

**Original Article**

# A Study on Sports Person's Buying Behaviour Towards Sportswear and Accessories in Nagapattinam Region

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**ABSTRACT:** *This study examines the buying behaviour of sports persons towards sportswear and accessories. The objective is to identify the factors influencing purchase decisions, including brand awareness, product quality, price, comfort, and advertisements. Primary data were collected through a structured questionnaire from sports persons. Statistical tools such as Percentage Analysis, Chi-Square Test, Correlation Analysis, Regression Analysis, and One-Way ANOVA were used for data analysis. The findings reveal that product quality, comfort, and brand image significantly influence purchasing decisions. The study concludes that sports persons prefer sportswear and accessories that provide better performance, durability, and comfort. The findings offer useful insights for sportswear manufacturers and marketers.*

**KEYWORDS:** *Sportswear, Buying Behaviour, Brand Loyalty, Endorsements, Online Reviews, Consumer Preferences.*

## 1. INTRODUCTION

Sports and fitness have become an integral element of modern life in terms of physical health, mental well-being, and social belonging. The increased interest also resulted in a massive boom across the sportswear & accessories aisle as international powerhouses like Nike, Adidas, and Puma are grappling with Indian brands Decathlon, HRX, and Nivia, among others. Sportswear goes far beyond professional athletes. From a lifestyle product, it has slowly transitioned into a lifestyle product being used by students, working professionals, and fitness enthusiasts. Customers are further driven to increasing use of products as a result of the development of fabric technology that provides desirable characteristics such as sweat absorption, puncture resistance, and flexibility. Meanwhile, brand prestige and look & feel or affordability still continue to be important factors driving the purchasing decision.

There are various variables of consumer buying behaviour in sportswear, such as functional and psychological factors, social interaction, and marketing stimuli. Even though the public gets acknowledgment based on what celebrities endorse, and reviews of certain sportswear clothing online, also trigger consumers' perception toward brand trust. Analyzing consumer purchase behaviour is of utmost importance for places like Nagapattinam, where brands are not easily accessible. The objectives of this study are to find the various parameters like product quality, brand image, endorsements, price, and online reviews that affect the buying behavior of sports persons in the Nagapattinam region and try to give valuable suggestions for improving their marketing strategy and high consumer satisfaction level among the sportswear companies.

### 1.1. OBJECTIVES OF THE STUDY

- To evaluate brand awareness and marketing effectiveness among sports persons.
- To identify primary factors influencing purchase decisions.
- To analyze consumer buying patterns and spending behaviour.
- To assess brand loyalty and post-purchase satisfaction.
- To provide suggestions for sportswear companies to improve their strategies.

### 1.2. SCOPE OF THE STUDY

- The study focuses only on sports persons in the Nagapattinam region.
- It looks at how well consumers recognize and recall sportswear brands.
- It examines what influences buying decisions ads, celebrity endorsements, social media, and online reviews.
- It covers how often sports persons buy products and how much they spend.
- It also looks at whether purchases are planned or impulse-based.
- Brand loyalty and post-purchase satisfaction are also measured.
- The findings aim to help sportswear companies improve their products, pricing, and marketing strategies.

### 1.3. LIMITATIONS OF THE STUDY

- The study is limited to the Nagapattinam region, so the findings may not apply to other areas.
- Since only selected respondents were surveyed, the results may not fully represent all types of consumers.
- The data is based on what respondents self-reported, which means personal bias could affect the accuracy.
- The study covers only sportswear and accessories, leaving out other sports-related products.

### 1.4. RESEARCH GAP

This study presents a sole focus on regional consumers whilst dealing with the research on sportswear buying behaviour, most of which have dealt with large urban markets and those aiming towards professional athletes. Although global and national level research gives a general perspective on what consumers prefer, it is difficult to ascertain the challenges faced by sports persons and their buying patterns in semi-urban places like Nagapattinam.

Moreover, previous studies rarely examined the combined effect of emotional brand connect, social media, and celebrity endorsements in driving repeat purchases at the regional level. This study aims to fill that void by examining more closely what affects the sportswear purchasing behaviour of sports persons in Nagapattinam.

## 2. REVIEW OF LITERATURE

Philip Kotler and Kevin Lane Keller explained that consumer buying behaviour is shaped by cultural, social, personal, and psychological factors, emphasizing that well-planned marketing strategies play a crucial role in influencing purchase decisions. David A. Aaker (1996) explained that brand equity plays an important role in buying decisions. Strong brands build trust and loyalty among customers. In sportswear, well-known brands attract athletes because of their quality, reliability, and image, which leads to repeated purchases. Michael R. Solomon (2018) explained that a person's lifestyle and self-identity have a strong influence on their clothing choices. Sports persons, especially, prefer brands that reflect their self-image and personal style, showing that sportswear carries symbolic meaning beyond its practical use.

Bernd Schmitt (1999) introduced experiential marketing, explaining that consumers value not only the product but also the experience associated with it. In sportswear, brands create engaging experiences through events and digital platforms, which build stronger emotional loyalty among consumers. Leon G. Schiffman and Leslie Lazar Kanuk (2014) explained that consumer decisions are influenced by perception, motivation, and learning. In sportswear, comfort and quality are key deciding factors, and past experience strongly affects repeat purchase behaviour. Karthi R, Valaramathi S and Karthiga G (2015) highlighted on their study that understanding the mindset of the customers and satisfying their taste and preferences made many companies succeed in their business.

James F. Engel et al. (1995) developed a consumer decision-making model covering stages from problem recognition to post-purchase behaviour. In sportswear buying, consumers identify their need, search for options, compare brands, and then make a final purchase showing that the process is planned and systematic.

Icek Ajzen (1991) developed the Theory of Planned Behaviour, explaining that purchase decisions are influenced by attitude, subjective norms, and perceived behavioural control. This theory helps understand why athletes choose specific sports accessories based on personal beliefs and social influence. Deloitte (2020) reported that quality and durability are the most important factors in sportswear purchasing decisions. Consumers, especially athletes, often prioritize product performance over price, and good quality sportswear directly increases customer satisfaction.

Euromonitor International (2021) highlighted the rapid growth of the athleisure trend, where sportswear is now worn not just for exercise but also for casual daily use. This shift has helped sports brands reach a much wider audience beyond professional athletes. Frederick F. Reichheld (2003) emphasized that customer loyalty is essential for long-term business success. In the sportswear industry, brands use loyalty programs and quality assurance to retain customers and maintain a strong market position.

## 3. RESEARCH METHODOLOGY

This research provides descriptive research in its methodological design concerning sports persons' purchasing behaviour towards elite athletic gear articles within the Nagapattinam domain. The study was based on a survey that involved the collection of primary data using an easy sampling method from 150 respondents. The questionnaire asked about brand awareness, frequency of purchase, spending, and factors affecting buying decisions. The secondary data was collected through journals, books, and websites to validate the study. Data was analyzed using simple statistical tools such as percentage analysis, charts, and tables to come up with precise conclusions.

### 3.1. RESEARCH DESIGN

This study follows a descriptive research design, which helps in describing the buying behaviour of sports persons toward sportswear products in the Nagapattinam region.

### 3.2. TYPE OF DATA

The present research follows a primary and secondary data approach, which was used in this study to ensure a comprehensive understanding of the research topic.

### 3.3. SOURCES OF DATA

Primary data was collected directly from sports persons through a structured questionnaire. Secondary data was gathered from journals, books, research papers, and websites.

### 3.4. SAMPLING TECHNIQUE

A stratified sampling technique was used to select respondents, ensuring proper representation across different categories of sports persons in the Nagapattinam region.

### 3.5. DATA COLLECTION METHOD

Data was collected using a structured questionnaire distributed to sports persons in both online and offline modes.

### 3.6. TOOLS AND TECHNIQUES FOR DATA ANALYSIS

The collected data were analyzed using the following statistical tools:

- Frequency Analysis
- Correlation
- ANOVA
- Regression
- Chi-Square Test

## 4. DATA ANALYSIS AND INTERPRETATION

### 4.1. CORRELATION ANALYSIS

#### Hypothesis:

**H<sub>0</sub>:** There is no significant relationship between quality preference and willingness to pay a premium price.

**H<sub>1</sub>:** There is a significant relationship between quality preference and willingness to pay a premium price.

**TABLE 1 Correlation Analysis**

Variable	High quality is more important than a low price	Willing to pay a premium price
High quality is more important than a low price	1	-0.04
Sig. (2-tailed)	—	0.63
N	150	150
Willing to pay a premium price	-0.04	1
Sig. (2-tailed)	0.63	—
N	150	150

#### Interpretation:

The Pearson Correlation value between quality preference and willingness to pay a premium price is -0.04, which indicates a very weak negative relationship between the two variables. The significance value is 0.63, which is greater than 0.05. Therefore, the null hypothesis (H<sub>0</sub>) is accepted, concluding that there is no significant relationship between quality preference and willingness to pay a premium price.

### 4.2. REGRESSION ANALYSIS

#### Hypothesis:

**H<sub>0</sub>:** The selected factors do not significantly predict the likelihood of repurchasing from the same sports brand.

**H<sub>1</sub>:** The selected factors significantly predict the likelihood of repurchasing from the same sports brand.

**TABLE 2 Regression**

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	2.61	0.59	—	4.43	0
High quality is more important than low price	-0.09	0.11	-0.07	-0.83	0.41
Online reviews play a significant role	-0.06	0.08	-0.06	-0.77	0.45
Willing to pay a premium price	0.07	0.09	0.07	0.81	0.42
Personal connection with the brand	0.27	0.09	0.24	2.95	0

**Interpretation:**

The R-squared value of **0.06** indicates that the selected variables explain about 6% of the variation in repurchase intention. The ANOVA result shows an F value of 2.49 with a significance of 0.046, which is less than 0.05, meaning the overall model is statistically significant.

Among the individual predictors, personal connection with the brand is the only significant variable ( $\beta = 0.24$ ,  $p = 0.00$ ), suggesting that consumers who feel a sense of status or emotional attachment to a brand are more likely to repurchase from it. The other variables high-quality preference, online reviews, and willingness to pay a premium did not show significant individual effects.

Therefore, the null hypothesis ( $H_0$ ) is partially rejected, and it is concluded that personal connection with the brand is a key predictor of repurchase behaviour in sportswear consumption.

**5. FINDINGS**

- The majority of the respondents are aware of popular sportswear brands, indicating that brand awareness is high among sports persons in the Nagapattinam region.
- Product quality and durability were found to be the most important factors influencing the purchase of sportswear among respondents.
- Celebrity endorsements and social media promotions play a significant role in attracting consumers toward sportswear brands.
- Online reviews and peer recommendations were found to have a moderate influence on the buying decisions of sports persons.
- Most respondents showed planned buying behaviour rather than impulse purchasing when it comes to sportswear products.
- Brand loyalty is found to be moderate, with consumers willing to switch brands if better quality or price is offered by competitors.
- Personal connection and emotional attachment to a brand were found to strongly influence repeat purchase behaviour.

**6. SUGGESTIONS**

- Sportswear brands should focus on building emotional connections with consumers, as personal attachment to a brand is the strongest driver of repeat purchases.
- Companies should invest in brand storytelling, community building, and loyalty programs to strengthen consumer-brand relationships.
- Since quality preference alone does not drive premium pricing acceptance, brands should clearly communicate the value and performance benefits of their products.
- Online reviews should be actively managed, as they have the potential to influence buying decisions when leveraged effectively.
- Further research should explore additional factors that influence repurchase behaviour, as the current model explains only a small portion of the variation.

**7. CONCLUSION**

The present study aims to analyze the examination of sports persons in Nagapattinam with regard to the assortment of sportswear and accessories. The results show that product quality, celebrities, and online reviews are the three main factors that lead to a purchase. Demographics such as age and gender also have a significant influence on consumer behavior. Brand loyalty was also strongly associated with post-purchase satisfaction. Those consumers who have an emotional attachment to a brand tend to repurchase and recommend that particular brand in its entirety. This is indicative of the necessity to build trust and consistent product quality. The sportswear companies need to cultivate ethical practices, powerful digital strategies, and loyalty programs that can retain them as well as attract customers in overseas segments like Nagapattinam. All in all, this survey is useful for regional-level branding towards sports consumers.

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