



A STUDY ON BRAND AWARENESS AMONG SPORTSMAN'S WITH SPECIAL REFERENCES TO SPORTS WEARS, CHENNAI

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ABSTRACT:

The project entitled as “Brand Awareness among Sportsman’s with SpecialReference to sports wears, Chennai”. The main objective of the project is know the various behavior of consumers while they willing to purchase sports wear. The study is based on the Brand awareness of the consumers by the factors of gender,age, occupation and education qualification. In this study, research methodology consists of research design and data. The research design is descriptive in nature. The total population size is infinity, and the sample size is about 110. The study carried out at Chennai. A set of statistical tools were used such as CHI-SQUARE, ANOVA. Most of the consumers aware of the sports wears from TV advertisements.The quality and comfortable of the consumers are varying from one consumer to another. The product price is little high for middle class customer.

Key words: Sportsman, Sportswear, Brand awareness

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INTRODUCTION

The sports industry refers to the collection of businesses, organizations, and individuals involved in the production, promotion, and consumption of sports-related products, services, and events. The sports business means many different things to different people. This is a truly global industry, and sports stir up deep passion within spectators and players alike in countries around the world. To business people, sports provide a lucrative and continually growing marketplace worthy of immense investment. To athletes, sports may lead to high levels of personal achievement, and to professionals, sports can bring fame and fortune. To facilities developers and local governments, sports are away to build revenue from tourists and local fans.

Sports are deeply ingrained in education, from elementary through university levels.

Indian sports products have been exported for global events. For the 2014 FIFA World Cup in Brazil, Jalandhar supplied 80,000 soccer balls, whereas Meerut supplied training and practice kits such as free-kick dummies, corner flags, cone markers and linesmen flags. India has emerged as the leading international sourcing destination for inflatable balls and other sports goods for international brands such as Mitre, Lotto, Umbro and Wilson.

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. Brand awareness plays a huge part in the success of brands. There are many different ways to market a brand in order for it to display a certain image in the minds of consumers. It can be a logo, a name, a color etc. that links itself to a brand in the mind of the consumer. Brand awareness and recognition is a step for marketers in communications as it affects the consumer choices that are made when it comes to the point of purchasing. A brand that is more well-known than others is more likely to be chosen for purchase over a brand where little is known about them.

LITERATURE REVIEW

Kotler (2000) A traditional definition of a brand was: "the name associated with one or more items in the product line that is used to identify the source of character of the item". Rooney, (1995) Defines brand equity as a set of assets and liabilities linked to a brand's name and symbol that adds to or subtracts from the value provided by a product or service to a customer. However, many factors can be attributed to the value of the brand for example awareness, recall and recognition. Brand equity as a differentiating factor that can influence consumers' response to brand's marketing activities. In an attempt to define the relationship between customers and brands, the term brand equity in the marketing literature emerged. There have been different perspectives or considering brand equity. Aaker (1991) Defines Brand equity as the value that consumers associate with a brand. It is the consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Brand equity refers to consumers' perception rather than any objective indicators. A conceptual framework for measuring customer-based brand equity is developed by using the conceptualization of Aaker's

five dimensions of brand equity. Lassar (1995) Limit the reference of the image dimension to the social dimension, calling it social image as social image contributes more to brand equity. Social image is defined as the consumer's perception of the esteem in which the consumer's social group holds the brand. It includes the attributions a consumer makes and a consumer thinks that others make to the typical user of the brand. Leuthesser (1988) states that the underlying determinants of consumer-based brand equity are that brands provide benefits to consumers by differentiating products, as they facilitate the processing and retrieval of information. Ries and Trout (1985) also stress the importance of the distinctive character of brand positioning in contributing to the success of a brand. Distinctiveness is defined as the degree to which the consumer perceives that a brand is distinct from its competitors. A brand can have a price premium if it is perceived as being different from its competitor. Thakor and Kohli (1996) argue that brand country of origin must also be considered. He defines brand origin as "the place, region or country to which the brand is perceived to belong by its customers". Country of origin is known to lead to associations in the minds of consumers. The country of origin of a product is an extrinsic cue, which, similar to brand name, is known to influence consumers' perceptions. Country of origin refers to the country of origin of a firm or a product. Zeithaml (1988) classify the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes. The intrinsic attributes are related to the physical aspects of a product (e.g. colour, flavour, form and appearance); on the other hand, extrinsic attributes are related to the product, but not in the physical part of this one (e.g. brand name, stamp of quality, price, store, packaging and production information. It's difficult to generalize attributes as they are specific to product categories. Gremler and Brown (1996) define brand loyalty as the attachment that a customer has to a brand and describe different levels of loyalty. Behavioral loyalty is linked to consumer behavior in the marketplace that can be indicated by number of repeated purchases or commitment to rebuy the brand as a primary choice. Cognitive loyalty which means that a brand comes up first in a consumer's mind, when the need to make a purchase decision arises, that is the consumer's first choice. The cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumer recall first. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly (behavioural loyalty). Chaudhuri & Holbrook (2001) mention that brand loyalty is directly related to brand price. Identify price premium as the basic indicator of loyalty. Price premium is defined as the amount a customer will pay for the brand in

comparison with another brand offering similar benefits and it may be high or low and positive or negative depending on the two brands involved in the comparison. Peter and Olson (1993) mention that interaction between the people's emotions, moods, affection and special feelings is called consumer behavior, in other words in environmental events which they exchange ideas and benefits each is called consumer behavior. Buying behavior reflects who purchase product for personal use and not for business purposes. Nigel F. Piercy (1996) in his study "The effects of customer satisfaction measurement: the internal market versus the external market" Reports some of the findings of a recent study of the internal market effects of customer satisfaction measurement, and identifies a number of ways in which use of customer satisfaction information have negative effects within the organization, which may stand in the way of implementation of market strategies of service and quality. G Hankinson - The Journal of Brand Management, 2001 Perspectives on location branding a review of the literature reveals a broad range of academic truly be applied to locations has only received limited attention in the literature.

LIMITATIONS OF THE STUDY

Limited time only offered for the project. Some of the sportsmen were not interested to answer all the queries as per the questionnaire. It was difficult to convince respondents that their feedback was only for statistical purpose not for any other purpose. Some of the respondents were either busy or not interested during the data collection. The respondents are not likely to spend much time for feedback.

OBJECTIVE OF THE STUDY

Primary Objective

Secondary Objective

PRIMARY OBJECTIVE

1. To Study Brand Awareness among Sportsman's with Special Reference to sports wears.

SECONDARY OBJECTIVE

1. To know customers, need and expectation towards sports wears.
2. To know the marketing effectiveness of sports wears.
3. To compare with other brands in the local market.

Based on the objectives the following hypothesis have been framed

H1: There is no significance difference between age and media used by the respondents.

H2: There is no significance difference between occupation and sports.

H3: There is no significance difference between gender and satisfaction level.

H4: There is no significance difference between occupation and brand awareness.

The research will adopt a quantitative approach, using surveys as the primary data collection method. A sample of sportsmen from various sports disciplines has been selected, and their brand awareness, preferences, and purchasing behaviors regarding sports wear was assessed through a structured questionnaire. The sample is randomly selected from different sports person and the the sample size is 110. Simple statistical tools are used, Anova and Chi square test., will be conducted to examine the hypotheses and identify significant relationships.

DATA ANALYSIS AND MAJOR FINDINGS

One-way ANOVA test

H1: There is no significance difference between age and media used by the respondents.

Age	Mean	Std. Deviation	F	PV
Below 20	1.65	1.182	1.405	.252
20 – 25	1.77	1.451		
25 -30	2.50	1.604		
Above 30	3.00	1.732		
Total	1.89	1.410		

Inference:

Since p value (0.252) is greater than 0.05, the null hypothesis is accepted at 5% level of significance. Hence conclude that there is no significance difference between age and media used by the respondents.

One-way ANOVA test

H2: There is no significance difference between occupation and sports.

Occupation	Mean	Std. Deviation	F	PV
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Student	2.32	1.269	.584	.626
Private Employee	2.58	1.180		
Government Employee	2.70	1.160		
Others	2.75	1.500		
Total	2.45	1.231		

Inference:

Since p value (0.626) is greater than 0.05, the null hypothesis is accepted at 5% level of significance. Hence conclude that there is no significance difference between occupation and sports.

Chi-squared test

H3: There is no significance difference between gender and satisfaction level.

Gender	Particulars				Total	F	PV
	Highly Satisfied	Satisfied	Neutral	Dissatisfied			
Male	7	57	13	1	78	4.176 ^a	.243
Female	4	26	1	1	32		
Total	11	83	14	2	110		

Inference:

Since p value (0.243) is greater than 0.05, the null hypothesis is accepted at 5% level of significance. Hence conclude that there is no significance difference between gender and satisfaction level.

Chi-squared test

H4: There is no significance difference between occupation and brand awareness.

Occupation	Particulars			Total	F	PV
	Advertisement	Friends	Relatives			

Student	33	24	3	60	12.575 ^a	0.50
Private Employee	20	13	3	36		
Govt. Employee	4	4	2	10		
Others	0	2	2	4		
Total	57	43	10	110		

Inference:

Since p value (0.50) is greater than 0.05, the null hypothesis is accepted at 5% level of significance. Hence conclude that there is no significance difference occupation and brand awareness.

MAJOR FINDINGS

A majority of 71% of the respondents are in the group of male. A majority of 42% of the respondents are in the group of UG level. A majority of 33% of the respondents are belonging to other sports. A majority of 52% of the respondents are known by advertisement. A majority of 47 % of the respondents are in the age group of 20 – 25 years. A majority of 55% of the respondents are students. A majority of 100% of the respondents are sports players. A majority of 100% of the respondents knows the brand. A majority of 70% of the respondents are known by TV. A majority of 81% of the respondents are suggesting the product to others. A majority of 32% of the respondents tells quality differs.

CONCLUSION

Due to lack of advertisement many people are not aware about sports wears. There are many sports brands available in the market and not even the single brand not concentrates on advertising. Advertising is necessary to build the brand awareness and to sustain their brand in the market with consistency of the brand with brand recognition and brand recall effectively. By understanding the factors that influence brand awareness among sportsmen, marketers can optimize their strategies to effectively engage and capture the attention of this unique target audience. Now it is a perfect time to start giving advertising in media and wall paint advertising that will definitely influence in the mindset of consumers. I hope this study would help the company to know the consumers source of information for the awareness, opinion about the Sports wears and customer way of brand recognition which helps to make improvement in their brand image.

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