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# A Comparative Study On Preference Of People For Branded And Non-Branded Sportswear

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## Abstract

This paper compared the preference of people on the basis of difference in the age groups for branded sportswear with non-branded sportswear. Data has been collected through self-administered questionnaire. A convenience sample of 150 people from Moradabad city was used for the study. In this study Chi square test is applied for analysis of data. Results of the study confirmed the assumption employed in the study that there is no difference in preference of people for branded sportswear in comparison with other non-branded sports wear on the basis of their age groups.

**Key Words:** branded sportswear, non-branded sportswear

## Introduction

There has been a steep rise in the Indian sportswear market since the year 2015. Ever since then the growth curve in this industry has been on rise. A number of new start-ups are being initiated in this sector and the scope is ever expanding. According to the research data archived by Euro monitor research, the market of sportswear in India has grown significantly from Rs. 24,000 crores in the year 2014 to Rs. 37,000 in 2016 which is more than 50%. Sportswear market has turned out to be a significant contributor to the overall revenues generated by the apparel industry. A number of Bollywood actors and sports celebrities have become the brand ambassadors of popular international brands like Varun Dhawan, a Bollywood actor is endorsing Reebok, Virat Kohli, the famous cricketer endorses Puma. Similarly, Manushi Chhillar is the brand ambassador of Adidas India. A number of celebrities have also launched their own sportswear brands like Jacqueline Fernandez has launched the active wear brand Mojostar, Bollywood actor Hrithik Roshan launched HRX, the sportswear brand, Yuvraj Singh has launched his sportswear brand YWC.

Several factors need to be considered while launching a sportswear brand like need for that product and available space for that brand, innovative ideas, arrangement of initial funds required for initiating the business, differentiated and rare designs, branding,

prototype and production and finally shipping, distribution and sales. He further states that the indigenous brands must focus their attention on attaining cost efficiency and passing on that benefit to the consumer along with good quality which should actually provide value for money to the consumers. The Indian brands need to be cost efficient and must provide value for money and must work relentlessly on improving the computerised systems so as to ensure continued nearness to their customers and ensure brand acknowledgement (Pidurkar and Darda, 2020).

In general, a number of customers prefer branded apparels over on-branded ones. Consumers expect different benefits from their sportswear, depending upon variations in their socio- demographic profile. From their sportswear they may expect to derive lifestyle, attention, happiness, friend, enhancement in social status etc. (Janošková and Kral, 2020). Consumers' purchase intention towards a sportswear brand, and his willingness to pay for it is influenced by the hedonic, symbolic or utilitarian benefits offered by the brand. The marketing communication mix portrays various attributes of the brand depending upon the fact whether the brand is a luxury brand or otherwise. The findings of the study suggest that while promoting a luxury sportswear brand, symbolic benefits of the brand should be preferred over the utilitarian and hedonic benefits; utilitarian and hedonic benefits should be emphasised more while promoting non- luxury sportswear brands (Lim, C.H., et al., 2016). Brand preference in case of sportswear is dependent on various aspects which influence the brand preference towards sports- wear in young customers like price, quality, brand awareness, durability, and influences their buying behaviour Rokidha et al. (2019). This study is focused on determining the effect of demographic factor i.e. age on preference of people for different branded sportswear verses non-branded sportswear. Thus, the study hypothesizes:

Null hypothesis: There is no difference between preference of people of different age groups between branded sports wear and non-branded sportswear.

## **Methods**

### **Procedures, participants and sample**

Self-administered questionnaires were provided to respondents in order to measure the preference of branded sportswear with respect to and non-branded sportswear. The survey questionnaire was distributed among 175 individuals of Moradabad city on convenience basis, out of whom 161 responded; i.e. there was a response rate of 92%. Out of these, 11 were not considered to be a part of the study as they failed to meet the pre-determined condition of using the sportswear. Thus, the final sample consisted of 150 individuals. Out of the respondents, 54.67% were males, and 45.33% were females; 40% respondents were of the age between 20—35 years, 36.67% were between 35—50 years and 23.33% were above 50 years of age; 32.67% were students, 18.66% were sports person, 24% were serviceman and 24.67% were businessman.

## Measures

In this study, Pearson chi-square test for independence was used to measure the preference of people for branded sportswear in comparison with non-branded sportswear on the basis of difference in their age groups. Degrees of freedom for the Pearson chi-square test were defined as follows:  $(r - 1)(c - 1)$ , where  $r$  = the number of rows and  $c$  = the number of columns. Significance level was set at 0.05.

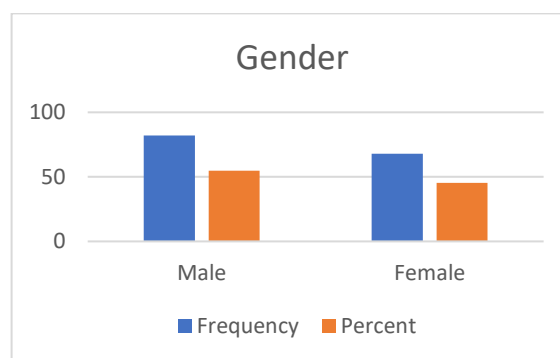
## Results

Tables 1 to 3 and Figures 1 to 3 illustrates the frequencies and percentages of the demographic variables of the sample.

**Table 1: Classification on the basis of gender**

Gender	Frequency	Percent
Male	82	54.67
Female	68	45.33

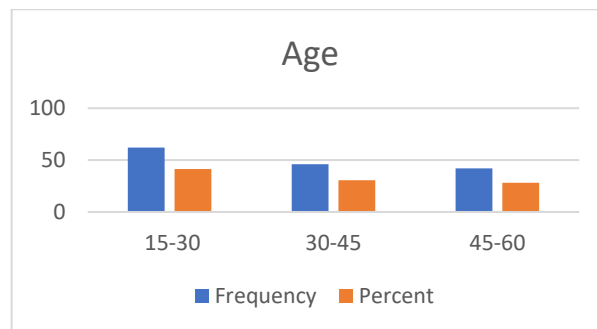
**Figure1**



**Table 2: Classification on the basis of age**

Age	Frequency	Percent
20-35	72	40
35-50	66	36.67
50 years or above	42	23.33

**Figure2**

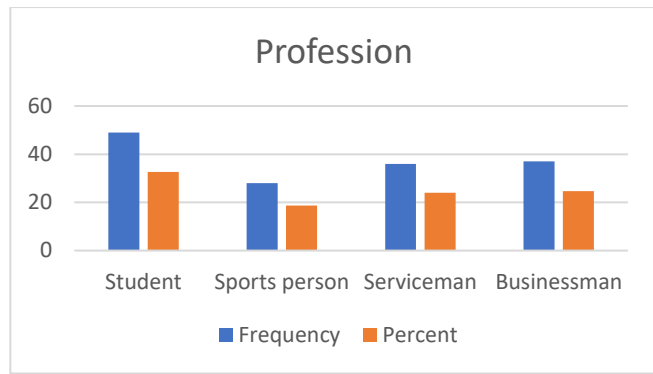


**Table 3. Classification on the basis of Profession**

Profession	Frequency	Percent
Student	49	32.67
Sports person	28	18.66
Serviceman	36	24

**Figure3**

Businessman	37	24.67
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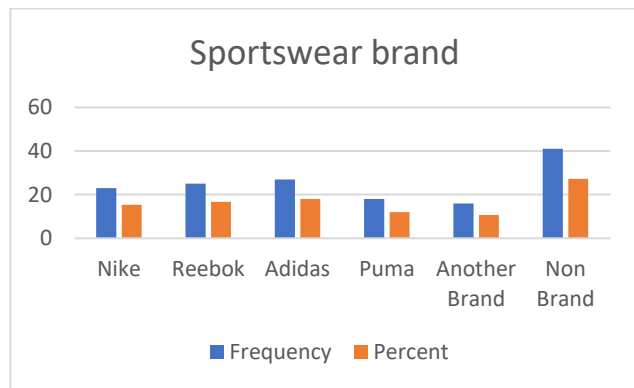


Different people prefer different types of sportswear. They like sportswear of different brands as well as non branded sportswear are also preferred by people. Table 4 and Figure 4 depicts the preference of respondents for different sportswear.

**Table4: Classification on the basis of sportswear brand preferred**

Sportswear brand preferred	Frequency	Percent
Nike	23	15.33
Reebok	25	16.67
Adidas	27	18
Puma	18	12
Another Brand	16	10.67
Non Brand	41	27.33

**Figure 4**



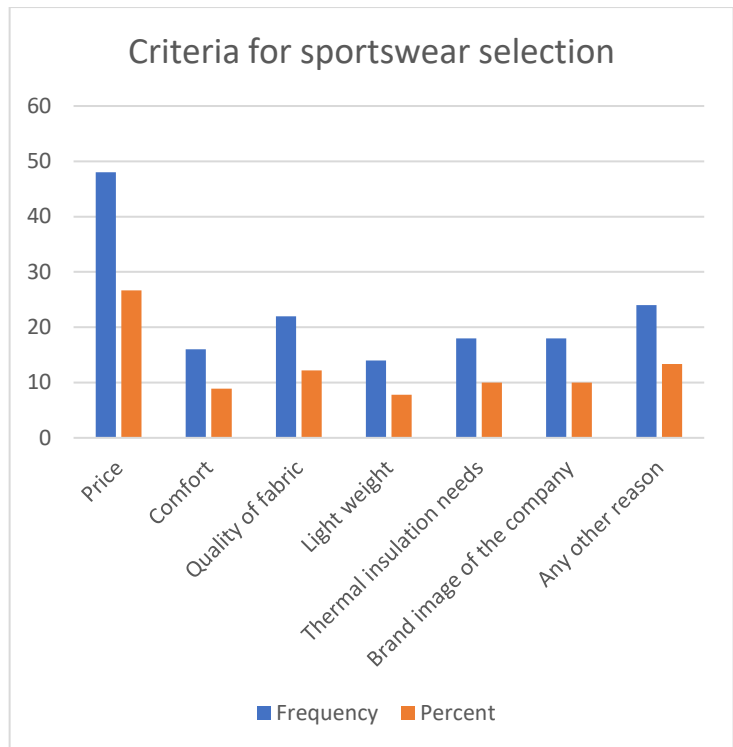
In India people prefer branded as well as non-branded sportswear for different reasons. Table 5 and Figure 5 highlights the criteria for selection of sportswear of the sample polled.

**Table 5: Classification on the basis of criteria for selection of sportswear**

Criteria for selection of sportswear	Frequency	Percent
Price	48	26.66
Comfort	16	8.88
Quality of fabric	22	12.22
Light	14	7.77

**Figure 5**

weight		
Thermal insulation needs	18	10
Brand image of the company	18	10
Any other reason	24	13.33



In three age groups a questionnaire was distributed to determine their preference for branded sportswear in comparison with non-branded sportswear. Respondents are asked to mark their preferences. Table 6 given below illustrates the response to this question from the sample polled.

**Table 6: Preference for branded sportswear and non-branded sportswear of different age groups**

	15- 30 years	30-45 years	45-60 years	Total
Number who prefer branded sportswear	38	31	16	85
Number who prefer non-branded sportswear	21	26	18	65
Total number of people sampled in each age group	59	57	34	150

Further, the expected values were calculated. The value 0.5666 estimates the population proportion expected to prefer branded sportswear, and 0.4333 is the estimate of the population proportion expected to prefer non-branded sportswear. Then expected values of the responses obtained from sampled respondents were calculated. Table 7 given below shows the calculations and chi square statistic is obtained,  $\chi^2 = 2.91$

**Table 7: Calculation of chi square statistic**

<b>Fo</b>	<b>fe</b>	<b>fo-fe</b>	<b>(fo-fe)<sup>2</sup></b>	<b>(fo-fe)<sup>2</sup> / fe</b>
38	33.42	4.58	20.97	0.62
31	33.29	-2.29	5.24	0.15
16	19.26	-3.26	10.62	0.55
21	25.56	- 4.56	20.79	0.81
26	24.69	1.31	1.71	0.06
18	14.73	3.27	10.69	0.72
<b><math>\chi^2 = \Sigma(\text{fo-fe})^2 / \text{fe}</math></b>				<b>2.91</b>

Degrees of Freedom are obtained as= (r - 1) (c- 1) = (2-1)(3-1) = 2, and Chi square distribution obtained with 2 degrees of freedom = 5.991

As sample chi-square value of 2.91 falls within the acceptance region. Therefore, null hypothesis that there is no difference between preference of people between branded sportswear and non-branded sportswear is accepted.

### **Conclusion**

As per findings the preference of different age groups of people to different branded sportswear and non-branded sportswear are distributed. It can be concluded that preference of people about branded and non-branded sportswear is independent of age groups and different people may purchase branded sportswear or non-branded sportswear depending upon their choice or preference.

### **Future Scope of the study**

In this study, the sample taken is limited to Moradabad city only. In future studies, comparisons may be drawn using more demographic variables besides age, such as income, gender etc. Other variables, like profession can also be considered for comparing the liking of people for branded and non-branded sportswear.

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## Appendix

### Questionnaire

Dear Respondent, attached is a survey which has been created to gather data on “A study on Preferences for branded sportswear verses non branded sportswear”. I will be extremely delighted and thankful, if you can spare sometime from your schedule, to fill this Questionnaire. I assure you that the information shared by you will be used for academic purpose only and will be kept strictly confidential. Thanking you in anticipation.

Name (optional): -----

#### [A] Demographic Profile

##### 1. Gender:

- Male  Female

##### 2. Age Group (in years):

- 20-35 years  
 35-50 years  
 50 years or above

##### 3. Profession

- Student  
 Sports person  
 Serviceman  
 Businessman

##### 4. Do you use sportswear? (If NO, end of the Questionnaire)

- Yes  
 No

##### 5. Which companies' sportswear you prefer to use?

- Nike  
 Reebok  
 Adidas

- Puma
- Another brand
- Non brand

**6. On what basis you select your sportswear?**

- Price
- Comfort
- Quality of fabric
- Light weight
- Thermal insulation needs
- Brand image of the company

Any other: Please specify  
.....  
.....  
.....Thanks