

# **A STUDY ON SPORTSMAN'S PREFERENCE FOR VARIOUS BRANDS OF SPORTS PRODUCTS**

Submitted in partial fulfilment of the requirement for the award of

**Bachelor of Business Administration**

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION  
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**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE**

**Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**MARCH 2021**



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**SCHOOL OF BUSINESS ADMINISTRATION**

**BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the Bonafide work of **M.DHARMADURAI (38280105)** who carried out the project entitled “**A STUDY ON SPORTSMAN’S PREFERENCE FOR VARIOUS BRANDS OF SPORTS PRODUCTS**” under our supervision from 6<sup>th</sup> December 2020 to 6<sup>th</sup> March 2021

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**Submitted for Viva voce Examination held on \_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## **DECLARATION**

I, DHAMADHURAI T hereby declare that the Project Report entitled “**A STUDY ON SPORTSMAN’S PREFERENCE FOR VARIOUS BRANDS OF SPORTS PRODUCTS**” done by me under The guidance **Dr.M.ILANKADHIR** at Sathyabama institute of science and technology, Chennai is submitted in partial fulfillment Of the requirements for the award of Bachelor of Administration Degree.

Date

Place: Chennai

**DHARMADHURAI.M**

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## **ABSTRACT**

This study offers and validates a comprehensive approach to explain factors influencing the attitude of respondents towards various characteristics of branded sports shoes. In order to attain these objectives a sample of 322 respondents belonging to three cities of Punjab: Jalandhar, Amritsar and Ludhiana, was drawn. Non-probability convenient sampling was adopted for selecting the respondents. It was however; found that brand loyals preferred buying shoes of their fancied companies whereas innovators preferred shoes with the latest state-of-the-art trends and technologies. Consumers desired sports shoes to be colourfull and stylish and happened to relate traits of shoes to their personality.

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## **CHAPTER I**

### **INTRODUCTION**

Customers buying behavior is enormous, and highlights the importance of the customer at the center of the marketer's universe. Each customer is unique with different needs and wants and buying choices and habits are influenced by habit, and choice that are in turn tempered by psychological and social drivers that affect purchase decision processes. It is a complex multidimensional variable.

Customer buying behavior is critical for influencing not only product purchase decisions but also important marketing decisions for commercial firms, nonprofit organizations, and regulatory agencies. Applications of customer buying behavior decisions lie on marketing strategies, regulatory policies, social marketing, and informed individual. Buying Behavior is the decision processes and acts of people involved in buying and using products.

Customer buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of customer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. There has been a remarkable transformation amongst Indian customer.

Footwear Industry is a part of Indian leather Industry. It has got its place of prominence in the domestic market as well as in exports. As in this competitive era, from business point of view much of the awareness has been gained about the customer needs and wants. Customers buying behaviour is enormous and highlights the importance of customers at the

centre of marketer's universe. Just a decade or two ago, the Indian customer saved most of his income, purchased the bare necessities and rarely indulged himself.

Today, people have higher income, more sources of shopping like credit cards, debit cards, more exposure to shopping culture of the west and more desire to have higher standard of living, the spending habits Indian customer have met a major change. India is the second largest global producer of footwear after china, accounting for 13% of global footwear production of 16 billion pairs. India produces 2065 million pairs of different categories of footwear (leather footwear- 909 million pairs, Leather shoe uppers- 100 million pairs and non leather footwear- 1056 million pairs). India exports about 115 million pairs. Thus, nearly 95% of its production goes to meet its own domestic demand.

Customer buying behaviour is influenced not by product only but various other marketing decisions like commercial films, brand ambassador, offers, product highlights which leads to either increase or decrease in the sale of products. Consumer's attitude, preferences, intentions and decisions regarding the consumer's behaviour at work place is the sum total of customer's buying behaviour. The study of customer behaviour draws upon social science disciplines of anthropology, psychology, sociology and economics. Rising health consciousness and changing fashion trends are expected to drive the global sports apparel market over the forecast period.

Changing lifestyles and consumer tastes have resulted in people opting for durable and comfortable apparel. This shift in trend is presumed to strengthen the global sports apparel market. Innovative marketing activities tied with creative advertising and brand positioning is scheduled to go long way in developing the overall market over the years. The study

focuses on the factors that influence the consumers to buy the brands of sports apparel.

Increased functionality of sports apparel and superior properties are presumed to strengthen the global market growth. Increased participation in sports due to global media coverage of important sports events is expected to further aid the market. Growing women involvement in sports is expected to result in elevated women sports apparel demand in the near future. Rising disposable income levels, especially in the emerging economies and growing health awareness is projected to positively influence the overall sports apparel market.

Research on developing newer fabrics with superior properties coupled with apparels with increased functionality promise vast opportunities to the industry participants. Though the sports apparel market for the aging population as well as women is currently small, but promises ample opportunities for the industry participants to capture this previously untapped market. Therefore, the study understands the sports apparel industry in Bangalore and the industries in Bangalore can initiate the marketing strategy and understand the market with different approach.

## **CHAPTER II**

### **Review of Literature**

Schiffman & Kanuk, (1996) Consumer behaviour is the study of how individuals spend their available resources on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. Chen, (2008) another study in the similar field which was reviewed for the research is “The external factors that influences Taiwanese students shoe purchase intention”. This study was based on 6 external factors which include brand, price, promotion, style, durability and comfort. The purpose of this study was to investigate the external factors that influence Taiwanese college students. The result of multiple regression analysis indicated that the customer prefer comfort and style more than any other factor. The result of one way anova revealed that only brand shows significant difference between both the genders and grade level. The study also provides various recommendations to the shoe manufactures in Taiwan.

The study concludes that comfort and style factors are the most influential factors for Taiwanese college students shoe purchase intention. D’Mello (2003) in his study examines the plight of the workers in shoe manufacturing companies. The author has followed a case study method considering Phoenix India, a subsidiary of Reebok Shoes. The study brings to light the anomalies faced by the workers in these manufacturing units. The study also emphasizes on the fact that these anomalies are greater especially with the third world countries like India, where in corruption plays a major role. Therefore it becomes easier for these

international players to corrupt the district magistrate to the police. As a result the Government of these developing countries turns a deaf ear to these workers.

Peter and Olson, (1993) mention that interactions between the people's emotions, moods, affection and specific feelings is called customer behaviour, in other words in environmental events which they exchange ideas and benefits each is called customer behaviour. Buying behaviour of people, who purchase products for personal use and not for business purposes.

Schiffman and Kanuk (2004) define customer's behaviour as the behaviour that the customers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Customer buying behaviour incorporates the acts of individuals directly involve in obtaining, using and disposing of economics goods and service including the decision process that precede and determine these acts.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Research problems: Buying Behaviour towards different branded shoes. Research methodology: Exploratory method Sampling Plan Sample Method- Random Simple Sampling Sample size – 100 . Primary data – Questionnaire Sample While deciding about the sample of research, it is required from the researcher's point to pay attention to these under mentioned points:

**Sample Units:** A decision has to be taken concerning a sampling unit before selecting a sample, sampling unit may be a geographical one such as state, district, village Etc. so in this research sampling unit is Chandigarh area.

**Source of data:** Data required for the study was collected through primary sources i.e. Market Survey and the market area is: Ludhiana.

**Sampling Size:** This refers to the no. of items to be market area is: Ludhiana. selected from the universe to constitute a sample. This is a major problem before the researcher. The size of sample should neither be excessively large not too small, it should be optimum. This size of

population must be kept in view for this also limits the sample size in this research is 100. Instruments Used Primary data collected through sample survey from the selected elements in malls and super markets. So for this purpose I have used the most popular tool of primary data collection through direct communication with respondents.

Kotler (2003) identified the marketing mix is the set of selling tools for helping companies to aim the target customers in marketing. The most well-known marketing strategy tools are the 4 Ps model. McCarthy and Perreault (1994) suggested the 4 Ps models that the marketing strategy encompasses four factors, such as Product, Price, Promotion, and Place.

### **Young Shoppers**

Indian population is quite young. The exposure of customers has been done with television, the internet, radio, magazines, newspapers, pamphlets, etc. It has lead to more of the exposure in the living standards of the customers. Today's youth has more urge to make money and it does as well. The higher the income, the more the expenditure. Basically taking the Ludhiana city (Punjab) in the spotlight, the younger section of the society has more of the disposable income as compared to other age groups. Their expenditure habits are high which ultimately leads to production of young shoppers in the city.

### **Footwear's Fashion**

The Footwear fashion plays a paramount role in shaping footwear consumerism. With the change in the lifestyle, fashion in India is becoming more diversified, as in the western countries. Technology, ideas & lifestyles are moving concurrently & quickly.

Companies & brands that offered monotonous & mundane products for years, have now multiplied their product ranges & new appealing styles, shapes & forms are being launched each season by them.

### **Conceptual Framework**

Consumer spending in India can be classified into regular spends and lifestyle spends. Regular spending includes the basic necessities of life while lifestyle spending includes spending on a computer, internet, car, cell phone etc. Individual buyers take different factors into consideration while purchasing any commodity, which is a necessity. The probable factors can be classified into four groups- Product, price, promotion and place. This study attempts to analyze product and place factors influencing the purchase decision of formal footwear in Ludhiana.

### **Product**

A product as defined by Armstrong and Kotler (2006), is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Product is characterized by quality, brand, design, durability, packaging, comfort, etc.

To study the consumer preferences in the footwear market in Ludhiana City.  
To study and analyze the brand preference of youth in buying branded shoes.

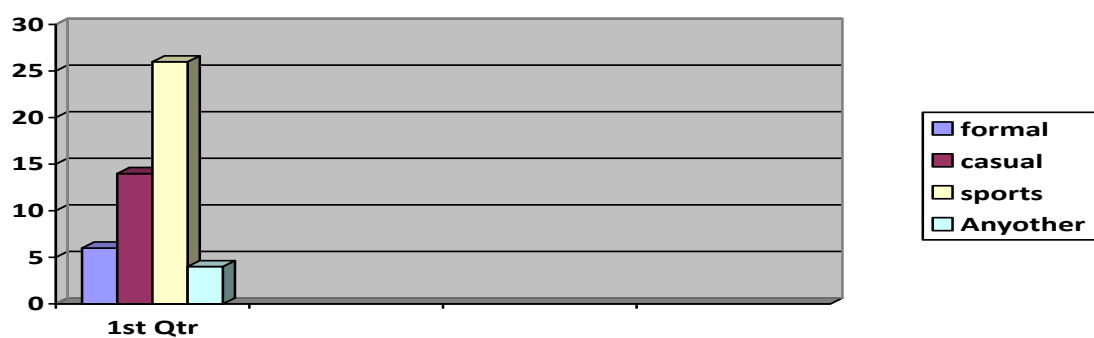
## CHAPTER IV

### DATA ANALYSIS AND INTERPRETATION

#### 1.Types of shoes liked to wear.

Table 1

| Particulars | No. of respondents | Percentage |
|-------------|--------------------|------------|
| Formal      | 6                  | 12         |
| Casual      | 14                 | 28         |
| Sports      | 26                 | 52         |
| Any other   | 4                  | 8          |
| Total       | 50                 | 100        |



### INTERPRETATION:

The above pie chart shows that 12percentage of respondents were formal 28 percentage wear casual, 52 percentage wear sports and 8 percentage wear any other.

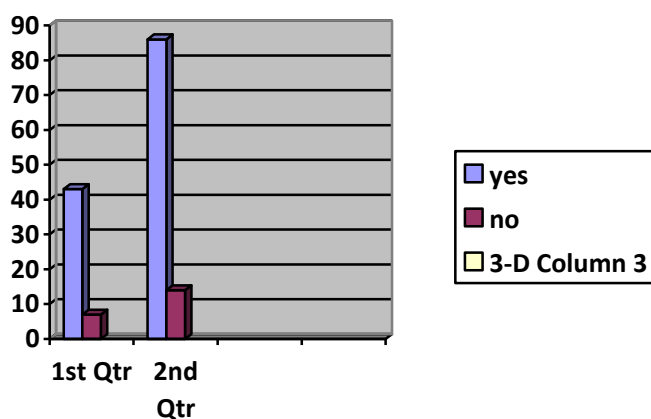
### INFERENCE:

Majorities 58percentage of the wear sports.

### 2.Choice of branded shoes.

Table 2

| Particulars | No.of respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 43                | 86         |
| No          | 7                 | 14         |
| Total       | 50                | 100        |



### Interpretation:

The above table shows that 86 percentage of respondent wear branded shoes and 14 percentage of respondent do not wear.

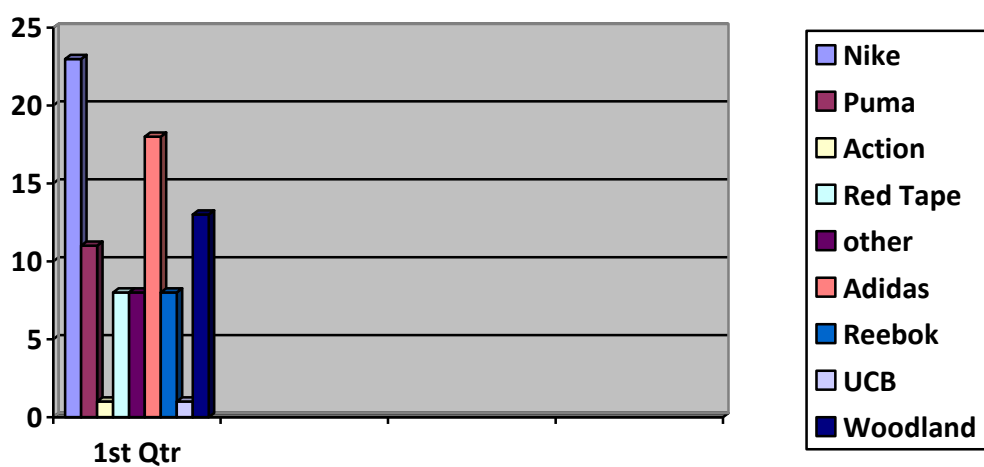
## INFERENCE:

Majorities 43 of the says yes

### 3. Most liked brand

Table 3

| Particulars | No. of respondents |
|-------------|--------------------|
| Nike        | 23                 |
| Puma        | 11                 |
| Action      | 1                  |
| Red tape    | 8                  |
| Others      | 8                  |
| Adidas      | 18                 |
| Reebok      | 8                  |
| UCB         | 1                  |
| Woodland    | 13                 |



## Interpretation:

The above bar diagram shows that 23 of respondents like Nike, 11 respondents like Puma, 1 respondent like action, 8 respondent like red tape, 8 respondent like others, 18 respondent like adidas, 8 respondent like Reebok, 1 respondent like UCB and 13 respondent like Woodland.

#### **INFERENCE:**

Majorities of 23 respondent like Nike.

#### **4. Importance of factors while purchasing branded shoes, branded shoes. Rating on a scale 1-5 Where 1-most important 2-important 3-netural 4- Less 5-Least important**

Table 4

| Factors       | Mean Score |
|---------------|------------|
| Price         | 2.04       |
| Quality       | 1.60       |
| Size          | 1.66       |
| Desgin        | 1.88       |
| Colour        | 1.84       |
| Duralibility  | 2.06       |
| Availibility  | 2.20       |
| Brand image   | 1.87       |
| Discount      | 2.24       |
| Variety       | 2.20       |
| Special offer | 2.36       |

#### **Interpretation:**

The above the figure diagram responded factors of price of 2.04, quality of 1.60, size of 1.66, Design factor of 1.88, colour 1.84, Durability 2.06, Availibility 2.20, Brand image 1.87, Discount 2.24, variety 2.20, special offer 2.36 of mean score.

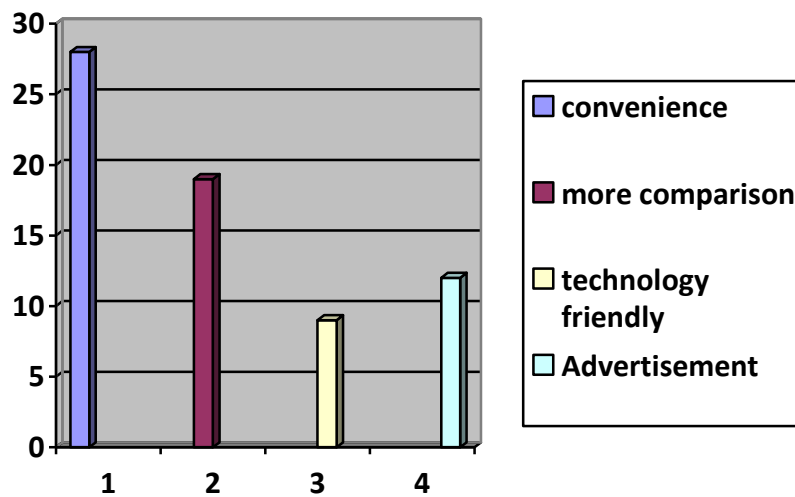
## Inference:

Majority of factors special offer's mean score 2.36.

## 5. Factors that attract to make an online shoe purchase.

Table 5

| Particulars         | No. of respondents |
|---------------------|--------------------|
| Convenience         | 28                 |
| More comparison     | 19                 |
| Technology friendly | 9                  |
| Advertisement       | 12                 |



## Interpretation:

The above bar diagram shows that 28 respondents buys online of convenience, 19 respondents of more comparison, 9 response of technology friendly, and 12 respondents of advertisement factor.

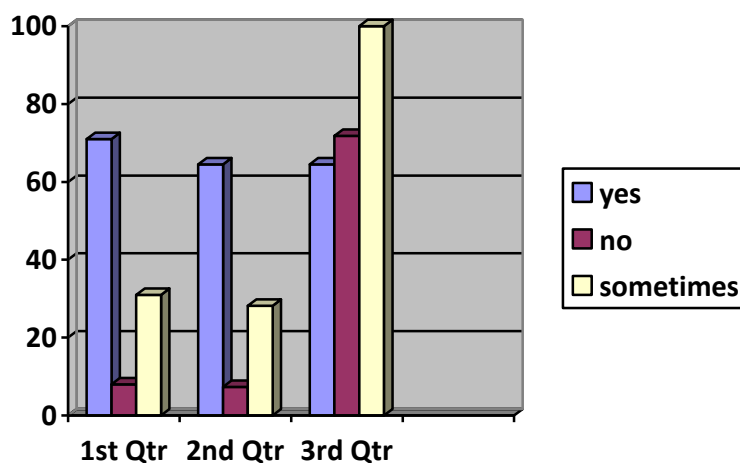
### Inferences:

Majorities of respondents buys online convenience of 28.

## 6. Interest of respondents

Table 6

| Interest  | Frequently | Percentage | Cumulative percentage |
|-----------|------------|------------|-----------------------|
| Yes       | 71         | 64.5       | 64.5                  |
| No        | 8          | 7.3        | 71.8                  |
| Sometimes | 31         | 28.2       | 100.0                 |
| Total     | 110        | 100.0      |                       |



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 some what interested in sports.

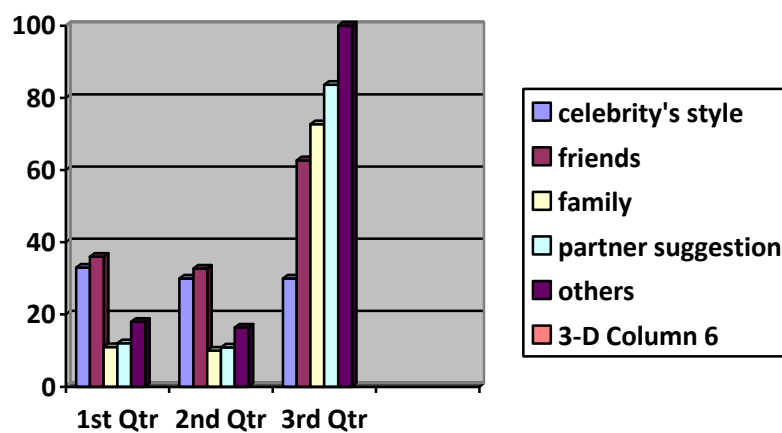
Inferences:

Majority of sometime cumulative percentage is 100.0.

## 7. Encouraging Factor.

Table 7

| Encouraging factor | Frequency | percentage | Cumulative percentage |
|--------------------|-----------|------------|-----------------------|
| 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      |                       |



**Interpretation:**

The table it is inferred as, out of 110 respondents, 33 respondents get encouraged and try buycelebrities style,11 respondents get encourage and try from friends,11 respondents get encourage and try from partners suggestion, 18 respondents encourage and try from others.

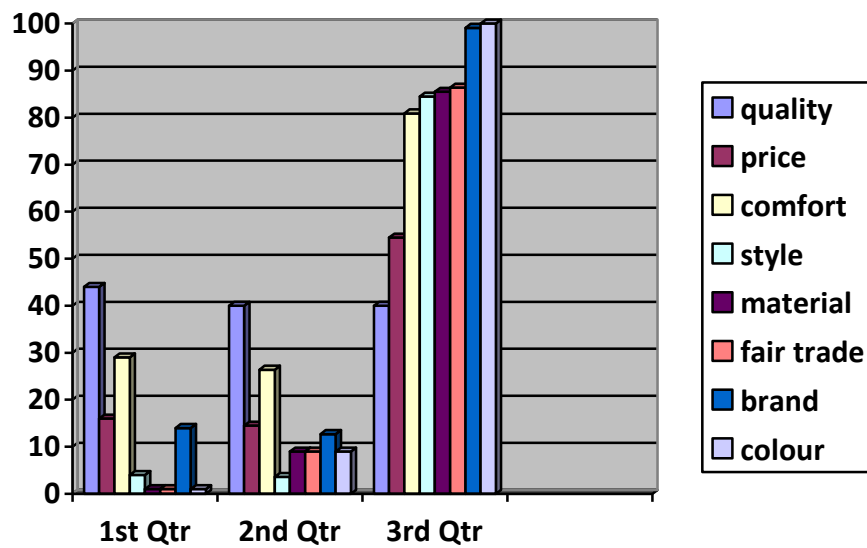
**Interference:**

Majority of respondents others 100.0 percentage.

**8.Criteria for purchasing sports apparel**

Table 8

| Criteria for purchasing sports apparel | Frequency | percentage | Cumulative |
|----------------------------------------|-----------|------------|------------|
| 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          | 84.5       |
| Fair Trade                             | 1         | 9          | 86.4       |
| Brand                                  | 14        | 12.7       | 99.1       |
| Colour                                 | 1         | 9          | 100.0      |
| Total                                  | 110       | 100.0      |            |



### Interpretation:

The above table is inferred as , out of 110, 44 respondents have quality as their criteria for purchase, 16 respondents have price purchase, 29 respondents have comforts as their criteria, purchase 1, style and material , brands as their purchase, 14 and 1 is respondents have colour as their criteria purchase.

### Inferences:

Majority of colours is 100 percentage.

### The reasons for which people preferred while buying online are:

- It has easy return policy.
- It is convenient.
- Easy mode of payments
- Easily compared with others
- More variety/wide range/all under one roof
- Low cost
- Special discounts & genuine price
- Time saving
- Quick & steady purchasing

**The reasons for which people didn't prefer while buying online are:**

- a. Lack of trust
- b. Selling fake/false products
- c. Inconvenient
- d. Defected/poor quality products
- e. Cannot touch & feel the product
- f. Time lag in replacement
- g. Size issue, Late delivery & colours mismatch.

\

## **CHAPTER V**

### **5.1 Finding**

1. Majorities 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.

2. Majorities of 110 respondents, 33 respondents prefer Nike brand, 25 respondents prefer Adidas brand, 15 respondents prefer sport.

3. Reebok brand, 13 respondents prefer Sketchers brand, 8 respondents prefer Puma brand and 16 respondents prefer other brands.

4. Majorities 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.

5. Majorities of 110 partners suggestion, 18 respondents encourage and try from others.

6. Majorities 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.

7. Majorities 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.

## **5.2 Suggestion:**

Any of the consumers feel that the price of the branded sports apparels are costly and it should be made reasonable so that it reach both high income and low

income groups in the society. 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 discounts 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.

### **5.3 Conclusion:**

Through the research paper entitled, “A study on customer satisfaction towards Branded casual shoes”, it is concluded that the demographic variables such as age group, gender are having less impact on the factors of customers satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Branded casual shoes store with respect to the chosen factors. This study also indicates that the customers’ loyalty towards the Branded casual Shoes is also good.

The objective of the study was to identify the main attribute which has major implication on the purchase of sports apparel and it was clearly identified in this study. With the help of Principal Component Analysis we were able to derive the underlying three major components namely Brand and Quality, Fashion and Price consciousness. The main factor being the Brand and Quality is given more preference by the consumers.

The cluster analysis was able to classify the sample into two groups, one being the group of frequent users and other being the non-frequent consumers. We were able to interpret that the frequent users are well aware of the sports apparel 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 apparel brands but may be the future sports apparel consumers. The decision tree was able to identify that the purchase intention of the people is majorly dependent on the attractive and fashionable attribute and Trend followers attribute.

So, the people who purchase sports apparel mostly consider to be attractive and fashionable and these are the same people who follow trends. It can be concluded from the above research paper that there has been a remarkable change in the shoes industry and the buying behaviour of youth has been affected by many factors like design, colour, brand image, discounts, special offers, price etc. There has been a variety in the shoes like Sportswear, Casual wear and Formal shoes.

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## **APPENDIX (Questionnaire)**

1. Name \_\_\_\_\_
2. Gender
  - (a)Female
  - (b) Male
3. Marital Status
  - (a)Married
  - (b) Unmarried
4. Education
  - (a)SSLC
  - (b)HSC
  - (c)UG
  - (d) PG
5. Profession
  - a)Employment
  - (b)Businessman
  - (c) Student
  - (d)other
- 6.How many types of sports shoe brand do you have?
  - (a)Nike
  - (b)Adidas

(c) puma

7. Which of the following brands do you like most?

(a) Nike

(b) Puma

(c) Reebok

8. What factors influence your choices?

(a) price

(b) style

(c) product

9. If the price of your preferred brand increases will you purchase again?

(a) Same brand

(b) Cheaper brand

(c) Any other brand

10. How do you consider the importance of sport shoes?

(a) comfort

(b) price

(c) Durability

11. What factors influence you to go for a particular brand?

(a) Quality

(b) Durability

(c) Variety

12. Do you normally switch over the brand?

(a) yes

(b) No

13.What kind of promotional tool you prefer?

(a) Lucky coupon

(b) Free gift

(c) Discount

14. Are you willing to buy the preferred brand at lower price with negligible quality?

(a) yes

(b)No

15.Do you have a Nike shoe?

(a) Yes

(b)No

16. On a scale 1-5, how will you grade Nike sport shoes brands?

(a)1

(b)2

(c)3

17. Does Nike's company brand name reflect its product quality?

(a)yes

(b)No

18. What do you like in Nike sports shoes? \_\_\_\_\_

19. According to your opinion, What will you recommended Nike producers to do in order to improve sales? \_\_\_\_\_

20. Is there any reason whatever why you will not want to but Nike sports

\_\_\_\_\_