots 52 (1), 138-143

4 Cheng Mei Tung, Thanida Suthinoparatanakul(2019), Customer satisfaction, brand trust, and brand loyalty: a study of sportswear consumers in Thailand, International Journal of Economics and Research 10 (5), 16-37

- **Nguyen Hoang Ngan, Truong Ba Thanh, Tran Thi Kim Phuong, Tran Trung Vinh (2020)[5]** This study aims to investigate the effects in the Vietnamese sportswear market of countryof-origin (COOI) on brand equity and its dimensions. The objective of this study is to utilize structure equation modeling to examine the relationship between three specific concepts. Samples were collected from 335 customers in the Vietnamese sportswear market that have used sportswear of the famous brands Adidas and Nike. The results demonstrate that(1) COOI has significant effects on brand awareness, perceived quality, brand association and brand loyalty; and (2) brand awareness, brand association and brand loyalty have significant effects on brand equity. The results from this study provide noteworthy implications for administrators.

- **Thuy Huynh (2020)[6]** This study aims to investigate the effects in the Vietnamese sportswear market of country-of-origin (COOI) on brand equity and its dimensions. The objective of this study is to utilize structure equation modeling to examine the relationship between three specific concepts. Samples were collected from 335 customers in the Vietnamese sportswear market that have used sportswear of the famous brands Adidas and Nike. The results demonstrate that(1) COOI has significant effects on brand awareness, perceived quality, brand association and brand loyalty; and (2) brand awareness, brand association and brand loyalty have significant effects on brand equity. The results from this study provide noteworthy implications for administrators.

- **Sean Dolan (2021)[7]** This dissertation delves into the topic of brand loyalty while focusing on millennials and the sportswear market. It aims to measure the role that brand loyalty plays in the purchase decision and discusses the key factors that cause individuals to have favorite sportswear brand. This study builds on the research carried out on the subject brand loyalty while investigating a scarcely researched area regarding the topic, the sportswear market. It is a qualitative study, consisting of six in-depth interviews. The participants were chosen for this study based on their and their familiarity with sportswear brands in order to answer the primary research question. The subsequent findings from this study proved to be very interesting and provide a solid foundation for further investigation in this scarcely researched area.

5 Nguyen Hoang Ngan, Truong Ba Thanh, Tran Thi Kim Phuong, Tran Trung Vinh (2020), Impact of country-of-origin image on brand equity: a case study from the sportswear market in Vietnam, Asian Journal of Behavioural Sciences 2 (4), 1-17.

6 Thuy Huynh (2021), Online Consumer Behavior toward Sports Apparel in Finland, theseus.fi

7 Sean Dolan (2021), The Impact of Brand Loyalty on the Consumer Buying Decision of Millennials in the Irish sportswear Market, National College of Ireland

5. Analysis and Interpretation of Data

5.1 CHI – SQUARE ANALYSIS

A CHI-SQUARE is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two population are dependent on each other. Testing for goodness of fit determines if an observed frequency distribution matches a theoretical distribution.

FORMULA:

$$\text{CHI - SQUARE VALUE } (\textstyle\sum) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$\text{EXPECTED VALUE} = \frac{\text{ROW TOTAL} * \text{GRAND TOTAL}}{\text{GRAND TOTAL}}$$

DEGREE OF FREEDOM = (ROW – 1) * (COLUMN – 1)

HYPOTHESIS:

H0:There is no significant relationship between Age and Brand preference of the Responders H1: There is significant relationship between Age and Brand preference of the Responders.

Significance value for chi-square is 5% (i.e., 0.05). If the calculated value is less than the table value, it is accepted. Else in another situation it
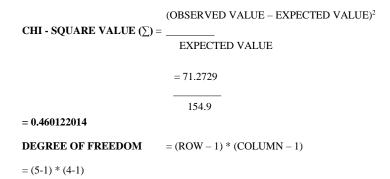
is rejected.

Table showing the relationship between age and preferred time to eat street food

AGE/BRAND PREFERENCE	ADIDAS	NIKE	PUMA	FILA	LOTTO	TOTAL
BELOW 20	19	10	1	28	23	81
21 - 30	4	4	5	5	9	27
31 - 35	2	1	1	2	3	9
ABOVE 35	10	4	2	9	13	38
TOTAL	38	19	9	44	48	153

CALCULATION OF X²

O	E	(O-E)	(O-E)²
19	18.29	0.71	0.5041
10	9.92	0.08	0.0064

1	4.70	-3.7	13.69
28	22.99	5.01	25.1001
23	25.08	-2.08	4.3264
4	6.09	-2.09	4.3681
4	3.30	0.7	0.49
5	1.56	3.44	11.8336
5	7.66	-2.66	7.0756
9	8.36	0.64	0.496
2	2.03	-0.03	0.0009
1	1.10	-0.1	0.01
1	0.52	0.48	0.2304
2	2.55	-0.55	0.3025
3	2.78	0.22	0.0484
10	8.58	1.42	2.0764
4	4.65	-0.65	0.4225
2	2.20	-0.2	0.04
9	10.78	-1.78	3.1684
13	11.76	1.24	1.5376
	154.9		71.2729

$$\text{CHI - SQUARE VALUE} (\textstyle\sum) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$= \frac{71.2729}{154.9}$$

= 0.460122014

DEGREE OF FREEDOM $= (\text{ROW} - 1) * (\text{COLUMN} - 1)$

$= (5\text{-}1) * (4\text{-}1)$

= **12**

CALCULATED VALUE X^2 = 0.460122014

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TABLE VALUE = 21.026

INTERPRETATION

In the above analysis the calculated value (0.460122014) is greater than the value (21.026) at the level of 5% significance. Hence hypothesis is accepted thus, there is significant relationship between Age and Brand preference of the respondents.

6. Findings

- The selected factors likely Age group and Brand Preference have no significant relationship between them

7. Suggestion

The brand is a guarantee and guarantees the defined quality standards for the first time and forever. Names and logos will always be in the heart of the consumers. Brands do not compete in the product space, but in the Customer's thinking space. Due to increase in the purchasing power of consumers, and they spend much on the shopping. The brand market had always generated the thinking that the branded products are always better than the unbranded products and this statement is also true. Therefore, the market for the branded products will increase significantly and the companies need to set their strategies to keep the consumers loyal to their brands so that the consumers will not switch to other brands

8. Conclusion

In today's world brand name plays a vital role in purchase of various products especially the sportswear as it provides a unique style, attractiveness and rarity. In recent days consumers mostly prefer Adidas brand among all the other existing brands. People are aware about various brands through advertisement, after the research we can conclude that the youngsters are more brand cautious irrespective of the different age groups of the consumers.

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