A Study on Sustainability and Customer Satisfaction of Brand Preference towards Sports Products with Special Reference to Bishop Heber College Trichy

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Abstract
Customer satisfaction is the most important mission of any service organisation for the sustainable business growth and development. It is a strategy used for understanding their needs and behaviour in order to develop strong relationship with them, good relationship with customer is a heart of business success. The present study the detailed study of customer's satisfaction and brand preference in buying various sports products among sports students. The brands that are concentrated in this study are Nike, Adidas, Reebok and Puma. The survey is mainly focused on the products of these sports brands like shoes, bags, t-shirts, sweat bands. This study also tests the level of satisfaction and the degree of brand preference among sports students.
Keywords: Customer, Sustainable, Satisfaction, Brand.

Introduction

The theory of consumer choice is that the branch of microeconomics that relates preferences to consumption expenditures and to consumer demand curves. It analyses how consumers maximize the desirability of their consumption as measured by their preferences subject to a consumer budget constraint. Consumer preference is defined because the subjective tastes, as measured by utility of varied bundles of products. They allow the buyer to rank these bundle of products consistent with the extent of utility they provide the buyer. Consumer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their business. Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiation. Businesses who succeed in these cut throat environments are the ones that make customer satisfaction an eye element of business strategy.

This study the detailed study of customer's satisfaction and brand preference in buying various sports products among sports students. The brands that are concentrated in this study are Nike, Adidas, Reebok and Puma. The survey is mainly focused on the products of these sports brands like shoes, bags, t-shirts, sweat bands. This study also tests the level of satisfaction and the degree of brand preference

among sports students. From this survey the most liked factor among the students and the most preferred sport brand among students are identified. And the study also extends up to the level of influence of brand name while selecting the sports products. Hence the different sports brand has to improve their defects to capture the prevailing market.

Sports Footwear Industry in India

The popular athletic footwear brands in Indian are Nike, Adidas, Puma and Fila. The customer selects the sport shoes on the basis of versatility and style. Warm-up shoes are the most important among all shoes as they have flat soles. These shoes are used by players for warm up before playing any game. Other types of special sports shoes cannot be used for warm up due to their special feature at the bottom. Warm-up shoes which have sole made up of vulcanised rubber that are of lighter weight and have good quality are in maximum demand. Football and cricket shoes have got the maximum demand all over the world. The demand for these goods is very high abroad. When we compare countries like Korea, Taiwan and china are exporting more sports footwear as compared to Indian. When we compare countries like Korea, Taiwan and china are exporting more sports footwear as compared to Indian

Marketing managers should keep in mind the importance of brand equity when introducing a particular brand into a new market. Marketing managers should also continue to concentrate on the different characteristics and perceptions of consumers. Marketing strategy should vary for different markets. It is important to explore the brand knowledge and beliefs of the customers of a particular segment as well as the projected effects of marketing actions on that segment (Pitta & Katsanis, 1995).

Review of Literature

Paramanand Dasar and Mallikarjummaradi (2013) in their study states that marketers of consumer durables must identify who makes and influences the buying decisions. This will enable the marketer in understanding how consumers influences, different marketing campaigns might be targeted to each type of persons, marketers also examine buyers level of involvement and numbers of brands available to determine consumers buying behaviour.

Rajeswari and Pirkatheeswari (2014) in their study found that among the 10 features that influence the respondents while they purchase the consumer durable goods, the factor "price" ranked first. It was followed by "quality". The factor "Brand image" got third rank and the factor "module/design" got fourth rank.

(Wu, 2015) This study focused on customer's attitude towards brand image and it affected athletes' endorsement on purchase intention. The study undergone primary data collection and applied statistical tools and it was concluded that brand image has certainly positive influence on the purchase intention of consumers also on the athletes' endorsement. Therefore, the companies concentrate on building a strong brand image of the company by implementing the best strategies which affect the purchase intention of the customer.

(Wong Foong Yee, 2008) This study was emphasized on the factors influence the brand loyalty towards sportswear. The influence factors which are brand name, product quality, price, promotion, style, store environment and service quality are been used to identify the influence factor on sportswear.

This study applied ANOVA and Pearson correlation which was revealed that all the factors had a direct association with the brand loyalty, except for style which showed a negative relationship.

(John Bae, 2015) This study emphases on attitude of shopping styles of the people in choosing the brand of a product. This article dealing on decision-making styles of sports products and samples were collected from Japan, Singapore and Taiwan college students. The result exhibited that, the Japan students had a better brand consciousness when compared to Singapore and Taiwan.

Kinuthia et al (2012) the study focused on essential for the organisation to retain its loyal customers. This study carried on sports clothing in the Kenyan market in Nairobi. The research revealed that factors which affect brand loyalty related to swimwear among students of Kenyan university students. The study point out the most used brands among the Kenyan students and found that speedo was the most favoured brand. It was inferred that the dealers of swimwear should focus on attractiveness, prices, sizes, and variety of designs for increasing brand loyalty

Lau et al (2006) this study revealed important factors affecting loyalty in sportswear. Brand loyalty which comprise of two parts hard core brand loyals and brand switchers. Sales promotion impacted brand switching but brand name and style impacted brand.

Objectives of the Study
- To study the awareness of Sports product.
- To study the factor influencing to the customer to buy specific brand
- To analyze the brand preference of branded sports product among sports students in Bishop Heber College Trichy
- To study the customer satisfaction on sports brand among college students in Bishop Heber College Trichy.

Methodology
The present study analyses the satisfaction level of the customers towards sports products and examines the association between the personal profile of the customers and their opinion about sports products. Both primary and secondary data were collected. Total number of sports persons in Bishop Heber College Trichy is the universe of the study. The researcher estimated the sample size is 101 through issuing structured questionnaire among the customers of sports products in Bishop Heber College, Trichy. Convenient random sampling technique is adapted. The secondary data collected from journals, magazines and different websites.

Result and Discussion
Table 1.1 Respondent's Opinion towards Demographic Profile

Personal details	No. of Respondents (101)	Percentage
Age group		
17 to 19	31	30.7
20 to 22	53	52.5
23 to 25	16	15.8
above 26	1	1.0
Gender		
Male	36	35.6
Female	65	64.4
Family members		
2 members	84	83.2
3 to 4	7	6.9
4 to 5	6	5.9
Above 5	3	2.0

Earning members in the respondents' family		
1 Members	51	50.5
2 Members	28	27.7
3Members	12	11.9
4 Members	7	6.9
5Members	3	3.0
Annual income		
Below Rs15000	46	45.5
Rs.16000 to 25000	33	32.7
Rs.26000 to 35000	14	13.9
Above Rs36000	8	7.9

From the above table 1.1 it is shows that 52.5% of the respondents are between the age group of 20 to 22 years. 30.7% of the respondents are between the age group of 17 to 19 years. 15.8% respondents are in the age group of above 23 to 25 and 1.0% of the respondents are in the age of above 26 years. It is the Majority of the respondents (52.5%) are between the age group of 20 to 22 years. With regard to Gender of the respondents 64.4% of the respondents' are male and 35.6%of the respondents' are female. It is the majority (64.4%) of the respondents' are male respondents. 83.2% of the respondents' are having 2family members. 6.9%of the respondents' are having 4 to 6 family members. For the members of family of the respondents 5.9 % of the respondents' are having 7 to 9 family members. 2.0% of the respondents' are having 11 family members. It is the majority (83.2%) of the respondents' are with family members of below3 people. Earning members of the family 50.5% of the respondents' are having 1 earning members in the family. 27.7% of the respondents' are having 2 earning members in the family. 11.9% of the respondents' are having 3 earning members in the family. 6.9% of the respondents' are having 4 earning members in the family.3.0% of the respondents' are having 5 earning members in the family. It is the majority (50.5%) of the respondents' are having 1 earning members in the family. With regard to Annual income of the respondents 45.5% of the respondents' are earning the monthly income from below Rs.15000. 32.7% of the respondents' are earning comes under the category of Rs.16000 to25000.13.9% of the respondents' are earning the monthly income of Rs. 26000to35000.and 7.9% of the respondents' are earning the monthly income of above Rs. 36000.It is the most (45.5%) of the respondents' family are earning the monthly income from below Rs.15000.

Hypothesis Testing

T Test

H0= There is no significant difference between Gender and currently using brand
H1= There is a significant difference between Gender and currently using brand

Table 1.2 T - Test Difference between Gender and Currently Using Brand

S.No	Variable	Female		Male		T value	Sig
		N = 36		N = 65			
		Mean	S.D	Mean	S.D		
1.	Brand	12.0278	3.90228	11.9846	4.07926	.052	.680

Source: Primary source

Interpretation

According to the table1.2 shows that the respondents P value is (0.680) is greater than 0.05 these null hypothesis is accepted. Hence, significant difference between gender and currently using brand.

T- Test
Hypothesis Testing

Ho= There is no significant difference between Type of sports involved and currently using brand.

H1= There is a significant difference between Type of sports involved and currently using brand.

Table 1.3 T Test Difference Between Type of Sports Involved and Currently Using Brand

S.No	Variable	Indoor game		Outdoor game		T value	Sig
		N =26		N = 75			
		Mean	S.D	Mean	S.D		
1.	Brand	12.4231	4.00173	11.8533	4.01246	.624	.916

Source: Primary source

Interpretation

According to table 1.3 shows the respondents P value(0.916) is greater than 0.05, these null hypothesis is accepted .hence the significant difference between type of sports involved and currently using brand.

One Way Anova

H0= There is no significant difference between age and level of satisfaction of brand

H1 = There is a significant difference between age and level satisfaction of brand

Table 1.4 One Way Anova Difference Between Age and Level of Satisfaction of Brand of the Respondents

	Age	No.	Mean	Std. Deviation		Sum of Square	Df	Mean Square	F	Sig
Level of satisfaction	17to19	31	12.4516	4.37294	Between group	44.648	3	14.883	.929	.430
	20to22	53	11.9623	4.00942						
	23to 25	16	11.6250	3.09570	Within group	1553.352	97	16.014		
	above 26	1	60000							
	Total	101	12.0000	3.99750		1598.000	100			

Source: Primary source

Interpretation

According to table 1.4it can be shows that P value (0.430) is greater than 0.05.hence the null hypothesis is accepted. There is no significant difference between age and level of satisfaction in sports students

One Way Anova

H0= There is no significant difference between Monthly income and level of satisfaction of brand

H1 = There is a significant difference between Monthly income and level of satisfaction of brand

Table 1.5 One Way Anova Difference Between Monthly Income Levels of Satisfaction of Brand of the Respondents

	Monthly Income	N	Mean	Std. Deviation		Sum of Square	Df	Mean Square	F	Sig
Level of satisfaction	Below 15000	46	12.6957	4.18924	Between group	110.650	3	36.883	2.405	.072
	16000 to 25000	33	10.9394	4.01512						
	26000 to 35000	14	13.2857	2.97240	Within group	1487.350	97	15.334		
	above 36000	8	110.1250	3.09089						
	Total	**101**	**12.0000**	**3.99750**		**1598.000**	**100**			

 Source: Primary data

Interpretation

According to the table 1.5 it shows that P value (0.072) is greater than 0.05.Hence the null hypothesis is accepted. There is no significant difference between monthly income and level of satisfaction in sports students.

Conclusion

These studies mainly concentrate on the level of satisfaction and the level of brand preference by the sports students regarding the branded sports products in Bishop Heber College. The factors like purchase decision, modes of purchase, level of satisfaction, media through which they came to know are evaluated in detail the brand which is mostly preferred by sports students is found to be NIKE, followed by Adidas, Reebok, and Puma. The level of satisfaction regarding the quality of the products are satisfied by most of the respondents. And they like to suggest their brand to their friends and relative. Hence the company has to concentrate on the advertising their product through television and radios. And the customers are mostly satisfied with the quality of products offered by the company.

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