

EVALUATION OF THE INFLUENCE OF THE BRAND IN CONSUMER PURCHASE DECISION

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ABSTRACT

This study aims to evaluate the influence of the brand in consumers' purchasing decisions of sports shoes. The methodology was a descriptive study that through the survey with the population of Natal - Brazil was analyzed to what extent the brand influence the buying decisions of the subjects studied. The results of the research identifying the most common and visible foundations of a value proposition of a brand are its benefits, which are directly related to the functions performed by the product to the client, so the most common and visible foundations of a proposal the value of a brand are its benefits, which are directly related to the functions performed by the product to the client, in addition, there is still a significant relationship of consumer emotion of sports shoes with sports brands, since these know how to work the trust and respect between the brand and the consumer. In conclusion, we identified the existence of influence of the brand in consumers' purchasing decisions of sports shoes in Natal / RN.

Keywords: Brand. Sports Shoes. Purchase Decision.

1. INTRODUCTION

The process of globalization brings changes that affect the economic, political and cultural aspects. Thus organizations are conducting marketing actions to position their brands in consumers' minds.

In this scenario, the customer is receiving information thousands per

minute. How your brain can not burn a wide variety of logos and slogans, it learned to ride a hierarchy of acceptance to make their choices during the time of purchase. On the other hand, are organizations with their different brands fighting for a place in the minds of the consumer to become more accepted (COSTA, 2001).

Thus, the success of a brand depends not only on creating the image, but mainly the creation of value, which must be built daily, considering all the possibilities of contact that the customer has with the brand (KOTLER, 1998).

This work is the universe of sports shoes that has shown great changes, one of them is the use of products incorporating more intensely the concepts of fashion and style, whose focus has been getting in the constitution of own brand in the design and quality of products and raw materials.

In this context the present study aims to evaluate the influence of the brand in consumers' purchasing decisions of sports shoes.

The methodology was a descriptive study that through the survey with the population of Natal - Brazil was analyzed to what extent the brand influence the buying decisions of the subjects studied, was used a questionnaire with closed questions and open assess to what extent the brand influence in purchase decision of the constituent elements of the population of the study from the identification measures of beliefs and attitudes and marketing techniques. The instrument was administered to a random probability sample classified as simple

with a total of 240 individuals in 2010. Quantitative data were analyzed by calculating the mean, standard deviation and relative frequency for the qualitative analysis we used the technique of content analysis that allowed the author to obtain systematic and objective description of the content of their answers to the questionnaire which make possible the inference of knowledge on related to the perception of respondents about the issues present in the survey instrument.

2. BRAND

In discussing conceptually brand Kotler (2000) states that it is a name, term, symbol, design, or an integration of these elements that aims to identify the goods or services offered by companies and differentiate them from competitors.

In this sense, the brand is associated mainly with the functions to identify and differentiate products and services from competitors.

Aaker (1998) emphasizes the advantages of creating value from the benefits associated with the brand value for consumers, as well as positive results for companies with strong brands. In his model, proposes the analysis of five categories: brand loyalty, brand awareness, perceived quality, brand associations and other business assets linked to the brand. On the lower level of loyalty, the consumer does not rely on brands, is completely indifferent to it. This type of buyer can be called a buyer or buyer for price changing.

The second level includes buyers satisfied with the product. They can be termed habitual buyers, and may be vulnerable to competitors able to create benefits for the change. The third level includes those who are satisfied, but still fear the costs of switching costs, time, money or

performance related. This group could be called loyal buyers, but susceptible to change.

In the fourth level, consumers who actually behave like the brand. This feeling may be the result of positive associations with symbols, a set of user experiences and high perceived quality. This group can be called a friend of the brand, because there is an emotional bond of friendship. The last level refers to consumers compromised. This group is a proud user of the mark, since it can translate what they really are. Trust is so great that indicate to others. The value of consumer commitment is given by the ability to attract and promote the brand to other levels. Therefore, loyalty to the brand can provide some benefits such as attracting new ones, reduced investments in marketing, time to react to threats, among others. Finally, Keller (2007) states that consumers tend to buy well known brands because familiarity brings comfort. A tag recognized will generally be selected before another unknown. The brand awareness is the ability of the consumer has to recognize or recall of a brand and associate it with your type of business. The dimension of this knowledge involves a range of levels that reflect their intensity.

3. DISCUSSION AND ANALYSIS OF RESULTS

By identifying the meaning of the brand to consumers of sports shoes, we can affirm that for 37.6% of respondents represents a brand name, design, logo and slogan, confirming Aaker (1998) and Kotler (2000) said about the mark is an integration of elements such as name, design, slogan (term) and imprint that aims to identify the goods or services offered by the company and differentiate them from competitors.

About purpose of buying a sports shoes (running shoes) identified that 39.9% of respondents buy sports shoes for both sports and to walk, have to buy only 27.7% and 19.9% for walking in sports. These data show that tennis is now a popular object, which is used not only for athletes in sports as it did in its origin, but also to be used on trips, at parties, such as uniform, among other occasions. This also explains why some companies, such as Olympikus in 2005 developed the OLK - a line of footwear, accessories and clothing drive. The initial investment was \$ 5 million (ASSINTECAL, 2006).

Pinho (1996) states that the consumer when purchasing a product not just buy a good, but a set of brand attributes, intangibles related to the person's emotional. This is evident when analyzing what respondents look for in a brand of athletic footwear, 42.9% responded that they feel beautiful look to a product, 19.7% look for attitude, 13% seek to feel victorious, winning, 10, 6% look for socialization and integration with particular group. When asked about the purchasing habits of the respondents, we sought to investigate the level of brand loyalty among consumers of athletic shoes.

In this sense, it was found that 7.5% of respondents are in the lower level of loyalty, not attached to brands, is completely indifferent to them, 8.3% are on the second level, i.e. are those buyers who are satisfied with the product, and therefore does not exist basically any dimension of dissatisfaction sufficient to stimulate a change, especially if it involves efforts, 42.1% are in the third level are those who also are satisfied, but still fear the costs of change, to attract these buyers, the competition has to overcome the switching costs by offering an attractive or a benefit, this group can be called a loyal but susceptible to changes, 24% are the fourth level are those who truly

love the brand, its association may be based on the symbols, user experiences, this group can be called friends of the brand, because there is an emotional bond of friendship, and 14.6% are presented in the fifth level are those that are committed to the brand, are proud to be the same users, their confidence is so great that they recommend to others, the mark for this group is very important functionally.

By identifying the influence of the brand to consumers of sports shoes can be seen that for some consumers the brand influences their purchasing decision, because it provides safety and quality since customer knows who the manufacturer is producing the tennis, as Souza and Nemer (1993) said that the brand and identify the origin of the product, protects consumers, another factor in the choice of brand is the status that it provides to the consumer when it is determined using brand name sneakers, and Nemer Souza (1993) stated that there are consumers who value the status that gives the brand than the rational benefits of the product; socialization is another reason I leads consumers to choose certain brands, it was evident mainly among adolescents, so as to fall into certain groups, is in harmony with it. Aaker (1998) states that consumers tend to buy brands, market leaders, because they bring familiarity, which creates a comfort. To this author is a recognized brand, most often chosen before another unknown. This is demonstrated to verify the choice of other traditional brands X marks where the majority of respondents (74.8%) prefer to buy a traditional brand of shoes, that is, market leaders, while only 24.8% preferred other brands.

Regarding factors that would make consumers change their preferred brand for an unknown brand, among them we can highlight: 33.2% reported loss of quality, 23.7% reported problems with

the sneaker brand, 16.3% when no longer find tennis, 14.7% said price, 7.4% said that nothing would change, and 2.6% said other factors.

Aaker (1998) states that perceived quality, i.e., the knowledge that the consumer has the superiority of a product is an important factor when deciding what to buy, this is evident when 33.2% said that the quality loss would the buyer exchange their favorite brand by another unknown. In seeking to investigate whether consumers of sports shoes had a preference for a product nationally or internationally, the objective was to verify whether it was some kind of association between the shoes and some home country, because as Pine (1996) can bring a country very strong connotations with certain products, materials or capabilities which can be exploited to result in a strong and consistent image.

In the qualitative phase was made a question in which the consumer had to answer what was the first brand that he remembered when he thought of sports shoes (running shoes), ie the recall. second Cunha (1997), the consumer creates an awareness of specific brand from the same skill that has to identify specific brand and one of the ways for that to happen is the recall, i.e., when the consumer thinks about a particular category Product that is the first brand that comes to your head.

It was found that the most remembered brand among respondents was 45.6% with Nike, was second with 13% Olympikus.

As can be seen, Nike this is a great power in its segment. In the knowledge dimension, the brand presents itself at the top of the pyramid, the most remembered, becoming a highly familiar brand. One of the reasons for this memory is the huge investment in marketing; link your image to winning athletes, among others.

Analyzing the answers, you can highlight an important aspect that was discussed in the theoretical framework: the brand associations. According to Aaker (1998), a celebrity often has strong associations, or calls a celebrity to a brand that can transfer to their associations, such as the prestige that this celebrity has. Through repetition of memorable images as the players drenched in sweat, panting runners, lots of tennis campaigns meant that the respondents associate the Nike brand as synonymous with athletic identity. According to Reed II (2005), the fact that the logo or "radius" of Nike strongly seen as a symbol of an athletic person, acts as a signal that lifestyle athletic. Through repetition of the logo and the slogan "just do it", the company creates more favorable conditions for those consumers who self-identify as athletes prefer products that are in sync with this image. The goal is to try to link to the Nike brand athletic identity so that the product as shoes, watches and clothes become a propellant, helping consumers to play their athletic identity and communicating that identity to others.

Other association that made this brand was the attitude. Mantoani and Reinoldes (2004) explain this by saying that Nike launches commercials that appeal to the dynamics and emotion to spread the idea of a "Nike approach," where the boys become suburban phenomena just by taking this attitude "Just do it."

Through the analysis of respondents' answers, it was realized that the reasons why the respondents to choose a brand of sports shoes as well as the attributes that it offers quality, price and design, consumers in the vision of these models of shoes should always be Trendy, stylish, are also the intangibles such as emotional values provided by the user experiences, i.e., some respondents put as justification for buying a particular

brand experiences that began to use the shoes of that brand, that status provides for the brand whoever you use, and socialization, said that buying a certain brand to better integrate the group you belong to.

Among the brands mentioned by consumers can be highlighted Nike, for her interviewees provides status, has a bold design, advanced technology, quality, credibility, sponsors known athletes, among others. In second place was the Queen, by presenting quality, affordability and tradition in the market. It was found that the main reasons why consumers do not buy the sports shoes brands are the certain loss of quality, lack of technology, design unattractive, since consumers do not buy shoes just for sports, but also to walk along with this, models of shoes should always be presenting a design according to fashion, brands unknown to the user, because it did not pass security, among others.

Among the brands mentioned by consumers Topper stood out for presenting very male models, not to present an attractive design in view of the interviewees and do not take comfort or durability. Then came the penalty by presenting little hype, not tradition and not have an attractive design.

4. CONCLUSION

Conclusively showed that consumers choose a sports shoes brand over another, taking into account the quality and price, but if a shoe display a high price, but has quality and meets the needs of the consumer, same goes for buying this product because it will bring benefits, a bold design, it was shown that consumers buy these shoes for both sports and to walk, then these models should be associated with fashion, have style, the choice of a mark is also

performed through socialization, i.e. identification occurs by means of his friends and belong to the group. Socialization by the marks represents a social standard, which aims to express the collective sense and how they identify among the group. The presence of a mark can sometimes help to set one over the other, which can contribute to the recognition and integration of the individual in the group to which it belongs; another aspect status was noted that any particular provides the consumer when he is using.

For consumers of sports shoes can lead to some components of brand value creation as the brand personality, brand may represent a self-image, giving the individual a way to communicate your personality traits. Thus, the consumer when choosing a particular brand will go for one that matches the person he is or wants to be. The brand personality should be quite desirable for people who use otherwise consumers will not identify with them, and the associations that they provide, such as the brands that sponsor athletes because they represent what respondents would like to be, or overcome their challenge and have the victory. Therefore, through these associations there is a transfer of values for the brand.

The most common and visible basis of a value proposition of a brand are its benefits, which are directly related to the functions performed by the product to the client. In this sense, organizations need to understand how consumers perceive the market value of its offer in order to succeed in their marketing strategies.

It was found that consumers of athletic shoes have an emotional relationship with sports brands, since they know how to work the relationship of love and respect between the brand and the consumer. We can cite as examples Nike that rather than just advertise your products, covers topics such as trade in

their passion for the sport or how well does practice some physical activity, and each of Reebok commercial that shows a big joke that people leave the side of inactivity and physical activity. Regarding the theoretical elements, as the literature review served to support the reality found, as explained consumer behavior of sports shoes for Natal / RN, adding to this, the models of brand value is presented showing how much important in directing the company's strategies to build brand value. Likewise the different models are presented as fundamental to understanding how consumers form, in his memory, brand awareness and brand image. Based on these considerations, we observe the existence of influence of the brand in consumers' purchasing decisions of sports shoes in Natal / RN, since for them the brand is an assurance that they will receive the product with a good performance, addition she values the one who uses or consumes, giving people their identity, thus maintaining an emotional bond. The results obtained in quantitative and qualitative steps, present opportunities for future research and grants, since there was a relationship between the brand and the process of making purchasing decisions of consumers of sport shoes, to deepen in future work to study and which as the mark components influence the behavior of its users, this step being regarded as the phase explanatory.

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