

DIMENSIONS AFFECTING CONSUMER BEHAVIOR FOR ATHLETIC WEAR FOREIGN BRANDS IN INDIA

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ABSTRACT

Available literature establishes that consumer purchasing behaviour is limited by some key factors. It includes quality, style, durability, price, social influence, advertisements, and sales promotion etc. This study attempts to determine the dimensions which affect the consumer's behavior for athletic wear foreign brands in India and to analyze the impact of ethnocentrism, which protects local products against foreign products and animosity, which distinguishes foreign products between those that are favored and those that are rejected on the basis of a specific country of origin, on the perception of Indian viewers. Data for the study was conveniently collected from 300 respondents from three major north Indian cities. The reliability of data was established using Cronbach's coefficient Alpha. The data reduction technique of factor analysis was used for the introspection of data.

KEYWORDS

Customer Behaviour, Foreign Brands, Athletic Wear, Dimensions, Animosity, Ethnocentrism Etc.

INTRODUCTION

India being a developing country, the demand for global brand products has increased over the years which also include global brands athletic wears (Chiyoun, 2012) Globalization is also one of its causes. There are some factors, which affects the consumer while going for the purchase of foreign brands. The globalization of markets appears to be limited by key social factors still present in the mind of the consumer. One of those factors is ethnocentrism, which protects local products against foreign products. Another factor is animosity, which distinguishes foreign products between those that are favoured and those that are rejected based on a specific country of origin. (Charles W. Richardson, 2012) Both constructs have been defined on a nationalistic basis, and prior research has focused on country-to-country relationships and interaction. However, either construct may not impact similarly one country's consumers. Key antecedents include demographic characteristics of the consumer.

Particularly the first choice brands of the Indian consumers corresponded to socio – cultural characteristics of the country, as the concern of the hierarchy, the collectivism. This research puts forwards a model of the preference of Indian consumers for foreign brand. It draws a conclusion that it is important to understand the symbolic values of prestige required by the India. To be successful in India, the foreign brands have to follow the rules of the games, which govern this market.

Existing research indicates that consumer's perception toward foreign athletic brand in India. The quality, style, durability, price, social influence, advertisements, sales promotion are being increasingly perceived as a tool to increase value for the consumer; as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage (Rajput et al., 2012). This study is about determining the dimensions which affect the consumer's behavior for athletic wear foreign brands in India and to examine intensiveness and effects of consumer ethnocentrism towards global brands in Indian consumers. It also aims at finding out whether there is a significant difference in consumer behavior shown by different consumers on foreign brand athletic wears purchase.

NEED OF STUDY

A review of literature establishes that large numbers of studies are performed on consumer's behavior foreign brands but not much stress is given on athletic wear. Therefore this study concentrate on determining the dimensions which affect the consumer's behavior for athletic wear foreign brands in India and the extent to which the determined dimensions influence the consumer's purchase behaviour shown by different consumers. It examines intensiveness and effects of consumer ethnocentrism towards global brands in Indian consumers.

RESEARCH METHODOLOGY

Questionnaire: The questionnaire consisted of a scale, which contained 17 statements describing the different dimensions affecting consumer behavior for athletic wear foreign brands. Responses to these statements were anchored on a five point Likert scale. The questionnaire also contained questions on the profile of the respondents.

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Table-1: Questionnaire

S. No.	Statements
1	I have a specific foreign athletic brand in my mind when I go for shopping.
2	Brand name of the product influences my purchase decision.
3	The quality of the product has an impact on my purchase decision.
4	The price of a product has an impact on my purchase decision.
5	The Durability of a product is an important consideration while I make a purchase decision.
6	Purchasing a foreign athletic brand helps me in enhancing my social status.
7	Stylish /Aesthetic appearance of an athletic product influences my purchase decision.
8	I purchase a foreign athletic brand because it is very comfortable.
9	I purchase a foreign athletic brand because of variety.
10	I purchase a foreign athletic brand because of its wide availability.
11	I purchase a foreign athletic brand because of my experience.
12	Offers and discounts, affect my purchase decision of a foreign athletic brand.
13	The appeal or attractiveness of advertisements of a foreign athletic brand influences my purchase decision.
14	Brand ambassadors/celebrity endorsements influence my purchase decision.
15	Family member's /friends suggestions influence my purchase decision.
16	Social norms and culture plays an important role in making purchase decision of foreign athletic brand available in India.
17	The place of manufacturing plays an important role in determining my purchase decision.

Sources: Authors Compilation

Sampling and Data Collection

Data for the study was collected with the help of a survey conducted in three prominent cities of north India (Jalandhar, Amritsar, and Ludhiana). The survey was conducted over a six-month period from January 2013 to June 2013. The sampling technique used was convenience sampling. A total of 350 questionnaires were distributed. However, at the end of the survey only 300 usable questionnaires were obtained.

Methodology Used

The reliability of the collected data was established using Cronbach's coefficient Alpha. Its value worked out to .712, which clearly establishes the reliability of the data (Bernardi, 1994, Klassen, 2003). After establishing the reliability of the data, it was reduced by applying data factor analysis. The extraction method used was Principal Component Analysis and the rotation method used was Varimax with Kaiser Normalization (Malhotra, 2007). SPSS 20 was used to analyze the collected data.

DATA ANALYSIS

Demographic profile

Table-2 shows the demographic profile of the respondents. The three demographic variables used were age, occupation and income. Out of the sample, size of 300 respondents majority of the respondents were students included in the age bracket of 18-26. Their household income was between 20,000 to 40,000 Rs. Therefore, we can say this research gives a picture of young Indian buyer's behavior while making a purchase decision.

Table-2: Demographic profile of the respondents (N= 300)

Age		Occupation		Income (In Rupees)	
18-22 Years	115	Student	184	Up to 20,000	71
23-26 Years	134	Business	42	20,000 to 40,000	111
27-30 Years	23	Service	67	40,000 to 60,000	65
Above 30 Years	28	Others	7	60,000 and above	53

Sources: Authors Compilation

The results of data analysis are shown in tables 3 and 4. Only the factors with an Eigen value of over 1.0 and variables which clearly loaded on a factor with factor loadings of .45 or above were retained (Malhotra, 2007). The Kaiser-Meyer-Olkin measure of sample adequacy worked out to .799. The seven-factor solution, which emerged, accounted for a total variance of 73.274 per cent.

Table-3: Rotated Component Matrix

	Component					
	1	2	3	4	5	6
I have a specific foreign athletic brand in mind when I go for shopping.	0.022	-0.055	0.725	0.148	0.38	-0.018
Brand name of the product influences my purchase decision.	0.077	0.058	0.786	0.158	0.065	0.021
The quality of the product has an impact on my purchase decision.	-0.091	0.711	0.027	-0.017	0.25	0.105
The price of a product has an impact on my purchase decision.	0.215	0.532	-0.01	-0.043	-0.034	0.354
The Durability of a product is an important consideration while I make a purchase decision.	0.091	0.603	-0.066	0.101	0.41	0.045
Purchasing a foreign athletic brand helps me in enhancing my social status.	0.15	0.128	0.601	-0.037	-0.186	0.02
Stylish /Aesthetic appearance of an athletic product influences my purchase decision.	0.136	0.648	0.229	0.156	-0.307	-0.076
I purchase a foreign athletic brand because it is very comfortable.	0.051	0.432	0.249	0.435	-0.113	-0.325
I purchase a foreign athletic brand because of variety.	0.01	-0.02	-0.105	0.801	0.108	0.058
I purchase a foreign athletic brand because of its wide availability.	0.257	-0.074	0.222	0.63	-0.003	0.028
I purchase a foreign athletic brand because of my past experience.	0.131	0.272	0.175	0.65	-0.108	0.069
Offers and discounts, affect my purchase decision of a foreign athletic brand.	0.148	0.186	0.044	0.153	0.101	0.829
The appeal or attractiveness of advertisements of a foreign athletic brand influences my purchase decision.	0.067	0.12	0.107	-0.033	0.842	0.061
Brand ambassadors/celebrity endorsements influence my purchase decision.	0.655	-0.041	0.309	0.075	0.001	0.096
Family member's /friends suggestions influence my purchase decision.	0.594	0.138	-0.075	0.136	0.281	-0.376
Social norms and culture plays an important role in making purchase decision of foreign athletic brand available in India.	0.704	0.062	0.04	0.113	-0.101	0.118
The place of manufacturing plays an important role in determining my purchase decision.	0.682	0.092	0.046	0.076	0.077	0.068

Sources: Authors Compilation

Note: Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Nomenclature of the factors

Based on the variables associated with each factor, names have been given to the factors. The names of the factors, along with the variables associated with them and variable loadings are given in the subsequent table. Six factors have been identified out of seventeen variables whose value is greater than 0.5 in the rotated component matrix.

Table-4: Factor Table

		Factors				
Variables	Group Influence	Product Features	Brand status	Augmented Features	Advertisements	Sales Promotion
	Brand ambassadors /celebrity endorsements influence my purchase decision.	The quality of the product has an impact on my purchase decision.	I have a specific foreign athletic brand in mind when I go for shopping.	I purchase a foreign athletic brand because of variety.	The appeal or attractiveness of advertisements of a foreign athletic brand influences my purchase decision.	Offers and discounts, affect my purchase decision of a foreign athletic brand.
	Family member's / friends suggestions influence my purchase decision.	The price of a product has an impact on my purchase decision.	Brand name of the product influences my purchase decision.	I purchase a foreign athletic brand because of its wide availability.		
	Social norms and	The Durability	Purchasing a	I purchase a foreign		

	culture plays an important role in making purchase decision of foreign athletic brand available in India.	of a product is an important consideration while I make a purchase decision.	foreign athletic brand helps me in enhancing my social status.	athletic brand because of my past experience.		
	The place of manufacturing plays an important role in determining my purchase decision.	Stylish / Aesthetic appearance of an athletic product influences my purchase decision.		The appeal or attractiveness of advertisements of a foreign athletic brand influences my purchase decision.		

Sources: Authors Compilation

According to total variance explained table, group influence has more impact on purchasing decision of foreign brands available in India. It has maximum percentage of variance i.e. 11.567%. It includes word of mouth, social circle (friends and peers), family members. Advertisements and sales promotion have least impact on consumer purchasing decisions of foreign brands available in India because brands already have good image in the mind of the customers and customers doesn't go for offers and discounts because they are more concern with quality and features available in the products. Percentage of variance of advertisements and sales promotion are almost same i.e. 7.999% and 6.586% respectively.

CONCLUSIONS

To conclude it can be said that in case of younger generation word of mouth by brand ambassadors / celebrity, family member's social norms and culture play an important role on making consumer purchase decisions. Product quality, price of a product, durability and stylish / aesthetic appearance of an athletic product have high influence on consumer purchasing behavior. Brand status and augmented features are having average impact on consumer purchasing behavior because when buyer goes for purchasing of foreign wear brand products group influence (peers, friends, family, and celebrity) has high effect on consumer purchasing behavior because it gives hedonic as well as utilitarian value to buyers

RECOMMENDATIONS

Product features are important point of consideration for companies who are dealing in sportswear brand in India. Buyers like more innovative products especially in sports shoes. Company should manufacture shoes, which will have high-end features, and give too much comfort to buyers word of mouth becomes good weapon for the company if company will focus upon product quality and genuine price. Social norms and culture is different across India. So, company should try to design sportswear apparels in such a way which is acceptable by society and culture.

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