
Innovative consumer behaviour towards sports wear

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Abstract: The research paper titled the consumer behaviour towards sportswear. The objective of the study is to analyze the consumer behaviour towards sportswear. Descriptive research is used in the study as the research design and the sampling method used is convenience sampling. The sample size of the study is 90 respondents and it is analyzed using SPSS tool. The collected data were classified, tabulated and analyzed with statistical tools such as frequency analysis, T-test, Mean analysis and ANOVA test. It is found that factor affecting consumer preference, brand preference, price, quality and comfort on sports products.

Keywords: Consumer preference, Brand preference, Product price, Product quality, Product comfort

INTRODUCTION

Consumer behaviour is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioural in responses. Consumer behaviour incorporates ideas from several sciences including psychology, biology, chemistry, and economics. IN this guide we'll take a look at the different aspects and facets of consumer behaviour, and we'll discuss the most effective types of consumer segmentation.

Studying **consumer behaviour** is important because these way marketers can understand what influences consumers' buying decisions. By understanding how consumers decide on a product they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. Studying consumer behaviour also helps marketers decide how to present their products in a way that generates maximum impact on consumers. Understanding consumer buying behaviour is the key secret to reaching and engaging your clients, and convert them to purchase from you.

Buyer behaviour is studied to predict buyers' reaction in markets. If a firm understands its consumers, it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants.

The consumer decides what to buy, when to buy and also what not to buy. One cannot thrust a product on a consumer. A marketer sells what the consumer wants. So, emphasis is placed on knowing what the consumers' wants are.

LITERATURE REVIEW

(Fakhruddin et al., 2007) Conducted a study which focused on the brand preference of consumers towards sports apparel. When many branded sports apparel were increasingly used by men as when many international brands entered India. With the result many unbranded sports apparel companies faced severe competition. The study reveals that the branded sports apparel are preferred by most of the consumers of the age group of 18-25 and income level of more than 30000.

(Cohenca et al., 2007) Expressed an overview of the sport industry development in India, highlighting the opportunities and constraints for sports development. The sport as an industry contributes to about one to five per cent to the GDPs of various countries. This paper analyses the sports industry development in India against this backdrop. The Government of India has been taking various steps and initiatives to promote good governance practices in the management of sports at the national level in pursuance of successive National Sports Policies.

(dela Cruz et al., 2008) Conducted a research that aims to study whether a consumer is susceptible to social influence in the purchase of sports apparel. In particular, the study aims to establish if there is any difference between consumers of different genders and levels of sports involvement. This study showed that social influence can affect consumers' decision in sports-related products in the form of informational and utilitarian influence.

(Mihalik et al., 2007) States that the buying decision of Physical Education and Sports School students is expected to be positively affected if they are given a seminar about raw material properties. The results of study show that the university students behave conscious when buying new garments.

(Gassner et al., 2003) Studied the sports and physical activities that contributes to the mental and physical fitness. This in turn has created an impetus for the sports goods industries and international brands like Nike, Adidas, Reebok and Puma. Study revealed that as exchange policy, experiential zones, sweepstakes or contests had a greater influence on people in terms buying decisions in an organized sport wear retail.

(Tuli et al., 2002) States that it is important to understand consumer behaviour with respect to factors such as comfort, quality, technical attributes and methods of product promotion. Both Baby boomers and generation Y are powerful consumer groups and this papers results can be used as a base for further research into required product design and performance attributes as well as their purchase behaviour with regards to sportswear.

(Lahti et al., 2002) Studied the decision-making styles of college students for sports apparel. Eight-hundred and twenty-two subjects composed of 376 male and 446 female college students enrolled at three public universities. The results indicated that male and female college-aged consumers had different decision-making styles in relation to fashion, impulse, and brand consciousness

(Labella et al., 2002) Defines brand or name awareness as “the ability of a potential buyer to recognise or recall that a brand is a member of a certain product category.” Therefore it is important that a link between product class and brand is implicated because the scope of brand awareness is very wide, ranging from an unsure sensation that the brand name is recognised, to a conviction that it is the only one in the product class. Brand awareness refers to the strength of a brand’s presence in the consumer’s mind.

(Ferrari and Ferreria de Mederios, 2002) For new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall.

(Knollman Porter et al., 2014) While evaluating a brand, consumers link the performance of the functional attributes to the brand . If a brand does not perform the functions for which it is designed, the brand will has low level of brand equity. Performance is defined as a consumer’s judgment about a brand’s fault-free and long-lasting physical operation and flawlessness in the product’s physical construction.

(Newsome et al., 2001) Which are the intangible features that meet consumers’ needs for social approval, personal expression or self-esteem Consumers linked social image of a brand, trustworthiness, perceived value, differentiation and country of origin to a brand.

(McCrory, 2001) Define perceived value as the perceived brand utility relative to its costs, assessed by the consumer and based on simultaneous considerations of what is received and what is given up to receive it. Consumer choice of a brand depends on a perceived balance between the price of a product and all its utilities.

RESEARCH METHODOLOGY

In this study, the descriptive research design is used and primary data was collected through questionnaire. Our research idea is based on the rich knowledge acquired by our peer teams across the university.(A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiqc, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Sankar et al., 2020; Venugopalan et al., 2014)The sample selected based on probability basis from 90 consumers. The collected data is analyzed using SPSS. The collected data was classified, tabulated and analyzed with some statistical tools such as frequency analysis, T-test, Mean analysis and ANOVA test.

The sample profile of the study is represented through pie charts.

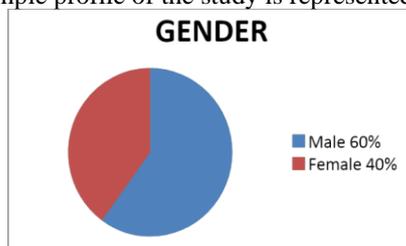


Fig.1: The pie chart indicates the percentage of Gender of the respondents. It is clear that majority of the respondents are Male (60%) and female respondents are (40%).

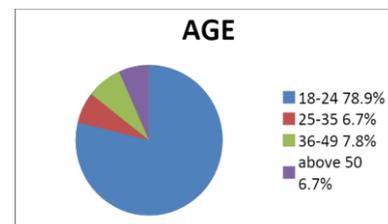


Fig.2: The pie chart describes the percentage of age group of the respondents. It is clear that majority of the respondents are those whose age group lies between 18-24 years old (78.9%) followed by the age group which lies between 25-35 years old (6.7%) and followed

by the age group between 35-49 years old (7.8%) and followed by the age group above 50 (6.7%)

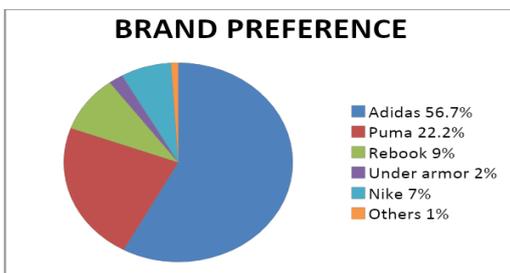


Fig.3: indicates the pie chart of Brand preference of the respondents. From the table it is clear that the majority of the respondents prefer Adidas (56.7%) followed by the brand Puma (22.2%) followed by Rebook (10%) followed by the brand Nike (7.8%) followed by brand under armor (2.2%) followed by the other brands (1.1%)

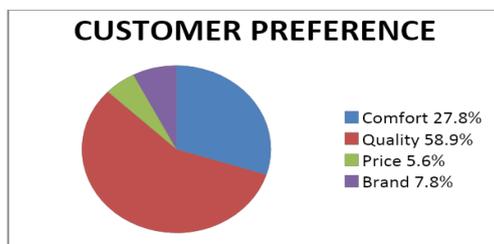


Fig.4: indicates the pie chart of customer preference of the respondents. From the table it is clear that the majority of the respondents prefer quality is (58.9%) followed by the respondents prefer comfort is (27.8%) followed by the respondents prefer brand is (7.8%) followed by the respondents prefer price is (5.6%)

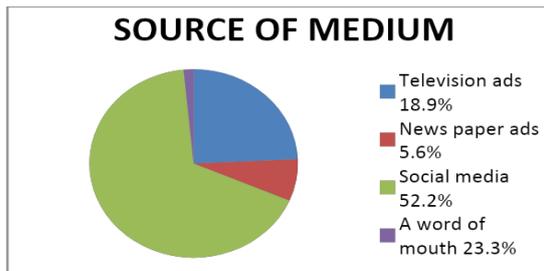


Fig.5: indicates the pie chart of Source of medium of the respondents. From the table it is clear that the majority of the respondents found using social media is (52.2%) followed by the respondents found using A word of mouth is (23.3%) followed by the respondents found using Television advertisement is (18.9%) followed by the respondents found using Newspaper advertisement (5.6%)

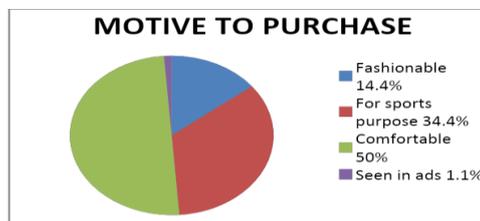


Fig.6: indicates the frequency analysis of motive to purchase of the respondents. From the table it is clear that the majority of the respondents purchasing the product for comfortable is (58.9%) followed by the respondents purchasing the product for sports purpose is (34.4%) followed by the respondents purchasing the product for fashion is (14.4%) followed by the respondents purchasing the product for seen in advertisements is (1.1%)

Table 1: T-test (gender vs consumer preference)

S.NO	FACTOR	T-VALUE	SIGNIFICANCE
1	Consumer preference	2.985	.004

Table 2: Mean analysis

S.NO	CONSUMER BEHAVIOUR TOWARDS SPORTSWEAR	MEAN	RANK
1	Frequent purchase	2.3000	11
2	Loyal to your brand	3.5778	3
3	People who participate in sports more likely to purchase sports clothing than who do not participate in sports	3.5333	4
4	Don't bother or look for any discounts while sportswear	3.1444	9
5	Reason I own a lot of sports clothing is purely because I do lot of sports	3.2000	8
6	Choice of sports wear improves my performance when taking part in sports	3.6111	2
7	I don't mind buying more expensive sports wear as i know it will be better quality	3.3333	6
8	I don't often take part in sports but I own lot of sports clothing item	3.1333	10
9	I wear sports clothing when I am casually dressed and not participate in sports	3.6444	1
10	It doesn't matter if the clothing item is comfortable it is more important to look good and fresh	3.2556	7
11	Consumer preference	3.3417	5

Table 3: ANOVA Test

S.NO	FACTORS	F-VALUE	SIGNIFICANCE
1	Consumer preference	1.225	0.306

INTERPRETATION

The above table 2.1 shows the independent t-test analysis of Gender VS consumer preference. It is visible that the 'p' value (.004) is lesser than 0.05 which means that there is significant difference between the gender with respect to the consumer preference factor. From table 2.2 shows the mean analysis of consumer behaviour of sportswear. It shows that wearing sports dress as casual has the highest mean score of 3.644, followed by performance (3.61), brand loyalty (3.57), participation (3.53), consumer preference (3.34), expensive (3.33), comfortable (3.25), sporting (3.20), discounts (3.14), clothing item (3.13) and frequent purchase (2.30). From table 2.3 shows the one-way ANOVA analysis of age VS consumer preference factor. From the analysis it is clear that the 'p' values of consumer preference factor (0.306) is greater than 0.05. It is interpreted that there is no significance difference among the Age with respect to consumer preference factor.

CONCLUSION

The objective of the study was to identify the main attribute which has major implication on the purchase of sports wear and it was clearly identified in this study. We were able to interpret that the frequent users are well aware of the sports wear brands and tend to give importance for the high quality products in spite of their high price and stay loyal towards the brand which meets their special requirements. The non-frequent consumers do not have much knowledge about the sports wear brands but may be the future sports wear consumers. So, the people who purchase sports wear mostly consider to be attractive and fashionable and these are the same people who follow trend. So, we can say that the retailers or marketers need to build different marketing strategies focused on different consumer groups based on their attitude towards sports wear. The frequent users do not have to be more pestered with any promotional strategies as they are well aware of what they want and are more brand loyal and difficult to switch brands. Non-frequent consumers are need to be focused on as they easily switch brands which meet their basic requirements.

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