An Empirical Study on Brand Preference Of Sports Gear

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Abstract

The research has been carried on to understand the consumer’s perception or attitude towards sports gear. The findings of this survey would enable you to understand the features of brand preference in sports gear.

The study of consumer behavior in sports gear helps understand customer. This study investigates the interrelationships among brand preference in the sports gear. The industry of the sports gear is growing at a CAGR of 4% over the next six years. Particular brands were preferred because of its perceived price, quality, brand and durability by the consumers. Least importance was assigned to styling, Value for money, provided by the sports gear to the consumers in this study.

India has a large young population that shown tremendous interest in sporting activities. The advent of sporting clubs, adventure camps, and increasing focus on sports fitness has led to the entry of several international and reputed brands in the market place. Adidas, Reebok, Puma, Nike are some of the leading international brands that are readily available in the Indian market place.

With the help of the statistical tools the data was analyzed and the establishment of demographic data is done. A comparison evaluation of factors has been done vis-à-vis different brand of sports gear. There is relationship between the demographic and the features in the brand preference in sports gear.

INTRODUCTION

The research shows the relation between the most important features while buying the sports gear and gender. There different attitudes that affects the consumers buying behavior. During the past years there has been the tremendous increase in the sports gear industry. In India, There are different sporty activities are pursued likewise Kabaddi, IPL, football etc. Branding is an important intangible asset of a company that could transmit promise, acceptance, trust, and hope to patrons. This circumstance is especially true in sports. Last research suggests that brand personality boosts consumer preference and has a positive relationship with levels of consumer trust and loyalty. On the other hand, every brand in the sports gear market claims that its trademark offers the greatest extent for best possible distance, control, accuracy, reliability, playability, and self-confidence. Besides this consumer look for the features in the brand like styling, durability, comfort, price, value for money. Various reasons are been highlighted for the increase in the demand of these sports gear. So, there has been a shift in the attitude of the consumer is recent times, and the youth now is adapting to more sporty and adventurous activity.
INDUSTRY GROWTH RATE

Industry is growing at a CAGR of 4% over the next six years (2012-2017).

GLOBAL TRENDS

The global retail sporting goods market has substantial growth opportunities as there is a strong demand in three market segments: athletic footwear, athletic apparel, and equipment. There is a growing market for retail sporting goods industry in Asia and Rest of World over the forecast period.

The sporting goods industry comprises manufacturing and retailing of sporting goods, like camping equipment, athletic uniforms, specialty sports footwear, apparel and accessories. The global retail sporting goods industry is highly fragmented. A combination of factors like consumer spending and demographics significantly impact market dynamics.

LITERATURE REVIEW

Sproles and Kendall (1986), had had done a quantities research on sports gears .It was developed to analyze the effect of seven factors. The purpose of these study was to identify the decision of the youth and college students for sports gears. They had developed Modifying the Consumer Style Inventory (CSI). They get there respondents through college students enrolled at three public universities. Where they got 822 responses in which 376 male and 446 female college aged consumers had different decision-making styles in relation to fashion, impulse, and brand consciousness. There is no difference between the college classification and gender.

RESEARCH OBJECTIVES

The main research objective is to learn about the brand preference according to features in sports gear. The other objectives are as follows:

- To study factors influencing the youth’s buying behaviour for sports gears.
- To study the features in the brand preference in sports gear.
- To study the buying behaviour of the consumer in sports gear.
- To correlate the independent variable with the dependent variable to make research stronger and to get the knowledge about market trends in Mumbai.
RESEARCH METHODOLOGY

- Empirical study on brand preference of sports gear.

A research framework was designed to test the above hypothesized relationships in the brand preference in the sports gear. For this purpose, the sports shoe, apparel, accessories was targeted. This consideration is based on the responses which we got through survey in Mumbai. The world fastest growing market for sports gear products and young consumers, especially urban youth, are increasingly attracted to branded sports gear.

**Independent variables:**-Age, Gender.

**Dependent variables:**-According to the study I had done in my research paper and by hypothesis are most preferred brands, features in buying the sports gear likewise price, durability, comfort, style, value for the money, quality, and most the most important about the buying behavior of the customer through malls, online, exclusive shops, retails outlets.

1. **Data Collection**

- **Secondary Data**
  - The data is collected from some existing literature.
  - It has already been analysed by someone else data.
  - Data collected was analysed using statistical tools like frequency charts, pie diagrams etc.

- **Primary Data**
  A primary data was undertaken to ascertain the relationships and dependency.
  A sample survey done on the basis of college students, youth and sporty audience.
  It usually consists of the data that are collected from scratch and thus is original in character.

  - The Information was gathered through an online survey.
  - The questionnaire consisted of 16 questions.
  - The questionnaire was mailed to youth’s selected randomly.
  - There are open and close end questions
  - Responses of 31 women and 50 men were recorded to carry out our analysis.
SAMPLE DEMOGRAPHICS

AGE & GENDER

Majority of the respondents are in the age group of 21 years to 23 years. Gender ratio for the research is 31 females per 50 males.

DATA ANALYSIS AND INTERPRETATION

MAJOR FINDINGS

1) Price [Which is the most important feature you consider while buying sports gear?]

More than 70% of the respondents agree that price is the important features while buying sports gear.
2) Durability [Which is the most important feature you consider while buying sports gear?]

More than 75% of the respondents agree that durability is the important features while buying sports gear.

3) Comfort [Which is the most important feature you consider while buying sports gear?]

More than 80% of the respondents agree that Comfort is the important features while buying sports gear.

4) Quality [Which is the most important feature you consider while buying sports gear?]

More than 70% of the respondents agree that quality is the important features while buying sports gear.
5) Styling [Which is the most important feature you consider while buying sports gear?]

More than 60% of the respondents agree that Styling is the important features while buying sports gear.

6) Brand [Which is the most important feature you consider while buying sports gear?]

More than 50% of the respondents agree that Brand is the important features while buying sports gear.

7) Value for money [Which is the most important feature you consider while buying sports gear?]

More than 50% of the respondents agree that Value for money is the important features while buying sports gear.
HYPOTHESIS TESTING

Hypothesis 1

H₀: Average age of respondents who feel brand name is the important criteria for brand preference in sports gear is greater than or equal to 25

Hₐ: Average age of respondents who feel brand name is the important criteria for brand preference in sports gear is less than 25

Business Decision: It’s observed that the average age of 25 years feels that the brand name is the important criteria for brand preference in the sports gears. That means youth consumers believe that the brand name is the important criteria for the brand preference in the sports gear. Thus, Business should now target to all the age group to get the awareness about the brand name in the sports gear.
Hypothesis 2

$H_0$: More than 60% of the respondents feel price is the important criteria.

$H_a$: Less than equal to 60% of the respondents feel price is the important criteria.

### Business Decision

It is observed that more than 60% of respondents feel price is the important criteria for brand preference in sports gear. It seems that most of the people still feel that price is the important factor rather than the branded product. That means because of price more than 60% of respondents switch their brands or buy the non-branded sports gear. Business could increase their presence through making the awareness of the branded product in customers more familiar about the branded sports gear.
Hypothesis 3

c_0: The average brand preference across features is the same.

c_a: The average brand preference across features is Not the same.

r_0: The average preference of a brand preference across genders is the same.

r_a: The average preference of brand preference across genders is Not the same.

Business decision: In this Anova test, we found out that brand preference across features and across gender are same. Hence, the brand is changing as per the gender.
Hypothesis 4:

Fo

Step 1:
Column Labels

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<th>Others</th>
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Ha: brand preference for sport shoes is independent of gender
Ho: brand preference for sport shoes is not dependent on gender
T Z test 4
A 0.1
P 0.9
C 7.78
O 6
P 0.19
D

Business decision: Brand preference for sports gear (sports shoes) is not dependent on gender. This shows that buying sports gear (sports shoes) depends on people’s perception and not on gender.
CONCLUSION

This research was done to understand the consumers buying behavior according to features of brand preference in sports gear. Through this study we conclude that the brand preference of sports gear is dependent on features and is totally independent of gender. It is observed that more than 60% of the respondents feel price is the important criteria in buying sports gear. That means the consumer feels that price is the important criteria in buying sports gear. Even Styling, Durability, Comfort are important criteria according to respondents. Less than equal to 50% of the respondents feel that Brand and Value are not a important criteria as compare to other features.

We also had many literature reviews which proved that sports gear is important aspect and is needed for all those who are engaged in sporty activity in order to protect them from injuries and again this is dependent on consumers’ attitude. People prefer buying sports gear depending on various factors like styling, comfort, pricing, branding. We found out that the preference for brand is same across all age group. Hence, the brand is not changing as per the age group.

At the end would I like to conclude, That report made could be of great use to the marketing department and could thus, make up their new marketing strategies as per the research conducted, in order, to improve sales and through this analysis we come too know that people are getting sporty in their day to day life.

LIMITATIONS OF THE RESEARCH

The data collection was carried out only through e-forms due to time constraint. Hence, the respondent sample may not be a true representation of the population. For the same reason the research findings may not be universally applicable.

REFERENCES

- http://eric.ed.gov/?id=EJ903481
- AJBMR_16_05-1.pdf