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## FACTORS DETERMINING THE ROLE OF BRAND IN PURCHASE DECISION OF SPORTSWEAR

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### **Abstract**

Today's sportswear industry is flourishing in India. International brands are entering into the market and people are purchasing different brands of sportswear which results in increment of competition among all companies of sportswear. The purchase decision of a customer is influenced by various factors. Brand plays an important role in determining the purchase decision of sportswear as it has good quality, price, style, service quality and durability, brand name, suitability, comfortability etc. which gives satisfaction to the customers. These all things change the mindset of a customer and make them brand loyal or brand switcher. The objective of this study is to analyse the various factors that determine the role of the brand in purchase decision of sportswear and to identify the most important and least important factor in purchasing branded sportswear. For this study, a structured questionnaire with 5-point Likert scale is used in which 150 respondents participated. The data has been collected from 150 respondents in which most of the respondents are male with the age group of 20 – 30 years, with maximum educational qualification of Under graduation and Nike as their most preferred brand. The findings revealed that brand value plays a vital role in influencing customer to be brand loyal contrasting to it brand pricing is the least important factor which is considered by the customers while purchasing sportswear.

## Introduction

Brand loyalty has been an alarming concern in the recent past for various business firms to consider for effective customer retention and the sportswear industry is no exception to it. Retaining a brand loyal customer is much more cost effective than attracting a new customer. A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors. In layman terms, brand is an idea or image of a specific product or service with which the customer connects with by identifying its name, logo, caption, design, way of presenting, or by the design of the company who owns the idea or image of a specific product or service. Branded sportswear plays a vital role in the global market especially in the Indian markets. The country's economic growth is rapidly changing and moreover peoples' life style, purchase behaviour and purchase power is consistently increasing since globalization. Nowadays, sportswear has become a common and popular factor as it gives young people a relaxed lifestyle, greater adaptability and comfort. Many people use the sports goods for different motive. They use the sportswear like fashion wear. There is a large variety of sportswear present in the market of different brands but individuals prefer only the brand which gives them satisfaction. Customers are ready to pay more for the branded sportswear because it provides them good quality product, features, durability, style, etc. If the existing brand is unable to satisfy the customer, then they switch to some other brand. With the help of marketing strategies, company try to retain the customer and convert them as a loyal customer. There are different degrees of loyalty: Hard core loyal (Brand loyalty), split loyal, shifting loyal and brand switchers. Brand loyalty is the situation in which a consumer purchases the same manufacturers product or service again and again rather than purchasing from different suppliers within the category. A loyal customer is that who doesn't change their brand even after the regular advertisements, promotions, offers and discounts etc. from the competitors. Brand loyal customer results in the increase in the profitability of the firm as the loyal customer will promote the brand through word of mouth. As a result of that, the company also try to provide benefits to their loyal customers and also try to retain them for future. Brand Switchers are those customers who do not remain loyal with one brand and they always use different products or services of different brand. Sportswear industry is a large industry with a variety of sportswear for men, women, kids and many foreign companies enter into the Indian market which increases the competition rapidly. In order to face the competition, branding was introduced by marketers in this industry to have a clear understanding of Indian companies as a marketing strategy to differentiate the branded sportswear. The present study primarily focuses on how customers evaluate role of brand in purchasing decision of sportswear, based on factors like price, quality, durability comfort, etc.

This study explains the importance of the brand while purchasing sportswear products. This study aims at analysing the factors that determines the role of brand in purchase decision of sportswear and to

identify the most important and least important factor in purchasing branded sportswear.

### **Literature Review**

Brand plays a vital role in determining the purchase decisions of consumers in this ever changing and competitive business environment to gain a competitive edge. **Ahmad and Ahmed (2013)** studied the buying behavior of Muslim customers towards sportswear in Malaysia with special regards to brand equity. The research paper mainly focuses upon the buying behavior of Muslim consumers towards sportswear and the comparison of various range of different brands concerning to their brand equity in Malaysia region. The main objectives of the study are to measure the relation between perceived quality and brand equity while identifying the positive relationship between brand awareness and brand equity in order to examine the significant relationship between brand association and brand equity and also to determine how the brand loyalty positively influences the brand equity and examining the relationship between halal branding and brand equity regarding the sportswear Muslim consumers market in Malaysia. The findings were that the perceived quality, brand associations and the brand awareness did have an influence and the reason found out was that the Muslim consumers in Malaysia were satisfied with the quality of the sportswear brands and had sufficient knowledge about the sportswear brand market and were familiar with the brands attributes, intangible benefits and brand class with relative price of the brand.

**Maran, Badrinarayanan and Kumar (2017)** studied the customer purchase behaviour on branded apparels in India. The research paper is about branded products which play important role in market. The objective of the paper is to examine the impact of perceived quality and emotional value on the purchase behaviour towards branded apparel in India. The result came that income factor increases the purchasing pattern of branded apparel product. According to the ranking by customers, the quality factor is in the first position, then colour and design, comfort and style and price are second choice of customers. At last brand developer should develop and place the product according to the customer for product development as well as better business performance.

**Erdumlu, Saricam, Tufekyapan, Cetinkaya and Donmez (2017)** analysed the behaviour of the consumer and the influencing factors of brand loyalty with respect to purchasing sportswear. The main objective of this study is to investigate the profile of sportswear consumers and their loyalty towards the leading sportswear retailers in Turkey. The outcome of the result was that 54.7% of the participants are male and 45.3% of the participants are female. Most of the participants 65.8% are between the ages of 18-23 and 64.7% of them are undergraduate. 56.3% of the participants spent only 0-10% of their monthly income for sportswear. 62.6% of the respondents do shopping once and twice in a year and once-twice in three-month time by 23.2% of the participants. Many of the participants share only 0-10% of their whole apparel purchases to the sportswear purchases.

With respect to the brand loyalty, more than half of the participants 54.74% identified themselves as loyal customers in terms of sportswear products.

**Lau, Chang, Moon and Liu (2006)** critically studied the brand loyalty of sportswear in Hong Kong. This paper talks about brand loyalty of 280 university students, who are in the age group of 18 to 24 years of age. This study focuses on the six brand loyalty factors: product quality, brand name, price, style, promotion, store environment, promotion and service quality to create brand loyalty in consumers and to retain them as loyal customers. A pilot study was done with 20 university students who were aged between 18 to 24 years old. The result showed that most of the students purchased Nike, reebok, Fila and Adidas. The results obtained from the research showed that 80.7% are brand switcher and remaining 19.3% are brand loyal consumers.

**Khoei (2014)** researched on brand loyalty towards sportswear in Iran. This paper reports about brand loyalty and brand personality. The main objective of this research is to distinguish brand loyal consumers in the Kish Island for sportswear market on eight brands. The main aim is to find out different perception on the brand loyalty factors between hardcore loyal consumers and brand switchers. The result came that 94% of the respondents had experience of using sportswear in past year and only 6% didn't use any. The most frequent brands were Adidas as a first and then Nike and Puma.

**Su and Tong (2015)** studied brand personality and brand equity with reference to sportswear industry. This paper is a study about the brand personality. The objective of this paper is to explore the personalities of sportswear brand and their relationship to brand equity using Akers methodology in the sportswear brands. This paper used Akers brand personality framework to investigate the personality of sportswear brands: Competence, Attractiveness, Sincerity, Innovations, Activity, Excitement and ruggedness, sincerity innovation activity, competence and attractiveness Result suggested that the personality of sportswear brands can be described in seven dimension and 53 personality traits. The study identified that four dimensions among all the seven that is competence, attractiveness sincerity and innovation are the positive and important for brand equity.

**Jayan and Mathew (2015)** studied brand preference towards sports apparels. The objectives of this study are: consumer's preference for branded sports apparels. The factors influencing consumers brand preference and the consumer's satisfaction towards their preferred brand. In percentage method Adidas brand was preferred the most by the people and in chi square analysis test result reflected that there is a relationship between monthly income and amount spend and there is no relationship between education qualification and brand preferred. Consumer prefers on the basis of marketing strategies thereafter they make judgement and make buying decisions. Consumer is the king of the market who decides the value of product.

**Mehra (2017)** studied the Factors Influencing Purchase Behaviour of Branded Sports Shoes. This paper explains about factors influencing the consumers to buy branded sports shoes. The objective of this research paper is to explore characteristics of branded sports shoes that have an influence on the purchase behavior of the customers. Exploratory studies are done for this study. The data was collected personally from the persons and each statement was measured on 5 point Likert scale. At last result came that brand loyal preferred buying shoes of their fancied companies whereas innovators preferred shoes with latest trends and technologies. Consumer liked to wear colorful shoes and stylish shoes also.

**Yeesuntes and Buran (2017)** studied the Consumer behaviour on purchasing decisions in buying sports clothes. The main objective of this study is to determine consumer behaviour and marketing mix factors affecting purchasing decision in buying sports clothes in Saraburi Province. The result came that most of the respondents were males, aged between 26-30 years, bachelor degree graduated, single marital status, private company employees, with average monthly income 15,000-20,000 baht.

**Mathew, Minimol and Krishnan (2014)** studied the determinants of brand loyalty towards sports apparel. The main aim of this study is to find out the effect of product quality on brand loyalty of apparel consumers, in the context of organized retailing in India, the effect of style on brand loyalty of apparel consumers in organized retail segment and the effect of brand name on brand loyalty of apparel consumers in Indian organized retail segment. The result came out that there exists a significant relationship between product quality and brand loyalty of apparel consumers. So null hypothesis stands rejected and there is a positive correlation between style and brand loyalty of apparel consumers, but not significant.

**Fard, Ismaeelzadeh and Ramshini(2016)** studied on effect of sports brands on loyalty in sports customer. The objective of this study is to evaluate the effect of sports brand on sport customer loyalty and its components in terms of behaviour and attitude. Survey method is done for this study by collecting 386 samples. Descriptive analysis, spearman correlation coefficient and multiple regressions were used for data analysis. The results showed that the variables of brand have a significant positive correlation with behavioural loyalty but from the components of brand and findings suggest that the level of customer behavioural loyalty among customers of sport brands was higher than attitudinal loyalty but the attitudinal loyalty is at an appropriate level and customer loyalty to brands used in an acceptable level.

**Saliha and sakarya (2014)** studied on evaluation of outdoor sports clothing brand personality by users. The main objective of this study is to evaluate the personality characteristics of the outdoor sport clothing brands and determining the harmony of these personality characteristics with brands. The result came that most of participants are interested in trekking, mountaineering, camping and biking outdoor sports. From factor analysis it

has been found that competence, traditional and androgen were come through and the dimension of excitement was separated into three parts.

**Lim, Kim and Cheong (2016)** studied the factors affecting sportswear buying behaviour towards sportswear. The main objective of this study is to examine the antecedent factors of consumers' purchase intention and willingness to pay for sportswear brands. The respondents were asked to indicate whether each of the listed benefit belongs to the hedonic, symbolic or utilitarian category. Utilitarian like (wearing sensation, practicability, wear ability, material), hedonic like (design, colour, pattern, and feeling), and symbolic like (distinctiveness, expressiveness, image, brand meaning) were selected. The result came that there is a greater impact symbolic benefits purchase intension and they are willingness to pay any amount than the regular brands and opposite to it hedonic and utilitarian benefits were observed. Within the luxury brands of sportswear, the impact of the symbolic benefits on the two dependent variables were greater for the luxury sportswear on the basis of brand extension, when compared to the luxury brands based on co-branding, and basically the opposite patterns were observed for the utilitarian benefits and hedonic.

**Junejo (2018)** studied on factors influencing brand loyalty on sportswear among business students. The objective of this study is to observe key variables that impact on brand loyalty for sportswear marketplace. The key factors that influence brand loyalty are quality, style, price, brand name & store environment and promotion. The result came that two variables that is style and brand name are found. These are impacting on brand loyalty. At last, according to this study sportswear companies can maintain brand loyalty by introducing new style and brand name according to customer taste and preference

**Mburugu, Muthomi and Mwihaki (2012)** studied on Factors influencing brand loyalty in sportswear among Kenyan university students. The main aim of marketing has shifted from winning new customers to the retention of existing ones. The result came from this data is that the price and variety uniqueness of brand, attractiveness, ads, and product, quality, size and brand reputation have no relationship with brand loyalty of sportswear among Kenyan university students the most respondents 47% were loyal to speedo while 24% were loyal to Nike, Addidas, Masuca and Diadara result also shows that 29% of the respondents were not loyal to any brand.

**Yee and Sidek (2008)** studied the influence of brand loyalty on consumer of sportswear. There are many reasons why customers remain loyal to their favourite brand. One reason is brand equity. The purpose of this analysis is to look at the relationship between complete equity and client loyalty towards a well-known athletic wear complete among students attending one of the public universities in Malaysia. The result of this research suggests that satisfaction, resistance to change and affect are consistently the most important dimensions that influence customer loyalty. However, based on this research, it shows that trust and value have no significant relationship with customer loyalty.

**Leong (2011)** studied the public perception and the factors that influence customer. The objective of the study is to examine the respondents on the factors (brand equity and customer satisfaction) that influence customer loyalty in purchasing sportswear in Malaysia. The researcher focused on branded sportswear in Malaysia for instance Nike, Adidas, Puma, and Fila. The sample selected for this study was the customer that consumes branded sportswear in Malaysia. The researcher found that there is relationship between brand equity; customer satisfaction and customer loyalty. Earlier it was found out that customer satisfaction played an important role but now a day's customer loyalty has over taken it.

**Öndoğan, Kılıç, Boz, Tama, Encan and Necef (2016)** studied the sportswear buying behavior of university students. The following study focuses on the awareness of the university students while buying a sportswear. This study was conducted in Ege University which is considered to have a homogeneous structure in terms of students. The result of the study showed that university students were more conscious during the purchase of new garments. When the data of the study was evaluated it was seen that the university students care about the comfort of casual wear and t-shirt has become inevitable for the casual sportswear and active sportswear of university students. When the factors affecting the buying decision of university students were analyzed it was observed that the fitting and comfort comes first. Some other factors like color, design and model also play an important role in making a buying decision. The result of the study showed that textile engineering students gives more attention to technical characteristics during the purchase of the sportswear due to their knowledge, but, aesthetic properties is another important factor which affects the buying decision of the sportsperson. It is also concluded from the study that if the physical education and sports school students guided by the seminar on the properties of the raw materials then they may show a positive attitude while making a purchase decision. When the data which was obtained from the study was analyzed the least affective factor was fashion which means that the students were not more serious about the fashion while making a purchase decision.

**Pillai, Soni, and Naude (2015)** studied the factors as determinants in the purchase choice sporting goods. Sporting goods are capturing the whole market. The main objective of this research paper is to determine the significance that a selected group of factors play in influencing the customer purchase choices of sporting goods. The result suggested that quality is the key factor that influences the purchase choice of sporting goods. 46% of the respondents placed no significant value on brand name and price as influencers of their purchase choice.

**Shinde and Khan (2015)** studied on brand preference in sports apparel in young consumers. The research objective was to understand the consumers brand preference for sports to know from where consumer prefers buying their sports apparel and also to understand the buying behaviour of the consumer and to know the approx. spending of consumers on branded

apparels. Brand name, durability, price, comfort, etc. play an important role in influencing the buyers' perception about the product. In ANOVA test the result came that the preference for product category under sports gear is same. But preference across genders is not the same. The findings of the research paper were that a majority of respondents spend between 1000 to 3000 on sports apparel and 65% of the respondent's brand preference is based on the sports that are involved in.

**Indumathi, Bala and Rao (2018)** studied the determinants of consumer purchase decisions. This paper reflects about awareness of consumer purchasing decisions while purchasing the product. This paper collected the information from different articles and research paper. The articles which are selected for this study are mostly published in different valuable journals with good impact factors all these provides proper knowledge about the brand. At last information gathered by articles said that those consumers will prefer to buy the brand they identify well. A buyer always tentative of buying new product before buying it if there is any negative information they get then they do not buy that product that's why company create good image of their brand.

**Ozturk and Karakas (2016)** studied the determinants of factors influencing brand choice of university students. The objective of this paper is to determine the factors that influence brand attitude and behaviour among college students for the apparel sector. 34.9% were male and 65.1% were female students weighted avg. age within 20 & 23 years' brand preference of college students were investigated in study. Exploratory factor analysis, reliability analysis and confirmatory factor analysis were performed to understand the behaviour of students towards brands. At the end of this study researcher found that discounts and sales promotions by alternative brands are among the effective reasons for students to change brands. Therefore, a firm has to increase various discounts, and promotion sales campaigns.

**Azadi, Yosefi and Eydi (2015)** studied the effects of brand credibility on customer loyalty. The main objective of this study is to explore the effects of brand credibility on customer loyalty of sportswear from the view of physical education students and graduates and that have been conducted in the model of Sweeney and White. Results of the path analysis showed that the model, fitting is good and acceptable. Variables of the customer satisfaction have great effect on the pledge of the loyalty. But between trust and continuous commitment with desire to change no effects were observed by the authors. Due to the financial constraints for domestic producers recommended to focus on improving the quality of the produced goods to carry on in the market by using the periodic surveys, identifying the needs and requirements of the customers, and with creating the diversity and doing new innovations in the design of the sportswear products. Product design for the expectations of the customers gets them customer commitment and loyalty. After this, there is a reduction in the willingness to change their brand.



**Huei, Tat, Sharifuddin and Rasli (2012)** studied the effects of brand equity towards customer loyalty of well-known sportswear brand in Malaysia. The reason for this examination is to break down anyway the respondent's territory unit affected by elements of name unwaveringness towards dynamic wear brands. Past investigation embraced seven components to check inside the Malaysian condition. The seven elements of brand steadfastness are brand name, item quality, value, style, advancement, administration quality and store environment. Brand name has demonstrated solid relationship with entire devotion. The exploration results demonstrated that there is sure and crucial connection between variables of name steadfastness (brand name, item quality, value, style, advancement, and administration quality and store condition) with sportswear brand dedication. Investigation of progressively focused elements that territory unit adequate to the Malaysian air is prescribed so as to get exact data.

**Azadi, Yousefi and Eydi (2016)** studied the impact of the sponsorship in the promoting brand equity of sportswear industry. The main motive to conduct this study is to know that what role does the sponsorship plays in improving the brand equity in the sportswear industry. The result showed that the financial support in sports with 0.41 rate indirectly and through increasing awareness and brand association and customer satisfaction definitely effects on final brand equity and on loyalty also. The study also showed that it has no significant effect on perceived quality. The findings showed that brand awareness and brand association satisfaction and perceived quality, brand loyalty have influenced brand equity.

### **Research Objectives**

- To discover the factors determining the role of the brand in purchase decision of sportswear.
- To identify the most important and least important factor in purchasing branded sportswear.

### **Research Methodology**

**Research Design:** Based on fact finding and survey method, the data is collected by the use of a structured questionnaire and a Likert 5-point scaling is used to find out the factors that determine the role of brand in purchase decision of sportswear and also to test the reliability of the questionnaire. This study is mainly exploratory in nature with demographic description.

**Source of Data:** Both primary and secondary sources of data have been used to collect data. To collect primary data a questionnaire is used and to collect secondary data popular sources like EBSCO and Google Scholar has been used.

**Sampling Plan:** The sampling method used is Convenience Sampling technique to obtain the responses from the customers who have purchased sportswear in the geographical region of Hyderabad, India.

**Sample Size:** The sample size included in this study is 150 respondents, which includes the customers who have purchased sportswear.

**Questionnaire:** The critical variables are obtained and put in a structured questionnaire and are measured in a 5-point Likert scale rating, where 1 denotes strongly disagree and 5 denotes strongly agree. The questionnaire is segregated into two parts, wherein, the first part consisted the important demographic questions and the second part consisted the critical variables related to the role of brand in purchase decision of sportswear.

**Data Analysis Method:** The data is further analyzed using statistical method of exploratory factor analysis. The Varimax rotation technique is used to analyze the factors critically in the IBM SPSS 20.0 software as it reduces the variables into specific factors

### Data Analysis and Interpretations

The collected data is analysed using the 25 variables that were included during the survey that contributes to the role of brand in purchase decision of sportswear;

### Reliability Test

Cronbach's Alpha	N of Items
.905	25

Reliability test checks whether the scale is reliable or not. Here, the Cronbach's Alpha value is 0.905 for all the 25 items which is closer to 1 which is considered to be extremely reliable for further analysis.

### Exploratory Factor Analysis

The KMO measures the sampling adequacy which checks the responses given with the sample are adequate or not. If the KMO value is closer to 1 then it is said to be highly satisfactory. Therefore, we can continue with study but if the KMO value is closer to 0 then the study is not reliable. The KMO for this study is 0.854 which is acceptable and can continue for further study.

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	
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Bartlett's Test of Sphericity	Approx. Chi-Square	
	Df	
	Sig.	

Bartlett's Test measure of sampling adequacy was used to examine the appropriateness of factor analysis. The approximate of chi-square is 1471.370 with degree of freedom which is significant at 0.05 level of significance. The KMO statistic of 0.854 is also greater than 0.50. Therefore, Factor Analysis is considered for further analysis of the data.

### Communalities

	Initial	Extraction
The brand is reputable	1.000	.670
The brand name and image attract me to purchase	1.000	.652
The brand brand name is selected regardless of the price	1.000	.698
The brand refelects my own personality	1.000	.609
I will recommend this brand to someone who seeks my advice	1.000	.633
Next time, I will stay with this brand	1.000	.572
I will switch to other brands if I experience a problem with this brand	1.000	.551
The materials used by the brand are comfortable	1.000	.706
The brand is available in my preferred colour	1.000	.651
The brand has good functional quality	1.000	.714
The brand provides a wide variety of styles	1.000	.549
The styles of the brand are suitable for me	1.000	.685
The styles of the brand are trendy and fashionable	1.000	.598
The style of the brand have distinctive features	1.000	.483
I believe the company that produces this brand	1.000	.445
The brand has sufficient colour	1.000	.670
The window displays for this brand in different stores are attractive	1.000	.575
The brand is available in different outlets that are placed at convenient locations	1.000	.687
The size of the sportswear of this brand fits me very well	1.000	.520
The ads of the brand attract me to purchase	1.000	.570
I feel my brand fulfils my expectation	1.000	.428

The brand provides good value for money	1.000	.619
I feel proud when I purchase a product from my preferred brand	1.000	.516
I intend to keep purchasing my regular brand	1.000	.631
I trust my regular brand overall other brand	1.000	.657

**Communality** can be defined as the sum of squared factor loadings for given number of factors in a row. The communality shows amount of variance in the variables accounted for the factors. The Communality value in the extraction column should be more than 0.4 for further analysis, if the communality value in the extraction column is not more than 0.4 then the particular variable is said to be insignificant. The above table shows that, the communality value for all the 25 variables are more than 0.4 then all the variables are correlated and significant.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.957	31.827	31.827	7.957	31.827	31.827	3.351	13.403	13.403
2	1.597	6.388	38.214	1.597	6.388	38.214	3.229	12.918	26.321
3	1.577	6.307	44.521	1.577	6.307	44.521	3.228	12.910	39.231
4	1.492	5.968	50.490	1.492	5.968	50.490	1.980	7.919	47.151
5	1.348	5.393	55.883	1.348	5.393	55.883	1.801	7.205	54.355
6	1.116	4.465	60.348	1.116	4.465	60.348	1.498	5.993	60.348

The Eigenvalue table is divided into three sub sections that are Initial Eigen Values, Extraction Sums of Squared Loading and Rotation Sums of Squared Loadings. For analysis and interpretation purpose we are only concerned with Rotation Sums of Squared Loadings. Here first factor has 13.403% of variance, the second has 12.918% of variance, the third has 12.910% of variance, the fourth has 7.919% of variance, the fifth has 7.205% of variance and the sixth has 5.993% of variance. All the remaining factors are not significant.

### Rotated Component Matrix

	Component					
	1	2	3	4	5	6
The brand is reputable				.788		
The brand name and image attract me to purchase				.706		
The brand name is selected regardless of the price						.782
The brand reflects my own personality	.514					

I will recommend this brand to someone who seeks my advice	.677					
Next time, I will stay with this brand	.626					
I will switch to other brands if I experience a problem with this brand					.689	
The materials used by the brand are comfortable					.647	
preferred colour The brand is available in my preferred colour		.704				
The brand has good functional quality					.661	
The brand provides a wide variety of styles		.649				
The styles of the brand are suitable for me		.771				
The styles of the brand are trendy and fashionable		.640				
The style of the brand have distinctive features			.494			
I believe the company that produces this brand			.469			
The brand has sufficient colour			.603			
The window displays for this brand in different stores are attractive		.551				
The brand is available in different outlets that are placed at convenient locations			.604			
The size of the sportswear of this brand fits me very well			.776			
The ads of the brand attract me to purchase			.473			
I feel my brand fulfils my expectation			.489			
The brand provides good value for money			.427			
I feel proud when I purchase a product from my preferred brand			.594			
I intend to keep purchasing my regular brand	.685					
I trust my regularbrand overall other brand	.764					

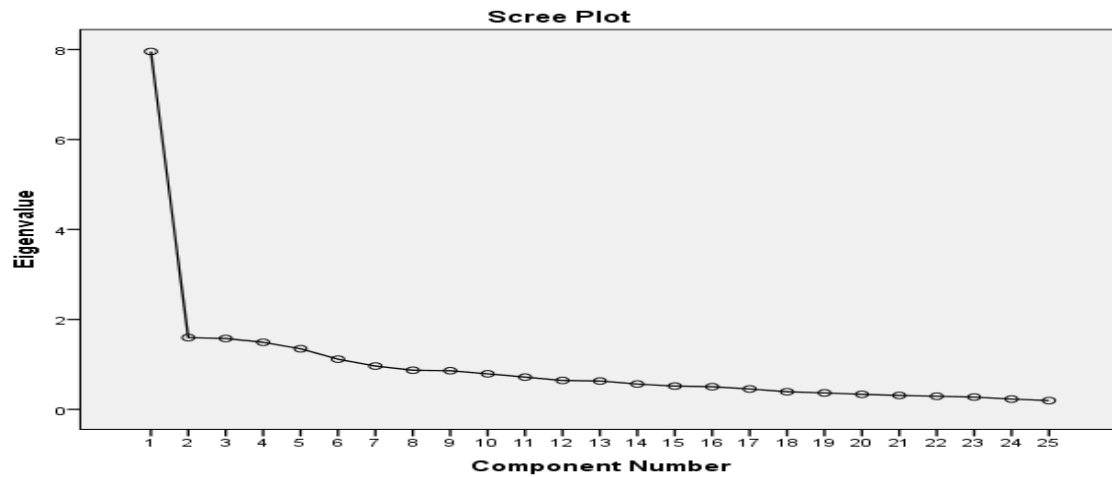
Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

### Scree Plot

The scree plot graphs the Eigenvalue against each factor. We can see from the graph that after factor 2 there is sharp change in the curvature of the scree plot. This shows that after factor 2 onwards indicating that each successive factor is accounting for smaller variation in the data.



### Factor Description

Sl. No.	Variable	Loading Value	Cronbach's Alpha
	<b>Factor 1 - Brand Value</b>		
	The brand reflects my own personality	.514	0.795
	I will recommend this brand to someone who seeks my advice	.677	
	Next time, I will stay with this brand	.626	
	I intend to keep purchasing my regular brand	.685	
	I trust my regular brand overall other brand	.764	
	<b>Factor 2 - Brand Suitability and Experience</b>		
	The brand is available in my preferred colour	.704	0.760
	The brand provides a wide variety of styles	.649	
	The styles of the brand are suitable for me	.771	
	The styles of the brand are trendy and fashionable	.640	
	The window displays for this brand in different stores are attractive	.551	
	<b>Factor 3 - Brand Convenience</b>		
	The style of the brand have distinctive features	.494	0.832
	I believe the company that produces this brand	.469	
	The brand has sufficient colour	.603	
	The brand is available in different outlets that are placed at convenient locations	.604	
	The size of the sportswear of this brand fits me very well	.776	
	The ads of the brand attract me to purchase	.473	
	I feel my brand fulfils my expectation	.489	
	The brand provides good value for money	.427	
	I feel proud when I purchase a product from my preferred brand	.594	
	<b>Factor 4 - Brand Reputation</b>		
	The brand is reputable	.788	0.592
	The brand name and image attract me to purchase	.706	
	<b>Factor 5 - Brand's Perceived Quality</b>		
	I will switch to other brands if I experience a	.689	0.589

	problem with this brand		
	The materials used by the brand are comfortable	.647	
	The brand has good functional quality	.661	
	<b>Factor 6 - Brand Pricing</b>		
	The brand name is selected regardless of the price	.782	0.782

### Factor 1 - Brand Value

Companies can create Brand value for their products by making them memorable, easily recognizable, and superior in quality and reliability. The brand reflects my own personality, I will recommend this brand to someone who seeks my advice, Next time, I will stay with this brand, I intend to keep purchasing my regular brand, I trust my regular brand overall other brand are comes under Brand Value factor. It drives the relation of brand Value with the initial eigenvalue and extracted sums of squared loading value totalling to 7.957 with 31.827% of variance. The rotation sums of squared loading totalled to 3.351 with 13.403% of variance. For these 5 different variables the Cronbach's alpha is 0.795 which showed the reliability of the factor for further analysis.

### Factor 2 - Brand Suitability and Experience

The brand is available in my preferred colour, the brand provides a wide variety of styles, the style of the brand is suitable for me, the style of the brand is trendy and fashionable, the window displays for this brand in different stores are attractive. These all variables come under Brand Suitability and Experience factor with the initial eigenvalue and extracted sums of squared loading value totalling to 1.597 with 6.388% of variance. The rotation sums of squared loading totalled to 3.229 with 12.918% of variance. For these 5 different variables the Cronbach's alpha is 0.760 which showed the reliability of the factor for further analysis.

### Factor 3 - Brand Convenience

Brand Convenience refers to the brand of product that is purchased by the consumers frequently and with minimum effort and thought. The style of the brand has distinctive feature, I believe the company that produces this brand, the brand has sufficient colour, the brand is available in different outlets that are placed in convenient locations, the size of the sportswear of this brand fits me very well, the ads of the brand attract me to purchase, I feel my brand fulfils my expectation, the brand provides good value for money, I feel proud when I purchase a product from my preferred brand. All these variables come under Brand Convenience with the initial eigenvalue and extracted sums of squared loading value totalling to 1.577 with 6.307% of variance. The rotation sums of squared loading totalled to 3.228 with 12.910% of variance. For these 9 different variables the Cronbach's alpha is 0.832 which showed the reliability of the factor for further analysis.

### Factor 4 - Brand Reputation

Brand reputation means consumer trust your company and feel good about the brand while purchasing the product or we can say that how customers react to brand, what they think about the brand, how they talk about brand.

The brand is reputable and the brand name and image attract me to purchase these two variables also represents the Brand Reputation factor with the initial eigenvalue and extracted sums of squared loading value totalling to 1.492 with 5.968% of variance. The rotation sums of squared loading totalled to 1.980 with 7.919% of variance. For these 2 different variables the Cronbach's alpha is 0.592 which showed the reliability of the factor for further analysis.

#### **Factor 5 - Brand's Perceived Quality**

Brand Perceived Quality means overall perception of customer towards the product regarding the functions, features, and comfortability of a service or product that carries its capability to satisfy the needs of the customer. If the customers get all these things, then they prefer same brand and make repeat purchase and on the other hand if customer suffer any problem with quality of the product then they switch to other brand. I will switch to other brands if I experience a problem with this brand, the material used by the brand are comfortable and the brand has good functional quality, these three variables come under Brand Perceived Quality with the initial eigenvalue and extracted sums of squared loading value totalling to 1.348 with 5.393% of variance. The rotation sums of squared loading totalled to 1.801 with 7.205% of variance. For these 3 different variables the Cronbach's alpha is 0.589 which showed the reliability of the factor for further analysis.

#### **Factor 6 - Brand Pricing**

The brand name is selected regardless of the price. This variable derives Brand Pricing factor because Customers who have high brand loyalty are usually ready to pay the additional price for their favourite brand's products that they wanted, as price can't affect their purchase intention easily with the initial eigenvalue and extracted sums of squared loading value totalling to 1.116 with 4.465% of variance. The rotation sums of squared loading totalled to 1.498 with 5.993 % of variance. For these 1 different variables the Cronbach's alpha is 0.782 which showed the reliability of the factor for further analysis.

#### **Findings and Conclusions**

Brand attributes have been an important aspect in this competitive environment to be considered by the different business firms. Maintaining the loyal customer base has been a challenging task for the modern day business firms and customer satisfaction has been an important aspect to be considered. This study examines the various factors which determines the role of brand in purchase decision of sportswear. In order to know the most important and least important factor which decides the role of brand in purchase decision of sportswear, the primary data is made use of, which is collected with the help of a structured questionnaire using 5-point Likert scale to measure the effectiveness of the factors which determines the role of brand in purchase decision of sportswear. The data has been collected from 150 respondents in which most of the respondents are male between the age group of 20 – 30 years of various occupational backgrounds, with



maximum educational qualification of Under graduation and Nike as their most preferred brand.

The collected data is analysed by using Factor Analysis as a statistical tool and the findings revealed that out of 25 variables, 6 major factors were obtained which showed that, the Brand Value plays a vital role in influencing the customer to be brand loyal, and contrasting to it Brand Pricing is the least important factor that is considered by the customers while purchasing sportswear. The overall findings of this study also shows that many respondents preferred branded sportswear because of Brand Convenience, Brand Suitability and Experience, Brand Reputation, Brand's Perceived Quality and Brand Pricing influences the brand loyalty towards sportswear. All these factors showed positive relationships with brand loyalty.

Mainly the respondents are youngsters who have purchased sportswear earlier. Therefore, Sportswear Company should focus more on youth. Today's youth are more brand conscious and therefore, brand managers have to segment and target their products accordingly. Brand manager of sportswear should concentrate on brand loyal customers among their existing customers, so that customer does not switch to other brand.

### **Limitations and Future Directions**

This study explores the factors which determine the role of brand in purchase decision of sportswear. This study also critically examines the most important and the least important factors which determine the role of brand in purchasing sportswear.

The data is collected from the customers who have purchased sportswear and reside in the geographical region of Hyderabad. The time duration of the study was approximately 2 months based on primary data collected from 150 respondents and the secondary data collected through various internet sources. The sample size of 150 respondents may not be a true representation of the whole population as people's perception keeps on changing in the near future and therefore, there is further scope for exploring the specific topic for more in-depth research findings.

Exploratory Factor Analysis is used to determine the factors, instead of which using Confirmatory Factor Analysis could have been a better option. The findings of the study cannot be generalized as it could have personal biases of the researcher and the respondents which is based on convenience sampling and mainly considers the customers who have purchased sportswear. This study has found 6 factors but there is a possibility that in future more factors can influence the customers to purchase branded sportswear. A potential limiting factor in this study could be the response error which some respondents might respond to few set of questions in a haphazard way. The following study can also be done in different geographical areas across the industry in order to get more accurate results and has more scope for further analysis in the near future.

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