



# A STUDY ON CONSUMER BEHAVIOUR ON SPORT SHOES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

Sport shoes are devised for the purpose of sports and other forms of physical activities like jogging, cycling and sports activities etc.,. But nowadays it is also used by the people as an casual wear too. Due to this situation the manufacturing of the sport shoes is heavily concentrated and the various companies with their specific brands of the sports shoes emerge in the market with heavy competition. Awareness regarding health benefits of physical activities are increasing day-by-day among youths, health conscious adults and even with school children. So, it makes them to go for best sport shoes. Based on these facts more and more companies are entering into the market of sports shoes with their specific brands along with the factors such as price, style, product quality, durability, variety and they attract the consumers through advertisements. So it tend the consumers to go for the particular brand. Nike, Adidas, Reebok and Puma are one of the top 10 sports shoes brands in India. This study indicates that, most of the customer were satisfied towards specific brands of the sports shoes with respect to the chosen factors and the consumer behaviour on sports shoes is also good.

**Keywords:** Sport shoes, manufacturing, marketing, consumer behaviour towards the sport shoes

## INTRODUCTION:

As we know that, many peoples in India are facing some of the health issues, and they are insisted to have the practice of doing the physical exercises. So in such a way the sports shoes are designed for the people who face such problems and normally nowadays these shoes are used as casual wear by the people. The consumer plays a vital role in the searching, purchasing, using and evaluating of various sports shoes according to their choice, taste and preference. The consumer behaviour towards the sports shoes are good

due to its brand, quality, price, durability, use in sport etc and it also satisfies the consumer's through various attributes like stylish, youthful, fashionable, traditional, adventurous and technology driven etc. It has been observed that the consumers get satisfied through the top 10 brands such as Nike, Adidas, Reebok and Puma etc.

### **STATEMENT OF THE PROBLEM:**

To study the perception, buying behaviour and satisfaction of preferred brand among consumers for sport shoes as there are various factors affecting the buying behaviour of the consumer while purchasing sport shoes

### **OBJECTIVES OF THE STUDY:**

- To study the brand preferences of customers from the available brands of sport shoes in the market.
- To find the extent of brand loyalty of customers.
- To study the influence of various aspects on buying behavior.
- To study the usage & brand awareness of shoes product.

### **RESEARCH METHODOLOGY:**

#### **Research Design:**

Descriptive research design is used for the study.

#### **Sample Size:**

The sample size taken for the study is 120 respondents.

#### **Sampling Method:**

Convenient sampling method is adopted for the study.

#### **Sources of data:**

Primary data- It is collected through questionnaire

Secondary data- collected from journals, magazines and website

### **TOOLS USED IN THE STUDY:**

The collected data by the respondents are first classified into two things like in tabular and inference. Further, the following specific tools were used,

- Simple percentage analysis
- Rank analysis
- Weighted average analysis
- Chi – square analysis

## LIMITATIONS OF THE STUDY:

- It involves higher cost.
- Consumers are ready to shell out more money; if a shoe provides more relaxation. But in case of poor people they face the difficulty to purchase the shoes even if it satisfies their needs.
- Companies need to venture into product line extensions, launch new styles, designs that are in coordination with the ever-changing trends of these days to satisfy their consumer's needs.

## REVIEW OF LITERATURE:

**Merin Mary Jayan, Peneena Hanna Mathew. (2015)** 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.

**Jajo, Lunghar. (2016)** 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.

**Swee Seng Chew, Ho Keat Leng. (2016)** 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.

**Ziynet Öndoğana, Arzu Turkey : EDP Sciences, (2016)** 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.

**SCMS Journal of Indian Management, (2017)** 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.

**Monika, Rahulana, et al. (2013)** 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.

**Susan, (1981)** Consumers look into three factors which include perceived value, acceptable price range and willingness to buy when evaluating a product.

**Villwock, (2009)** Each sports shoes launched would have their unique characteristics and usage for a particular purpose or occasion. For example, the Football shoes are produced solely for different football surfaces such as Field Turf, AstroPlay and Natural Grass System. For the artificial yielded would be in a higher peak torque and rotational stiffness than the natural grass surfaces.

**Demangeot & Broderick, (2010)** The national brands use celebrity endorsements to help them promote themselves. The use of celebrities only increased in the recent years due to the media craze and sports companies made use of this as a tool to promote their brand to the public.

**Brown & Eisenhardt, (1995)** With an increasing number of people purchasing sports shoes not solely for sports practice but for a myriad of their individual purpose, it has rapidly created a higher demand in the sports shoe industry. Studies have shown that products in the fashion industry have a fast rate of elimination and therefore companies need to know what the consumer want to retain consumer loyalty. Therefore what the consumer looks for will affect how they evaluate the product before buying it. This study investigates the relevant variables which will affect and impact the client's product evaluation.

**Ohanian, (1991)** Moreover, the actual level of expertise of the celebrity who is endorsing the product need to be high. What is important is the consumer's perception of the celebrity's expertise need to be high.

**Logan et al., (2010)** Studies have shown that some sports shoes have a highly competitive risk of injury for consumers when it comes to the different types footwear used for a particular purpose. The injury risk might increase when individual body weight have different force, stance time and vertical stiffness.

**Monroe & Dodds, (1998)** Price promotion is frequently used to attract customers, as it plays a significant part in consumer's evaluation of the product and could also change consumer's perception of value. In other words, it does not mean that if the product is set a lower price, the customers are more willing to evaluate the product of higher quality. Consumers may think that the company is having a price

promotion because the sports shoes is made of inferior quality materials or the shoe might be out of fashion trend. Thus, it is detrimental to the company's branding.

**Kotler, (2002)** Promotional items could change consumer behaviour and brand awareness towards the product. Depending on the need of the product, consumer's decision and evaluation changes when the item is on discount/promotion during the festival or seasonal season.

**Chen, (2008)** conducted 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 examine 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.

## OVERVIEW OF THE BRAND OF SPORTS SHOES :

### NIKE:

Nike is an American multinational corporation that is engaged in the Design, Development, Manufacturing and Worldwide Marketing and Sales of:

- ✓ Footwear
- ✓ Apparel
- ✓ Equipment
- ✓ Accessories and Services.

Nike was founded in January 25, 1964.

Headquarters: Beaverton, Oregon, United states.

Founder: Bill Bowerman & Phil Knight.

CEO: Mark Parker

### ADIDAS:

Adidas is a multinational firm which was founded in 1948. This was first specialized in designing and manufacturing of sports clothing and accessories. The company is base in Herzogenaurach, Bavaria, Germany. Adidas AG group consist of the Reebok sportswear company, TaylorMade-Adidas golf company (including Ashworth), Rockport, and 9.1% of FC Bayern Munich. The company also produces bags, shirts, watches, eyewear, and other sports- and clothing-related goods. It is considered Number one manufacturer of sportswear in both Germany and Europe. The company was founded by Adolf Dessler

who used the his nickname Adi and the first initials of his last name. Adidas' revenue for the year of 2012 is €14.48 billion.

## REEBOK:

Founded in England in 1895 as J.W.Foster and Sons, a manufacturer of track shoes. Renamed Reebok in 1958. North American distribution rights purchased by Paul Fireman in 1979.

## PUMA:

Puma is a German company that established in 1948 by Rudolf Dassler. Puma produces sport categories such as sport shoes and sport clothing for different types of sports like football and golf. Puma is considered as the third successful brand at this field; the other two companies are Nike and Adidas. The most commonly made Puma products are the athletic Puma shoes and that due to the fact that the first puma's products were shoes. For more details, Puma first football sneaker was produced in 1948 and it was worn in the first football match after the war by the Herbert Burdenski; the scorer who scored the first goal after the war (Puma,n.d.). As well as that, 48% of Puma profits from footwear which makes it the most selling Puma product (Puma, 2013). Puma shoes contain different types of sneakers for different types of sports such as running shoes, football shoes and cricket shoes.

## DATA ANALYSIS AND INTERPRETATION:

### SIMPLE PERCENTAGE ANALYSIS:

**Table 1: GENDER OF THE RESPONDENTS**

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	71	59.2%
2	Female	49	40.8%
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Primary data

### INTREPRETATION:

The above table reveals that the Gender of respondents. 59.2% of respondents are male and 40.8% of respondents are female.

**RANKING ANALYSIS:****Table 2:RESPONDENT'S RANKING TOWARDS THE ATTRIBUTES OF BUYING THE SPORT SHOES**

<b>FACTORS</b>	<b>1(5)</b>	<b>2(4)</b>	<b>3(3)</b>	<b>4(2)</b>	<b>5(1)</b>	<b>TOTAL</b>	<b>RANK</b>
Brand	16	6	21	42	35	120	II
	80	24	63	84	35	286	
Comfort	12	19	10	41	38	120	II
	60	76	30	82	38	286	
Durability	16	10	21	40	33	120	I
	80	40	63	80	33	296	
Price	9	15	22	40	34	120	III
	45	60	66	80	34	285	
Quality	18	5	18	41	38	120	IV
	90	20	54	82	38	284	

**INTERPRETATION:**

The above table shows the ranking towards attributes of buying sports shoes by the respondents. From the analysis it is understood that the respondents have given 1<sup>st</sup> rank to durability, 2<sup>nd</sup> rank to both brand and comfort, 3<sup>rd</sup> rank to price, and 4<sup>th</sup> rank to quality.

Hence it is concluded that the durability is the reason for buying sports shoes and ranked higher by the respondents.

**WEIGHTED AVRERAGE ANALYSIS:****Table 3:SATISFACTION ON THE ATTRIBUTES IN BUYING SPORTS SHOES  
OF THE RESPONDENTS**

<b>FACTORS</b>	<b>1(5)</b>	<b>2(4)</b>	<b>3(3)</b>	<b>4(2)</b>	<b>5(1)</b>	<b>TOTAL</b>	<b>MEAN SCORE</b>
Stylish	55	41	21	3	0	120	4.23
	275	164	63	6	0	508	
Youthful	46	48	18	8	0	120	4.10
	230	192	54	16	0	492	
Traditional	33	39	26	20	2	120	3.68
	165	156	78	40	2	441	
Fashionable	47	42	21	10	0	120	4.05
	235	168	63	20	0	486	
Adventurous	39	46	24	8	3	120	3.92
	195	184	72	16	3	470	
Technology driven	39	45	26	8	2	120	3.93
	195	180	78	16	2	471	



## INTERPRETATION

The above table justifies the satisfactory level towards sports shoes. The highest mean score or average is rises to 4.23 for the attributes of buying sport shoes.

## CHI-SQUARE ANALYSIS:

**Table 4:RELATIONSHIP BETWEEN GENDER AND AREA OF PURCHASE OF SPORTS SHOES BY THE RESPONDENTS**

S.NO	GENDER	Area of purchase				Total
		Showroom	Direct from manufacturer	Road side shop	Mode of online	
1	Male	24	13	17	17	71
2	Female	20	5	12	12	49
	<b>TOTAL</b>	<b>44</b>	<b>18</b>	<b>29</b>	<b>29</b>	<b>120</b>

To find out the relationship between gender and area of purchase of sports shoes by the respondents.

## HYPOTHESIS:

There is no significant relationship between gender and area of purchase of sports shoes by the respondents.

## CHI-SQUARE TEST

## INTERPRETATION:

Factors	Calculation	Df	Table value	Remarks
Area of purchase	1.666	3	7.82	Accepted

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is more than the table value. Hence the hypothesis is accepted. So there is no relationship between gender and area of purchase of sports shoes by the respondents.

## **FINDINGS:**

### **PERCENTAGE ANALYSIS:**

Majority 59.2% of the respondents are male.

### **AVERAGE RANKING ANALYSIS:**

The above table shows the ranking towards attributes of buying sports shoes by the respondents. From the analysis it is understood that the respondents have given 1<sup>st</sup> rank to durability, 2<sup>nd</sup> rank to both brand and comfort, 3<sup>rd</sup> rank to price, and 4<sup>th</sup> rank to quality.

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### **WEIGHTED AVERAGE ANALYSIS:**

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### **CHI-SQUARE ANALYSIS:**

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### **SUGGESTION:**

- Create a comprehensive marketing strategy.
- The person who sells the sports shoes should monitor the satisfaction of their customers on a regular basis using standardized surveys.

### **CONCLUSION:**

Through the research paper entitled, “Consumer behaviour on sport shoes at Coimbatore city” it is concluded that the demographic variables such as age group, gender are having more impact on the factors of customer’s satisfaction. The research outcome also indicates that, most of the customer were satisfied towards specific brands of the sports shoes with respect to the chosen factors. This study also indicates that the consumer behaviour on sports shoes is also good.

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