Influencing Factors in the Consumer's Loyalty Towards Sports Brands

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Abstract— **This research aimed to analyze the loyalty of consumers towards the various sports brands that are on the market in Colombia. Sports practice and fashion trends in the use of clothing have generated the acquisition and use of sports products; In that sense, these people who buy this type of product are recognized as sports consumers. The research describes the demographic profile and what are the favorite sports brands by consumers in the city of Bogotá. This study was quantitative with a correlational scope where it was important to find the aspects that influence the post-purchase behavior that leads to the loyalty of a sports brand; For this reason, a questionnaire was developed through questions with the Likert type scale. To measure variables such as satisfaction, brand value, trust, quality, and loyalty, a survey with a sample of 300 people was applied. The reliability of the measuring instrument was validated using the Cronbach's alpha coefficient, and the data collected were analyzed with multivariable statistics, and the statistical tests for the verification of the hypotheses raised were performed with the method of canonical correlation analysis that allowed to measure the relationship between the different variables. These correlations between the different dimensions were positive, and the results obtained ranged from 0.584 to 0.610, which meant that the hypotheses were supported, given that the values are above 0.3, and that represents the existence of links between the variables. Finally, the results and the analysis made allow sports brands to make decisions to strengthen loyalty with their consumers.**

Keywords- consumer loyalty; sport consumer; sports brand; sports products

I. INTRODUCTION

Towards the end of the 60s, marketing experts took studies and research of psychology mainly to understand consumer behavior, here a model of consumer behavior was established in their purchase decision making; this model is composed of an approach systemic since it has an entrance, a process, and an exit. In the entry phase there are external influences, coming from the application of the marketing strategies of the companies and also of the socio-cultural environment that the consumer has; in the process phase are all the decision-making steps of the buyer and his black box represented by the psychological aspects; Finally, at the exits, the consumer's post-purchase behavior is observed, here some activities such as product testing and repeated purchase are highlighted, the latter is definitely associated with consumer loyalty [1]. One of the great desires of any company is to ensure that its consumers intend to repurchase their products, in this way, the consumer begins to acquire a commitment to the company; however, this commitment could not be achieved if the customer is not satisfied with the product. Satisfaction is seen as the main predictor of post-purchase, as future repurchase intentions [2]. One of the disadvantages that companies face in the market is that consumers are not loyal or loyal to a brand; this disloyalty is manifested by the bad attitude towards a brand precisely by the consumer. This unfavorable concept towards the brand comes from possible disappointments and disenchantments, but the reasons for disloyalty may also be focused on the lack of information about a brand or product, which is not important for the consumer or can also be a determining factor. Lack of ability to pay [3]. Therefore, a company places too much importance on consumer loyalty; since this loyalty generates an entry barrier with respect to competitors, that is; A loyal customer towards a brand does not contemplate the possibility of buying from competitors and in this way a protection wall is created in which it is difficult for competitors to tear it down. If this theme is considered within the sports sector, there are external aspects that influence consumer loyalty, which must be taken into account by sports companies, these external factors are family, friends, the role within a social group and the media, there are also internal aspects at the motivational level that are related to loyalty, such as pride and emotion that a brand can generate [4]. The research approach is directed towards sports brands; since they are brands that have come in constant growth within the global market. The great deployment that these brands have within the context of the

sports sector is basically because there is a relationship with professional teams or large sporting events [5]. For this reason, sports consumers have a special feature, and it is that these consumers are generally sports fans, as well as they are followers of one or more sports teams , this relationship between sports brands and sports teams, causes quite strong links due to the constant support that exists from the fan precisely to those sports teams; In that sense, the loyalty of the sports consumer can become lasting if there is a co-branding between sports brands and sports teams. This is an important fact that must be considered by sports companies so that they are strengthened in their different brands [6].

Studies in Colombia have shown that the consumer in this country has tendencies towards disloyalty since 40% of the population likes to try new products and constantly searches for new brands and products. This data shows that the Colombian is open and willing to change, and some of the reasons why they are motivated to these changes are the superior quality or performance of the product, price sensitivity, and the easy use of use [7]. Undoubtedly, in this study, all brands that are offered in the country were involved, obviously including sports brands. Consequently, this disloyalty is shown in the study also ends up affecting the brands of sports organizations that are within the Colombian market.

It has been denoted that in Colombia the research in sports management is in an initial phase and there is still more to deepen on this topic; That is why it is important to study this discipline and area of knowledge. The interest in knowing more about the post-purchase behavior of the sports consumer derived in the present investigation where its objective was to analyze the loyalty of consumers towards the various sports brands that are in the Colombian market. The research proposed a theoretical model based on variables of quality, satisfaction, trust, and brand value as influential in the loyalty of sports consumption.

II. LITERATURE REVIEW

Brand trust is usually associated with the corporate image; this trust has been gained by organizations for the ability to provide positive experiences in the consumer [8], a good corporate image supports the brands and the products of a company. This trust is vital for long-term relationships between an organization and the consumer to be built; this trust is replicated in a feeling that allows the consumer that the products will meet certain expectations [9]. An element that allows generating positive experiences is the perception at the sensory level of the consumer, the information of a brand is undoubtedly always received from the senses of a person and this information is processed by the brain, and this is where sensations are generated and feelings that lead a consumer to have trust in that brand, also the fact that the consumer involves feelings in the brand, this derives in the Brand Love and in this way that generates a desire to buy and use the products of certain and consequently if

consumers love a brand, they can feel greater loyalty towards the brand [10] .

There are studies carried out in different countries of the world where the direct relationship that the image of a brand has with respect to the perception of quality has been analyzed, in these studies it is affirmed that there are dimensions associated with this perception; For example, one of these dimensions is the quality of product performance, there is also another dimension, and it is the quality of compliance of a brand against customer requirements. In fact, within these dimensions, the sensory part of the consumer contributes to the perception of the quality of a brand; This is because there are undoubtedly physical elements that are part of a product and thus provide the necessary information for the client to make an evaluation and a comparison with other products and other brands. Here then, the degree of customer satisfaction regarding the perception of quality can result in consumer loyalty [11]. The satisfaction of a consumer according to some studies is influenced by the quality of the brand service; it is also stated that the quality of the brand service has a great influence on brand trust, this perception of brand service quality is It gives when a brand is meeting or also exceeds customer expectations. It ensures that the quality of service of the brand is a significant trigger for the loyalty of the consumer [12]. In the field of sports brands, it is easy to associate them with feelings; This is very relevant because good experiences generate positive memories, and within this information suggested is remembering the quality attribute of the brand [5]. In a study of [13], it states that the perception of brand quality is considered as a factor that causes the choice of a brand, also mentioned as a very important fact is that global sports brands are associated with the perception of quality precisely because they have a product level of support and also guarantees.

Organizations have traditionally given importance to loyalty because it has been claimed for several years that getting new customers is more expensive than retaining them, customer loyalty to the brand is considered a strength that leads to generating more income and higher profit margins concerning the competitors [14]. This is because loyalty is manifested with certain patterns of post-purchase behavior that has to do with making purchases with a high frequency, that is to say, that these people become a buyer is regular and habitual, acquiring links and commitments with those brands. It was shown in a 2014 study that sports brands recognized in the market as Adidas and Nike have managed to obtain these links and commitments through the authenticity of their products, finding a close relationship between innovation factors and loyalty [15]. There are some studies where theoretical models have been developed to measure consumer loyalty, based on consumer buyback intentions [16] , buyback is one of the most recurring actions a loyal consumer has, so you can see different actions that are carried out and that are reflected in what is known as behavioral loyalty; therefore, a scale has also been

developed to measure especially these post-purchase behavior actions [17].

With those as mentioned above in the framework, in this investigation, the following theoretical model was proposed, raising the following hypotheses:

H1 There is a significant positive relationship between quality and brand value

H2 There is a significant positive relationship between satisfaction and brand value

H3 There is a significant positive relationship between trust and brand value

H4 There is a significant positive relationship between brand value and brand loyalty

III.   RESEARCH METHODOLOGY

A. Population

The study population was consumers of sports brands in the city of Bogotá in Colombia, a survey with a sample size of 300 people was applied. The sampling technique was not probabilistic. The survey was applied online and in-person in parks.

B. Research Design

The research was a quantitative correlational study to provide enough evidence about the existence of relationships between the variables defined in the hypotheses.

C. Research Instrument

An instrument consisting of 5 dimensions was designed following the hypotheses proposed; these dimensions were quality, satisfaction, trust, brand value, and loyalty. The questionnaire was developed with questions with a Likert type scale were (5 = Strongly agree and 1 = Strongly disagree), with statements to measure the reaction of respondents as the variables defined. Likewise, the reliability test of the instrument was carried out employing the Cronbach's alpha coefficient, which showed a value of 0.95. Due to the results obtained, it is possible to show its high correlation, based on the studies [18] [19] where it is stated that a Cronbach Alpha equal to or greater than 0.7 is reliable.

D. Data analysis

The analysis of the quantitative data collected was performed using statistical tools, to interpret the descriptive data statistics and also multivariate statistics were used, to test the hypotheses specifically the canonical correlation analysis was used that allowed measuring the relationship between the different variables [20]. The analysis was done with Statgraphics Centurion xvii.

IV.   RESULTS

A. The Demographic Profile

Demographic data of the population can be seen in Table 1, where the results obtained from a sample of 300 people are found. The heads-the template will do that for you.

TABLE I. THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS (N=300)

Demographics		Frequency	%
Gender	Woman	156	52.00
	Man	144	48.00
Age	Under 18	20	6.67
	Between 18 and 24	65	21.67
	Between 25 and 34	79	26.33
	Between 35 and 44	80	26.67
	Mayor de 45	56	18.67
Education	Bachelor	45	15.00
	Technical	32	10.67
	Technologist	56	18.67
	University undergraduate	124	41.33
	Graduate	43	14.33
Occupation	Employee	168	56.00
	Independent	67	22.33
	Student	47	15.67
	Retired	18	6.00
Incomes	Less than a minimum wage	65	21.67
	A minimum salary ($828.116)	56	18.67
	Between $829.000 and $3'000.000	147	49.00
	Between $3'000.000 and $5'000.00	27	9.00
	More than $5'000.000	5	1.67

The results of the demographic profile indicate that the sample was composed of 52% of women and 48% of men, additionally the characteristics of the majority of respondents are that in 26.67% they are aged between 35 and 35 and 44, with 41.33% have a university undergraduate, with 56% are employees and with 49% have income between $ 829.00 and $ 3,000,000 Colombian pesos.

The results obtained concerning which is the favorite sports brand for respondents, in this question, were chosen as the 19 most recognized brands with the highest sales in Colombia [21]. The results obtained through the surveys were that the four favorite brands for the sample are Nike with 28%, Adidas with 25%, and more behind is Reebok with 11% and Puma with 8%, for other brands the participation is low.

B. Loyalty Descriptive Variables

For the variables of the loyalty dimension, the descriptive ones were analyzed as shown in Table II.

TABLE II DESCRIPTIVE STATISTICS OF LOYALTY VARIABLES

Variable	n	Mean	SD
L1: always buy this brand	300	4.08	0,98
L2: hardly try another brand	300	3.97	0,97
L3: been with this brand for a while	300	4.11	0,95

L4: plan to continue with this brand	300	4.13	0,89
L5: speak well of the brand	300	4.18	0,88
Note: L = Loyalty			

The averages in the behavioral loyalty variables of the respondents are located in values L1 (4.08), L2 (3.97), L3 (4.11), L4 (4.13), and L5 (4.18), which determines that there are favorable attitudes regarding Loyalty to those brands. They also deviate from the means in L1 (0.98), L2 (0.97), L 3 (0.95), L4 (4.89) and L5 (0.88)

C. Assessment of the Research Model

In this section are the results of the measurements made to the variables established in the hypotheses to perform statistical tests to evaluate and verify H1, H2, H3, and H4. The correlation coefficients between the dimensions of the sets of variables satisfaction (S), Brand value (BV), trust (T), quality (Q), and loyalty (L); the ranges of correlations range between 0.23 and 0.67. The dimensions each contain a set of variables that were defined in the measuring instrument; this instrument contains 16 items broken down into 3 of (S), 2 of (BV), 3 of (T), 3 of (Q) and 5 (L) as mentioned in Table II.

To test the hypotheses, a canonical correlation analysis was performed, which yielded results that can be seen in Table III

TABLE III. Results Canonical Correlation

Hyp	Relation	Canonical Correlation.	P-Value	Findings
H1	Q →BV	0.610	0.000	Supported
H2	S→BV	0.589	0.000	Supported
H3	T→BV	0.597	0.000	Supported
H4	BV →L	0.584	0.000	Supported

The canonical correlation analysis is designed to help identify associations between two sets of variables [22] , because the dimensions are integrated by different variables this type of analysis was developed and the tests carried out showed that the first hypothesis Quality (Q) and Brand value (BV), the highest canonical correlation was 0.610, for the second hypothesis Satisfaction (S) and brand value (BV) the canonical correlation was 0.589, hypothesis number 3, trust (T) and value of mark (BV) a canonical correlation of 0.597 was obtained and in the last hypothesis in the fourth, Val or of mark (BV) and Loyalty (L) the canonical correlation was 0.584, all these values reached mean that between the sets of variables There are moderate positive correlations of the hypotheses. The significance levels for all correlations were less than 0.05, thus knowing that the P-values are less than 0.05, these sets of variables have a statistically significant correlation with a trust level of 95.0% [23]. Based on the values obtained in the statistical tests, the hypotheses proposed for the theoretical model are supported. For this reason, the sets of quality, satisfaction, and trust variables have a positive relationship with the set of brand value variables, and this set of variables finally has a positive correlation with the loyalty variables.

V. DISCUSSION AND CONCLUSIONS

Behavioral loyalty refers to a series of actions that the consumer performs after having made repetitive purchases of a brand, which demonstrates a post-purchase behavior associated with fidelity. In this way, the study focused on demonstrating under an integrated questionnaire with 16 items designed with a Likert scale of 5 scores, on making measurements of variables that are related to behavioral loyalty, the variables measured were satisfaction, brand value, trust, and quality. After ensuring the reliability of the instrument in a pilot test, the survey was applied to a sample of 300 people, which was not randomly selected but for convenience. In the questionnaire that was used in the study, a filter question was asked of the respondents to know if they were considered sports consumers, the fact that they responded positively to this question realized that they had bought products from brands that offer both sportswear and other types of sports articles; These respondents were asked about the preference of international sports brands, which highlights a broad inclination towards Nike and Adidas mainly, however with a considerable difference there is also preference for two other recognized brands in the market such as Reebok and Puma.

A measurement was made to all the variables of the instrument where n favorable attitudes and reactions are highlighted , however the research focused on the results obtained in the variables of behavioral loyalty, which were represented in actions such as that the consumer always buys that brand, which hardly tests other brands, that have been with that brand for a while, also that it plans to continue with the brand and finally makes recommendations because it speaks well of the brand [24]. All these post-purchase behaviors that the consumer has evidence advantages for the organizations that own these sports brands, since a long-term commitment is denoted allowing these companies to somehow secure income for a considerable period of time, on the other hand, you can contemplate the low sensitivity that consumers have to prices, that is, they would be willing to pay high prices given their loyalty status. The work done by a company to build customer loyalty is rewarded by the bonds that will win over time and is something that should always be strengthened by different sports brands. In that sense, the results of the study in the evaluation of descriptive statistics admit to having information that confirms that if there are behaviors with tendencies towards loyalty by sports consumers in the city of Bogotá.

Regarding the evaluation of the theoretical research model, where the hypotheses were established, it was determined in H1 that the relationship between quality and brand value was significant, in this way the quality perceptions of the products of sports brands are important

for the consumer to grant a value, quality perceptions are revealed from the tangible and intangible attributes that a brand has [25] . Additionally, in H2, it was observed that if there is a significantly positive relationship between satisfaction and brand value, which determines that sports consumers if they are comfortable with their products to add value to the brand [12]. A positive and significant relationship was also found between trust in the brand and brand value as a support for the H3, that trust is obtained by tradition and by the support offered by a company on the brand [26]. Finally, the last hypothesis H4 where brand loyalty is found, and brand value found a positive relationship between them. All these elements quality, satisfaction, trust have a relationship with brand value, which becomes the appreciation that sports consumers have for all products of those sports brands [27] ; in that sense, the affection that the consumer generates links and an attachment to the brand which ends up fostering loyalty towards those international sports brands for those surveyed in this study in the city of Bogotá. It is important to remember that the canonical correlations obtained for the different sets of variables of the dimensions of the hypotheses ranged between 0.584 and 0.610, showing moderate and statistically significant correlations that allowed us to verify the model proposed in the investigation.

Checking the model is vital to understand that international sports brands have paid attention to the perceptions of quality that the consumer can have about the products, the satisfaction generated by using a product, as well as the trust that these brands have generated to its customers and that achieving the loyalty of a sports consumer has been a transcendental factor for the success of these brands at the local level. It is no secret that getting consumer loyalty becomes a challenge for any company, being a fundamental fact precisely because it enables organizations that have a better future and can face such dynamic organizational environments, so one of the purposes of the sports brands in general terms is that they should concentrate on making efforts to obtain the loyalty of their sports consumers.

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