



## Perception and Opinion of Students Towards Reebok Sports Shoes- A Case of Smart Style Showroom, Belgum (Karnatak State)

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### ABSTRACT

Smart style showroom mainly deals with Reebok products like T-shirts, trousers, perfumes and caps. Now they are planning to include Reebok sport shoes and Reebok sandals. To make further investment on Reebok sports shoes and sandals in Smart style showroom it is necessary to know the perception of people towards Reebok sports shoes. The study helps the firm and organization to enhance their sales by understanding some of the factors such as, 1. Customer perception towards Reebok sport shoes, 2. Awareness level of Reebok products, 3. Which factor play important role in buying sport shoes?, 4. Customer preference towards branded sport shoes in Belgum. The study is conducted in Belgum city to know the perception of students towards Reebok sport shoes. The questionnaires for the survey, was framed considering those factors where corrective action can be taken. The study is limited only to various college students of Belgum. Perception is actually more important than reality in many cases. In Belgum city customers are having good perception towards Reebok sport shoes except some factors like colour, material and sole. The awareness levels of Reebok products are also good. Even though it is facing tough competition with Nike it is second preferred branded sport shoe in Belgum city. In the world of business, particularly marketing and advertising, perception is reality. How do consumers perceive the brand, the product, how do they perceive competitors - that all determines how successful the product will be on the market.

### Introduction:

Smart style showroom mainly deals with Reebok products like T-shirts, trousers, perfumes and caps. Now they are planning to include Reebok sport shoes and Reebok sandals. To make further investment on Reebok sports shoes and sandals in Smart style showroom it is necessary to know the perception of people towards Reebok sports shoes. The study helps the firm and organization to enhance their sales by understanding some of the factors such as, 1. Customer perception towards Reebok sport shoes, 2. Awareness level of Reebok products, 3. Which factor play important role in buying sport shoes?, 4. Customer preference towards branded sport shoes in Belgum.

### SCOPE OF THE STUDY

The study is conducted in Belgum city to know the perception of students towards Reebok sport shoes. The questionnaires for the survey, was framed considering those factors where corrective action can be taken. The study is limited only to various college students of Belgum.

### OBJECTIVES OF THE STUDY

- To examine students perception towards Reebok sports shoes
- To determine significant factor play important role in buying of sport shoes
- To know students preference towards branded sports shoes in Belgum city.

### METHODOLOGY

1. Data collection method.

Data was collected both from primary and secondary sources. The primary data was collected from 100 students of PUC and Degree colleges in Belgum city.

Primary Data : Questionnaire and Personal Interaction

Secondary Data: Company manual, Organization Guide, books, journals, website etc.

### 2. Sampling

Sampling Method : Convenient Random Sampling was applied.

Population/ Universe : Various PUC and Degree college students of Belgum.

Sample Size : 100.

### Results and Discussion

1. Do you prefer wearing sport shoes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	87	87.0	87.0	87.0
No	13	13.0	13.0	100.0
Total	100	100.0	100.0	

87% of respondents prefer wearing sport shoes and 13% of respondents don't prefer to wear sport shoes.

2. Which of the factor or attribute you give importance while buying branded sport shoes?

### A. price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1st pref.	57	57.0	65.5	65.5
2nd prefer	13	13.0	14.9	80.5
3rd prefer	11	11.0	12.6	93.1
4th prefer	6	6.0	6.9	100.0
Total	87	87.0	100.0	

Missing				
System	13	13.0		
Total	100	100.0		

65.5% of respondents give first preference to price and 6.9% of respondents give fourth preference to price.

**B. Color**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1st prefer	55	55.0	63.2	63.2
2nd prefer	15	15.0	17.2	80.5
3rd prefer	7	7.0	8.0	88.5
4th prefer	4	4.0	4.6	93.1
5th prefer	6	6.0	6.9	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

63.2% of respondents give first preference to color and 6.9% of respondents give fifth preference to color.

**C. Sole**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1st prefer	61	61.0	70.1	70.1
2nd prer	11	11.0	12.6	82.8
3rd pfef	12	12.0	13.8	96.6
4th prefer	2	2.0	2.3	98.9
5th prefer	1	1.0	1.1	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

70.1% of respondents give first preference to sole and 1.1% of respondents give fifth preference to sole.

**D. Material**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1st prefer	26	26.0	29.9	29.9
2nd prefer	21	21.0	24.1	54.0
3rd prefer	20	20.0	23.0	77.0
4th prefer	14	14.0	16.1	93.1
5th prefer	6	6.0	6.9	100.0

Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

29.9 % of respondents give first preference to material 6.9% of respondents give fifth preference to material.

**E. Design**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1st prefer	28	28.0	32.2	32.2
2nd prefer	19	19.0	21.8	54.0
3rd prefer	21	21.0	24.1	78.2
4th prefer	12	12.0	13.8	92.0
5th prefer	7	7.0	8.0	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

32.2% of respondents give first preference to design of sport shoes 8% of respondents give fifth preference to design.

**F. Durability**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1st prefer	21	21.0	24.1	24.1
2nd prefer	26	26.0	29.9	54.0
3rd prefer	23	23.0	26.4	80.5
4th prefer	14	14.0	16.1	96.6
5th prefer	3	3.0	3.4	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

24.1% of respondents give first preference to durability and 3.4% of respondents give fifth preference to durability of sport shoes.

**G. Comfort**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1st prefer	23	23.0	26.4	26.4
2nd prefer	29	29.0	33.3	59.8
3rd prefer	20	20.0	23.0	82.8
4th prefer	11	11.0	12.6	95.4
5th prefer	4	4.0	4.6	100.0

Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

26.4% of respondents give first preference and 4.6% of respondents give fifth preference to comfort of sport shoes.

**H. Weight**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1st prefer	58	58.0	66.7	66.7
2nd prefer	14	14.0	16.1	82.8
3rd prefer	9	9.0	10.3	93.1
4th prefer	3	3.0	3.4	96.6
5th prefer	3	3.0	3.4	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

66.7% of respondents give first preference and 3.4 percent of respondents give fifth preference to weight of sport shoes.

3. Are you aware or Reebok sport shoes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	87	87.0	100.0	100.0
Missing				
System	13	13.0		
Total	100	100.0		

Awareness level of Reebok sport shoes is 100%.

4. Which are the other Reebok products you are aware of?

**A. Sandals**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Aware	54	54.0	62.1	62.1
Not aware	33	33.0	37.9	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

62.1% of respondents are aware of Reebok sandals and 37.9% of respondents are not aware of Reebok sandals.

**B. Trousers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Aware	59	59.0	67.8	67.8
Not aware	28	28.0	32.2	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

67.8% of respondents are aware of Reebok trousers and 32.2% are not aware of Reebok trousers.

**C. T-Shirts**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Aware	87	87.0	100.0	100.0
Missing				
System	13	13.0		
Total	100	100.0		

Awareness levels of Reebok T-shirts are 100%

**D. Caps**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Aware	85	85.0	97.7	97.7
Not aware	2	2.0	2.3	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

97.7% of respondents are aware of Reebok caps and 2.3% of respondents are not aware of Reebok caps.

**E. Perfumes**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Aware	44	44.0	50.6	50.6
Not aware	43	43.0	49.4	100.0

Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

50.6% of respondents are aware of Reebok perfumes and 49.4% of respondents are not aware of Reebok perfumes.

**F. Specs**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Aware	67	67.0	77.0	77.0
Not aware	20	20.0	23.0	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

77% of respondents are aware of Reebok specs and 23% of respondents are not aware of Reebok specs.

5. How do you perceive Reebok sport shoes in following aspect?

**Material**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Excellent	7	7.0	8.0	8.0
Good	19	19.0	21.8	29.9
Neither Good/Bad	57	57.0	65.5	95.4
Bad	4	4.0	4.6	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

8% of respondents perceived that materials used in Reebok sport shoes are excellent and 4.6% of respondents perceived it as bad.

**B. Colour**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Excellent	10	10.0	11.6	11.6
Good	17	17.0	19.8	31.4
Neither Good/Bad	50	50.0	58.1	89.5
Bad	9	9.0	10.5	100.0
Total	86	86.0	100.0	
Missing				

System	14	14.0		
Total	100	100.0		

11.6% of respondents perceived that colour of Reebok sport shoes are excellent and 10.5% of respondents perceived it as bad.

**C. Sole**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Excellent	9	9.0	10.3	10.3
Good	28	28.0	32.2	42.5
Neither Good/Bad	48	48.0	55.2	97.7
Bad	2	2.0	2.3	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

10.3% of respondents perceived that sole of Reebok sport shoes are excellent and 2.3% of respondents perceived it as bad.

**D. Design**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Excellent	13	13.0	14.9	14.9
Good	59	59.0	67.8	82.8
Neither Good/Bad	14	14.0	16.1	98.9
Bad	1	1.0	1.1	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

67.8% of respondents perceived that design of Reebok sport shoes are good and 1.1% of respondents perceived it as bad.

6. How do you perceive price of Reebok sport shoes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very low	4	4.0	4.6	4.6
Low	61	61.0	70.1	74.7
Moderate	15	15.0	17.2	92.0
High	7	7.0	8.0	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

70.1% of respondents perceived price of Reebok sport shoes are low and 8% of respondents perceived it as high.

7. My perception towards durability of sport shoes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Low	16	16.0	18.4	18.4
Very low	8	8.0	9.2	27.6
Moderate	3	3.0	3.4	31.0
High	58	58.0	66.7	97.7
Very high	2	2.0	2.3	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

18.4% of respondents perceived that durability of Reebok sport shoes are low and 66.7% of respondents perceived it as high.

8. Which brand do you prefer while buying sport shoes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Nike	31	31.0	35.6	35.6
Adidas	18	18.0	20.7	56.3
Reebok	28	28.0	32.2	88.5
Woodland	8	8.0	9.2	97.7
Power	2	2.0	2.3	100.0
Total	87	87.0	100.0	
Missing				
System	13	13.0		
Total	100	100.0		

35.6% of respondents preferred to buy nike,20.7% of respondents preferred to by adidas,32.2% of respondents prefer to by reebok,9.2% preferred to buy woodland and 2.3% of respondents prefer to buy power.

**Findings**

1. In Belgaum 87% of the college students prefer wearing sports shoes.
2. Following preference is given by respondents in Belgaum while purchasing branded sports shoes;

Preference Factors	First preference	Second Preference	Third preference	Fourth preference	Fifth preference
Price	65.5%	14.9%	12.6%	6.9%	
Color	63.2%	17.2%	8%	4.6%	6.9%
Sole	70.1%	12.6%	13.8%	2.3%	1.1%
Material	29.9%	24.1%	23.0%	19.1%	6.9%
Design	32.2%	21.8%	24.1%	13.8%	8%
Durability	24.1%	29.9%	26.4%	16.1%	3.4%
Comfort	26.4%	33.3%	23.0%	12.0	4.6%
Weight	66.7%	16.1%	10.3%	3.4%	3.4%

13. in Belgaum Awareness level of Reebok sports shoes in

college student is 100%.

4. Awareness level of Reebok sandals is 62.1%, trouser 67.8%, T-shirts 100%, caps 97.7% ,perfume is 50.6% and specs is 77%.
5. Only 11.6% of the students perceived that color of Reebok sports shoes are excellent and 19.8% of student perceived it as good.
6. 21.8% of students perceived that materials used in Reebok sports shoes are good.
7. 67.8% of students perceived that design of Reebok sport shoes are good and 14.9% as excellent.
8. Only 32.2% of student perceived the sole of Reebok sports shoes are good.
9. In 15% of the student perceived that the price of Reebok sports shoes are moderate and 61% of the student perceived it as low.
10. 58% of the student perceived that Reebok sports shoes are highly durable.
11. With regard to the branded sports shoes student in Belgaum 35.6% of respondents preferred Nike, 32.2% of respondents preferred Reebok and 20.7% of respondents preferred adidas.
12. Some of reason for not wearing sports shoes are
  - Difficulty to maintain
  - Costly
  - Bad smell

**Suggestions**

1. While making purchase decision customers give much importance to price, colour and weight of sport shoes. So the company must give importance to these factors while manufacturing sport shoes.
2. The awareness level of customers towards some of the Reebok products like sandals, trousers and perfume are low while compared with other Reebok products. So the company must advertise in such a way that advertisement must cover all the products which company is going to manufacture.
3. People don't have good perception towards colour, material and sole of Reebok sport shoes. As color and sole are some important attributes which customers give importance while making purchase decision the company must take it seriously.
  - The color must be in such a way that it must attract customers at one glance. You can use decent colors with good combinations like black and red, ash and white and you can go for metallic colors.
  - The sole must be designed in attractive way, with good finishing. It can be of dual colors. There is a complaint that after using Reebok sport shoes for one month there will be bad smell, so to overcome this company must use good quality of cloths inside the shoes.
4. In Belgaum city Reebok is second preferred branded sport shoe by college students. First is Nike and third is adidas. If the companies overcome the entire above mentioned problem in coming days it can be in first position.

**Conclusion**

In the study of "customer perception towards Reebok sport shoes", Researcher has been experienced that customer perception plays a vital role in the success of a product. Nothing is of a greater importance for a marketer than perception. Perception is actually more important than reality in many cases. In Belgaum city customers are having good perception towards Reebok sport shoes except some factors like color, material and sole. The awareness levels of Reebok products are also good. Even though it is facing tough competition with Nike it is second preferred branded sport shoe in Belgaum city. In the world of business, particularly marketing and advertising, perception is reality. . How do consumers perceive the brand, the product, how do they perceive competitors - that all determines how successful the product will be on the market.

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