

Digital Marketing Strategies of Selecting Brand of Sports Products

Ashish Rohith Kumar 22 B 030

Dr. V. Sridhar

1 Student 2 Assistant Professor

Department of Management

Rathinam College of Arts and Science Coimbatore

Astract

In a competitive global marketplace, digital marketing has emerged as a crucial strategy for brands, especially in the sportswear industry. This study investigates how digital marketing influences consumer decisions in selecting sports brands, focusing particularly on youth and college students. The research draws insights from a sample of 109 respondents, analyzing how factors such as brand loyalty, online presence, quality, and social media marketing impact brand preference. The findings emphasize that digital channels such as social media, online reviews, and e-commerce significantly shape customer choices, and brands must adapt accordingly to capture and retain their target audience.

Introduction

In recent years, brand loyalty has become a significant concern for companies aiming to retain customers effectively. The sportswear industry, in particular, faces growing competition due to global market expansion and the influx of international brands. A brand in simple terms is not just a name or logo but a perception that a consumer associates with comfort, quality, and lifestyle.

The emergence of digital marketing has changed the dynamics of brand selection. From fashion trends to athletic performance, sports products now cater to a diverse customer base. With lifestyle shifts, especially among the youth, sportswear is increasingly perceived as a symbol of comfort and identity. Consumers are more informed and empowered through digital platforms, which means that brands must constantly innovate in their marketing strategies to influence buyer behavior and foster loyalty.

Objectives of the Study

The primary objectives of this study are:

1. To discover the factors determining the role of the brand in the purchase decision of sportswear.
2. To identify the most important and least important factors considered by consumers while purchasing branded sportswear.

These objectives help in understanding how digital marketing influences consumer priorities such as price, quality, durability, and brand image when it comes to sports products.

Research Methodology

This study adopted a descriptive research design, using both primary and secondary data sources. The methodology aimed to gather insights into consumer preferences and behavior in selecting sports brands, with a particular focus on digital influences.

- Sample Size: 109 respondents
- Sampling Technique: Convenience Sampling
- Data Collection:
 - Primary Data: Collected using structured questionnaires with open-ended, closed-ended, and multiple-choice questions.
 - Secondary Data: Sourced from journals, websites, books, and prior research studies.

Data Analysis Techniques:

The study employed simple percentage analysis to interpret the data. This statistical method helped in understanding the frequency and distribution of consumer responses regarding brand preference and digital marketing influences.

Conclusion

The study concludes that digital marketing plays a crucial role in shaping consumer choices in the sportswear sector. College students and young consumers are particularly influenced by online platforms such as Instagram, e-commerce websites, and digital advertisements. Factors like brand reputation, quality, durability, and user-generated content significantly impact the decision-making process.

Moreover, brand loyalty is reinforced through positive digital experiences, regular engagement, and value-added services. To maintain a competitive edge, sports brands must not only focus on product excellence but also embrace evolving digital marketing strategies that cater to the lifestyle and expectations of modern consumers.

Companies looking to target this demographic must invest in content-driven campaigns, social media interactions, influencer partnerships, and user reviews to build lasting connections with their audience.