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# Exploring Youth Attitudes towards Sportswear Promotion: A Study of Advertising Influence

*Dr Bilal Ahmad Dar*

*PhD. JNU Jaipur, India*

**\*Corresponding Author:**

Darbilalsultan@gmail.com

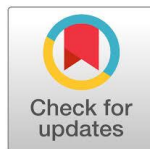
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**Abstract:** *The study focused on how young people perceive advertisements for sportswear. It was conducted through a quantitative analysis of 248 students. The results revealed that the quality factor of the advertising perception varied depending on gender. It was also revealed that the quality factor of advertising on sportswear was affected by the consumers' purchasing patterns. This study was carried out to analyze the perceptions of advertising on various aspects of sportswear. The study will aid in developing strategies to improve the quality of advertising and marketing. It will also help in understanding how customers evaluate products and services.*

**Keywords:** *Advertisement, buying habits, and service offerings*

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## INTRODUCTION

It is widely known that advertising leaves a long-lasting impression. This is one of the four Ps of a successful marketing mix. (Kumar & Raju, 2013) Researchers have been studying the role of attitude in a customer's behaviour. Understanding how it affects a person's decisions and behaviour is a challenging task. (Methaq and Fahad, 2016). As the literature has shown, an increase in the number of studies that focus on the impact of a customer's attitude toward a given object led to a new perspective on attitude research. After all, customer loyalty is eventually transferred to the brand of the product. As Methaq and Fahad (2016) explain, this study was carried out to determine how young people responded to advertisements for sports apparel.

### Review of Literature:

According to **Jayan and Mathew (2015)**, People who participate in informal activities such as running, biking, and swimming wear sportswear. Aside from shoes, most sports equipment are also used for practicality and safety. According to the Sports Apparel Industry Association, this product is commonly worn by people who are active and passionate about sports (**just-style.com, 2009**). The global market for sports apparel is expected to reach \$163 billion in 2016. This is driven by the increasing number of people who are active and healthy. (**KO, Taylor, Sung, Lee and Wagner, 2012; Xiao & Jin, 2014**). Aside from the major companies, many smaller players compete in the global sports apparel market. The majority of these companies control about 75% of the market. (tong&Hawley,2009)

Telecommunications advertising is done to persuade consumers to buy goods and services. It can be done using the corpus or current media to promote existing products or services. **According to the IPA**, advertising provides the critical message that a product or service offers at the most cost-effective level. Aside from being effective, advertising also highlights the various advantages of a given product or service. (**Terkan, 2014**) A prominent sponsor often pays for the promotion of goods and services without personal involvement. Entitlement or exposure to information about goods or services is usually defined as advertising (**Dominic, 2013**). An advertising campaign can be defined as the dissemination of information about goods and services. It can also be used to gain prominence or make a statement that is openly stated. (**Terkan, 2014**) Advertising is a vital part of businesses as it increases customer awareness and loyalty. It also helps in developing new products and services. Quality should not be the sole criterion for advertising. It is also essential that consumers understand that advertisements are produced

and sold according to quality standards (**Terkan, 2014**). **Trehan and Trehan (2011)** state that customers make up the market and businesses must attract them with their goods and services. Advertising plays a vital role in this process. **According to Kotler (2008)**, Consumer buying behaviour is a behavioural phenomenon that refers to the buying decisions made by individuals or households. It is influenced by various factors such as social, emotional, and mental factors. According to **Derakshide and Emadzadeh (2012)**, a purchase that involves high-involvement items can be detrimental to the buyer's satisfaction. This paper argues that the purchase of such products should be made to improve the customer's experience. (**Schiffman, 2010**). In the world of sports, gear is often worn for different reasons. Some people are fond of wearing them for non-competitive purposes, such as work or school. **According to Ondogan, Kilic, Boz, Tama, Encan, and Neced (2015)**, Since people have been wearing clothes covering their bodies for several decades, technological advancements have allowed them to create their own unique, varied garments. Aside from covering their bodies, clothes also serve as accessories for various activities such as sports and work. Due to the increasing popularity of readymade clothes, people no longer need to cover up. Instead, they can use clothes and accessories that can serve various purposes, such as protecting their bodies and enhancing their image. Consumers are led to believe that the item for consumption is the best on the market by building brand equity, which is defined as a brand's perceived worth in the eyes of buyers (**Keller, 1999**). This is crucial because purchasers must first esteem the brand in order to desire to buy it and remain loyal to it. Furthermore, buyers will be reassured by brand equity, especially while considering whether or not to purchase a specific product, among others. Consuming brand equity refers to a young adult's belief that a particular brand is better than others on the market, and it is the first step toward creating brand loyalty. (**Lim & Aprianingsih, 2016**). Sportswear is the most well-known industry on the planet, and it has made a significant contribution to the history of fashion style. Sportswear has been classified as a fashion category. This is an open access article released under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any form as long as the original work is properly credited. Oriented, comfortable outfit based on sports apparel. As we can see today, sportswear brands such as Adidas and Nike are very popular. Subsequently the 1990s, sports and leisure activities have been regarded as part of a well-being trend, with casual and comfortable attire being the fashion style of choice (**Ko et al., 2011**). Sportswear is most commonly worn for physical and sporting activities that need athletic footwear, shorts, and shirts. As a result, the purpose of sportswear isn't just to look attractive. This explains why sportswear is so

popular, and why companies are attempting to innovate and expand their brands. Performance for sports, but also developing clothing for everyday use, which is why we can see that sportswear is highly popular and that companies are attempting to innovate and expand their brands. **Amine (1998)** examines the major approaches in order to sketch out the loyalty construct. To begin, the behavioural one contends that a consumer's repeated a purchase of a brand over time demonstrates their loyalty. As a result, brand loyalty is a result of each person's actions and attitudes. It is a consumer's choice to choose a certain brand within a product category. As a result, customers recognise that the brand provides the appropriate product appearance, degree of quality at the appropriate price, and image. Consumers have a high level of loyalty due to brand resonance, and they aggressively seek ways to engage with the product and share their involvement with others. These brand loyalty explanations suggest a direct link between brand loyalty and brand equity, with brand loyalty being referred to as a core value in many cases. A facet of brand equity Brand loyalty is a win-win situation for businesses. Fairness (**Lassar et al., 2005**). A powerful brand, according to **Benson and Hedren (2013)**, is generated by a high level of loyalty, which certifies pricing points that allow the brand to exchange acceptance and low price elasticity to maximise firm profits.

### **Research Methodology**

This study is mainly categorized as quantitative research. To study the attitudes of individuals toward advertising sports apparel. It avoids using the standard experimental techniques.

### **Sampling**

The study's target population was composed of students of the University of Kashmir. The subjects were asked to participate in the research by wearing athletic clothes. The people who have been chosen for the survey are 18 years of age. The sample size is 248 pupils. In 1970, about 20% of the total sample was added to prevent an unanswered questionnaire. The probability sampling technique is used to pick the participants.

### **Instrument used in the study**

A self-developed and organized questionnaire survey approach was used to collect data for this study. For the quantitative approach, the researcher uses a Cronbach's Alpha and a questionnaire. The Cronbach's Alpha is 0.875, and the questionnaire consists of 11 items borrowed from (**Shaouf, Lu, and Li (2016)**).

## **RESULTS**

Summary information about the background of the respondents is shown in Table 1

Table 1

*Demographic Profile of the Students*

Items		Frequency (n)	Percentage (%)
<i>Gender</i>	Male	178	59.7
	Female	120	40.3
<i>Level of Education</i>	Diploma	101	33.9
	Degree	197	66.1
<i>Brand</i>	Nike	85	28.5
	Puma	47	15.8
	Under Arm our	21	7.0
	Adidas	105	35.2
	New Balance	23	7.7
	Others	17	5.7
	Daily Usage	211	70.8
<i>Purchase</i>	Often Occasionally	87	29.2
	Online Store	46	15.4
	Retail Shop	252	84.6

Table 1 shows that 59.7% (n = 178) of those who participated in data collection for this study were males and 40.3 per cent (n = 120) were females. According to the level of education, 33.9 per cent (n = 101) of the students were Diploma students, while 66.1 per cent (n = 197) were Degree students. With 35.2 per cent (n = 105), Adidas is the most well-known brand, followed by Nike with 28.5 per cent (n = 85). Users of Puma account for 15.8% (n = 47), New Balance for 7.7% (n = 23), and Under Armor for 7.0 (n = 21). Finally, others account for 5.7 per cent of the total (n = 17). In terms of frequency, the table shows that 70.8 per cent (n = 211) use sportswear daily, whereas 29.2 per cent (n = 87) use it only sometimes. Regarding buying behavior, 84.6 per cent (n = 252) purchased sportswear from a physical store, whereas only 15.4 per cent (n = 46) purchased it from an online site.

### **Perception of Kashmir University students towards advertising on sport apparel**

**Table 2** displays the descriptive statistic of the perception of students towards advertising sports apparel.

#### *Perception of students towards advertising on sport apparel*

Perception towards Advertising	Mean	SD
<i>The advertisement of sports apparel limited attractive visual connections.</i>	4.28	.719
<i>The visual design elements used made the advertisement of sports apparel look professional and well-designed.</i>	4.27	.721
<i>I like sports apparel advertisements.</i>	4.20	.826

<i>My impression of the apparel brand is strengthened.</i>	4.19	.792
<i>The visual elements in the advertisement of sports apparel were pleasing.</i>	4.18	.782
<i>I find the advertising of sports apparel is a good thing.</i>	4.16	.792
<i>I am favorable toward sports apparel advertisement</i>	4.14	.836
<i>Most sport apparel advertisements are pleasant.</i>	4.13	.765
<i>I develop a preference for the brand in the advertisement.</i>	4.13	.797
<i>I am more in love with the advertised brand.</i>	4.11	.830
<i>The visual elements of the advertisements of sports apparel were of high quality.</i>	4.11	.783

The perception of advertising with the highest score was "The advertisement of sports apparel featured pleasant visual linkages," shown in Table 2. (SD =.719) (M = 4.28). "The visual aspects of sports gear commercials were high quality" (M = 4.11, SD =.783) had the lowest mean score. It reveals that respondents are more concerned with the appeal of the visual than with the quality of the visual.

**Table 3**  
**Difference of perception towards advertising based on gender.**

Perception towards advertising on sports apparel among Kashmir University students based on gender.

Gender		Mean	SD	Sig(p)	T
Design	Male	4.20	.64	.494	-.68
	Female	4.25	.63		-.68
Quality	Male	4.09	.64	.009	-2.25
	Female	4.27	.55		-2.64
Brand	Male	4.08	.70	.063	-1.87
	Female	4.24	.72		-1.86

\*p-value < 0.05

As shown in table 3 to analyze the variations in perception toward advertising on athletic apparel among students based on gender. An independent-samples t-Test revealed that male (M=4.20, SD=.64) scores were substantially lower than female (M=4.35, SD =.63),  $t(260) = -.68$ ,  $p = .494$ . In terms of quality, male scores are substantially lower (M=4.09, SD =.64) than female scores (M=4.27, SD =.55),  $t(279) = -2.25$ ,  $p = .009$ . Finally, an independent-samples t-Test revealed that males (M=4.08, SD =.70) have lower scores than females (M=4.24, SD =.72),  $t(249) = -1.86$ ,  $p = .063$ .

**Based on the usage prototype, there is a difference in the perception of advertising.**

**Table 4**

Based on usage patterns, students have different attitudes regarding advertising on sports apparel.

	Usage Pattern	Mean	SD	Sig(p)	T
Design	Daily Usage	4.24	.62	.473	.74
	Occasionally	4.18	.67		.71
Quality	Daily Usage	4.23	.56	.009	2.90
	Occasionally	4.00	.70		2.65
Brand	Daily Usage	4.18	.68	.189	1.40
	Occasionally	4.05	.79		1.31

\*p-value < 0.05

Relying on the switching behavior, an independent t-Test was done to analyze the variations in perception toward advertising on sports apparel among students, as shown in table 4. An independent- samples t-Test revealed that everyday usage (M=4.24, SD=.62) was substantially greater than occasional usage (M=4.18, SD =.67),  $t(149) = .71$ ,  $p = .473$ . In terms of quality, daily usage scores are substantially higher (M=4.23, SD =.56) than occasional usage (M=4.00, SD =.70),  $t(134) = 2.65$ ,  $p = .009$ . Finally, an independent-samples t-Test revealed that daily usage (M=4.18, SD =.68) is higher than occasional usage (M=4.05, SD =.72),  $t(141) = 1.31$ ,  $p = .189$ .

### Difference of perception towards advertising based on purchasing style

Table no 5 highlighted the disparities in perceptions of advertising on athletic apparel among students based on purchasing style. In terms of design, an independent-samples t-Test revealed that online store (M=3.97, SD=.80) scored considerably lower than retail shop (M=4.27, SD =.59),  $t(54) = -2.76$ ,  $p = .008$ . In terms of quality, online store scores are substantially lower (M=3.94, SD =.66) than retail store scores (M=4.20, SD =.60),  $t(59) = -2.48$ ,  $p = .016$ . Finally, an independent-samples t-Test revealed that online stores have lower scores (M=3.88, SD =.68) than retail stores (M=4.19, SD =.71),  $t(63) = -2.76$ ,  $p = .007$  for brand.

**Table: 5**

Perception towards advertising on sports apparel among students based on purchasing style.

	Purchasing Style	Mean	SD	Sig(p)	t
Design	Online Store	3.93	.80	.008	-3.42
	Retail Shop	4.27	.59		-2.76
Quality	Online Store	3.94	.66	.016	-2.63
	Retail Shop	4.20	.60		-2.48
Brand	Online Store	3.88	.68	.007	-2.70
	Retail Shop	4.19	.71		-2.76

\*p-value < 0.05

## Conclusion

The study aimed to determine how gender differences affect the relationship between sports equipment advertisements and the purchasing style of consumers. The study's findings supported the notion that advertising for sports equipment can help consumers form their own purchasing styles.

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