SPORT SHOES AND BRAND PREFERENCE

Kiran Shetty

Abstract

The following topic gives an overall understanding / information of the individuals preferences when it comes to sport shoes or the brand they chose, the topic takes into consideration the choices, reasons, factors on which an individual makes the following decisions whether to buy or not to buy one. The hypothesis helps to understand and prove the following information statically correct.

Key words

Brand preference, shoes, consumer loyalty, purchasing power

Introduction

Sport shoes have become the part of an individuals life depending upon the lifestyle one lives in the factors such as income, age, occupation comes in the spotlight revealing the results. Sport shoes are the major part of the sports segment it is the general need or basic need, it levitates, helps in the performance, better grip, comfort for any track, creating the better way of delivering the potential one has. People are gradually leaning towards improving their health/ becoming more cautious by taking care of themselves, this has led people in taking up actions such as joining gym or daily jogging and people need sport shoes if one would undergo such activities. India is rising in terms of active sports as it has very big population of youngsters hence the usage increases.

Research objective

Research objective was to understand an individual’s preference towards sport shoes the choices one makes, reasons and factors affecting this decisions and what they think about the product line.

More than 60% respondents think that sport shoes are expensive.

Less than 40% respondents prefer sport shoes for daily purposes.

The average income of people buying sport shoes is more than 4 lakh.

The average age of the respondent wearing sport shoes is less than 30.

Buying of sport shoes is not independent of age.

Use of sport shoes is not independent on gender.
Literature review

Mangleburg et al (1997) found that when we seek information about products, consumers relies upon the important information sources. These sources holds mirror showing related attitudes, behaviours, motivations and values (Shim 1996). According to the literature, socialization agents are one of the crucial information sources and factors that influence the brand preferences for athletic footwear.

Endalew Adamu (2011) expressed that like any other product, consumers see shoes as an opportunity to fulfil their expectations. He further emphasized that these opportunities are mainly the style, quality, and price. Also suggested that in order to design capable marketing programs it is essential for companies, especially in foot wear industry, to identify the product dimensions that the consumer pay the most attention to.

Banerjee, Bagchi and Mehta (2014), conducted a study in which they discovered the effect of twenty one attributes on consumer purchase behaviour in the footwear segment. They expressed that both basic and extrinsic factors like the fit, price, comfort, design, variety had an effect on consumers purchase intentions. The study also suggested that customer’s look for convenience and accessibility in their shopping experience. Apart from these factors like material where it is free and lightweight material also matters at certain extent.

Mulugeta Girma (2016) conducted a research which aimed to discover the pattern of the brand preference towards the both domestic and international footwear products. Age and gender were taken as variables. The study was conducted on 319 usable samples and reliable data was obtained on purchase preference, brand consciousness, emotional values and the quality, the finding disclosed which concluded that the emotional value of the brand significantly affected by both genders; (male & female) it was also seen that with their rising age, there seemed to be preferred towards local brand.

Research methodology

The following topic is concluded with the sources where google research papers were used, other sources such as google forms was used in order to the to understand an individual’s preference towards sport shoes the choices one makes, reasons and factors affecting this decisions and what they think about the product line. The number of respondents were 46 with different opinion and choices made by each of the individuals.
Demographics

Monthly income

- Monthly income:
  - less than 50,000: 56%
  - 1,00,000 to 2,00,000: 22%
  - 2,00,000 to 3,00,000: 9%
  - 3,00,000 to 5,00,000: 6%
  - 5,00,000 and above: 7%

Education

- Education:
  - Graduate: 70%
  - Post graduate: 13%
  - Professional: 11%
  - Undergraduate: 6%
Data analysis

P test

Ho<60%  less than 60% of the following respondent think sport shoes are expensive product line
Ha>60%  more than 60% of the following respondent think sport shoes are expensive product line

N  Ho<60%  less than 60% of the following respondent think sport shoes are expensive product line
A  Ha>60%  more than 60% of the following respondent think sport shoes are expensive product line
T  Right tail

T  P test
A  0.10
P  0.90
C  1.28
O  3.43
N  46
X  39
p'  85%
p  60%
Q  40%
p*q  24%
p'-p  25%
\sqrt{p*q}/n  7%
P  0.0003

A  0.10
D  p<α  Reject the null
   Zo>Zc  Reject the null

Observation: the following assumptions that more than 60% of the following respondent think sport shoes are expensive product is proved by the p test leading to get the information that exact no of percentile think that the sport shoes are expensive product line
T test

The average age of the respondent wearing sport shoes is more than 30

The average age of the respondent wearing sport shoes is less than 30

<table>
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<tr>
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<th>Frequency</th>
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<th>Midpoint-µ</th>
<th>(Midpoint-µ)^2</th>
<th>F*(Midpoint-µ)^2</th>
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<td>20 to 25</td>
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<td>47.5</td>
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<td>1140</td>
<td>46.74</td>
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Ho>30

The average age of the respondent wearing sport shoes is more than 30

Ha<30

The average age of the respondent wearing sport shoes is less than 30

N

\( Ho>30 \)

\( A \)

\( Ha<30 \)

\( T \)

T test

\( T \)

left tail

\( A \)

0.1

\( P \)

0.05

\( C \)

1.671

\( O \)

-26.92

\( X' \)

25.91

\( \mu \)

30

\( x'- \mu \)

-4.09

\( S \)

1.03

\( sqrt(n) \)

6.78

\( S/sqrt(n) \)

0.15

\( P \)

\( A \)

0.1

\( D \)

\( p<\alpha \)

Reject the null

\( Zo>Zc \)

Reject the null

Observation : it is seen in the following hypothesis that the average age of the respondents wearing the sport shoes is less than 30 the following hypothesis is proved using t test
Chi square

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<tr>
<td>Male</td>
<td>32</td>
</tr>
<tr>
<td>Grand Total</td>
<td>46</td>
</tr>
</tbody>
</table>

N  Ha: use of sport shoes is independent on gender
A  Ha: use of sport shoes is not independent on gender
T  Right tail

T  Chi square
A  10%
P  10%

C  2.71 1
O  7.04
P  0.01

A  0.1
D  pvalue<alpha
Fo>Fc

reject the null

conclusion use of sport shoes is not independent on gender
Limitations of the research:

1. Data collected using the Primary Source was limited to only Online Forums and the ones who didn’t have the means of access to internet were excluded from the research.

2. The data collected may have been biased for the reason that the respondents were only from a closed specified area (Mumbai) only so the inferences may not apply to the entire population.

Conclusion

individual’s preference towards sport shoes the choices one makes, reasons and factors affecting this decisions and what they think about the product line. Where the assumptions were made and solved using the research paper and forms following test are used which proves the following statement, the following assumptions that more than 60% of the following respondent think sport shoes are expensive product is proved by the p test leading to get the information that exact no of percentile think that the sport shoes are expensive product line, it is seen in the following hypothesis that the average age of the respondents wearing the sport shoes is less than 30 the following hypothesis is proved using t test.

References

University students' brand preference towards athletic footwear; Focusing upon factors that influence their purchasing decision process

Matthew James Aylott Janice Young

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