

A Survey on the Branding Trend of Sports Shoes Among the Students in Lakshmibai National Institute of Physical Education

Dr. Ashish Phulkar

Associate Professor, LNIPE, Gwalior

Emerith Vayuna

M.PEd, LNIPE Gwalior

ABSTRACT

From the 20th century, that was mass production of athletic footwear which was made easily available to the general public. As amateur athletes became professional, they influences the maturity of sports and athletic shoes became more specific and specialized. The purpose of the study was to do survey on Branding trends of Sports Shoes amongst the students of LNIPE, Gwalior. For the purpose of the study, 100 students of Lakshmibai National Institute of Physical Education (LNIPE) from 10 different match practice were selected namely; Football, Basketball, Yoga, Swimming, Weight lifting, Hockey, Track & Field, Judo, Badminton and Cricket, in order to get different views of different students.

A questionnaire was administered with a list of closed ended questions, with the option namely: Strongly agree, Agree, Maybe, Disagree and strongly disagree was distributed among 100 students of LNIPE from ten different match practices. The percentile method was used to do the analysis of the data by representing it in the Pie and Bar chart diagram. The results of the study revealed that the majority of the students prefer to use the Nike (33%) brand, followed by Adidas (22 %) and Asics (21%). The least preferred was Puma (1%), Sega (3%) and Reebok (3%). Kalenji a new brand in the market is doing quite well. The results of the study also revealed the other aspects such as: preferred Market for Buying the shoes, Endorsement of the favorite player, influence of Advertising, Weight of shoes, increase performance, Comfort ability, influence of Idol, Discount and promotion factor, fashion, quality, durability ,Lower price with lower quality, switch over another brand aspects.

Keywords : Brand, Trends, Consumer Behavior, Customer Loyalty.

Introduction

The shoe evolution is dated back 10,000 years, originating from the need for protection from rough terrain. Long ago the Egyptians used the sandals for any kind of sports. By the end of 1970's, the U.S sports company started concentrating on general pursuit of fitness for individuals. The American pioneers Bill Bowerman, Jeff Johnson and Phil Knight, who is the founder of Nike Brand started developing shoes and making great innovations on full length cushioned midsoles cushioned midsoles to running shoes, the air cushioning and the waffle sole.

Shoe makers started to develop shoe by working on the biomechanical ergonomic footwear design. Testing was being done regularly to test performance and comfort ability in order to bring more improvements. Advanced technological and biomechanical research has made athletic shoes more specialized, more functional, more technical and more expensive. Many sports star started to advertised and endorsed those sports brands, which has drastically influenced the general public interest. The public seeks more comfortability and fashion with the shoes concentrating on the lifestyle. The purpose of the study was to find out the branding trend of sports shoes used among the students of Lakshmibai National Institute of Physical Education (LNIPE).

Methodology

The study was conducted to find out the branding trend of sports shoes used among the students of Lakshmibai National Institute of Physical Education (LNIPE) with specific objectives to findout the following trends like;

- popularity of sports shoes
- mentality of the students of
- whether the students of LNIPE is satisfied with the Brand and quality
- students are matching with the new branded trend in the world.
- evaluate whether the Brand name affects the buying behavior of the students

For the purpose of the study A questionnaire was prepared with a list of closed ended questions, with the option namely: Strongly agree, Agree, Maybe, Disagree and strongly disagree was distributed among 100 students of B.P.Ed & M.PED of LNIPE, Gwalior. 10 different match practices were chosen randomly and from each of the match practice 10 (Male -05 and female-05) students were selected.

The students answered a series of 16 questions without any influence. Before distributing the questionnaire. A trial was done among 5 students randomly, to check if there was any type of confusion and to see the time taken to fill up the questionnaire. All the questionnaires which were distributed among the students were well understood by

them without any confusion and the time taken to fill up the questionnaire was 2 minutes on average. There were simple and very clear questions which helped to collect quality of data without any type of bias. The percentile method was used to do the analysis of the data by representing it in the Pie and Bar chart diagram.

Results

The statistical analysis of the data collected on 100 (Male & Female) students of LNIPE, Gwalior from 10 randomly selected match practices is given below:

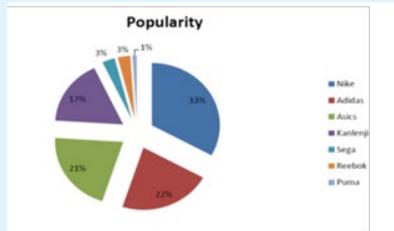


Figure 1 : The most popular running shoe in LNIPE and the least preferred one.

Figure 1 shows that the majority of the students prefer to use the Nike brand, following by Adidas and Asics. The least preferred was Puma, Sega and Reebok. Kalenji a new brand in the market is doing quite well.

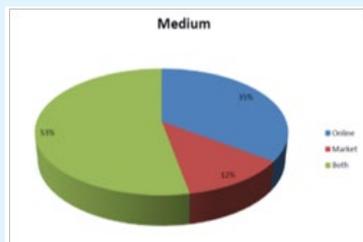


Figure 2 : The Platform students Use to Buy the Shoes

As per figure 2, students are using online marketing more than retail marketing

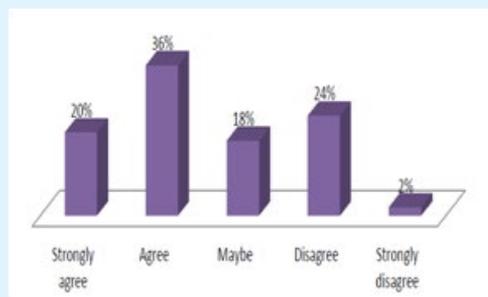


Figure 3 : The Brand Endorsement of Favorite celebrities

Figure 3. shows that 36 % students agrees with the brand that are endorsed by their Favorite celebrities and 24% strongly disagree

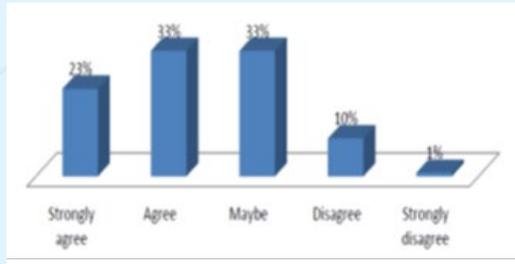


Figure 4 : Influence of Advertising

As shown in figure 4, 33 % students agree that they are influenced by the advertising while purchasing the brand.

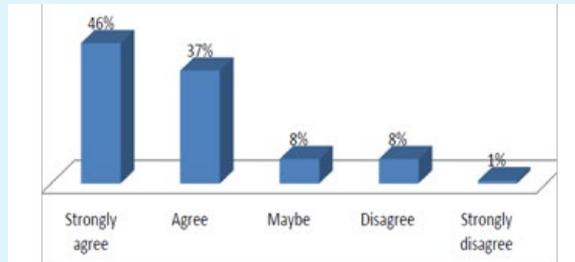


Figure 5 : Weight of Shoes

As shown in Figure 5, respondents stated that Weight is a key factor of doing their running shoe Selection. We can see that 46 % of the students Strongly Agree and 37 % of the students agree Which shows that weight is an essential factor for the selection of their shoes.

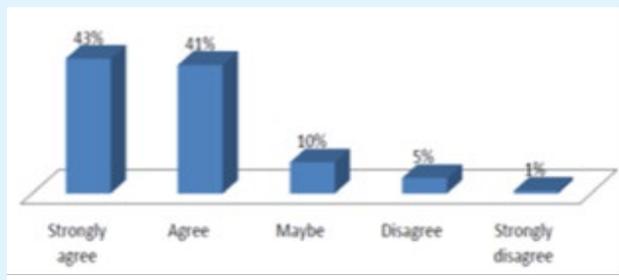


Figure 6 : Increase Performance

As shown in Figure 6, students have strongly agree that particular branded running shoes makes them feel more energetic, maximizes their energy and hence increase their

performance

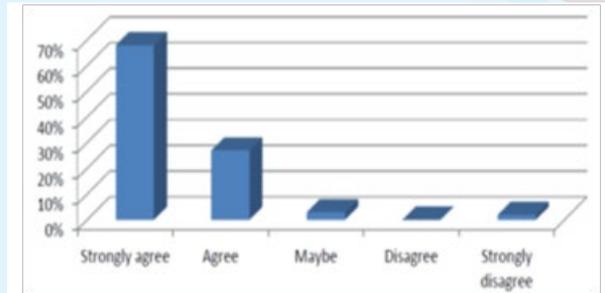


Figure 7 : Is Comfort ability an essential factor?

As shown in figure 7, 68% students proved that comfort ability is an essential factor for using a particular brand of running shoe.

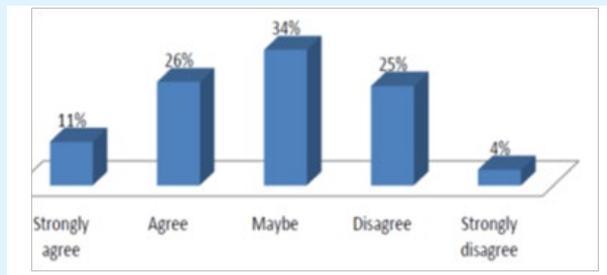


Figure 8 : Influence of idol celebrities on their purchase of shoe

As shown in figure 8, that the students are not greatly influence by their idol celebrities for the Purchase of their particular branded running shoes.

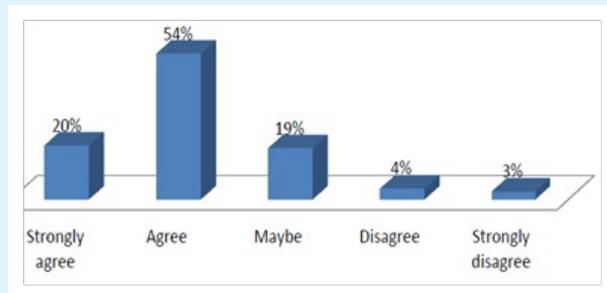


Figure 9 : Discounts and Promotion as a factor

As shown in Figure 9, everyone is influenced by discount or any type of promotion.

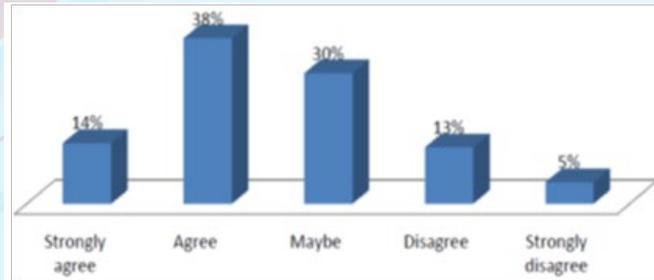


Figure 10 : Importance of fashion for the selection of their running shoes.

As shown in figure 10, there were mixed concern on whether fashion influence them to buy a shoes.

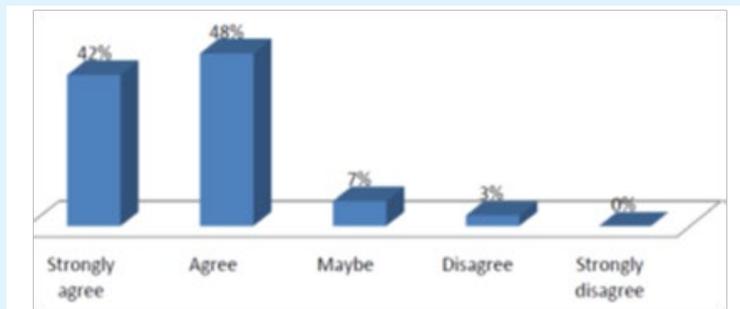


Figure 11 : Quality as a concern.

As shown in Figure-11 . Quality is an essential factor when an individual is doing any type of purchase. From the above bar diagram, it can be clearly seen and it is obvious that quality does matter. Quality is the first and foremost factor before making any purchase decision.

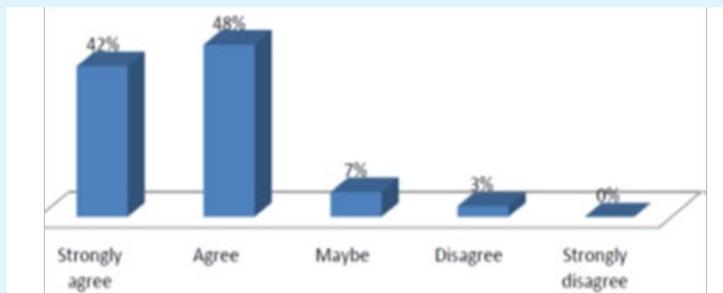


Figure 12 : Durability as a factor

As shown in Figure 12, With quality, comes durability. It is correlated. As the quality factor had a big influence, here also durability is a great concern for the purchasing decision. As per the bar chart, students of LNIPE, majority of them that is more than 85 % have agreed that durability is of great concern.

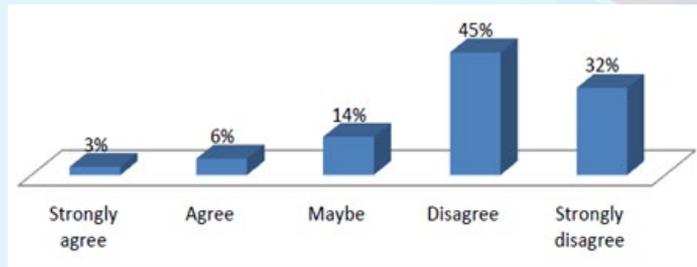


Figure 13 : Make a purchase at lower price with a lower quality?

As shown in figure 13, nowadays high copy is very popular in the market. It is a way cheaper than the original one and looks just like the original, but the quality, durability, comfortability and other concern factors would not be same as the original one. Thus as per the diagram we can notice that 72 % of the students have disagreed with a branded running shoes at a lower price with a lower quality.

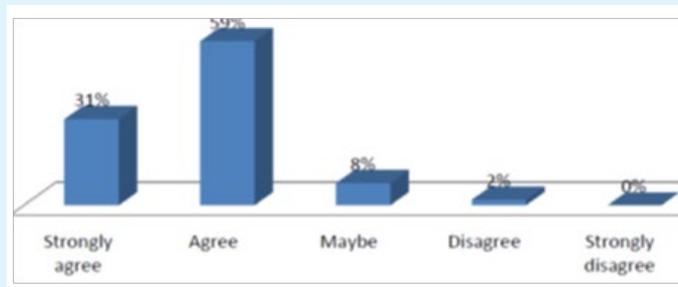


Figure 14 : Brand as Factor

As shown in Figure 14 Almost everyone likes wearing ‘branded things’. The popular branded products offer a real quality with all its comfort, looks and many desirable things an individual seeks for. From the above results, it is clearly seen that brand does matter while making their purchase of their particular shoe, as more than 89% have agreed that brand does matter.

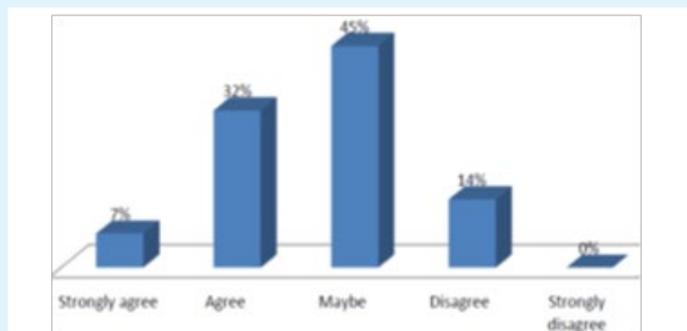


Figure 15 : Switching over another brand?

As shown in figure 15. students of LNIPE do not usually stick to one brand. They can switch over on their next purchase. However, there are a group of students who are loyal to a particular brand.

Discussion of Findings

The purpose of the study was to find out about the popularity of branded sports running shoes among the students of Lakshmibai National Institute of Physical Education (LNIPE). As the study focused on the mentality of the students of LNIPE towards the branded sports shoes. The reason why the particular athlete opted for that particular shoes and what were the factors that influenced their purchase of their sports shoes. For this study, 100 students were selected from 10 different match practice which was randomly chosen. It included B.P.Ed and M. P. Ed. students which furthermore involved the boys and the girls respectively.

The most popular sports running shoes which being used and preferred by the students was the brand Nike with 33% of response rate, followed by the brand Adidas with 22%, followed by Asics 21% and Kalenji with 17%. The least worn or least preferred brand was the Sega, Rebook and Puma with 2 and 1 % respectively.

Moreover the students preferred to do their purchase online mostly with 53% response rate, however 35% of the students opted for online only as it is very flexible to make the purchase and 12% opted for the offline marketing that it buying from the showroom because of trust factors

Conclusions

Based on the analysis and within the limitations of the present study, it was concluded that.

In the questionnaire many factors was listed down to assess the mentality of the students towards their particular branded shoes. There were many factors which affect their purchasing decision and many factors which did not have great influence on them.

Factors which had great influenced on their purchase mostly were the brand. The goodwill of the brand had a great impact on the students. Some strong factors which had great impact on the students for the use and the purchase of their particular branded shoes were the basic and essential factors such the: quality, comfort ability, durability, weight, performance and fashion. Moreover the discounts and promotion factors encouraged them for the purchase.

However some factors such as the advertising, shoes used by their sports idol and using a high copy sports shoe did not had such great impact on them. As being a physical education student the students had their own perception before they make their purchase

References:

- Cavanagh, P. R. (1980). *The Running Shoe Book*. Mountain View, Calif.: Anderson World.
- Chaudhary, R., & Jain, K. (2013). A Study of Purchase Behavior Towards Branded Sports Shoes in National Capital Region. *ZENITH International Journal of Business Economics & Management Research*. 3(12), page 68 - 81.
- Cheskin, M. P. (1987). *The complete Handbook of Athletic Footwear*. New York: Fairchild Publications.
- Grossmanova, M., Vojtkova, M. & Kita, P. (2009). Role of Brand Loyalty in Purchase of Sports Shoes. *Budapest Management Review*. 40 (6), page 60 to 67.
- Gupta, D. K. (2007). *Impact of celebrity endorsement on consumer buying behavior and brand building*. Guru Jambheshwar University of Science and Technology.
- Malhan, S., Khanna, P., & Anjum, B. (2018). Factors Affecting Brand Loyalty of Branded Sport Shoes in Athletic Footwear Industry. *IKG Punjab University Jalandhar*. Vol 7 page 745 – 756
- Mogano, M., Kwelegano. S., Thebe. V., & Akpata. D. (2015). Purchasing Preferences for Sports Shoes. *African Journal for Physical Health Education, Recreation and Dance*. Vol 21, 1 June 2015, page 574 – 585.
- Paetz, F. & Semmler, R. (2018). Consumer's sport preference as a predictor for his/her response to brand personality. *African Journal for Physical Health Education, Recreation and Dance*. page 61 – 66.
- Sudhakar, R., Singhania, S. K., Iyer, A., & Kesarwani, A. (2014). A Study on Buying Behavior of Indian Consumers Regarding Shoes. *International Journal of Marketing and Techonology*. 4(3), page 31 – 43.

[BACK TO INDEX](#)