

A Study on Brand Preference towards Sports Apparels with Reference to Coimbatore District

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Abstract: *The study is made for the purpose to know about the consumers brand preference in sports apparels. Through this study we get to know about the demand of sports brand among people. This study is based on the various factors which influence the habitual buying behaviour of consumers while buying branded apparels. Habitual behaviour represents the repeat purchases made by the customers, based on habits or routines that are developed in order to simplify the decision-making process. The paper considers the influence of various marketing and demographic factors on consumer's habitual behaviour towards branded Sports apparels. The study tries to reflect the influence of various marketing factors such as brand awareness, quality, price, durability, etc. This study will help companies to select effective models for targeting customers with an aim to retain them.*

Keywords: Consumer, habitual behaviour, influence, awareness

1. Introduction

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. Brands are usually protected from use by others by securing a trademark or service mark from an authorized agency, usually a government agency. Before applying for a trademark or service mark, you need to establish that someone else hasn't already obtained one for your name. A company's brands and the public's awareness of them is often used as a factor in evaluating a company. Corporations sometimes hire market research firms to study public recognition of brand names as well as attitudes toward the brands.

2. Review of Literature

1. Merin Mary Jayan and Peneena Hanna Mathew (2015) reveal that these days the branded sports apparels are increasingly used by men as many international brands have entered the Indian market.

2. MARIA-DANIELA MACRA-OŞORHEANU, ÁLMOS ANDRÁS, SIMION GHEORGHE MERCHES (2016) attempts that the actual aim of this paper is to study and analyse the consumer's behaviour regarding sports articles, which represent a relatively new area of studying all over the world and especially in our country.

3. M. Khorsandi Fard, R. Ismaelzadeh and R. Ramshini (2016) states in their study that the aim of this study was to evaluate the effect of sports brand on sport customer loyalty and its components in terms of behavior, and attitude.

4. Maryam Vaziri, (2013), tries to develop the empirical study for identify brand loyalty of Nike products in Hyderabad. The result has been developed by using Cranach's Alpha, Descriptive analysis, one-way ANOVA and Pearson Correlation.

Need for the Study

This research is based on brand preference on sports apparels. Basically, this research is done to create awareness for physical fitness and to know the comfortability of wearing sports apparels. Questionnaire is attached for a survey. Participants are anonymous. Participants are voluntary. Personal information's of the participants are not required. Time taken to complete the task is 10-15mins.

Statement of the Problem:

The principle cause behind this project to know at what level customers are enjoying and aware of sports apparels and brands based on sports apparels and what further improvement can be done to create awareness.

Objectives of the Study:

1. To have overview on brand preference on sports apparel.
2. To know the customers brand preference on sports apparels in market.
3. To know the consumer preference.
4. The main objective is to create awareness to public.

Scope of the Study:

The scope of the study is about brand preference on sports apparels. Through this project we get to know the customer preference on brands, their comfort in sports

apparels and whether they do physical and mental exercises or activities to make them stay fit.

Research Methodology:

Research Design:

Descriptive method of research has been used, which includes surveys and fact-finding enquiries of different kinds. Questionnaire method has been used to collect various data from the respondents.

Methods of Data Collection:

Primary Data:

It was collected from general public of the Coimbatore city and consumers through a structured questionnaire.

Secondary Data:

Secondary data was collected from reliable websites and published journals.

Sample Size:

Sample size used for the study is 150 but due to restrictions only 110 was finally considered for the study of respondents in Coimbatore City.

Study Area:

This study is restricted to the area of Coimbatore.

Sampling Procedure:

Convenience sampling technique has been followed in this study with a sample size of 110.

Study Period:

The study period of the survey was from February 2019-May 2019.

Questionnaires:

The best way to collect the data is to personally administer the questionnaires. The advantage of this method is the data can be collected from the respondents within a short period of time. Any doubts that the respondents might have on any question could be clarified on the spot.

3. Data Analysis Techniques

The data is analysed through simple analysis technique. The data tool is percentage method. Percentage method is used in making comparison between two or sense of data. This method is used to describe the relationship.

Percentage of respondents = (no. of respondents / total number of respondents) x 100

Percentage Analysis:

Percentage Analysis is the method to represent raw structure of data as a percentage for better understanding of collected data; this was done for the demographic factors of the respondents.

Bar Graph:

This is an excellent tool for comparing the growth of a particular data. The advantage of using a Bar graph is that it's exceptionally easy to present, understand and draw inference when the objective is to study only the growth of a single item over various time periods. Bar graph is usually used for presenting data collected in an organized way usually with reference to a certain timeline.

Analysis & Interpretation:

Table 10: Interest of the respondents

Interest	Frequency	Percentage (in %)	Cumulative Percentage (in %)
Yes	71	64.5	64.5
No	8	7.3	71.8
Sometimes	31	28.2	100.0
Total	110	100.0	

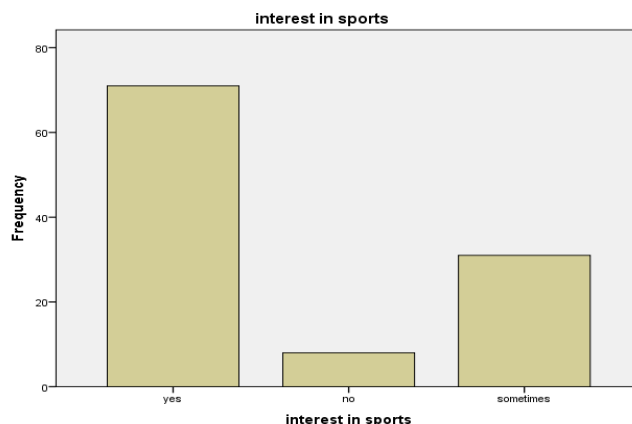


Chart 10: Interest of the respondents

Interpretation:

From the above table it is inferred as, out of 110, 71 respondents are interested in sports, 8 respondents are completely not interested in sports, 31 respondents are somewhat interested in sports.

Table 24: Brand preference on athletic wear

Brand preference on athletic wear	Frequency	Percentage (in %)	Cumulative Percentage (in %)
Nike	33	30.0	30.0
Adidas	25	22.7	52.7
Reebok	15	13.6	66.4
Sketchers	13	11.8	78.2
Puma	8	7.3	85.5
Others	16	14.5	100.0
Total	110	100.0	

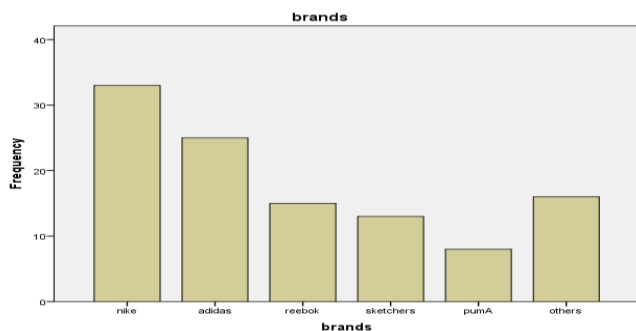


Chart 24: Brand preference on athletic wear

Interpretation:

From the above table it is inferred as, out of 110 respondents, 33 respondents prefer Nike brand, 25 respondents prefer Adidas brand, 15 respondents prefer Reebok brand, 13 respondents prefer Sketchers brand, 8 respondents prefer Puma brand, 16 respondents prefer other brands.

Table 23: Encouraging factor

Encouraging factor	Frequency	Percentage (in %)	Cumulative Percentage (in %)
Celebrity's style	33	30.0	30.0
Friends	36	32.7	62.7
Family	11	10.0	72.7
Partner Suggestion	12	10.9	83.6
Others	18	16.4	100.0
Total	110	100.0	

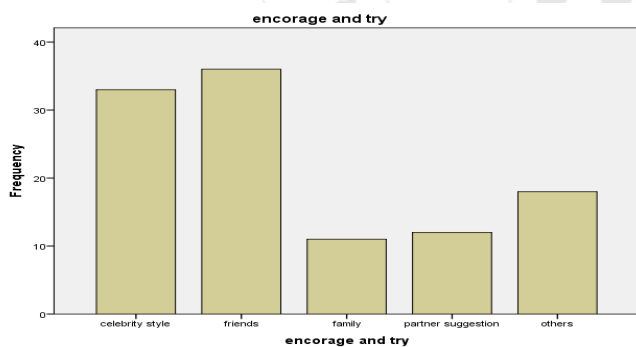


Chart 23: Encouraging factor

Interpretation:

From the above table it is inferred as, out of 110 respondents, 33 respondents get encouraged and try buy celebrities style, 11 respondents get encourage and try from friends, 11 respondents get encourage and try from family members, 12 respondents encourage and try from partners suggestion, 18 respondents encourage and try from others.

Table 16: Criteria for purchasing sports apparel

Criteria for purchasing sports apparel	Frequency	Percentage (in %)	Cumulative Percentage (in %)
Quality	44	40.0	40.0
Price	16	14.5	54.5
Comfort	29	26.4	80.9
Style	4	3.6	84.5
Material	1	.9	85.5
Fair Trade	1	.9	86.4
Brand	14	12.7	99.1
Colour	1	.9	100.0
Total	110	100.0	

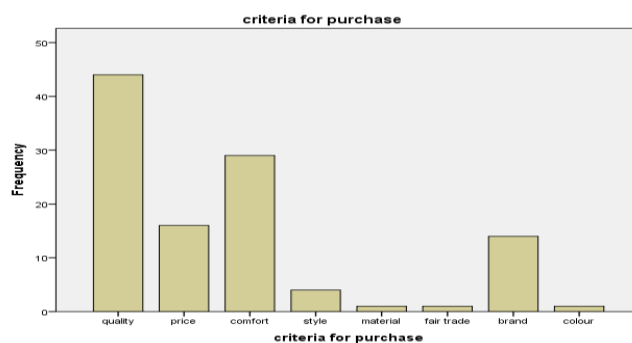


Chart 16: Criteria for purchasing sports apparel

Interpretation:

From the above table it is inferred as , out of 110 respondents, 44 respondents have quality as their criteria for purchase, 16 respondents have price as their criteria purchase, 29 respondents have comfort as their criteria purchase, 4 respondents have style as their criteria purchase, 1 respondents have material as their criteria purchase, 1 respondents have fair trade as their criteria purchase, 14 respondents have brand as their criteria purchase, 1 respondents have colour as their criteria purchase.

Table 13: Period of purchase of sports apparel

Period of purchase of sports apparel	Frequency	Percentage (in %)	Cumulative Percentage (in %)
Spring	6	5.5	5.5
Summer	23	20.9	26.4
Autumn	1	.9	27.3
Winter	10	9.1	36.4
I don't know	25	22.7	59.1
Anytime	45	40.9	100.0
Total	110	100.0	

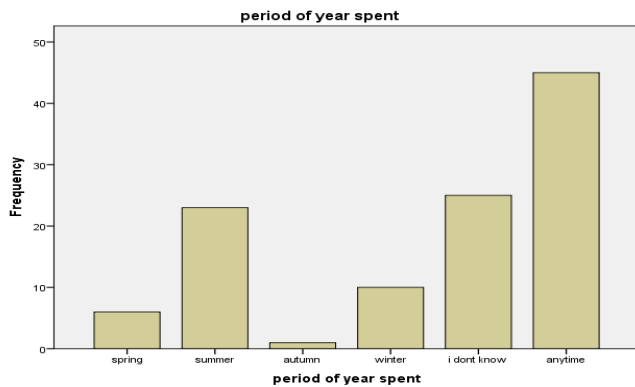


Chart 13: Period of purchase of sports apparel

Interpretation:

From the above table it is inferred as, out of 110 respondents, 6 respondents purchase during spring, 23 respondents purchase during summer, 1 respondent purchase during autumn, 10 respondents purchase during winter, 25 respondents purchase during I don't know, 45 respondents purchase during anytime.

4. Findings

- ✓ From the analysis, out of 110 respondents, 71 respondents are interested in sports, 8 respondents are completely not interested in sports, and 31 respondents are somewhat interested in sports.
- ✓ From the data analysis, it is inferred that out of 110 respondents, 33 respondents prefer Nike brand, 25 respondents prefer Adidas brand, 15 respondents prefer Reebok brand, 13 respondents prefer Sketchers brand, 8 respondents prefer Puma brand and 16 respondents prefer other brands.
- ✓ It is inferred that out of 110 respondents, 33 respondents get encouraged and try to buy celebrities style, 11 respondents get encourage and try from friends, 11 respondents get encourage and try from family members, 12 respondents encourage and try from partners suggestion, 18 respondents encourage and try from others.
- ✓ From the data analysis, it is inferred that out of 110 respondents, 44 respondents have quality as their criteria for purchase, 16 respondents have price as their criteria purchase, 29 respondents have comfort as their criteria purchase, 4 respondents have style as their criteria purchase, 1 respondent have material as their criteria purchase, 1 respondent have fair trade as their criteria purchase, 14 respondents have brand as their criteria purchase, and 1 respondent have colour as their criteria purchase.
- ✓ From the analysis, it is inferred that out of 110 respondents, 6 respondents purchase during spring, 23 respondents purchase during summer, 1 respondent purchase during autumn, 10 respondents purchase during winter, 25 respondents purchase during they don't know and 45 respondents purchase during anytime.

5. Suggestions

- Branded sports apparels should be provided in all the sizes.
- Certain brands lack variety, so the availability of varieties should be improved.
- Branded sports apparel should be provided with many discounts and offers like rebate, buy one get one free, seasonal discount etc.
- More designs should be provided with the branded sports apparels.
- More number of outlets for branded sports apparels should be opened for the convenience of the respondents.
- Quality of the other local brands can be improved so that its demand will also increase.

6. Conclusion

The theoretical research has disclosed that there are different aspects that affect the brand preference for sports apparel in young consumers. Further research should be conducted to determine the higher limit spend on sports apparel. This would enable brand managers to segment and target their products more effectively. Today's consumer is more brand conscious, brand managers to segment and target their products accordingly. Visibility of product, marketing strategies and brand awareness plays a key role in the purchase decision of the customers. There is a vast opportunity in the marketing and media space for young adults. As the analysis shows that change of brand during sale is independent of gender, so the companies should create more brand loyalty among the customers during sales period so as to retain customers and so that the existing customers do not switch over brands.

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