

Consumer Purchase Intention When Buying Athletic Shoes

By Vedant Kothari



Contents

1. Abstract
2. Introduction
3. Methodology
4. Results and Discussion
5. Conclusion
6. References





Abstract





Abstract

When buying a product, regardless of what category it falls under, individuals are usually faced with a plethora of decisions to make. Traditionally, research has been performed to determine side effects of this decision-making, including things such as overchoice or being overwhelmed. However, research focusing on what consumers really prioritize when making purchases is lacking. The present research delves into what factors make consumers buy a product, which in this case, is athletic shoes. This research aims to analyze the thought process of consumers when buying athletic shoes, specifically what prompts them to learn towards a particular product over another. It focuses on this topic to identify trends and preferences in the athletic shoe market, as well as what psychological factors in general people prioritize when buying athletic shoes. Data was collected through a questionnaire via Google Form from 47 participants classified into two groups: athletes and non-athletes residing in India and the United States. It was found that regardless of whether they were athletes or not, the participants rated the following categories (durability, comfort, odor, quality) in the same order of prioritization. Participants from both groups on average ranked comfort, quality, durability, and odor as the most important factors when purchasing athletic shoes, in descending order. It implies that both athletes and non-athletes have similar trends in terms of their thought processes when they buy athletic shoes.



Introduction





Introduction

- Factors which lead to consumers buying shoes has evolved over time due to novel variables (odor, design, material)
- In any sport, a pair of shoes can be the difference between a world-class and decent athlete
- Durability: Some consumers may prefer shoes that last longer amount of times or shorter amount of times
- Odor: No one wants a shoe which produces a bad odor after usage for a short time
- Comfort: Some users associate comfort with a tight fit, whereas others may associate comfort with a loose or perfect fit
- This study focuses on what factors consumers prioritize in relation to their age, location, and other demographic factors
- Warning: In the case when the consumer has too many choices, it can be hard to prioritize, leading to a common case of overchoice



Methodology





Methodology

- AIM: Dive deeper into the thought process and psychology of a consumer when purchasing athletic shoes
- Design is quantitative-based approach, which was done through a Google Forms survey
- 47 participants ranged from 10 to 27 years old (39 male, female)
- Separated into athletes and non-athletes (24 athletes and 23 non-athletes)
- Identity was not revealed to any third-party source, and they had option to remain anonymous
- Asked for basic demographic information at the start of the survey



Methodology

- Participants were asked to rank different factors based on a scale similar to that of the Likert Scale
- Survey asked participants to rank factors on a scale from least, low, medium, high, and most (durability, comfort, odor, quality, marketing, customer service, price, design, and brand)
- Responses were sorted based on whether participant was athlete or non-athlete
- All values for the rankings were converted into numbers (least = “1”...most = “5”)
- Each group’s rankings on the categories of comfort, quality, durability, and odor were averaged to see how they compared to each other



Results and Discussion



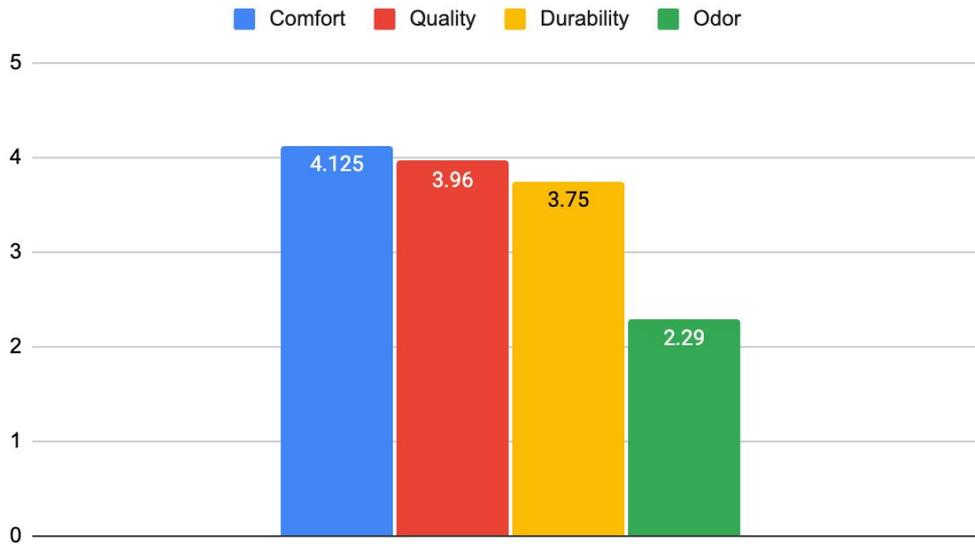


Figure 1: Graphical Representation of Athletes' Average Rankings of Factors When Buying Athletic Shoes (N = 47)

- Comfort was ranked as the highest (4.125)
 - Somewhere between “high” and “most” on the ranking scale
- Quality was ranked as the second-highest (3.96)
 - Somewhere between “medium” and “high”
- Durability was ranked as the third-highest (3.75)
 - Somewhere between “medium” and “high”
- Odor was ranked the lowest (2.29)
 - Somewhere between “low” and “medium”

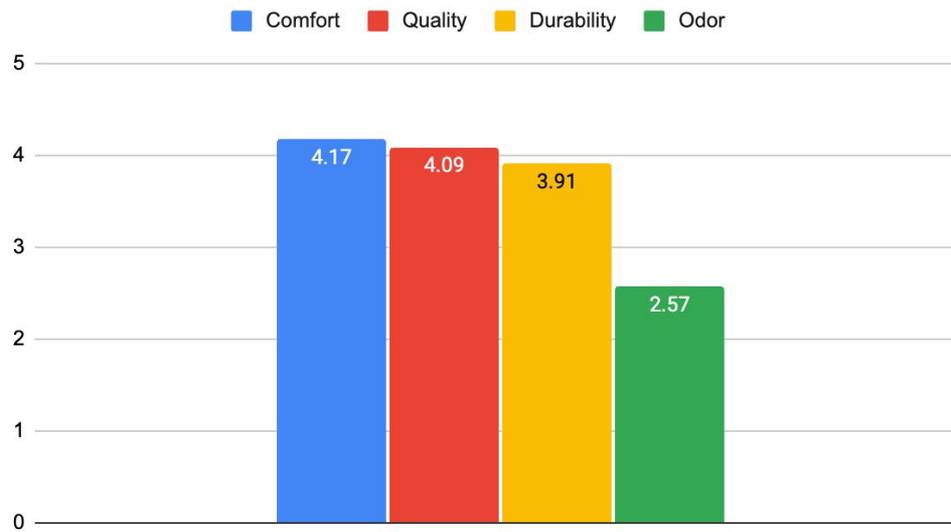


Figure 2: Graphical Representation of Non-Athletes' Average Rankings of Factors When Buying Athletic Shoes (N = 47)

- Comfort was ranked as the highest (4.17)
 - Somewhere between “high” and “most” on the ranking scale
- Quality was ranked as the second-highest (4.09)
 - Somewhere between “high” and “most”
- Durability was ranked as the third-highest (3.91)
 - Somewhere between “medium” and “high”
- Odor was ranked the lowest (2.57)
 - Somewhere between “low” and “medium”

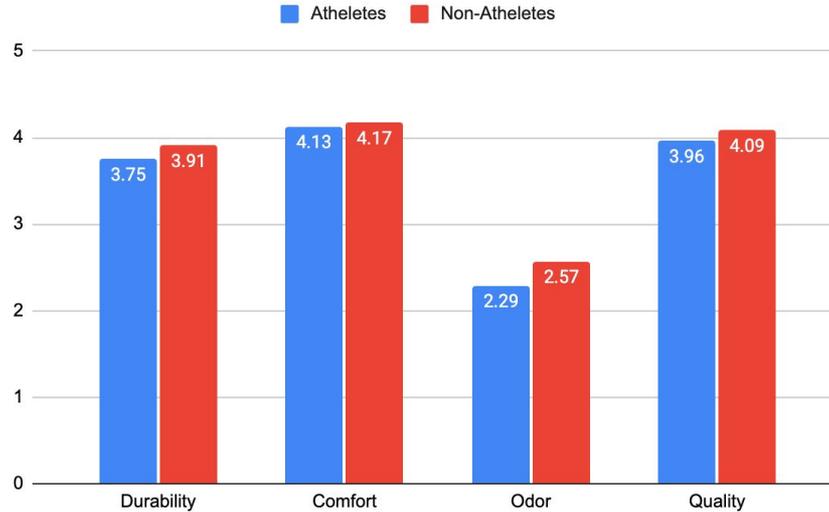


Figure 3: Graphical Representation of Athletes' Average Rankings For Each Category In Comparison With Non-Athletes' Average Rankings For Each Category (N = 47)



Conclusion





Conclusion

- Aim of paper was to assess what factors prompt a consumer to buy an athletic shoe
- *Out of the factors of quality, comfort, durability, and odor, both athletes and non-athletes ranked them in the following order (descending): comfort, quality, durability, odor
- Study can benefit those who struggle with overchoice, but implications include a spike in anxiety levels or even a higher likelihood of purchases based on impulse in the future
- Limitations include not considering the quality of thought and time in the responses, as well as that the responses are catered mainly to the ages of 16-21 (not the whole population of athletes and non-athletes)



References





References

(PDF) The Impact of Brand Loyalty on Customer Purchase Intention: An Empirical Study on Basketball Shoe Brands of Adidas, Nike and Puma in Asia,” *ResearchGate*.

https://www.researchgate.net/publication/345983988_The_Impact_of_Brand_Loyalty_on_Customer_Purchase_Intention_An_Empirical_Study_on_Basketball_Shoe_Brands_of_Adidas_Nike_and_Puma_in_Asia

J. Chu, “Factors affecting the purchase decision of sneakers in post-90s consumer groups,” in *Advances in intelligent systems and computing*, 2020, pp. 480–487. doi: 10.1007/978-3-030-51828-8_63.

L. Christou, “The lucrative sponsorship deals that made up 94% of Novak Djokovic’s earnings last year,” *Verdict*, Jun. 19, 2024. [Online]. Available:

<https://www.verdict.co.uk/novak-djokovic-net-worth-sponsorship/#:~:text=Likewise%2C%20a%20deal%20with%20Asics,lucrative%20deal%20is%20with%20Lacoste.>

P. Benson, “LeBron James’ latest Nike sneaker is out now,” *Sports Illustrated FanNation Kicks News, Analysis and More*, Jan. 05, 2024. [Online]. Available:

<https://www.si.com/fannation/sneakers/news/lebron-james-latest-nike-sneaker-is-out-now#:~:text=James'%20signature%20sneaker%20line%20has,officially%20hits%20shelves%20this%20week.>



References

“The best shoes for ankle support, recommended by experts — from sneakers to boots and more,” *TODAY.com*, Sep. 13, 2024. <https://www.today.com/shop/best-shoes-ankle-support-rcna170495>

K. Hui and K. Hui, “6 Best Odor-Fighting Shoes for stinky Feet,” *Well+Good*, Jun. 22, 2023. <https://www.wellandgood.com/best-odorless-shoes/>

U. S. S. Academy, “Factors that Influence African-American Millennials to Purchase Athletic Shoes,” *The Sport Journal*, Nov. 25, 2013. <https://thesportjournal.org/article/factors-that-influence-african-american-millennials-to-purchase-athletic-shoes/>

A. Manolică, A.-S. Guță, T. Roman, and L. M. Dragăn, “Is consumer overchoice a reason for decision paralysis?,” *Sustainability*, vol. 13, no. 11, p. 5920, May 2021, doi: 10.3390/su13115920.

E. Sagone, E. Commodari, M. L. Indiana, and V. L. La Rosa, “Exploring the Association between Attachment Style, Psychological Well-Being, and Relationship Status in Young Adults and Adults—A Cross-Sectional Study,” *European Journal of Investigation in Health Psychology and Education*, vol. 13, no. 3, pp. 525–539, Feb. 2023, doi: 10.3390/ejihpe13030040.