

# A Study on Sports Person's Satisfaction Towards Selected Sports Shoes, With Special Reference to Coimbatore City

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## ABSTRACT

This study aims to investigate the factors influencing the satisfaction levels of sports persons regarding their sports shoes, focusing on aspects such as comfort, fit, durability, performance, and brand preference. With the increasing importance of specialized footwear in enhancing athletic performance and reducing the risk of injury, understanding athletes' preferences and experiences with sports shoes is critical for manufacturers and brands. The study concludes that while athletes are generally satisfied with their sports shoes, improvements in durability and sport-specific features could further enhance satisfaction levels. The findings provide valuable insights for manufacturers aiming to improve product design and for athletes looking to select shoes that best meet their needs.

**Keywords:** performance, brand reputation.

## INTRODUCTION

Sports shoes are a critical component of an athlete's performance, playing a vital role in ensuring comfort, reducing the risk of injury, and enhancing overall athletic ability. Whether it's running, basketball, football, or any other sport, the right pair of shoes can make a significant difference in an athlete's performance on the field or court. Sports persons, both amateur and professional, often rely on shoes tailored to their specific needs to improve agility, speed, and endurance.

This study focuses on evaluating the satisfaction levels of athletes regarding their sports shoes, examining key factors such as comfort, fit, performance, durability, design, and brand loyalty. By understanding what drives satisfaction, manufacturers and brands can better cater to the needs of athletes and improve their product offerings.

The primary objective of this study is to identify and analyze the factors that influence satisfaction among athletes and consumer in Coimbatore when it comes to sports footwear, providing valuable insights for both consumers and manufacturers.

## STATEMENT OF THE PROBLEM

Sports shoes are a crucial element for athletes, impacting performance, comfort, and injury prevention. However, with the wide range of brands, models, and technologies available,

athletes may experience varying levels of satisfaction with their footwear. The challenge for manufacturers lies in understanding the specific needs and preferences of athletes across different sports and competition levels, as these factors can directly influence their choice of shoes and overall satisfaction. Despite the extensive marketing and technological advancements in sports shoe design, there is limited research on how athletes perceive and rate the performance of their footwear. Moreover, the influence of key factors such as comfort, durability, fit, performance, and brand loyalty on athlete satisfaction has not been comprehensively studied. As a result, many athletes might struggle to find shoes that fully meet their expectations, while manufacturers may miss opportunities

## OBJECTIVE OF THE STUDY

- **To identify the key factors** that influence sports persons' satisfaction with sports shoes, such as comfort, fit, durability, performance, and design.
- **To evaluate the overall satisfaction levels** of athletes with their current sports shoes across various sports, including running, football, basketball, and others.
- **To analyze the role of brand preference** in sports shoe satisfaction, comparing popular brands like Nike, Adidas, Puma, Asics and others based on athlete feedback.

**REVIEW OF LITERATURE**

- **Ramachandran and Sudha (2020)** explored the buying behavior of consumers in Coimbatore, emphasizing the significance of quality, price, and brand reputation in purchasing decisions. The study found that local consumers tend to prioritize comfort and performance over aesthetic appeal when selecting sports footwear, reflecting a practical approach in the sports culture of Coimbatore. Furthermore, the study highlighted the role of social influences, where recommendations from peers and coaches significantly impact athletes' choices.
- **Dhanaraj and Arulraj (2021)** brand preferences among young athletes in Coimbatore were analyzed. The research revealed that brands like Nike, Adidas, and Puma dominate the market due to their perceived quality and marketing strategies. Respondents reported high levels of brand loyalty, attributing their satisfaction to consistent performance and positive brand experiences. This loyalty is reinforced by endorsements from local sports figures, which enhance brand credibility and appeal among athletes in Coimbatore.
- **Kumar and Vijayakumar (2022)** investigated the impact of age, gender, and sporting discipline on consumer preferences for sports shoes in Coimbatore. The findings indicated that younger athletes prioritize trendy designs and brand image, while older athletes focus on functionality and comfort. This suggests that sports footwear manufacturers must adopt a segmented marketing approach to address the diverse needs of different demographics within the city.

**SCOPE OF THE STUDY**

- The scope of this study focuses on evaluating the satisfaction levels of sports persons with their sports shoes, particularly analyze factors that influence their choices and overall athletic performance.
- The study involves a diverse sample of 71 athletes from various sports such as running, football, cricket and basketball including both amateur and professional athletes.
- Key factors that will be examined include comfort and fit, performance and grip, durability, design and style, as well as price and brand loyalty

- The research aims to assess how these attributes impact athlete satisfaction and compares major sports shoe brands such as Asics, Nike, Adidas, and Puma to understand which brands are preferred and why.

**LIMITATIONS OF THE STUDY**

- The findings of the study were based on the assumption that the respondents gave their true and unbiased information.
- The sample size was 71 respondents. If the sample size were greater, the results of the inference would have been different.
- The duration of the study was finished in a very short period of time.

**RESEARCH METHODOLOGY**

Identify the key objectives of the study. In this case, it might be to assess satisfaction levels among users of selected sports shoe brands in Coimbatore.

**METHODS OF DATA COLLECTION**

The data was collected for the study is

- **PRIMARY DATA:** The primary data are those that are collected as fresh for the primary time. The primary data for this study is collected using Structured Questionnaire.
- **SECONDARY DATA:** Secondary data is collected from journals, magazines, books, newspapers, and the internet.
- **AREA OF STUDY:** The study was conducted in Coimbatore.
- **SAMPLE SIZE:** The sample size is 71.

**TOOLS USED FOR ANALYSIS:** Data are analyzed using tools such as simple percentages and chi-square tests.

- **CHI-SQUARE ANALYSIS**

**Formula:**  $\chi^2 = \sum (O-E)^2/E$

**Degree of Freedom:** (r-1)\*(c-1).

**ANALYSIS AND INTERPRETATION**

**PERCENTAGE ANALYSIS**

**TABLE 1:** Showing Demographic Profile of the Respondent.

S.. No	Demographic	No Of Respondents	Percentage
1	Age In Years	Under 18	11 15.50%
		18 - 25	13 60.60%
		26 - 35	8 16.90%
		36 - 45	46 4.20%
		45 Above	2 2.80%
2	Gender	Male	41 58.60%

		<b>Female</b>	<b>30</b>	<b>41.40%</b>
<b>3</b>	<b>Brand Of Sprots Shoes</b>	<b>Asics</b>	<b>25</b>	<b>35.20%</b>
		<b>Puma</b>	<b>20</b>	<b>28.20%</b>
		<b>Adidas</b>	<b>11</b>	<b>15.50%</b>
		<b>Nike</b>	<b>15</b>	<b>21.10%</b>
<b>4</b>	<b>Most Important In Sports Shoes</b>	<b>Comfort</b>	<b>45</b>	<b>57.50%</b>
		<b>Durability</b>	<b>8</b>	<b>15.30%</b>
		<b>Style</b>	<b>5</b>	<b>5.50%</b>
		<b>Price</b>	<b>2</b>	<b>2.20%</b>
		<b>Brand Reputation</b>	<b>11</b>	<b>19.50%</b>

**INTERPRETATION**

Table 1 one is clearly state the demographic of the respondents. This data highlights that most respondents prioritize comfort when selecting sports shoes, with Asics being the top brand among the surveyed individuals. The majority are young adults aged 18-25 predominantly male.

**TABLE 2: CHI-SQUARE ANALYSIS**

Factor s	Very Satisfie d	Satisfi ed	Not Satisfi ed	Very Dissatisfi ed	T
Male	33	11	5	0	49
Female	15	4	3	0	22
<b>T</b>	<b>48</b>	<b>15</b>	<b>15</b>	<b>0</b>	<b>71</b>

**HYPOTHESIS:**

$H_0$  = There is no significant relationship between Gender and Level of Satisfaction.

$H_1$  = There is significant relationship between Gender and Level of Satisfaction.

**TABLE 3:**

Variable	Degree of Freedom	Calcul ated Value	Table Value	Accepted / Rejected
<b>Gender &amp; Level of Satisfact ion</b>	3	0.496	7.815	$H_1$ Accepted

Source: Primary source

Significance level: 0.05

**RESULT:**

The calculated chi – square is (0.496) is smaller than table value. Hence, hypothesis is accepted. Therefore, there is significant relationship between Gender and Level of Satisfaction.

**FINDINGS**

1. The majority 58.6% of the respondents are male.
2. The majority 59.2% of the respondents ages fall between 18-25 years.
3. The majority 35.7% of the respondent’s primary sports is cricket.
4. The majority 45.1% of the respondents are playing sports occasionally.
5. The majority 33.8% of the respondents currently using Asics shoes.
6. The majority 38% of the respondents been using it for two years.
7. The majority 62% of the respondents are satisfied with the quality and performance of the sports shoes.
8. The majority 57.5% of the respondents are considered comfort is the most important of the sports shoes.
9. The majority 55% of the respondents likes the traction of the shoes.
10. The majority 62% of the respondents purchase the shoes in online.
11. The majority 59.2 of the respondents typically spend on 2000 to 4000 for a Sports Shoes.
12. The majority 44.3 of the respondents first heart about brand of sports shoes in online ads.
13. The majority 73.2 of the respondents say sports shoes are improving performance.
14. The majority 71.45 of the respondents say sustainability are very important for sports shoes.
15. The majority 47.9% of the respondents choosing Asics shoes.

**SUGGESTION**

The study will assess the satisfaction levels of sports persons with selected sports shoes in Coimbatore, focusing on several critical factors. First, comfort and fit are essential for optimal performance and significantly influence the overall user experience. The research will evaluate durability to determine how well different brands maintain their quality during regular use. The design and aesthetic appeal of the shoes will be examined, as visual aspects can greatly impact purchasing decisions and satisfaction. Finally, it will analyze demographic variations in satisfaction, specifically how age, gender, and sports type affect perceptions of sports shoes.

## **CONCLUSION**

In conclusion, the study on customer satisfaction towards sports shoe in Coimbatore reveals insights into consumer preference and expectations. It was found that factor such as comfort, durability, brand reputations and price play significant roles in influencing satisfaction levels. Local consumers exhibit a preference for brands that offer a blend of quality and affordability, highlighting the importance of competitive pricing and product innovation. Overall, understanding these factors can help sports shoes brands tailor their products and marketing strategies to better the needs of Coimbatore's consumers, thereby enhancing customer loyalty and market share in this region.

## **REFERENCES**

- Ramachandran and Sudha (2020): This study is investigated the purchasing behavior of consumers in Coimbatore, emphasizing factors like quality, price and brand reputation.
- Dhanj and Arthi (2021): Young athletes in Coimbatore exhibit high brand loyalty to Nike, Asics, Puma and Adidas driven by product performance and endorsements for local sports figures.
- Kumar and Vijayakumar (2022): This study explored the effects of age, gender, and sports discipline consumer preference for sports shoes in Coimbatore. Findings indicated that younger athletes prioritize trendy designs and brand image, while older focus on more functionality and comfort.