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Factors influencing consumer's brand loyalty

towards footwear:

Case of Nike

신발 소비자의 브랜드 충성도에 영향을 미치는 요인:

나이키의 사례를 중심으로

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Abstract

Factors influencing consumer's brand   loyalty towards footwear:

Case of Nike

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The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards Nike footwear. Throughout the review of related literature, I adopted seven factors to test in the South Korean environment. The seven factors of brand loyalty are brand name, product quality, price, style, promotion, and service quality and store environment. Also, this study examines if the factors differ within groups of gender, age groups and occupation. A qualitative study approach was used in this study by administering questioners to 202 respondents from South Korea. Statistical Package for the Social Sciences (SPSS) was used to analyze descriptive, reliability test, correlation analysis and linear regression analysis for this study. Results by linear regression analysis show that brand name, price, style and promotion are the significant variables. The results also indicate that brand loyalty factors differ within groups of gender, age and occupation. Nike footwear manufacturer's marketers and

advertising managers of athletic shoe companies should utilize the findings of this study to communicate with Korean consumers more effectively by developing marketing strategies based on the finding of brand loyalty factors.

Table of content

LIST OF TABLES

LIST OF FIGURES

Chapter 1. Introduction

1.1.Research Background

The sports industry is described as a business category of organizations which makes sports products and service as the objective of generating profit (Yusof.A and Shah, 2009). Now sports is one of the biggest industry in the world. The reports by Catalyst Corporate Finance (2014), showed that the whole global sportswear sector market sales have grown dramatically rising by 6.9% between 2012 and 2013. In 2013, it was recorded 15.3% of sales in sportswear clothing market (Dai and Chen, 2017). From the report done by (Standard, Malik and Latif, 2016) reveals that the estimated world sportswear apparel market is valued at around $151 billion in 2015 and it is believed that it will be projected an increase by 4 percent per annum of growth until 2020.

Sports is now used more as a commercial use or in making money rather than playing sports as just fun. Year by year the sports industry is getting bigger and more money are being used for sporting purpose. As we can see through each year increase in player's salaries, use of sports facilities, sports products and all sport-related events such as the Olympics and world cups are getting more and more popular. The people interacting with sports are more than before and sports-related events are getting increased (DEGARIS et al., 2015)

In the modern era now a day's people are more aware of the importance of sports and being in a healthy active lifestyle. Now a day's healthy lifestyle is more promoted   and   advised   to   exercises   at   least   three   times   a   d

ay. On top of that now there are more fitness instructors, gyms, various combinations of fitness classes and various types of exciting sporting events such as 5km or 10km runs. Now the increase of interaction of sports from people gives sportswear manufacturers to make more products that fit customers (Lin et al., Patrick & Xu, 2018).

In today's modern era sportswear products have become a common and popular category among the people. People now wear sportswear products as a fashion as well as casual dressing. This gives sports manufacturing industries to enter a new market in making money by producing sports products that can be worn as in a casual form too. People wear these as a new trend, comfort, to be stylish and because of the design and colours. There are a lot of sporting brands which exists in today's world and lot of people use those products. These products come in different prices and in different qualities. As a result, big company's use of these opportunities exploits in making money (Bouchet, Hillairet, & Bodet, 2013).

A crucial drive force for the sportswear industry comes from the youth market (Miller and Lu, 2018). The youth market spending power is valued at $600 million and expected to elevate to $3 trillion over the coming years (Coulter-Parker, 2018).

The popularity of sportswear has emerged from sports, music and fashion as sportswear brands have begun partnerships with influencers of hip hop and other celebrities, in an attempt to acknowledge the fashion element of apparel and keep on to attract the consumers (MELLERY-PRATT, 2014).

Within the evolution of fashion, sportswear shoes have become a popular fashion trend because of the comfort, style, designs, and uniqueness to wear them both as sporting aspects and for casual purposes (Gupta, 2015).

According to Knox and Denison research study (2000), customers who were loyal spend a lot of money on their preferred brand even if it exceeds their own budget, whereas other consumers who are not loyalty to any brand do not spend any money.

Sportswear has become a common and popular category among people as it identifies for them with a more relaxed lifestyle, greater versatility and comfort. Because of the booming of this industry, increase in use of sportswear apparels products has sparked sportswear manufacturers like Nike, Adidas, and Puma to start expanding their business around the world and particularly in Asia as it gives more potential to get them greater volumes of sales for their products (Yee and Sidek, 2008). Also, it gives a boost to position their brand name and products around different parts of the world and particularly in Asia countries like South Korea. Korea's sportswear market has shown continuous growth from sales reached 6.98 trillion won ($5.96 billion), a 5.8 percent year on year increase from 2015 (EUN-SOO, 2017).

In Korea, young consumers have become consumer trendsetters as their spending power increases and their western cultural reference points broaden dramatically (Louis, 2002). Consumers in their twenties are rapidly replacing middle□ aged consumers as the main consumers of global luxury brands in Korea (Park, 2000)

Consumer behavior study is thorough comprehensive learning of knowing how people behave when they purchase products, what kind of taste and preferences they use, how they use and dispose of those products, also studying of emotional, mental and behavioral responses how they respond towards the final product and most importantly why customers purchase those products (Kotler, 1994). In this kind of marketing study, there are various different kinds of components associated exclusively like materials from anthropology, psychology, economics, sociology, and socio psychology. This

process involves observing the decision making from both the buyer and individually combined. To understand in deep the needs of the consumers it studies different characteristics of each and every consumer. For example, psychographics, behavioral, taste, style, preferences, gender, education, income and other demographic variables are needed in account (Kotler, 1994). According to Kotler, 1994 it evaluates the most significant influencing variables from the customer and from those various characterized groups, for example reference groups, family, friends and from the society or the surrounding area in general. For instance, when a customer makes a decision to buy a shoe, this final decision applied to buy the shoes may come from a lot of factors. Like the decision to buy may be influenced because the products was suggested by a friend, maybe it was a quality product, the product may be alongside with the latest fashion, the product price may be influenced in making the decision, maybe because it's the grand that made the decision to buy the particular shoe or maybe it's the level of comfort which made the final decision to buy it. If someone else wants to buy the same identical product the decision to buy it may differ because they may not contain the same or equal attitude towards that product, different people have different choices influencing when choosing and buying the product. Therefore we can conclude that in a similar group of people, buyer activities in purchasing the products can be totally not the same, (Kotler 1994).

Melnyk et al. (2009) "this is surprising because if male and female loyalties differ, men and women might require a different selling approach, have different levels of customer value, and respond differently to loyalty programs and other actions aimed at enhancing customer loyalty". Empirical research shows that men and women could have different attitudinal and behavioral orientations in their buying behavior (Homburg

and Giering, 2001; Noble et al. 2006; Helgesen and Nesset, 2010). research proved that the level of repurchase intent is higher for women than for men (Mittal and Kamakura, 2001; Dimitriades, 2006) or there is no significant difference by gender (McGoldrick and Andre, 1997; Bendall-Lyon and Powers, 2002; Kim and Yoon, 2004; Bell et al. 2005). Increasingly sharing the ideal of material lifestyles and valuing well-known brands that symbolize prosperity (Solomon, 2004). According to Yoon (2003), proliferation of materialism among Koreans and valuing such things as global luxury brands, which they can show off to others. According to men pay more attention to the attributes of a product while women consider the prolific value of the product to express themself (Stan, 2015).

Saad, Ishak and Johari (2013) declare that age allows marketers to determine how want and needs changes as an individual mature. Furthermore, the submission by Hansman and Schutjens (1993) indicates that age is a strong predictor of changes in attitudes and behaviors including those that are inclined towards products/services loyalty. According to Yoon (2002) theoretically, it is safe to conclude that older consumers will exhibit more loyalty than their counterparts who are younger. Older consumers are more interested in familiar brands (stan, 2015). Also, he mentioned that tend to remain loyal to brands that are closer to their environment as a result of less mobility in later life. Older consumers are more conservative and less willing to try new brands Saad et al. (2013). Most of the Koreans get married in the early 30's. Economic factors like low pay, poor job security, and lack of affordable housing (Steger, 2018). People are reluctant to pay more.

The young adult market (agegroup18-24) is an important and powerful segment of consumers considered as a separate segment (Ness et al., 2002). Specific factors

influence young adults and their purchasing pattern (Martin and Bush, 2000) Increasing influence over family spending; capacity to spend in future; and ability to set new trends. Young adults are found to be more involved with new trends in comparison to any other segment. They also spend less in order to save more money (Shukla, 2009). So the chances are they might not be that loyal.

Employment also plays a role due to the different job levels also and by pay level too. There is a difference between white-collar and blue-collar workers. Where white-collar workers gain a much higher salary than blue-collar workers. Most of the students below the age of 24 are students so they don't earn much money. Highly educated graduates earn much more money (Lee, 2017).

A lot of companies, just like in any other industry business sportswear industry also keeps the importance of brand loyalty and to enhance it and make a strong relationship between the brands and their customers. Managers in the marketing industry came to known the rising potential brand switching trends and also seen consumers retention as a simple and more dependable source of high level (Reichheld &Sasser, 1990). Therefore it is a vital and important concern for marketers to gain more information in brand loyalty area.

Brand loyalty is described as a consumer's conscious or unconscious decision that is expressed in a way that the intention or the behavior to make repeated purchases, which makes the particular brand to be continuously used. There are a lot of benefits a company gets if a consumer being loyal and one of the most two important things are increased in the purchase because of repurchase from the same consumer and being able to keep up to the reputation of the brand. It also indicates that people become loyal

because they are being satisfied with products that the brand offer as well as other attributes like, color, style and price.

A lot of people agree that Brand loyalty has been proclaimed to be the ultimate and most goal of marketing (Reichheld and Sasser, 1990). In marketing, brand loyalty is described and consists of a customer's commitment or dedication to repurchase from the same brand through repeatedly buying of different products or services related to the same brand. This state or indicates that the decision to repurchase is very much depended on trust, features and quality performance of the product or the service (Chaudhuri and Holbrook, 2001).

Hence the rationalization of this research makes sure to provide an improved insight or new understanding of the consumers purchasing performance of the sporting goods. The main purpose of this paper is to discover matters which influence the consumers for being loyal to purchase sporting brand goods of Nike.

In recent years, the number of people who choose to wear sportswear in their daily life has increased. This phenomenon is particularly reflected in young generations, who believe that wearing such clothes represents a relaxed lifestyle. Moreover, with the development of various sportswear brands (e.g., Nike, Adidas, Basics, and Under Armour), people have more choices in brands. People wear the sportswear of some brands because it demonstrates fashionable taste and is a good way to get along with others. Based on the previous research papers seven factors have been selected in order to see how these factors influence brand loyalty on consumer products. The seven factors are brand name, quality of product, price, style, promotion, quality of service, surrounding environment of the store. This paper will examine which of the dimension

is most or combination is most accountable towards brand loyalty. This is a valuable market research dilemma for producers.

1.2. Significance

There is a correspondence relationship between customer's satisfaction and brand loyalty. To create a loyal, faithful, committed or dedicated customer base, firms need to pay close alertness attention to consumer's preferences over time and time. In this constantly fast-changing environment trends are changeable within a rapid rate of months or short period. So to be updated with the latest trends and technology they need to gather upmost information faster and quickly to create a loyal customer base and to be differentiated or stand out from the competitors. A brand must consist or need to offer competitive marketing mix strategies that are related to gain access or exploit to more customers, better than competitors is offering in the same industry and these marketing strategies can influence customers to get to that particular firm.

This paper will give an insight or reveal more information on how brand loyalty influences consumers in the sportswear industry. The sportswear industries need to take an account to consumer's demands and their preferences, which is highly flexible particularly in the fashion industry. Consumer's preferences, taste also depends on their social background, race, culture, living standard, age, gender, marital status, income, race, lifestyle and social lifestyle. To understand brand loyalty in-depth, a researcher needs to critically analyze and study different issues related in consumers choices. By being able to give more rational explanations in those issues, it will become much easier for the researcher to simplify the influencing dimensions of brand loyalty towards Nike footwear customers.

The purpose of this research is to test which factors are the most influencing brand loyalty or what factors influencer's young adult consumers being to become loyal to footwear.

The importance of this paper is to find the influencing factors towards brand loyalty. This paper will help future regards to shape up their marketing strategy in order to increase brand loyalty among young adult consumers. Consumer are the treasure which keeps the company keeps going (Bheri, 2004). This research provided insight for sportswear marketers in creating proper marketing strategies for the sportswear industry.

There were no papers found or test these seven dimensions of brand loyalty towards sports consumer products in South Korea.

1.3. Research Objective

In order for a firm to retain the loyal customers group, sportswear manufacturing company's need to come up with better and satisfactory marketing mixes for consumers that comprises of different factors such as better product quality, enhanced good quality services, comfortable store environment for consumers, attractive promotions, maintaining the reputation of the brand name, diversified style according to the latest trends and lastly placing off attractive pricing for consumers etc (Yee and Sidek 2011). So, all these factors greatly influence consumers of being loyal toward a sportswear brand. Based on the previous research paper of Yee and Sidek (2008), similar objectives were intended to use with the same seven dimensions factors which is brand name, quality of product, price, promotion, style, service quality and store environment as independent variables which influences consumers of Nike. To test if these dimensions have a strong influence on brand loyalty.

The following general and specific aims were formulated. Bellow shows the important research objectives of the study

To determine and critically evaluate relationship between brand name and brand loyalty in Nike.

- To identify and critically evaluate relationship between brand loyalty and product quality in Nike footwear.

- To confirm and critically evaluate relationship between brand loyalty and price in Nike footwear.

- To ascertain and critically evaluate relationship between brand loyalty and style in Nike footwear.

- To find out and critically evaluate relationship between brand loyalty and store environment in Nike footwear.

- To pinpoint and critically evaluate relationship between brand loyalty and promotion in Nike footwear.

- To discover and critically evaluate relationship between brand loyalty and service quality in Nike footwear.

- To find out if the factors influencing brand loyalty differ by gender, occupation and age group.

1.4. Research Questions

The purpose of this study is to find out how much brand loyalty is influenced by the factors of brand name, product quality, price, style, promotion, and service quality and store environment. To the end, this study seeks to answer the following research questions below.

- What is the relationship between brand loyalty and brand name in Nike footwear?

- What is the relationship between brand loyalty and product quality in Nike footwear?

- What is the relationship between brand loyalty and price in Nike footwear?

- What is the relationship between brand loyalty and style in Nike footwear?

- What is the relationship between store brand loyalty and store environment in Nike footwear?

- What is the relationship between brand loyalty and promotion in Nike footwear?

- What is the relationship between brand loyalty and service quality in Nike footwear?

- Do the factors influencing brand loyalty differ by gender, occupation and age group?

Chapter 2. Literature review

2.1 Background of Brand Loyalty

The factors for the loyal customer have been an interesting topic and over the years among consumer theorists, marketers and various researches had debated over this for a long time. Although the concepts applied by the researches to brands and later stores, the idea of consumer loyalty has been widen to involve lots of numerous subjects (Dai and Chen, 2017).

In recent years statistics show that there is a boom in the number of people who buy and who choose to wear sportswear apparel in their daily life as the purpose of a lifestyle or to use in sporting activities (Global Industry Analysts, Inc., 2015). This phenomenal growth is particularly reflected upon in young generations of people, who believe that wearing such clothes represents a relaxed lifestyle and for more sporting purposes (Wong & Sidek, 2008). Moreover, because of the popularity of the sports and sporting wear products as a fashion more development of various sportswear brands (e.g., Puma, Adidas, Nike, Basics, and Under Armour), people now have more choices in quality brands to choose from.

The number of people increased in using sportswear brands is because it demonstrates trendiness, fashionable taste and emotionally it brings a good feeling to get along with others (Bouchet, Hillairet, & Bodet, 2013). The propensity in consumers'

minds to purchase different varieties of sports products has stimulated an increase in sales of the entire industry. Sportswear and sport products has become very admirably popular among the people that these brand have become very lucrative, the brands are implementing innovative technologies and extending their brands, not just to make improved products for a better performance of the sports, but also making casual products like footwear and clothes that are used for in our daily life. This evolution of extension in products, enables to result in making more revenues to the companies. This makes people use sports brand products other than in just using them to play sports or in any physical related sports activities. As a result, it raises the brand recognition and awareness from person to person. The recognition of the products could attract much more consumers for the brands and will be much easier to introduce the brands to the consumers, also can develop further characteristic of the brand according to the customer's preferences and tastes after analyzing the purchasing behavior of the customers **(**Lim and Aprianingsih, 2015).

Many sportswear companies put a huge effort to get the attention or interest in their brand towards the customers so they would become more loyal to their brand. The efforts are put to get the consumers attention, to make them repurchase the products frequently, making eye-catching phrases of slogans, creating quality product extensions, producing quality products which customers desire, making unique attractive advertisements using marketing tools (Facebook, Twitter, website) to provide more information and using famous athletes to promote their products. All of these are done to make the customers fall to their brand to make them loyal to their brands **(**Lim and Aprianingsih, 2015). These efforts have been proven that the brand loyalty of the sportswear shown by the customers is very impressive, for instance which is shown

from the famous Air Jordan brand where many faithful Air Jordan consumers waited in the line for hours or days to buy the new release series of Air Jordan products several times in each and every year. Sometimes the stocks get sold within a day or two this shows how much enthusiasm they are showing to their faithful product (Addady, 2016) **(**Lim and Aprianingsih, 2015).

According to the Keller (2003), brand awareness is described as the ability or capacity to recognize the image of the brands and the quality of the products they are offering. Also known as the mixture of brand recognition elements and recalling the brand into the consumer's mind. Brand awareness is one of the most essential and important elements in understanding the brand, also being aware increases the chances of being selected out from various competing brands which makes the brand easier to build a brand image (Kwang-Ho et al. 2011).

Gustafsson (2000), defined that a considerable amount of programs should be planned and implemented if you want to increase the loyalty and commitment of the customers. By implementing programs such as coupons, various promotional programs and discounts which target to increase buyers and generating more money. Though these types of fidelity programs are required but not necessarily it simultaneously increases the multifaceted loyalty of the customer. A customized marketing strategy that changes by each diverse type of loyalty is entirely required for increasing customer loyalty (Kwang-Ho et al. 2011). For sportswear customers, a longer-lasting brand loyalty can be made by using a kind of grass-root customer marketing in place of mass media marketing. The main brands in the sportswear industry, such as Nike, Puma and Adidas are always looking into ways to build a strong brand image and which able to strengthen brand loyalty towards their consumers to keep them in the pole position of

leading as one of the best sportswear brands. Likewise in most countries, in South Korea also sportswear brand are very popular among the people. Sportswear brands like Umbro, Puma, Reebok, Nike, Fila and Adidas are popular sportswear brands among the Korean customers. People view Sportswear products in general as a popular category because it is recognized by them as a product with superior flexibility, comforter and moreover relaxed cool lifestyle. The main reason behind big sporting goods Manufacturers such as Adidas, Puma and Nike started to expand their business in Asia is because in order to achieve greater sales volume for their products (Yee and Sidek, 2008).

In this extremely competitive sportswear industry, the importance is to create a distinctively unique, favorable and powerful brand image to provide consumers with a reasonable reason to purchase the products repeatedly, then add additional works to maintain their loyalty and trust (Aaker, 1991; Tepeci, 1999, Tong and Halwey, 2009). From the researcher, Schoenbachler and Aurand (2004), stated that a lot of studies by marketers have been conducted based on brand loyalty and particularly paid closer attention to the value of consumer loyalty to their brands and how they manage loyalty. According to the study by Chen and Gursoy (2001), consumers might be loyal to this brand even if they don't always buy the products. Based on Chen and Gursoy (2001) point of view, we can say that customers can be loyal to a particular product even when they don't buy frequently from the same product and there might be other alternative products they might be buying to use from other brands. That means we can also say that maybe for a particular product of a brand might have some reason why they choose to buy the product. The ultimate goal of marketing is favorably pointed out as brand loyalty (Sasser and Reichheld, 1990).

Brand loyalty gives out a consumer's promise of repeating the purchases of the product from the same brand Holbrook and Chaudhuri, (2001) suggested that the decisions of repeated purchases are heavily dependent on the continues improvement of quality in the product. This research critically studies the factors that build the brand loyalty of the customers. From the past research paper of Yee and Sidek (2008), it was proved that there are seven marketing mix factors of Brand Loyalty factors which were stated by Lau et. Al. (2006), which is the brand name, style, product quality, service quality, Store Environment, price and promotion.

2.1.1. Brand Loyalty

Over the years Brand loyalty has been definition has been used in different ways (Copeland, 1923) A researcher name Copeland in (1923) was first approached first with the concept explain a consumers behavior towards a product, but at that time he used "brand insistence" to define brand loyalty (Heiens, Pleshko, and McGrath, 2006). But the simplest form of definition is when a consumer becomes faithful and committed towards a product, the consumer starts to repeat the purchase of the product. Brand loyalty can also be described as the strong influence of a brand preferences makes it distinguished compared to all other alternative available brands, measuring in terms of price, quality or style (Lim and Aprianingsih, 2015). This is often calculated in terms of consumers repurchasing behavior or based on price sensitivity (Brandchannel.com, 2006).

Loyal consumers will buy the same product even if there is an alternative product in the market and loyalty can be measured based on the faithfulness of the consumer in terms of the product which is using (Ryan et al, 1999). According to Bhattacharya (1997), he signaled out the reason behind the brand loyalty of consumers

towards a product is because of their previous experience of the usage of the product (Dai and Chen, 2017). In prior to that this gives a fact that there is a hidden phenomenon or factors behind customer's behavior why they are so fond of repurchasing products of the same brand(Dai and Chen, 2017). Tucker (1964) mentioned that the real idea of brand loyalty behavior is a choice whereby consumers desire toward a product particular product. According to Lipstein (1968) brand loyalty is people who buy products of a specific brand and when repurchase it again when they wanted to use the product. Sheth and Park (1974) expressed brand loyalty as a propensity of emotion, analysis and behavioral reaction toward a particular brand.

Devoted brand loyalty lies within consumers when they been seen repeatedly buying the products have a relatively greater attitude toward the brand, seen by active repurchase of a brand's goods (Lim and Aprianingsih, 2015). Companies could consider brand loyalty as a key factor in when a customer shows willingness to repurchase without much concerns even though, prices are increased a bit. It's a big chance opportunity that opens to bringing new customers to the brand (Sasser and Reichheld, 1990).

Amine (1998), stated that there are two approaches to brand loyalty. The first one is a behavioural approach where customers tend to be seen repurchasing the same product over and over again which shows brand loyalty from them. The second one is the view from the attitude that assumes the necessary condition of brand loyalty, which is constant buying, but this is not enough to justify the reliability towards brand loyalty. It needed to be held up by a good attitude toward the brand to affirm the continuation of the behavior.

When consumers have a strong attitude towards the brand slowly it starts to build loyalty towards the brand and behavioral response of repeated purchases happens. Loyal customers do not try to evaluate the known brand when they buy it because it is picked and confirmed by them a long time ago after some positive experiences from the products by the brand. Therefore, brand loyalty can be described as a function of perspective thinking and as well as behavioral response. A consumer's fondness to buy a particular brand within from all available alternative products is described as brand loyalty too. This happens when consumers see that the value of the product price is at the right level put by the brand comparing the level of quality, image and features of the product. This idea is an important fundamental aspect of habit used by new purchases. Most consumers firstly buy a product as a trial, they use it and if they have a positive experience they form the norms habits of repurchasing the products from the same brand continuously. Kasper and Bloemer (1995) identified that brand loyalty has six determining factors which are non-random (which is prejudice), expression of behavior or purchase, express of overtime, decision-making units of some 5) with the admiration to one or more substitute brands out from a set of such brands and a role of psychological processes. They pointed out that the statements of inclination or the point of buying, that verbal approaches of loyalty dose does not have enough justifications or accuracy in order to explain loyalty more specifically. For in this case in order to consider in line with brand loyalty, verbal approaches must be combined with the consumer's loyal behavior aspects of purchasing. This statement gives a broad meaning of brand loyalty which is applicable to the workplace and thus, this statement is very much pivotal to this research.

Tucker (1964), mentioned that to know the characteristics about brand loyalty, first we must know or consider how it is developed. He further mentioned that with regarding to branded products, brand loyalty is in connection with biased purchasing behavior. He also further mentioned that pointing to the Psychology Theory of which says that one might learn of loving what he is selecting and instantly he or she might be learning of choosing from what he loves. Tucker asserted that despite of any exceptional differences among the various brands, some consumers will still fall more loyal to a specific brand. Even if the products of different brands are identical, they will still continue choosing from products from a certain brand. These occurrence happens more often in cases of sportswear industry. Suppose if two sportswear stores deliver the same sportswear products, people might get more faithful to any of the brands due to the connection taken between them and the brand.

Fournier (1998), on the other hand, mentioned that the factors pointing towards longevity as well as stability of the connection between customers and the brands over the time period. She examined that there are six factors pointing towards keeping a strong brand relationship. These six components are commitment, passion and love, self-connection, interdependence, brand partner quality and finally intimacy. Fournier also unveiled that through the significance of a brand as well as actions of customers, the quality of brand relationships can be developed. So, the reciprocity principle is appropriate in case of quality of brand relationship. The nature of reciprocity principle is that if someone acts upon the brand properly in paving the pathway of attaining loyalty towards the brand, then the brand itself will also repeat the same feat by treating faithful to its customers. This concept is also in relation with the example of the sportswear industry. In sportswear industry, a lot of consumers become loyal to specific sportswear

stores or well-recognized branded sport stores (Nike, Puma, Adidas), as the stores treat the consumers well providing the desired meaningful products up to the standard or expectation of the customers wants, the customers will be satisfied and shows the appreciations from them by becoming loyal, faithful and committed towards them.

One process which connects is that the market specialist, the specifications derived to loyalty are from market segmentation for a specific product and service. Market segmentation is the process in which marketing specialists divide the entire market into different parts or segments to the targeted customers, depending on the characteristics of the consumers' desired users on a product, service or the cost. Next, the market analysists habits different kinds of consumers into each of the category segments of products that they will purchase the most. This marketing analysis tool is very much effectual for the sportswear companies which their goal is to advertising of their products to a specific customer group.

In Bucklin (1995) research used a procedure displaying the segmentation which is absolutely to a solo or to one brand at the time instead of using as categories. The models represent marketing actions such as price, promotion and advertising. The supposition of the model shows the market reaction in an "S" curved shape. For example, the return of a household showing a turn towards in the price, in case of a hugely favored brand will be less. Hence, this occurrence will be taken in place in the sheer middle portion of the market-responsive curve. However, when the desired brand of "Y" is higher and on the curve the responsiveness will be placed on the flatter part. The nonlinear part tells that the sensitivity of the brand process is specified for the individual household. In the end by all means of the gathered information from this model study, they were incapable of making specified segments especially for the brand

in the market, along the way of creating groups of the households having the same reaction to the changes in the prices. The study showed exceptional relevant results for all types of categorized brands and this allows big company's managers always to look forward or keep an open eye view for the brands regarding their top competitors in the market as well as the rival products. This study can allow top managers in sports companies to seize the opportunities that come across and to target different groups of consumers. According to the study by Starr and Rubinson (1978), specified that the brands having a highly repeated purchase rate must hold a greater percentage of shares coming from loyal consumers. Again, the brand that has a greater repeating purchase rate of products from consumers must have less price elasticity in terms of demand. Another founding result shows that the brands are very much substitutable or interchangeable, which can be uniformed through a greater switching rate in comparison to the market share on interchangeable brands.

Hamer and Muniz (2001) used a unique model in their paper for studying in the social environments using of oppositional behavior of brand loyalty. The study was conducted towards Usenet news group. The functions of it were alike to electronic bulletin boards for tracking people's comments regarding their preferable brands and also regarding to the competing brands from the competitors. The oppositional loyalty was identified in two common ways mainly. The first one is, consumers need to highlight their most desired or preferred product categories by which they used most or they used less. The second one is where the consumers need to argue or place disagreeing points towards the competing products of the brand as well they need to start the playful competition with the customers of the competing brands of the products. In most cases or situations the second one is mostly trailed by the first one. Therefore,

the studies' facts revealed that some of the consumers develop part of the definition of the brand, as well as their separateness from the opposition directed to the competing brands.

Philip Kotler (1994), a marketing expert described four stages of brand loyalty, which is hard-core loyal customers whether the price is increased it does not matter hey will be repeatedly buying from the same brand again and again, the second one is split loyal which is people who are loyal to more than one brands and they use to buy from more than one brands, the third one is shifting loyal where the customers move from one brand to brand normally they don't stick to one brand too long and the last one from Philp Kotler model is switchers where the customers have no brand loyalty to any brands, they only want to look for bargains or looking for something very different. (Chaudhuri & Holbrook, (2001) stated if the quality or the features of the product is up to the standard that customers want and the product service dependable consumers are very likely to repeat the purchase of the product again. In prior to that view, Bruwer and Buller (2013) used in their study to test the connection level of to what degree the relationship between customers and brand loyalty is. Salari and Motiee (2015) tested brand loyalty using four factors which are brand evidence, brand hearsay, and brand satisfaction and assumed that these can have a greater impact on brand attitude, thereby inserting influence on brand loyalty. According to research conducted by Malinowska-Olszowy (2005), from the same brand customers choose to repeat the purchases of some products or services is because they trust the brand has the right characteristics what makes a product augmented, figures, extraordinary quality, and a fair price for the product or the service. This is also an important reason why marketing managers needed

to be focused on getting more knowledge and information about brand loyalty (Lau, Chang, Moon, & Liu, 2006).

To lift sales of the brand, it is very salient for managers to build a strong focused and keep brand loyalty in both theory and practice foam. According to Wilkie (1994), he described brand loyalty as the union of approving manner and purchasing behavior approached to a specific brand. This justification reveals that consumers are faithful to being loyal when their behavior and attitude are approved at the same time. King, Sparks and Wang (2013) also described the formations of brand loyalty are divided into three parts which are composite, behavioral and attitudinal. There is a sensible view of showing from the performance of a particular product comparing from its competitors, this is what behavioral loyalty gives in (O'Malley, 1998). According to Dick and Basu (1994), it is not sufficient enough to give justification whether using behavior as a tool to measure or test the loyalty of a consumer. Odin, Odin, and Valette -Florence (2001) build on that measures of behavioral have to be questioned because it cannot distinguish true loyalty or being fake to be as a loyalty person. According to Schoenbachler and Aurand (2004), lots of studies have been done from the assumptions of marketers and gave much attention to these studies towards consumer's loyalty. But, little literature could be found on how and why based on the customer's view they come loyal.

From the Previous research papers of Yee and Sidek (2008), Lau et. Al. (2006) and (Hameed and Kanwal, 2018) they have stated seven factors which is influencing brand loyalty and those seven factors are brand name, style, product quality, store environment, promotion, sales and service quality.

2.2. Brand Loyalty Factors

As mentioned earlier before the identified factors are proven to have a great influence on brand loyalty Yee and Sidek (2008), Lau et. Al. (2006) and **(**Hameed and Kanwal, 2018). The below here describes the influencing seven factors which are brand name, style, product quality, store environment, promotion, sales and service quality.

2.2.1. Brand Name

Brand name is described as which distinguished a product from its competing competitor's product in terms of its slogan, design, features, colors any other factor. As compared to the competitor's product when a rare distinguished or unreplaceable identifications are given difficult to replicate using some important elements such as symbols, slogans, logo design, name, colors, product features or a mix of these is described or called as brand name (American Marketing Association, 1960).

It was concluded from a study that there is a strong relationship that lines between brand name and brand loyalty which was conducted to see if there is any effectiveness of brand loyalty towards consumers' sportswear. Another study was examined and revealed that hard-core loyal consumers and brand switchers are differentiated with the help of brand name (Lau et al., 2006). Comparing with unfamiliar or unpopular brand names which is not well recognized by people to popular brand names or globally well-recognized names such as like Nike, Puma, Adidas, Basic, Reebok, sketches they have a much higher propagate of benefits when it is recalled to customers through advertisements (Keller, 2003).

There are so many alternative unpopular, unheard sport brand names in terms of lower quality too in the sports market. Some of the brands are local brands too, but those brands might be remembered to the local people. But these products do not have a

much high standard compared to globally recognized products, so as a result they are considered as a less loyal brand. Popular brand names form an unforgettable image of that particular brand on customers' mind and it helps greatly for them to be differentiated or be standing out product from its competitors. A recognizable unforgettable brand image is formed through by an excellent brand name which can be helping in forming a sole position of the brand in the customer's mind in comparison to its competitors. It is built for a long time of span through brand equity (Aaker & Keller, 1990). Well-known brand names such as Nike, Puma, Adidas, Basic, Reebok, sketches are more trusted by consumers because they are made in high-quality standards by the latest technologies, these are used by famous athletes, marketed by famous well known people, the product is more durable.

Aaker (1996), stated that brand names which are highly recognized or prestigious are more attracted because of their images and it makes the consumers to purchase more. Moreover, he also stated that hard-core loyal consumer's trust level is greater. Consumer makes up their mind on a final decision based on brand image which is formed through brand name or either it is a similar product that they want to buy or not (Dolich, 1969). Well recognized Popular are built with quality standards which the brand name can provide more attractive information about the quality benefits which can get from that famous branded product, therefore, customers are more willing and attached toward the famous brand name than an unrecognized brand name that is not so popular among the consumers (Kelle et al., 1998). According to (Foster and Cadogan, 2000) consumers are lured in to by both because of the well-known brand image and brand names that pointing them to buy repeatedly the brands and decrease the brand switching pattern of behaviors in relation to price. The connection towards the brand's

self-representing benefits of distinguishing is given by brand personality. This is critical for brands that are being used in a social setting and have a slight difference in physicality features of the product where a perceptible image is created with the consumers' minds by the brand itself.

In difference to it, to gain consumer's attention or recognition in advertisements, magazines, fashion presses, and pictures refortified with much better quality pictures and video which describes with a much better context (Colborne, 1996). Generally, consumers have the capacity to assess every product and every brand name characteristics on their own (Keller, 2003). Unquestionably, this knowledge is unavoidable for marketing experts who work, of taking data based on decisions about differential tactical advantages, position and repositioning of the product.

(Thakor and Kohli, 1997) states when a brand's personality is developed with the creation of a strong image than it is described as brand name, this enables greatly in achieving in costly and time killing action (Thakor and Kohli, 1997). The obligated section of the procedure is the development of the brand name. A brand's image formed or created based on its name. Brand name is a vital component for the company to speed up the process of repeated buying habits and inspire more consumers about buying the product. We can say from past researchers that the overall view from consumers to recognize the product is strongly related to the brand name is justified when the consumers have experienced from the past usage of the product and they are completely satisfied with attributes of the product.

2.2.2. Quality of product

Some analysist agrees product quality is strongly related to the consumer's perception of how they see and they described product quality as an important component for the assessment of a product. Product quality is considered one of the important aspects of brand loyalty, as in today's modern era lot of new competitors are entering the market, so making an attractive quality product will give a competitive advantage (Russell & Taylor, 2006). Now a day's people value the quality of the products more than the price. They question if the quality is up to the standard they wanted Lau et. Al. (2006). Quality of the products must have valuable roles and attribute up to the latest trends of a service or product that holds on its ability to satisfy consumer's desired or promised needs. Russell and Taylor, (2006) defined product quality as the requirement of conformance or as to the use of fitness in terms of sporting products. When a customer can see the tangibility of product and the quality of those products which are put to be sold, there is a chance the customers may or may not do a repeated purchase of a product or switch to another brand (Lau et. Al. 2006)

Depending on the quality of the product that is brought to sell, customers can interchange among various brands or purchase the repeat from a single brand. Frings (2005), stated that the most important elements to be inserted in a quality product should have fitting size of measurement based on the product use, latest technology asserted with quality standards, fitting, trendy matching color in accordance to the product, quality durable materials that long laster and functions which can be used easily. He also specifically mentioned the importance of the element fitting because the consumer's general appearance to be matched with the product is important in today's trendy fashionable environment. There is more demand for functional garments and in

the advancement of technology (McCormick & Scorpio, 2000). In addition to it, modern technologies play a vital role in today's era where fabrics are important in the sportswear market in applying new trendy fashionable applications according to the latest trends (HKTDC, 2004).

The materials used in the product should be in top-notch as consumers prefer the product to be safe, the texture should be comfortable and they must have a positive good feeling about the product features in terms of quality. Color is vitally important when making a final decision of choosing a particular product. It related to consumers personality where different consumers like different colors and there are some colors which are genuinely accepted in terms of the products. For example phones, colors are more accepted by everyone in black or in white. When the consumer does not like the color it's likely they will not accept the product (Frings, 2005).

Some of the elements or acceptable attributed to being included in sportswear or sports product are waterproof, quick dry, lightweight, breathable, antimicrobial, odor-resistance, comfortless, easy to use, easy to excess, latest technology and lastly durability. Durability is one the most important factor because consumers use sporting apparels for different use like, some use to dress as casual wear, some use for leisure and outdoor activities, some use for sporting activities, use as a fashion or style and lastly some use for work or heavy works, there is so many movements and used for so many purposes. (Garvin, 1988).

Awareness or perfections of the quality is described as demands of giving a high quality product that consumers desire and recognizable, is not to purchase the first in hand product of brand rather than wanting to make the perfect or best choice when

buying a product (Kendall and Sproles, 1986). In prior to it we can say that quality aspects are important and related to the performance.

2.2.3. Price

Price is the amount of money you pay for a given product to buy it. For a standard customer, price is the most important or vital element in brand loyalty (Cadogan and Foster, 2000). When customers are so loyal to the brand they are willing to pay any price for the product and an increase in price does not hinder them from changing their commitment or intention of purchasing the particular product.

Evans et al (1996) and Keller, (2003), stated that the consumers place high trust in terms of value and prices towards their preferable brands and that they make comparisons or assess the prices from other competing brands. They trust in the brands because when the prices are high the quality of the product will be good too. Satisfaction can be built by the consumers by doing a comparison with the price, incurred cost and values. If the predicted value of the product is much higher than the cost, than the customers will purchase the product.

According to (Yoon and Kim, 2000) loyal customers are willing to pay any amount of prices for the products even the prices are increased, the consumers are ready to pay a higher price to avoid any perceived high risks. When the consumers have a build strong long term relationship with a brand and they were being faithful they become more price tolerant because of the service loyalty which makes them not to compare prices with other competing products. According to De Ruyter *et al.*, (1999), price has become a focus of attention to the consumer's evaluations for them to make judgments and to the vales offered as well as the evaluations of the retailer.

Price is consequentially important in forcing a great influence on customer's choices or alternative options and the occurrence of buying (Bucklin *et al.* 1998). His attention was drawn towards when discounted pricing is introduced households switched to switch to other brands with discounted prices and purchases products beforehand when actually the product is not needed at the moment. Price is defined as the remuneration paid for something or payment made by in terms of the quantity. The term is price is described as the equal ratio of proportion being paid in terms of the value of two goods. Price also gives information about if the brand is doing well in the market and reveal the brands or products value of positioning. Price consciousness is described as searching for the best value which can offer, purchasing at the sale price or purchasing from the low level price of your choice (Kendall and Sproles, 1986). Consumers look towards assessing market prices against the offer prices, after the information gathered from their evaluation only they determined the temptress of the retails price.

2.2.4. Style

Style demonstrates a visual appearance of the products including a catchy appearance of the design, lines, silhouette, or a mix of other details such as colors that are designed according to influencing a consumer's perception of thinking towards a product (Frings, 2005). Style is considered as one of the compatible elements of the attributes from the list apparels list (Littrell and Abraham, 1995).

Fashion is constantly changing over periods quickly and the judgment is from consumers based is based on the level of consumers awareness of a particular fashion and the decisions of purchase is made on the current or occurring fashionable trend mostly. Loyal Consumers who are aware of the latest trendy fashions are attracted to the

sports brands which offer an awesomely attractive style of fashion. Now day's people always follow the latest fashion trends which consumers prefer in following or shopping from the stores or brands which offer latest fashionable products. When the consumers wear or use the latest fashionable product in style they feel emotionally more comfortable, happy, satisfied and want to continue it that way.

According to Duff (1999), his research was based on women's sport wears niche markets and the results show that people now a days are getting more aware of the fashion and styles and demands to offer products with latest styles. He also added that now people prefer to wear different apparel according to different occasions, events or they want to wear different styles of clothes from time to time.

Consciousness or awareness of latest fashion is described as having trendy beautiful or attractive styles, or new styles which are fashionable, understand on the emerging new fashion trends and also something new which makes a consumes desire to buy it (Sproles and Kendall, 1986).

2.2.5. Store Environment

Numerous researches have been done to identify the impact of store environment towards customers (Hameed and Kanwal, 2018). Omar (1999) highlighted store environment is one of the most important critical factors that place a role in the successfulness in the retailing markets and in the stores' lastingness for a long time of period. Studies have shown that to some level of amount brand loyalty is being affected due to positive characteristics of the stores such as location of the store, layout of the store and in-store stimuli. It is in great importance to have more outlets of the stores and in more convenient locations where in changing customers shopping and purchasing behavior. Stores needed to be located in convenient and easily accessible places where

consumers can easily enter the stores without any difficulties. These stores' interior design should be nice and comfy with a lot of assortments which gives satisfaction to consumers and if they feel attached to the place they will become loyal to the brand (Evans *et al.*, 1996). Therefore, it concludes that stores surrounding environment in and out of the stores place a huge influence on consumer's decision making choices.

The identified characteristics placed in stores such as the behavior of other shoppers and sales person, layout of the store, smell of the store, noises, temperature of the store, spaces of the shelf, displacement of the products, color, signs and different design of merchandizes affects the customers greatly these serve as components of apparels attributes (Littrell and Abraham, 1995). These characteristics of the store affect greatly on consumer's decision making and the happiness towards the brand (Evans *et al.*, 1996). Music which is played in the store plays an important role which affects consumer's overall satisfaction and decision making on a product. The volume of the music needed to be in the right medium which does not disturbs to the customer and also the music should be related to the type of products the store is selling (Milliman, 1982). The researcher also added that slow beat music's helps to boost in a higher volume of sales as consumers feel comfy and like to spend more time in the store will spend more money around when they feel comfortable in the surrounding environment.

For retailers, it's a good thing and they gain more benefits when they have more loyal consumers. Having a more loyal consumer's retailers can gain more operational costs advantage (Huddleston *et al.*2004). Moreover, the researches concerned that attracting or finding new customers costs a lot of money up to five or six times higher than retaining of the current consumers. Consumers who are very loyal can increase the

spending power and they are considered as low cost to retailers compared to getting new customers because the loyal customers are willing to pay for premium prices and they are long lasting and benefit able to the business. According to Chang and Lin (2003) research paper brands benefitable use without any difficulties had an important influence on consumers purchasing behavior. It means that it better to be more convenient to have more freedom of accessibility of the products or service to the consumers especially on buying low involvement products. In this case, customers will not look for another store looking for other brands instead they will stick to choose another brand.

2.2.6. Promotion

Promotion is a component of marketing mix and in relation o communication which helps to deliver messages or persuade consumers giving information about the products which offer. The main or common components of promotions include point of sales, advertising, publicity, personal selling, direct marketing, public relations, printing, broadcasting, sell displaying and merchandising. Advertising is described as a tool that provides vital information about the product, store, brand, company or services they are giving to the mass media. It's a way of doing one way communication to interact with the consumers. Theses advertisements play a great role in convincing the consumers by influencing their minds creating positive thoughts in their minds and changing their attitudes to a positive one towards the product's brand, which influences their purchasing behavior in buying the product (Evans *et al.*, 1996). It creates a good picture in the consumer's perceptual mind through advertisement (Evans, Moutinho, & Raaij, 1996). He also added the seller's way of performing in providing the services also has an effect on customer's loyalty towards the brand. This justifies that promotions are

done through choosing in advertisement medium play a big role in consumers' mind in giving the big clear picture about the brand and the product they offer as well as this gives a competitive edge comparing to the competing brands in the market. Creative quality advertisement can play a big role in consumers' perceptional minds in persuasive them especially on the brand switches and this might will help them to become loyal too Lau et. Al. (2006). According to Cazerniawski & Maloney (1999), implementing good messages about the product in attractive highly quality advertisement have higher chances of changes consumers mind in buying the product. Also, he stated that there are higher chances that brand switching consumers may turn into loyal consumers. The main success depends on the way marketers implement their promotional strategies. Studies reveal that a lot of sporting firm's link their product or endorse famous athletes or other well-known celebrities in order to promote their products. People are more convinced to but the products when used by celebrities to promote them Lau et. Al. (2006). Communications is an important factor in promotions. Its better the salespersons are well trained to communicate with customers to deliver the appropriate accurate messages about the product and this may lead to a long run or loyal relationship of consumers to the brand Lau et. Al. (2006). Promotion main role is to give out information to the consumers about the products which lead to increase in sales (Hameed and Kanwal, 2018). Rowley (1998) pointed out that promotion is one of the most important and vital elements which plays a great role in to elevate the success of a firm marketing strategy. The main purpose of promotions is to interact with the target consumers and to give a perception to consumers' minds about the brands and the products they offer by giving important information about the products they are offering from the brand. This way people get to know more about the products and they feel

33

more connected or willing to purchase the products which enable the firms to increaser in their sales. The sales promotion tool is used by most firms in order to interact with more consumers in the publicity and through advertisements and these are targeted to the real target potential consumers. Rowley (1998) also added that promotion plays a huge role in boosting a company sales returns, gain more profitable and market success. Also one of the important components in marketing mix which includes advertising, marketing directly, sales promotions, personal selling, public relations, publicity and sponsorships.

2.2.7. Quality of service

Service quality is described or defined as the service should be given up to the level consumers expects and the service should be in high quality where it satisfies the need and wants the customers want (Gronroos,1990). Service quality is similar to personal selling where there is a lot of interactions between the sellers and the buyers. Consumers expect the services given by the sellers to be in top quality services.

A lot of consumers prefer to shop in selected shops because they are satisfied with the services they provide and they know the services offer in that preferred shop will always give positive services with more advantages to them. If there is a strong connection or relation between the services provided by the sellers to their consumers where it can build a long term trust and loyalty towards the brand. Consumers' trust in the salesperson increases when they offer quality services which able the customers to become more trustworthiness to the store as well as to the brand too. Moreover, consumers assessments towards the experience, service and ultimately consumers brand loyalty is affected by personalization which includes, personalization, responsiveness, reliability and tangibility crucially (Leung and To, 2001).

The identified three components of quality of services that consumers most desires are dimensional outcome or technical, image and dimensional process or functional process (Gronroos 1990). Allaway and Richard (1993) insist that it's very low in predictably and more misspecification's where a lot of errors can be found if only using the characteristics of functional quality to describe or express consumer's prediction behavior.

2.2.8. Demographic (Gender, Age and Population)

Melnyk et al. (2009) "this is surprising because if male and female loyalties differ, men and women might require a different selling approach, have different levels of customer value, and respond differently to loyalty programs and other actions aimed at enhancing customer loyalty". Empirical research shows that men and women could have different attitudinal and behavioral orientations in their buying behavior (Homburg and Giering, 2001; Noble et al. 2006; Helgesen and Nesset, 2010). research proved that the level of repurchase intent is higher for women than for men (Mittal and Kamakura, 2001; Dimitriades, 2006) or there is no significant difference by gender (McGoldrick and Andre, 1997; Bendall-Lyon and Powers, 2002; Kim and Yoon, 2004; Bell et al. 2005). Increasingly sharing the ideal of material lifestyles and valuing well-known brands that symbolize prosperity (Solomon, 2004). According to Yoon (2003), proliferation of materialism among Koreans and valuing such things as global luxury brands, which they can show off to others. According to men pay more attention to the attributes of a product while women consider the prolific value of the product to express them selfs (Stan, 2015)

Saad, Ishak and Johari (2013) declare that age allows marketers to determine how want and needs changes as an individual mature. Furthermore, the submission by

Hansman and Schutjens (1993) indicates that age is a strong predictor of changes in attitudes and behaviors including those that are inclined towards products/services loyalty. According to Yoon (2002) theoretically, it is safe to conclude that older consumers will exhibit more loyalty than their counterparts who are younger. Older consumers are more interested in familiar brands (stan, 2015). Also, he mentioned that tend to remain loyal to brands that are closer to their environment as a result of less mobility in later life. Older consumers are more conservative and less willing to try new brands Saad et al. (2013). Most of the Koreans get married in the early '30s. Economic factors like low pay, poor job security, and lack of affordable housing (Steger, 2018). People are reluctant to pay more.

Korea is one of the highly educated countries where a lot of graduates each yeah graduate from university level which makes labor market entrance The young adult market (agegroup18-24) is an important and powerful segment of consumers considered as a separate segment (Ness et al., 2002). Specific factors influence young adults and their purchasing patterns (Martin and Bush, 2000) Increasing influence over family spending; capacity to spend in future; and ability to set new trends. Young adults are found to be more involved with new trends in comparison to any other segment. They also spend less in order to save more money (Shukla, 2009). So the chances are they might not be that loyal.

2.3. Theoretical Framework

The theoretical framework is created from the literature reviews of past researches or from secondary data. According to (Collis & Hussey (2009) definition the theoretical framework is created based on past literature reviews that gave full perception and understanding of the research questions and solving it. The framework

used in this research is the same framework used from the past researchers such as Yee and Sidek (2008), and Lau & Lee (1999). The framework used by them was tested in finding how much brand loyalty was influenced by these seven factors brand name, style, product quality, store environment, promotion, sales and service quality. This research will advance from the previous researches from comparing the factors of brand loyalty toward the brand Nike or any other brand. The reason for adopting this framework is because past research has used the same framework with the same variables and found greatly positive results. So the researcher wants to test his study using this framework to examine how much the seven variables brand name, style, product quality, store environment, promotion, sales and service quality Influencing the brand loyalty of Nike customers.
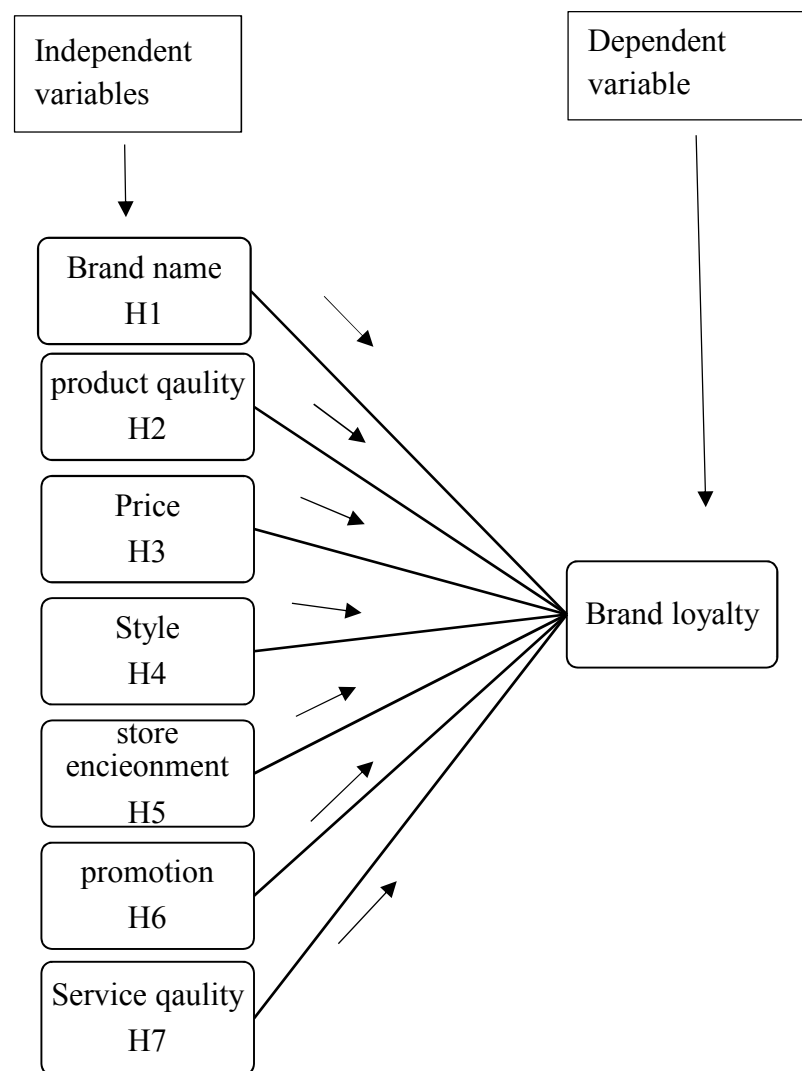
2.4 Conceptual framework

Figure 1. Conceptual framework

2.5. Hypotheses

Seven hypotheses are developed in order to test the relationship between brand loyalty and the seven independent variables factors which are brand name, style, product quality, store environment, promotion, sales and service quality. The seven hypotheses will be testes and answered at the end of the paper.

Below here are listed the seven hypotheses from this study.

H1: Brand name would affect positively on brand loyalty in Nike footwear

H2: Product quality would affect positively on brand loyalty in Nike footwear

H3: Price would affect positively on brand loyalty in Nike footwear

H4: Style would affect positively on brand loyalty in Nike footwear

H5: Store environment would affect positively on brand loyalty in Nike footwear

H6: Promotion would affect positively on brand loyalty in Nike footwear

H7: Service quality would affect positively on brand loyalty in Nike footwear

H8: Factors influencing brand loyalty differ by within gender, occupation and age group

Chapter 3. Methodology

3.1 Research approach

A quantitative study will be conducted for this research. The study is about a cause and effect. In order to examine brand loyalty factors affecting brand loyalty, I need to get a larger sample for this study and to do that a quantitative approach is the best way.

3.2 Populations and Sampling

This paper is targeted for Nike footwear consumers. A sample size of 202 is collected for this study. In total females (N=102) and males (N=100) participated in this study. The sample size is taken from where crowded areas like mall, famous shopping outlets areas and Seoul national university.

3.2 Research Instrument

The questioners used is from the paper of Lau et. Al. (2006). Questioners will be distributed from the spots where most people are gathered like Gangnam, Starfield Coex Mall, Seoul National University and SNU station area. Also distributed through Social media tools such as Facebook and kakao. The purpose of the questionnaire will be briefly instructed to the respondents as well as briefly explained in the questionnaire. In the questionnaire statement, it wall explained to fill this if you are only a Nike brand consumer. The questionnaire was in Korean language and translation of English too. The reason why it was translated in English is because I am a foreigner and my Korean

language is not good. So it helps me to understand the questionnaire and explain if possible any respondents have any questions. The data is collected in a Likert Scale of 1932 which is used to measures the variables. This research will be using a Likert scale for data collection ranging from 1 (strongly disagree) to 5 (strongly agree) (Joshi et al., 2015)

1= strongly disagree

2= disagree

3= neutral

4= agree

5= strongly agree

Section A questions are based towards the dependent and independent variables which are product quality, price, promotion, service quality, store environment, style, brand name and demographic characteristics. Section B questions are based on the demographic information such as age, gender and occupation.

3.3 Research design and statistical analysis

The gathered information for this study will be used in testing by different analysis techniques. The data is analyzed using the following software: Statistical Package for the Social Sciences 25 (SPSS).

In order to test a significant relationship in the structural model, the reliability and validity of the instrument should be demonstrated (Al-Mamary, et al., 2015). According to Sekaran and Bougie (2013), reliability is the degree to which an assessment tool produces table and consistent results. This refers to the extent to which results are consistent over time. Reliability is an evaluation of the degree of consistency between multiple measurements of a variable. Reliability extent to which a variable or a

set of variables is consistent in what it is need to measure. The reliability coefficient assesses the consistency of the entire scale, with Cronbach"s alpha. The generally agreed upon lower limit for Cronbach's alpha is 0.70. Although it may decrease to 0.60 in exploratory research. According to awing the reliability can be assessed through internal reliability (Cronbach alpha $>= 0.70$) (Al-Mamary, et al., 2015).

Descriptive analysis will be used to analyze the background as well as the respondents' profiles pertaining to their evaluation of brand loyalty. The common measures such as the mean, minimum, maximum and standard deviation are used to analyse the data gathered through the questionnaires.

Pearson Correlation was seen as appropriate to analyse the relationship between the two variables which were interval-scaled and ratio-scaled. Furthermore, correlation coefficients reveal magnitude and direction of relationships which are suitable for hypothesis testing (Malhotra, 2007). The researcher used Pearson correlation to test seven independent variables (brand name, product quality, price, style, promotion, and service quality and store environment) that influenced consumer brand loyalty and to test if a relationship existed between the independent and dependent variables.

Regression analysis is used to predictive modeling technique which investigates the relationship between a dependent (target) and independent variable (predictor). This technique is used for forecasting, time series modeling and finding the causal effect relationship between the variables. The significance of a regression coefficient in a regression model is determined by when P is significant in value less than 0.05 (Chang 2003).

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Chapter 4. Results

4.1. Critical analysis

This chapter analyses data collected from sample survey on consumers. For analysing data different data analysis tools such as descriptive, reliability test, correlation, regression and comparison analysis were used based on the developed methodology. The data were analysed using the software SPSS25. Below here describes the descriptive statistics. The variables are coded in brand name (BN), Product quality (PQ), Price (PR), Style (ST), Promotion (PM), Service quality (SQ), store environment (SE), brand loyalty (BL).

Table 1. Descriptive statistics of variables

	N	Minimum	Maximum	Mean	Std. Deviation
AGE	199	14	92	29.09	8.035
BN	197	1.50	5.00	3.5406	.79716
PQ	200	1.00	5.00	3.6437	.78316
PR	201	1.00	5.00	2.8176	.95096
ST	199	1.00	5.00	3.6673	.83997
PM	200	1.00	5.00	3.4433	1.02133
SQ	201	1.00	5.00	3.5746	.82236
SE	198	1.00	5.00	3.6237	.84442
BL	201	1.00	5.00	3.2106	1.00409
Valid N (listwise)	186				

Table-1 shows the minimum value of the variables recorded is 1.00 to a maximum value of 5.00 and age minimum 14 to a maximum of 92. The mean value shows the average value of each variable between the minimum and maximum level. The meanest variable was style (3.6673) followed by product quality (3.6437), store environment (3.6237), service quality (3.5746) brand name (3.546), and promotion (3.4433), brand loyalty (3.21106) and price (2.8176). It means in average most people feel style is the variable why they are being more liken to be being loyal. (Wong & Sidek, 2008) similar studies done in Malaysia shows that the meanest variable was found as product quality and price as the variable with the lowest meant. This means price is a variable which is not favorable in terms considering as being a brand loyalty factor. The total average value from the sample size is 29.09. The standard deviation shows how far the values have spread out within each variable. The high standard deviation score means the value has spread more and lower standard deviation means the value has spread less and been more consistency within the value. The variables of brand loyalty (1.00409) and promotion (1.02133) has a high standard deviation value compared to other variables. The variables brand name (.79716) and product quality (.78316) has lower standard deviation values. The age standard deviation value is (8.035) because the age spread from a minimum of 14 to a maximum of 92.

Table 2. Gender descriptive

		Frequency	Percent	Valid Percent	Cumulative Percent
	FEMALE	102	50.5	50.5	50.5
Valid	MALE	100	49.5	49.5	100.0
	Total	202	00.0	100.0	

Table 2 shows descriptive statistics within gender where a total of 102 females and 100 males participated in this study.
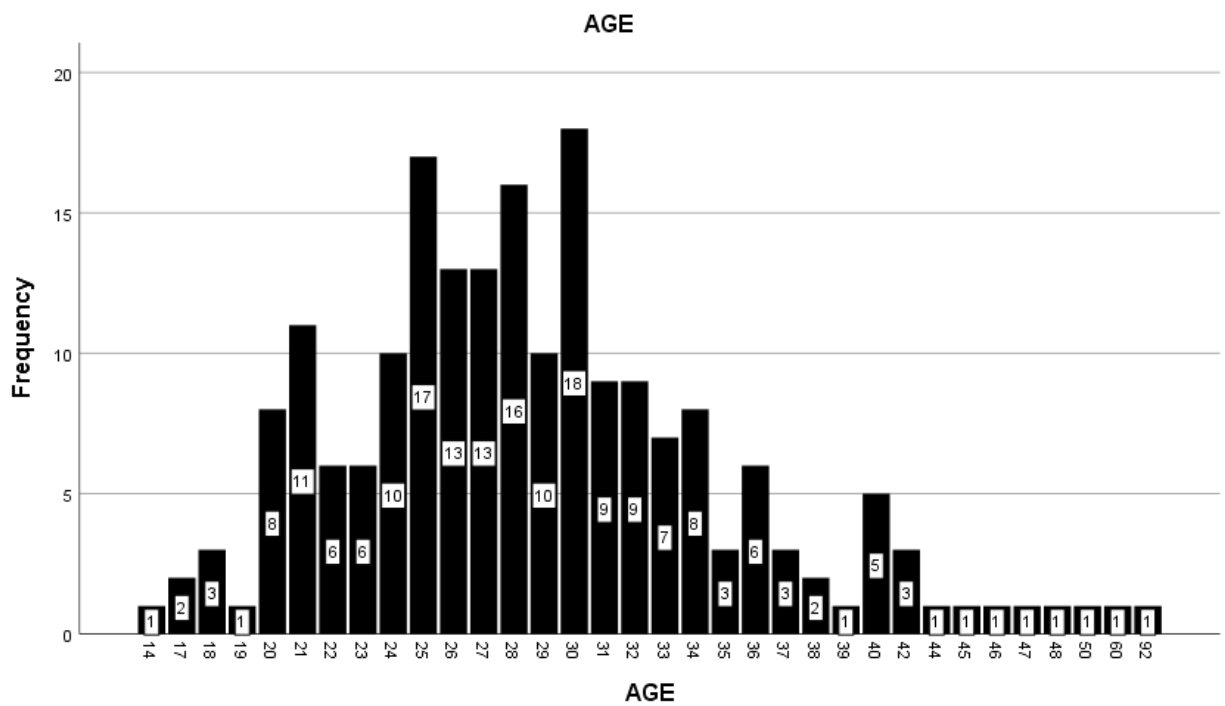
Figure 2. Age distribution by frequency

Figure 2 shows us that the people who were at the age of 30 respondent the most which are 18.

4.2. Reliability Test

Table 3. Reliability Test of Cronbach's Alpha

VARIABLE	Cronbach's Alpha
BRAND NAME	.777
PRODUCT QUALITY	.809
PRICE	.876

STYLE	.899
PROMOTION	.862
SERVICE QAULITY	.929
STORE ENVIRONMENT	.908
BRAND LOYALTY	.900

All of the above scale variables resulted Alpha score of high than 0.7, which means the items in the variables have a relatively high internal consistency. All of the scale variables resulted Alpha score of high than 0.7, which means the items in the variables have a relatively high internal consistency. Regarding this study, the instrument has proven to be reliable since the researcher employed standard same questionnaires which was used by Lau et. Al. (2006). The question used by Lau et. Al. (2006) in the questionnaire was made in relation to pilot testing by Lau et. Al. (2006). This means already in the past research paper reliability tests were done and were considered as validated.

4.3. Correlation analysis

The analysis ranged from -1 (negative relationship) to +1 (positive relationship). The correlation matrix showed a significant positive correlation between all variables between the ranges of .421 to .779. It indicates that the strength of association between the variables is good.

Table 4. Correlation analysis

		1	2	3	4	5	6	7	8
1. BRAND LOYALTY	Pearson Correlation	1	.680**	.682**	.709**	.705**	.677**	.573**	.540**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
2. BRAND NAME	Pearson Correlation	.680**	1	.752**	.611**	.674**	.611**	.491**	.431**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
3. PRODUCT QUALITY	Pearson Correlation	.682**	.752**	1	.622**	.779**	.624**	.610**	.578**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
4. PRICE	Pearson Correlation	.709**	.611**	.622**	1	.615**	.529**	.495**	.421**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
5. STYLE	Pearson Correlation	.705**	.674**	.779**	.615**	1	.664**	.626**	.560**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
6. PROMOTION	Pearson Correlation	.677**	.611**	.624**	.529**	.664**	1	.679**	.705**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
7. SERVICE QUALITY	Pearson Correlation	.573**	.491**	.610**	.495**	.626**	.679**	1	.745**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
8. STORE ENVIRONMENT	Pearson Correlation	.540**	.431**	.578**	.421**	.560**	.705**	.745**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	

Table 5. Coefficient of variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.466	.232		-2.008	.046
BRANDN	.234	.086	.184	2.726	.007
PRODUCTQ	-.002	.102	-.002	-.022	.982
PRICE	.361	.060	.341	5.996	.000
STYLE	.225	.088	.188	2.553	.012
PROMO	.232	.068	.237	3.400	.001
SERVICEQ	-.013	.084	-.011	-.160	.873
STOREEN	.074	.082	.062	.899	.370

a. Dependent Variable: BRANDL

The beta value shows a positive relationship between brand loyalty and variables (brand name, price, style, promotion and store environment). Negative relation between brand loyalty and variables (product quality and service quality). Four variables shows as most significant which is brand name (0.007), price (0.000), style (0.012) and promotion (0.001).

Table 6. Coefficient of male variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.363	.307		-1.182	.241
BRAND NAME	.097	.141	.075	.691	.491
PRODUCT QAUITY	-.154	.151	-.119	-1.019	.311
PRICE	.402	.083	.367	4.859	.000
STYLE	.437	.126	.352	3.472	.001
PROMOTION	.294	.097	.312	3.032	.003
SERVICE QAULITY	.032	.130	.025	.249	.804
STORE ENVIRONMENT	-.016	.115	-.013	-.139	.890
a. Dependent Variable: BRAND LOYALTY					

Table 7. Coefficient of female variables

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-.569	.378		-1.504	.136
BRAND NAME	.267	.115	.216	2.334	.022
PRODUCT QAULITY	.137	.144	.108	.950	.345
PRICE	.350	.091	.345	3.856	.000
STYLE	.078	.127	.068	.615	.540
PROMOTION	.167	.104	.160	1.599	.113
SERVICE QAULITY	-.064	.116	-.056	-.549	.584
STORE ENVIRONMENT	.195	.121	.167	1.618	.109
a. Dependent Variable: BRAND LOYALTY					

Table 6 of males shows three significant variables price (.000), style (.001) and promotion (.003). Female significant variables Brand name (.022) and Price (0.000). The beta value of male shows a positive relationship between brand loyalty and variables (brand name, price, style, promotion, and service quality). Negative relation between brand loyalty and variables of product quality and store environment). The values of females show a positive relationship between brand loyalty and variables (brand name, product quality, price, style, promotion and store environment). Negative relation between brand loyalty and variable service quality.

Table 8. Age group less than 24

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-.580	.497		-1.166	.251

	B	Std. Error	Beta	t	Sig.
BRAND NAME	.298	.171	.238	1.746	.089
PRODUCT QAULITY	.062	.185	.052	.334	.740
PRICE	.186	.107	.210	1.747	.089
STYLE	.432	.185	.376	2.336	.025
PROMO	.248	.151	.258	1.644	.108
SERVICE QAULITY	-.187	.165	-.182	-1.128	.267
STORE ENVIRONMENT	.054	.160	.055	.336	.739
a. Dependent Variable: BRANDL					

Table 9. Age group between 25 to 29

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.261	.416		.627	.533
BRAND NAME	.116	.170	.097	.681	.498
PRODUCT QAULITY	-.005	.173	-.004	-.027	.978
PRICE	.558	.099	.519	5.644	.000
STYLE	.098	.145	.079	.679	.500
PROMOTION	.334	.107	.366	3.133	.003
SERVICE QAULITY	.014	.150	.010	.091	.928
STORE ENVIRONMENT	-.137	.147	-.104	-.927	.358
a. Dependent Variable: BRANDL					

Table 10. Age group more than 30

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-.997	.358		-2.787	.007
BRAND NAME	.359	.133	.266	2.700	.009
PRODUCT QAULITY	-.039	.195	-.030	-.201	.842
PRICE	.309	.109	.275	2.825	.006
STYLE	.132	.156	.110	.845	.401
PROMOTION	.182	.119	.172	1.533	.130
SERVICE QAULITY	.047	.129	.038	.361	.719
STORE ENVIRONMENT	.253	.129	.210	1.958	.054
a. Dependent Variable: BRAND LOYALTY					

Table 8 age group less than 24 shows one significant variable style (.025), age group 25-29 price (.000) and promotion (.003), age group more than 30 brand name (.009) and price (.006). The beta value of age group less than 24 shows a positive relationship between brand loyalty and variables (brand name, product quality, price, style, promotion and store environment). Negative relation with variable service quality. Age group between 25-29 positive beta value of (brand name, price, style, promotion and service quality). Negative relation with variable product quality and store environment. Age group more than 30 positive beta value of (brand name, price, style, promotion, service quality and store environment). Negative relation with variable product quality.

52

Table 11. Occupation (Student, jobless more than 1 year, jobless less than 1 year, house maker, retired and unable to work)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.107	.333		.321	.749
BRAND NAME	.110	.136	.093	.811	.420
PRODUCT QAULITY	-.121	.140	-.101	-.865	.389
PRICE	.441	.084	.430	5.257	.000
STYLE	.286	.117	.264	2.445	.016
PROMOTION	.227	.087	.255	2.622	.010
SERVICE QAULUTY	-.033	.109	-.030	-.305	.761
STORE ENVIRONMENT	.049	.110	.044	.442	.660
a. Dependent Variable: BRAND LOYALTY					

Table 12. Blue-collar (workers and self-employed)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1.693	.453		-3.735	.001
BRAND NAME	.526	.179	.353	2.942	.007
PRODUCT QAULITY	.226	.204	.174	1.105	.281
PRICE	.073	.144	.063	.510	.615
STYLE	.220	.249	.164	.883	.386
PROMOTION	.261	.168	.234	1.551	.135
SERVICE QAULITY	.322	.230	.242	1.401	.175
STORE ENVIRONMENT	-.199	.233	-.155	-.852	.403
a. Dependent Variable: BRAND LOYALTY					

Table 13. White-collar (workers and self-employed)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.035	.464		-2.234	.030
BRAND NAME	.212	.144	.165	1.469	.148
PRODUCT QAULITY	.265	.225	.192	1.176	.245
PRICE	.287	.122	.277	2.353	.023
STYLE	.150	.173	.115	.871	.388
PROMOTION	.092	.152	.088	.606	.547
SERVICE QAULITY	-.079	.162	-.060	-.487	.628
STORE ENVIRONMENT	.315	.163	.237	1.930	.059
a. Dependent Variable: BRAND LOYALTY					

Table 10 student shows three significant variables price (.000), style (.016) and promotion (.010). Blue-collar brand name (.007) and white-collar price (.023). The beta value of students shows a positive relationship between brand loyalty and variables (brand name, price, style, promotion and store environment). Negative relation with variable product quality and service quality. Blue-collar positive beta value of (brand name, product quality, price, style, promotion and service quality). Negative relation with store environment. White-collar positive beta value of (brand name, product quality, price, style, promotion, and store environment). Negative relation with variable service quality.

Chapter 5. Discussion

The analysis results show that out of 7 independent variables only four independent variables (brand name, price, style, promotion) were significant with P-value lower than 0.05. Since those variables are significant the H1 (brand name), H3 (price), H4 (style) and H6 (promotion) would affect positively on brand loyalty in Nike footwear, therefore these four hypotheses accepted and the H2 (product quality), H5 (store environment) and H7 (service quality) is been not significant so rejected.

This means in South Korea people are more influenced to become loyal because of these four variables brand name, price, style, promotion. Similar studies done in Malaysia shows that brand name, product quality, price, promotion, service quality and store environment as factors of Brand loyalty (Wong & Sidek, 2008). In Hong Kong

brand name, style and product quality Lau et. Al. (2006). This shows brand name has been a common factor of being loyal within South Korea, Malaysia and Hong Kong.

Brand name showed that consumers favored brand image when they perceive positive benefits or function from the product. They would then recommend the brand, have a positive reaction on the price premium and are willing to accept brand extensions to other product categories within the same brand. They are satisfied with the brand's reputation and their personality fit with the brand's personality. True loyalty remained picking up the brand regardless of the price.

Price was an important consideration for the average consumer. However, consumers with high brand loyalty were less-price sensitive. The result suggested that as long as the respondents were satisfied with a particular brand, they would repurchase the product with the same brand name even if it was highly priced.

Loyal consumers indicate their better perception with the wide variety of styles of their favorite brand. This indicates the styles suite them very much. The styles of the brand have unique distinguishing features with trendy and fashionable. Highlighted that the requirement of a style of sportswear should be nice looking, innovative, diversified and fashionable.

The results showed that promotion and brand loyalty were positively related. Promotion was considered as one of the most important factors in determining a consumers' brand loyalty. It includes the use of advertising, sales promotion, personal selling and publicity.

5.1. Factors influencing brand loyalty differ by gender, age group and occupation

From the coefficient results, it showed that male has three significant influencing variables towards brand loyalty (price, style, promotion) and female (brand name, price). From the results, I found that only price been the only common variable influencing brand loyalty in terms of gender. It proves to be true as a report released by mega shoe store ABC Mart and market research agency stated that Koreans spend averagely more than 300,000 won a year on shoes ("Koreans spend 300,000 won on shoes every year: survey", 2015). Which means factors influencing brand loyalty differ by gender.

Both men and women prefer price as influencing brand loyalty factor because they are satisfied within the price range and willing to pay that price. Belk (2003) also found a gender difference in perception toward athletic shoes, with women being more alert to the symbolic implications of shoes than men. Women strongly feel that their footwear is an expansion and expression of themselves. They also feel that shoes affect their perceptions of others and highly significant articles of clothing that are regarded as expressing the wearer's personality. Based on that I can relate that male prefer footwear being more stylish and female wants to resemble the brand image of a particular brand. Also, those shoes are more like a key to their identity. A report done based on 16,000 adults from top consuming countries found out fair and satisfied price range being a factor driving towards a brand loyalty trust (Bedgood, 2019). Price variations for consumers favorite brand may only affect their purchasing quantity but not their brand choice (yim & Kannan, 1999)

It seems men are more driven by different styles and promotional activities than compared to females. Place a greater emphasis on the style and color of a product (Kim,

2000). The design of the styled product suits them well Lau et al. (2006). The design of the sportswear product should trendy, comfy and fashionable with style to make them attractive to purchase

Female are driven by brand name because the brand reputation creates distinguish brand image in the consumer mind. As reported by Lau et al. (2006), because they tend to prefer brand names when making a purchase. A prestigious brand name attracts consumers to purchase the brand (Aaker, 1996). They also have a motive for image expression through brand (Chen☐Yu, Hong & Seock, 2010).

Men pay more attention to the attributes of a product while women consider the prolific value of the product to express them self's (Stan, 2015)

People who are less than the age group of 24 years old prefer style as most of the people within this age group are teens and young adults so it's reasonable that price is being the only significant variable within these age group of people. As these young people wear as a lifestyle trend not only playing sports, they wear them in school and leisure time Lau et. Al. (2006). South Korean teens are very sensitive to style and fashion also they are very conscious about how they look from other people's viewpoints or the image they reflect upon others (Chen☐Yu, Hong & Seock, 2010). Design and styles are viewed as more relevant characteristics among teens. Young adults are found to be more involved with new trends style (Shukla, 2009).

The age group of 25-29 and 30 have one common significant variable which is price. Most Korean graduate from university at the average age of 25 and above and start working and spend more independently (Hyun-jung, 2010). Comparing both of these groups to age group 24 are more depended on aren't influences (Yoh, T., Mohr, M., & Gordon, B. (2006). The people of age 25-29 are attracted to promotional

activities and we can rationalize from the studies that this is the age most Koreans starts a full time job after graduating and start consuming products more so they look more into promotional activities when consuming their favorite brand.

Age group of more than 30, people are fonder of brand name and price as being factor being loyalty. Wearing a certain brand of footwear gives a high image and fitting in and gaining acceptance by the peer group (Forney & Forney, 1995; Miller, 1994). Older consumers are more interested in familiar brands (Stan, 2015)

As students, most students don't work or either they work as part-time earning a very less amount of money. Same as people who were jobless less than a year, more than a year, retired, unable to work and housemakers are put in to under students category when computed the analysis. The other reason is we could get very few samples from these occupations expect students.

As students and other workers grouped in student category identified significant variables were price, promotion and style to being loyal to. As students, they will be young depend on pricing categories when buying products of their favorite brand. Also when prices are within their acceptable range they buy the products (Kosenko & Rahtz, 1988). Prefer product with lower price (Durmaz, & Yildiz, 2016). Promotional activities have been an influential factor in persuading to become loyal. As well as most students, they go to university play sports and wear sports brands as a cool fashion style. In USA teen and unemployment people does not have much more money so promotions lead in a decrease of the prices and which is more appealing (Chi & Kilduff, 2011). The case is very similar to korea too, as students they don't work and some earn some amount of money as part-time workers (Lee, 2017).

The blue-collar workers are more influenced by brand name and white-collar workers are influenced by price. In South Korea, there is a huge wage difference between blue-collar workers and white-collar workers. White-collar workers earn much more money than blue collars. A report released by the National Statistical Office (NSO) Thursday showed that the average monthly income of white-collar workers or those who work in the office rose 2.8 percent to 2.98 million won. Blue-collar workers rose by 2 percent to 1.62 million won in 2005 from 1.95 million won in 2004 (Hwa-young, 2006). So it means the white-collar workers are willing to pay at any price because they earn much more and they are being price sensitive and loyal. On the other hand, blue-collar workers are influenced by the image and brand name to become loyal to a product. If they wear a recognizable brand they feel their image and esteem are lifted too.

5.2 Conclusion

The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards Nike footwear. Brand loyalty is important for an organization to ensure that its product is kept in the minds of consumers and prevent them from switching to other brands. The research showed that it was not easy to obtain and maintain consumer loyalty for a company's product because there were many forces drawing consumers away such as competition, consumers' thirst for variety, etc. From the analysis of this study, it was shown that there are four significant factors of brand loyalty that were influencing in the South Korean environment which are the brand name, price, style and promotion.

The comparison results between gender, age group and occupation shows hat they do differ by the influence of brand loyalty factors. The results shows that both male

and female are influence to be loyal by price. Men are derived through the stylish design and attracted through the promotional strategies. Unlike men, females are attached to become more loyal through brand image because it resembles that they are wearing a high quality brand image product.

People who are below the age group of 24 are more into style since most of them are students and young people whose preference are of choosing trendy stylish brands which fits them well. The results of age group of 25-29 and people who are more than 30 showed price as a significant variable. Where both are mostly working group of people and willing to spend. Age group of 25-29 was significant to promotion too which we can indicate that is because most of them just graduate from university level and are on the brink of establishing a life or building their working life in making money. So they are more attached to being loyal when more promotion are going on. People who were more than 30 are attached to brand name as these people loves to be attached to their favourite brand and compared to the young generation they are not willing to try other brands. So they are sticking to the familiar favourite brand at the same time most are highly experienced workers and they are can pay to the reputed brands at a willing price.

Occupational group student was significant to three variables which are price style and promotion. Since they are student most of them are studying and earn less as part time workers. These students are willing to pat their loyal brand in a satisfying range through promotions and they prefer latest style products. Between blue-collar and white-collar workers there is a difference in salary as white collars earn much and willing to pay at any price. Blue-collar workers are more loyal to the brand name as it resembles a high pride and a recognizable image in their mind which makes them loyal.

5.3 Recommendation

There are a lot of sportswear brands in South Korea and the market is competitive. This paper can give valuable information to the footwear manufacturers and marketers about South Korean consumers, factors which they consider most when buying a Nike footwear. As marketers and manufacturers need to put more focus on these four significant variables brand name, price, style and promotion if need to stay competitive, to attract and retain loyal consumers. As still, Nike is the number one brand and number one consumed sports brand in Korea they need to hold in that status enhancing in introducing more various styles of design and style which consumers prefer. The design team needs to come up with even more various designs and the marketing team to focus with research and development team to come up with shoes with different pricing ranges and with attracting promotion strategies. These studies also identified which brand loyalty factors are most preferred within gender, age group and occupation. So they need to focus on producing more shoes to the Korean market based on their brand loyalty preferences.

5.4 Limitation

This study was conducted within a lot of limitations. Firstly, I was able to find only one article related to this study done in Korea. It was hard to get information about Korean society since Korean articles are in Korean language. So there was a huge barrier to access the information related to this study. So I have to use some other information in the English context to rationalize to this study and to the findings.

This study was target to only Koreans who consumers Nike products, I tried to get in touch with Nike headquarters in Gangnam to send the questionnaire through their Nike data base. E-mails with official letter attached from DTM office and numerous visits I

was not able to get an appropriate cooperation from them and due to the time limit was forced to administer the questions myself.

It was really difficult to get the respondents as some of them cannot speak English well or cannot speak at all. As a result I could not get my real target respondents which is 300. Due to the limit of time I had no choice but to do distribute survey questions through social network services to get at least 200 respondents.

In conclusion time factor, language barrier and limited literature about this study in Korea were the most encountered barriers.

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국문초록

신발 브랜드에 대한 소비자 브랜드

충성도에 영향을 미치는 요소 :

나이키의 경우

아메드 아누쉬

글로벌 스포츠매니지먼트 전공

체육교육과

서울대학교 대학원

이 연구의 목적은 응답자가 Nike 신발에 대한 브랜드 충성도 요인에 의해 어떻게 영향을 받는지 조사하는 것입니다. 관련 문헌을 검토하면서 한국 환경에서 테스트 할 7 가지 요소를 채택했습니다. 브랜드 충성도의 7 가지 요소는 브랜드 이름, 제품 품질, 가격, 스타일, 판촉 및 서비스 품질 및 매장 환경입니다. 또한 성별, 연령대, 직업 그룹에 따라 요인이 다른지 조사합니다. 본 연구에서는 한국의 응답자 202 명에게 질서를 조사하여 질적 연구 방법을 사용 하였다. 이 연구에 대한 설명, 신뢰성 테스트, 상관 분석 및 선형 회귀 분석을 분석하기 위해 사회 과학 통계 패키지 (SPSS)를 사용했습니다. 선형 회귀 분석 결과는 브랜드 이름, 가격, 스타일 및 프로모션이 중요한 변수임을 보여줍니다. 결과는 브랜드 충성도 요인이 성별, 연령 및 직업 그룹마다

다르다는 것을 나타냅니다. 운동화 회사의 Nike 신발 제조업체의 마케팅 담당자와 광고 관리자는 본 연구의 결과를 활용하여 브랜드 충성도 요소를 기반으로 마케팅 전략을 개발함으로써 한국 소비자와보다 효과적으로 커 뮤 니 케 이 션 해 야 합 니 다 .