

An Influence of Advertising on Consumer-based Brand Loyalty: A Case Study on a Sports Shoe Brand in Bhopal India

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Abstract

This study examines the factors that influence advertising on consumer-based brand loyalty focused on a sports shoe brand in Bhopal India which pointed to the advertisement, brand loyalty, brand trust, and perceived quality. The researcher carried out the analysis based on a quantitative approach and applied non-probability sampling as the convenience sampling technique. A total of 400 respondents who experienced the perception of advertising for searching information about sports shoe products were invited to participate in this study. The descriptive statistic was used as frequency and percentile to explain demographic profile meanwhile inferential statistic was used both simple linear regression (SLR) and multiple linear regression (MLR) to explain the causal relationship between advertising, perceived quality, brand trust, and brand loyalty in sportswear products. The results on simple linear regression exposed that advertising has a significant influence on brand trust and perceived quality, while perceived quality has also a significant influence on brand trust and brand loyalty which all the p-value have less than .05. The results on multiple linear regression discovered that brand trust and perceived quality have a significant influence on brand loyalty as p-value has less than .05 as well.

Keywords : Advertisement, Brand Loyalty, Brand Trust, Perceived Quality, Sportswear Business

JEL Classification Code : M00, M30, M31, M37

1. Introduction

In present day highly competitive public market of sports and casual gear, there are several brands that are recognized the most in the Sportswear industry, Nike, Puma, and Adidas. Sportswear is one of the most distinguished industries all around the world and is the main contributor to the history of fashion design. Sportswear was defined as a category of fashion-oriented, comfortable wear based on clothing developed for sports. Sportswear usually is worn for physical and sports activities. This fashion product includes a shirt, sports shorts, and athletic footwear (sports shoe). According to Global Business Guide India, Sportswear has a 15% year-to-year growth since 2015, which made it very important for sportswear brands to get loyalty from their customers.

Sportswear has become very popular and well-paid that the brands are recently innovating and extending their brands, not just to make a better performance for sports, but also making footwear and clothes to be used on daily basis. This extension product, which is more like casual products, generates more revenue for the brand and also raising brand recognition from individual-to-individual. These fashion-oriented products could appeal to many more customers for the brand and develop the further characteristics of the brand itself, and could also make known to the brand to the customer. In addition, advertising nowadays is a major variable for the sales of many brands as advertising leads to brand trust and brand loyalty. Therefore, advertising tells about the catch sight quality of the merchandise and helps in capturing the major market. This topic is interesting because a research

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