



Consumer behaviour in the football boot industry

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I, Emanuel Dettmann, hereby confirm that this work is my original work and has not been submitted for any other qualification.

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Abstract

Football boot manufacturers can have an advantage over their competitors if they gain knowledge about the purchase decision-making process of their consumers. It is significant that marketers understand the important criteria of a consumer's purchase decision. This study aimed to investigate consumer behaviour in the football boot industry, to support football boot manufacturers with information of the purchasing behaviour of their consumers in order to establish product development and novel marketing strategies. The objective of the study was to identify expectations of survey respondents in terms of the factors which influence their purchasing behaviour of football boots in the federal state of Bavaria in Germany.

In order to accomplish the objectives of the study, a quantitative study was conducted by means of self-administered questionnaires. A sample of 400 questionnaires was administered. The respondents were purposively selected. Conclusions and recommendations were thereafter drawn from the literature and the findings of the study.

The results showed that quality and brand names were the major influential factors in the purchase decision. Adidas was the most popular brand, followed by Nike and Puma. Citing satisfaction with their purchases, consumers were brand loyal and repeated purchases occurred.

The research recommended that football boot manufacturers need to invest constantly in its development and quality management program in order to meet consumers' expectations and international standards.

Your heart shall rejoice, and your joy no man takes from you (John 16:22).

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List of abbreviations

%	percent
€	Euro
Ed.	Editor
ed.	edition
et al.	et alii
IT	Information Technology
R	Rand
SPSS	Statistical Package of Social Sciences
TQM	Total Quality Management
TV	Television

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CHAPTER ONE

INTRODUCTION

This chapter will provide a brief background to the study and will discuss the research problem of the study, the aim, the objective and the rationale of the study, its research methodology and its limitations. It will also provide an overview of the different chapters of this study.

1.1 Background to the study

Football, known to some as soccer, is the most beautiful and important sport for millions of people across the globe, regardless of gender, religion or caste (Richelieu, Lopez and Desbordes, 2008:31). According to Witzig (2006:8-10), football is known for its thrilling and exciting moments. People get involved in football by attending live games, watching it on television, listening to the radio or participating. Duiker and Spielvogel (2009:919) maintain that easy rules and minimal equipment has helped football become the most popular sport in the world. Many people who are fanatical about football emulate their stars and participate in that sport on an amateur level. All these men and women are potential consumers for the football industry when they purchase football boots, special synthetic jerseys, pants and other football accessories. Many people around the world play football, thereby contributing to a large economic sector (Focus Money, 2010).

According to Grund, Senner and Gruber (2007:55), the most essential aspect of the football business is the boot. Football boot manufacturers develop boots each year by introducing new material, the latest technology, design or packaging. In the past, the demand for football boots was larger than the supply. However, in today's business, also known as the buying market, the

consumer can choose a football boot out of a large range of offers from different manufacturers (Football boots, the unpredictable calculation 2006).

1.2 Defining core concepts and terminology

It is necessary to define the core concepts and terminology of this research in order to facilitate a wide understanding. The main topic of this study refers to football boots and consumer behaviour and both are defined within the context of marketing and retailing.

Football boots, also known as soccer boots, are special boots for people playing football. They have special studs on the soles for traction, which supports the player's performance and helps to reduce injuries. They can be made from different materials, but the most common are leather and synthetic fabrics (Loza, 2009:3). The word "Football" does not have the same meaning in each country. In some countries, the game is known as soccer. This research is about football boots, in the football sport, and should not be confused with American Football boots or rugby boots (Witzig, 2006:7).

Consumer behaviour describes the behaviour of people during their process of purchasing economic goods and services for private consumption (Cant, Brink and Brijball, 2006:3). It is a process to satisfy consumers' needs and wants and this process is influenced by different marketing, environmental and individual factors (Walsh, Kilian and Klinner, 2007:18). In this study, the researcher will use the terms "customer" or "buyer" as synonymous with "consumer" although these terms are not necessarily identical. Schwaiger (2006:43) contends that the consumer is specified as the final person who is going to use the product.

1.3 Statement of the problem

Globalisation has contributed to the change in the economy in general. New competitors are constantly entering the market and decreasing prices have driven suppliers to overwork their marketing strategies to achieve economic success (Jambu, 2010:7). In addition, the chief executive officer of Adidas (2009a), a football boot manufacturer, highlighted that the economic crisis in the year 2008 caused a drop in demand for football boots, higher sourcing costs for materials and poor rates of exchange in the financial market.

The current football boot market is filled by many manufacturers (Hofmann, 2006). These manufacturers always try to develop and to produce the best football boot in order to win new consumers and to motivate old ones to make a new purchase. Consumers can decide their choice of football boots out of a big range of offers (Football boots, the unpredictable calculation 2006). According to Peppers and Rogers (2004:58), consumers can switch between products and brands. They are able to change the manufacturer to whom they were loyal for many years if a new one is more satisfying. Therefore, manufacturers lose potential consumers and can experience financial problems due to fewer sales (Ghylin, Green, Drury, Chen, Schultz, Uggirala, Abraham and Lawson, 2008:74).

Another concern of manufacturers is that purchase behaviours and consumption patterns of consumers are constantly changing. Walsh, Kilian and Klinner (2007:18) observe that various factors govern and encourage the consumer to select a particular product or brand. These factors can, for example, be environmental, where culture, family and social groups have an influence on the consumer's decision, as well as individual, such as age, occupation, motivation and attitude. Consumers are also influenced by manufacturers. According to Gubta (2009:73) manufacturers are trying to use

their marketing mix such as price, product, promotion or place in order to lead consumers to purchase their product. To achieve these objectives, Morgan and Summers (2005:76) state that manufacturers have to study consumer behaviour and have to gain knowledge of the consumer's decision-making process. Gubta (2009:63) further endorses that this information helps manufacturers to improve their marketing strategies to reach the consumer more effectively.

The information required about the buying behaviour can be collected through market research. Schmidt and Hollensen (2006:1) highlight that market research is needed to ensure that manufacturers produce only what consumers desire and not what they as manufacturers think their target group desires. Market research is very expensive, it does not happen regularly and therefore knowledge about desired products is not the most recent. This places a huge burden on manufacturers to achieve consumer satisfaction.

1.4 The aim and the objectives of this study

Knowledge about consumers and their product choices can help marketers to establish successful business decisions (Gubta, 2009:63). Therefore, it is important for football boot manufacturers to understand the various factors which influence the consumer's decision-making process with regard to football boots.

1.4.1 The aim of this study

The aim of this study is to investigate consumer needs, behaviour and the factors influencing the decision to buy football boots in the federal state of Bavaria in Germany. This new information will guide football boot manufacturers

to establish new marketing strategies for the next production season. The environmental and individual factors of the consumer cannot be influenced and researched easily by marketers. Therefore, this study will analyse the marketing factors, such as price, product, promotion and place, which have an influence on the consumer's purchase decision of football boots.

1.4.2 The objectives of this study

The consumer decision-making process is affected by different factors (Walsh, Kilian and Klinner, 2007:18). Therefore, the objectives of the study will be the following:

Objective one – To conduct a survey to elicit the product preferences of consumers in terms of price, product, promotion and place of football boots;

Objective two – To survey the expectations of consumers in terms of the factors influencing their behaviour when purchasing football boots in the federal state of Bavaria in Germany;

Objective three – To conduct a pilot study in the form of a questionnaire to amateur football players, older than eighteen, in clubs in the federal state of Bavaria;

Objective four – To develop a framework of the consumer's decision-making process of football boots.

It is hoped that this study will provide football boot manufacturers with helpful information to achieve consumer satisfaction and business goals.

1.5 Rationale for the study

Knowledge about consumer behaviour plays an important role in building marketing strategies and developing products. This study will fill the gap of research needs of football boot manufacturers and should contribute towards the knowledge of the consumer's decision-making process of football boots. The information obtained from this study could be an additional support for the football boot industry and thus increases its competitiveness.

The real value of this study, however, lies in the hope that football boot manufacturers and retailers commit to providing efficient and improved consumer service that will eventually allow all parties to successfully uncover the buying behaviour of football boots.

1.6 Research methodology

A questionnaire will be used as the research instrument to collect the data. It will be administered to a sample to ascertain the factors influencing the consumer's purchase decision when buying football boots in the federal state of Bavaria in Germany. The study will be quantitative and cross sectional in nature. This method is generally concerned with counting and measuring (McGivern, 2006:363). A sample will be drawn from the target population which can provide reasonable information about the project being researched (Beutin, 2003:126). Purposeful sampling will be applied to facilitate the collection data support.

The sampling population for the study will be taken from men's football teams in the federal state of Bavaria in Germany. Twenty teams will be chosen randomly and the coaches of these teams will be contacted in order to administer the

questionnaires to the players. Twenty questionnaires will be distributed to each team, which makes a total of four hundred questionnaires.

Version seventeen of the Statistical Package of Social Sciences (SPSS) will be used to analyse data in this study. Descriptive and inferential statistics will be utilised to present the data.

1.7. Limitations

Due to the large target population of 3.345.651 amateur players in men's football teams in 2009 in Germany (DFB, 2009), this study is confined to the federal state of Bavaria in Germany with 857.524 amateur players in men's football teams in 2009 (Gantner, 2010). Therefore, the results of the study cannot be generalised to all men's football teams in Germany or the world.

1.8 Outline of chapters

This study consists of five chapters. These chapters cover the following areas:

Chapter 1: Introduction

Chapter one introduces the football boot market and provides an overview of the research problem, the research aim and objectives, the rationale behind the study and an introduction to the research methodology.

Chapter 2: Review of literature

Chapter two, the review of literature, is based on consumer behaviour and provides an overview of the marketing, individual and environmental factors influencing consumers in their purchase decisions.

Chapter 3: Research design and methodology

Chapter three presents the research methods and the questionnaire design for this research. It also shows the determination of the sample size and the distribution process of the questionnaire. It presents and contains the results of the pilot study and introduces the principal study.

Chapter 4: Research findings and discussion

Chapter four presents the statistical analysis of the data obtained through the questionnaires. The data has been processed into meaningful results.

Chapter 5: Summary, conclusions and recommendations

The summary, conclusions and recommendations which are drawn from the findings are contained in chapter five. This final chapter also includes a framework of the consumer's decision-making process of football boots and suggestions for further research opportunities in this field.

1.9 Summary

This chapter provided a brief overview of the background to this study. The objectives and aims have been explained and the research problem shown. The next chapter will present the review of literature in more detail and uncovers the theme of the study.

2.1 Introduction

This chapter presents an overview of consumer behaviour and its impact on the consumer's purchase behaviour of football boots. The chapter starts with background information of football boots and consumer behaviour, and the explanation of the marketing, environmental and individual factors influencing the consumer decision-making process of football boots. A model of the consumer decision-making process will be shown and the different influencing factors on the consumer's purchase decision will be discussed in detail. Consumer satisfaction and factors leading to consumer loyalty will also be researched.

The presented information is based on academic journals, newspaper articles, books, periodicals and online articles. There is a lack of documented research on the factors influencing the purchase decision of football boots but findings and information from earlier research with similar products such as sport products and clothing textiles will be discussed.

2.2 Background of football boots

The first pair of football boots was produced for King Henry VIII in 1526 by a personal boot maker and this product has evolved over time into a multi-billion dollar business. In the late 1800s, the game changed from being regarded as a hobby to a sport and became more professional. The heavier boot style was replaced with a more lightweight boot made out of hard, thick leather going up the ankle which can be seen in Figure 2.1 (Footy-Boots, 2009).

Figure 2.1: Football boots of the 20th century

Source: Footy-Boots (2009)



This developed further in the 1950s when football boots were equipped with screw-in metal or plastic studs. Lighter leather started to be used with the focus on controlling and kicking the ball (Schönlebe, 2009:28). Players could move faster and the pace of the game increased (Plummer, 2009). Several football boot manufacturers opened their businesses and developed boots using new technologies and material. The turn of the millennium introduced the lightest boot using bright colours (Football boots, the unpredictable calculation 2006).

Football boots have travelled a long way since the first pair was ordered by King Henry VII. This product has developed from a heavy piece of protective apparel to a highly designed and technological product. Therefore the football boot industry needs to know if their efforts of developing today's boots meet the consumers' expectations. This can usually be done through market research.

2.3 Consumer behaviour

"Consumer behaviour", also referred to as "buying behaviour", is part of the human attitude and describes the behaviour of people during their purchase process of economic goods and services for private consumption (Cant, Brink

and Brijball, 2006:3). According to Walsh, Kilian and Kliner (2007:8), consumer behaviour is a continuous process which goes beyond the payment of the product. Trommsdorf (2004:35) supports these views and explains consumer behaviour as a result of complex decisions influenced by situational, social, psychological and socio-economic factors.

2.4 Consumer

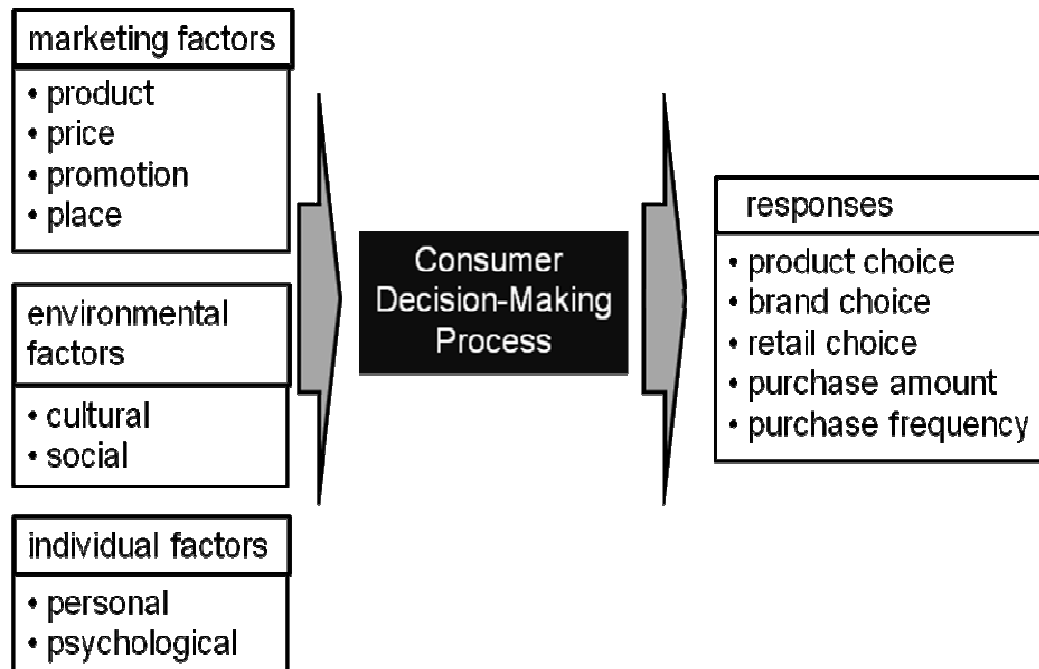
The expression “consumer” is typically used to refer to someone who purchases economic goods or services from retailers. The items that are purchased can include rap music, a beverage, a shirt, furniture, to name a few (Solomon, Bamossy, Askegaard and Hogg, 2006:6). The Gabler Lexicon (2009) stresses, that the consumer buys the product for personal use and not for manufacture or resale.

2.5 Overview of influencing factors

Cant, Brink and Brijball (2006:4) and Solomon *et al.* (2006:62) state that individual consumers have unique purchase decisions which can be influenced by personal characteristics as well as situational factors. Figure 2.2 shows an overview of the factors influencing the consumer’s purchase decision. The factors are first processed by the consumer and then an action, in the form of a buying decision, is triggered (Pelau, Vladoi, Fufezan, Dinca and Ghinea, 2010:467).

Figure 2.2: Influencing factors on the consumer's purchase decision

Source: Walsh *et al.* (2007:18)



Walsh, Kilian and Klinner (2007:18) indicate three types of influencing factors which operate as stimuli for the consumer. These factors are as follows:

- Marketing factors which belong to the attribute of the product such as product, price, promotion and place;
- Environmental factors such as cultural and social factors;
- Individual factors such as personal and psychological factors.

Shilbury, Quick and Westerbeek (2003:38) state that every consumer will process those factors in a uniquely individual way and will then respond accordingly. Du Plessis and Rousseau (2003:110) are consistent with the statement of Shilbury, Quick and Westerbeek. As the authors maintain that these factors influence the consumers in general in the purchase decision, it

can also apply to the consumers' purchases of football boots. In the absence of research dealing specifically with football boots, earlier research findings of similar products are going to be consulted.

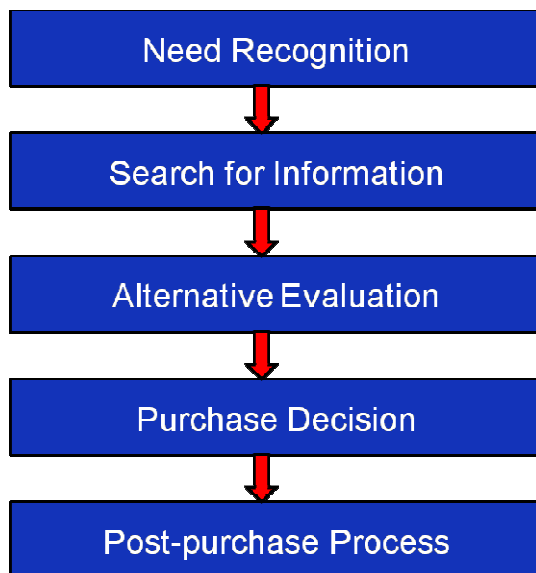
2.6 The consumer decision-making process

Kurtz and Boone (2006:174) claim that every consumer goes through different stages when making purchase decisions. Hoyer and MacInnis (2008:10) summarise these stages as a complex purchase process which differs between consumers. Blackwell, Miniard and Engel (2006:70) explain this purchase process in five stages (Figure 2.3). It shows the schematic order of the activities that result in the product choice of consumers. Lamb, Hair and McDaniel (2008:140) support this model and suggest that it can be used as a guide for studying how consumers make decisions. Hoyer and MacInnis (2008:193) emphasise that consumers have to have a need, a want or a problem before they buy a product.

According to Blackwell, Miniard and Engel (2006:70), the five stages of the consumer decision-making process are as follows: need recognition, search for information, alternative evaluation, purchase decision and post-purchase process. Sloan (2008:132) states that it is the goal of marketers to understand this process and to discover why people choose to buy particular products or services and, what to do to get them to purchase frequently from a specific supplier. Manufacturers can use this information to help guide product mix, communication and sales strategies (Barnes, 2006:xiii). It can be inferred that football boot manufacturers can also profit by understanding the decision-making process of their consumers in order to improve product development and marketing strategies. Each stage of the consumer decision-making process will follow:

Figure 2.3: Consumer decision-making process model

Source: Blackwell/ Miniard/ Engel (2006:70)



2.6.1 Stage one: Need recognition

The starting point of any purchase decision of a consumer is a need or desire. Morgan and Summers (2005:81) describe this situation as a perception of a difference between the actual state and the desired state of the consumer. Kurtz and Boone (2006:176) contend that a change is needed when the current product or service is not performing as required. Consumers then take action in order to solve the discrepancy. This action is in the form of a product purchase by the consumer.

2.6.2 Stage two: Search for information

In this stage, consumers are looking for additional information and solutions which will assist them in their decision to satisfy their ungratified needs

(Blackwell, Miniard and Engel, 2006:74). Kotler and Keller (2009:208) claim that this happens internally, by memory, perception and genetic tendencies, or externally, with information collected from the marketplace, internet, shopping malls, sales persons, packaging information, family and friends. Morgan and Summers (2005:82) reveal that an internal search relies on regular decisions with outcomes in which the consumer is relatively uninvolved. On the other hand, when the consumer is highly involved and needs information for his/her decision, he/she will seek external sources. The length and intensity of this search is defined by factors such as involvement, personality, income, past experiences, social class, prior brand perceptions, consumer satisfaction and the amount of time available to search (Blackwell, Miniard and Engel, 2006:75).

Kurtz and Boone (2006: 177) state that consumers can ask trusted friends and relatives who will provide the most cogent information, also known as word-of-mouth communication. According to Morgan and Summers (2005:83), television, which includes audio as well as visual images, is the best medium for the manufacturer to communicate the benefits of sport products successfully.

2.6.3 Stage three: Alternative evaluation

After collecting the information which is necessary to make the decision, consumers then evaluate their final list of alternatives (Lamb, Hair and McDaniel, 2008:142). They compare the attributes of all possible products and decide which one satisfies their need the most. Each decision is different and is influenced by marketing, environmental and individual factors such as price, brand, income, motivation, knowledge, and culture (Morgan and Summers, 2005:83). Consumers compare stores, from where to purchase according to its accessibility, cleanliness, friendliness of the staff members or the distance to the home town (Kotler and Keller, 2009:209).

2.6.4 Stage four: Purchase decision

Once the best alternative is found, the consumer purchases the product. Walsh, Kilian and Kliner (2007:9) highlight that this stage includes the decision on how he/she is going to pay, when and where he/she might make the purchase. The consumer has the option to buy the product via different distribution channels, for example via the internet, telephone, catalogues or in the store (Blackwell, Miniard and Engel, 2006:81). Esch, Sattler and Herrmann (2008:39) state that consumers have the habit of buying something quite different from what they intended because of the activities which influence their decision during the purchase stage. A sales representative, a discount coupon, or a special offer in the store might change the decision and a switch between brands develops. After the purchase, consumers immediately consider their level of satisfaction.

2.6.5 Stage five: Post-purchase process

The post-purchase process is the last stage in the consumer decision-making process. After the purchase, the consumer immediately compares the perceptions with the expectations and considers his/her level of satisfaction with the product. A positive perception might cause further purchases of this particular brand or product in the future. According to Blackwell, Miniard and Engel (2006:83), the subsequent purchase decisions within the same product sector become much shorter in the case of satisfied consumers than previously. They will use the information collected as an experience for future purchases. Hoyer and MacInnis (2008:272) claim that even if the product works well, consumers still think about their decision. Kurtz and Boone (2006:178) call this type of situation post-purchase dissonance or cognitive dissonance. The less confident the consumer is with the purchase, the more dissonance is felt. Routine and daily purchases rarely have any post-purchase evaluation.

Lamb, Hair and McDaniel (2008:140) note that the consumer's decision does not always proceed through all of these steps. The consumer may end the process at any time or may not even make a purchase. Consumers may postpone a purchase until they feel confident about the information regarding the product or service (Morgan and Summers, 2005:77). However, Kotler and Keller (2009:208) hold that a key advantage of the consumer decision-making model is that it recognises that the purchase decision process starts long before the actual purchase and continues after the purchase has occurred. It signals that marketers need to focus on the entire decision-making process rather than just the purchase decision itself.

Schiffman, Kanuk and Wisenblit (2009:480-481) emphasise four views related to the consumer decision-making process which can also be supported by Lamb, Hair and McDaniel (2008:147). Firstly is the "economic view" that consumers rank benefits and limitation of each alternative and then identify the best alternative. Secondly, the "passive view" states that consumers behave inactively and are influenced by marketing tools. Thirdly, the "emotional view" is related to consumers' decisions based on their emotional associations about some products. Lastly, the "cognitive view" is where consumers are considered "problem solvers" and are searching for products that fulfil their needs. Schiffman, Kanuk and Wisenblit (2009:481) endorse that all four types of decision-making behaviours exist and need to be understood by marketers. Du Plessis and Rousseau (2003:110) reinforce the statement of Schiffman, Kanuk and Wisenblit that not all consumer decisions are rational. Consumers often purchase goods and services for non-rational reasons, such as status, image, pride, fear or affection.

The statements of the various authors in section 2.6 provide a convincing argument that every consumer goes through a different purchase decision-making process. Consumers may have the interest of buying the same product

but their desire directs each consumer on a different pathway to satisfy their need. Therefore, it remains a huge challenge for manufacturers to satisfy the needs of their consumers.

The next sections explain the different marketing, environmental and individual factors which influence the decision-making process of the consumer in detail.

2.7 Marketing factors influencing consumer behaviour

According to Kurtz and Boone (2006:7), marketing factors of the marketing mix are messages and information about products and brands communicated by either the marketer (via advertising, sales representatives, signs, prices and so on) or by non-marketing sources (the media or word-of-mouth). Smith (2008:98) suggests that manufacturers try to find the right product strategy, pricing strategy, promotion strategy and place strategy in order to bring the product successfully to the consumer. The outcomes of these strategies are factors that influence the consumer's decision-making process.

2.7.1 Product strategy

Etzel, Walker and Stanton (2007:208) state that products are generally defined as "anything" that might satisfy a need or a want in consumers. Sport goods such as jerseys or boots can be interpreted as products. According to Grund, Senner and Gruber (2007:55), football boots can be used only on the football field. Gifford (2009:8) indicates that the special sole gives each player ground stability and grip.

Smith (2008:104) contends that effective product strategy involves developing and then monitoring the various features of the product such as quality, design,

technology and brand. These features are part of a manufacturer's product strategy and have a particular influence on the consumer's purchase decision (Walsh, Kilian and Klinner, 2007:18).

It can be inferred from this section that football boot manufacturers need to know the needs and wants of their consumers in order to develop and manufacture desired football boots. Otherwise, the product strategy of the manufacturer will not convince the consumer successfully to buy the product and the influence on the consumer's purchasing process will be limited.

The next section explains the impact of the design, the quality, the latest technology and the brand of football boots on the consumer's purchase decision in detail and shows how football boot manufacturers try to influence consumers through these product strategies.

2.7.1.1 Design and colour of football boots

The design and the colour of a product give manufacturers the opportunity of differentiating and positioning its products or services in the market (Aslam, 2006:15). According to Kotler and Keller (2009:365), this factor gives a manufacturer its competitive edge. In increasingly fast-paced markets, price and technology are no longer enough to create an advantage over competitors. Tsai and Chou (2007:818-819) state that one special part of the design or a specific product colour might be the reason a consumer decides on a particular product. Retief and de Klerk (2003:25) maintain that elements of the textile, the fashion trends, the materials used and the finishing of the product are part of the design and influence the consumer's product choice. As such, similar patterns of cause and effect apply for the design of textile products and therefore might also have an influence on the purchase decision of the football boot consumer. Therefore,

football boot manufacturers have to find out the desired design of football boots in order to meet consumers' requirements.

Football boot manufacturers also have to identify the most appealing colour and the colour trend for the next football season in order to make changes at the right time. According to Marx (2010), football boot manufacturers started using bright colours for their boots. This change was made to appeal to young, affluent consumers (Football boots, the unpredictable calculation 2006).

According to Gifford (2009:8) important parts of the design of football boots are the studs, which can be seen in Figure 2.4.

Figure 2.4: Types of football boot studs

Source: Footy-Boots (2009)



These studs assist players in rapid changes of direction and prevent them from slipping. Plummer (2009) maintains that in today's production, studs are made of different materials, can be fixed or removable and each is indicated for a different type of ground. Depending on the field conditions, consumers can choose their products in the stores from a variety of boots to suit their individual needs.

According to the statements of the authors in section 2.7.1.1, it can be inferred that the design and the colour of the football boot influences the consumer's product choice. The colour and design of the product are the first attributes consumers look at. One special boot colour or design may sway the consumer towards a certain product. Therefore, manufacturers have to be always updated on new colour or design trends of football boots in order to achieve high demands.

2.7.1.2 Quality of football boots

The American Society for Quality Control (ASQ, 2010) defines quality as the totality of features and characteristics of a product that bears on its ability to satisfy stated or implied needs of consumers. In other words, whenever the manufacturer's product meets or exceeds the consumer's expectations for a lengthy period, the manufacturer has delivered quality (Kotler and Keller, 2009:169). According to Smith (2008:122-123), the key is to exceed consumers' expectations in order to produce high levels of consumer satisfaction and, in turn, brand loyalty.

In today's modern society, the focus is on satisfying consumers' needs and delivering superior product value. May-Plumlee and Little (2006:60) indicate that manufacturers have the ability of implementing the Quality Function Deployment technique in their manufacturing in order to define consumers' needs or requirements and to translate them into specific plans to produce products to meet those needs. It is a technique that links the needs of consumers with various business functions and organisational processes, such as marketing, design, quality, production, manufacturing, sales, to name a few. Hsin-Hung and Jiunn (2006:142) state that the information comes directly from the consumer through a variety of ways such as direct discussion or interviews, surveys, focus groups, and customer specification, to name a few. This

information is then summarised in a product planning matrix or "House of Quality", analysed and communicated to all participating departments (Matook and Indulska, 2009:64). In order to achieve positive results, every department has to be included in the method otherwise it will not be successful. Ghylin *et al.* (2008:74) suggest that such information can be an advantage for manufacturers compared to competitors who do not have this knowledge.

David A. Garvin, an associate professor of business administration at the Harvard Business School, defines product quality in terms of the product's lifecycle and came up with eight dimensions which serve manufacturers as a framework for strategic quality analysis (Kim and Nakhai, 2008: 846). These are: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Manufacturers have the ability to go through these eight dimensions in order to clarify if their products assume product quality (Wilson and Daneshgari, 2008:25).

Retailers offer their consumers the option of returning the product if they are dissatisfied (Meyerson and Scarborough, 2008:110). In order to achieve fewer returns, manufacturers can adopt Total Quality Management (TQM) principles. According to Kotler and Keller (2009:170), TQM consists of a manufacturer-wide approach to improving the quality of processes, products and services continuously. Manufacturers have to control their processes continuously due to their quality standards in order to find mistakes before they leave the production. Etzel, Walker and Stanton (2007:280) highlight that TQM entails not just specific practices and policies, but also a philosophy that commits manufacturers to continuous quality improvement.

Ghylin *et al.* (2008:74) claim that the quality of products has recently begun to play an important role in the consumer's purchase decision. Owing to this realisation, it is one of the most critical factors for manufacturers to survive in an

expanding and competitive global market place (Töpfer, 2007:12). In other cases, the manufacturer may lose a large amount of sales to competitors who are more aware of the importance of quality. By extension, it should also influence football boot manufacturers. Regarding the statement of Grund, Senner and Gruber (2007:55), the football boot is the most essential equipment athletes need for playing football. It has a major impact on the player's performance on the field. Therefore, it can be perceived that the quality of the product is very important in order for athletes to achieve their goals. According to Kurtz and Boone (2006:364), marketing managers must create strategies based on management commitment using continuous quality improvement for maintaining the manufacturer's position on the market.

2.7.1.3 Latest technology of football boots

Football boot manufacturers are constantly working on new developments to improve the performance of players (Loza, 2009:2-3). The manufacturer has to show consumers that using the new boot is advantageous. This is also called "product innovation". For example, in Beijing, Nike introduced a football boot called "Mercurial Vapor V" (Figure 2.5) for the 2008 Olympic Games.

Figure 2.5: Nike Mercurial Vapor V

Source: Nike (2009)



The boot in Figure 2.5 has the new “Flywire” technology that has strategically placed filaments which provide optimal support and comfort precisely where the foot needs it (Nike, 2009). Smith (2008:112) indicates that developing a new product can be expensive and risky. He also suggests that not every new sport product introduced to the market is successful. If the new product is a failure, the sport product manufacturer has lost time, money and perhaps even some of their reputation.

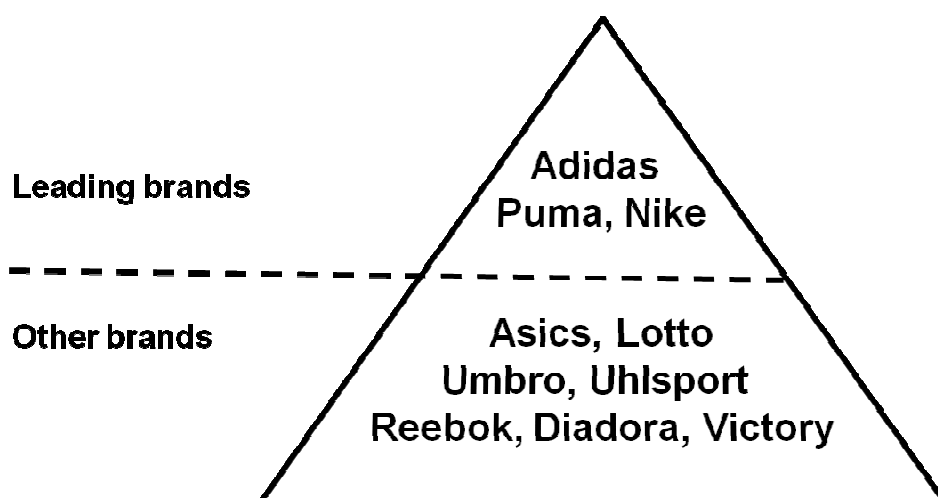
2.7.1.4 Brands of football boots

A brand can be simply seen as the name, symbol or trademark of a product or service. It helps to identify products or services of a manufacturer and to distinguish them from their competitors (Morgan and Summers, 2005:155).

According to Marold and Kern (2008:1), three football boot brands, namely Adidas, Puma and Nike dominate the football boot market in Germany. Figure 2.6 gives an overview:

Figure 2.6: Brands in the football boot industry

Source: Marold and Kern (2008:1)



According to Erdem, Swait and Valenzuela (2006:34), manufacturers with a distinctive brand name have a more powerful position in the market than others without unique names. When selecting a name, marketers try to choose names that are easy to remember and which arouse positive feelings (Smith, 2008:119). Sometimes it is a fantasy name or it results out of the letters of the founder's name like the sports brand Adidas from "Adi Dassler". Richelieu, Lopez and Desbordes (2008:31) state that a brand should communicate the benefits sought by the consumer in buying the product or service, the manufacturer's values and the particular qualities or characteristics that make their products or services special. Therefore, marketers can convince consumers to pay remarkably high prices for products of strong brands (Parment, 2008:253). Marketers want consumers to perceive their products with high brand equity so that consumers will be more likely to pay the price that the retailer wants to obtain (Kurtz and Boone, 2006:387 and Smith, 2008:137). Jensen and Drozdenko (2008:117) concur that consumers with brand preferences were willing to pay a 15 percent premium over their expected price in order to purchase their preferred brand.

Belén del Río, Vázquez and Iglesias (2001:411) suggest that there are four functions of a brand, namely guarantee, personal identification, social identification and status function. Parment (2008:253) supports the suggestions of Belén del Río, Vázquez and Iglesias (2001:411). These four functions of a brand have an influence on the consumer's purchase decision. The most basic of these functions is the guarantee function (Parment, 2008:253). McDougall and Chantrey (2004:9) agree that a brand conveys a certain level of reliability and quality regarding its performance. The personal identification function enhances the self-esteem and self-image of the consumer. Some consumers only buy particular brands for the image and the symbol benefits they achieve by owning specific brands. This is often of more value to them (Govers and Schoormans, 2005:191). The social identification function enables people to be

socially accepted by their group. A brand communicates a message and people want to belong to a group which espouses it. The last-mentioned function is the status function which relates to the ego needs such as prestige, status and recognition. Young people are highly involved in order to gain prestige, gather material possession and establish their identity (Belén del Río, Vázquez and Iglesias, 2001:412). This can be supported by the earlier research findings of Bamert and Oggenfuss (2005:3).

The football world is full of brands. Sporting teams such as Liverpool FC, Chelsea FC, Bayern Munich or even independent players such as Lionel Messi, David Beckham or Cristiano Ronaldo can be seen as brands. Manufacturers, teams or players want to build brand loyalty so that consumers always prefer to buy the same brand. This can be seen in the way that a fan supports only one football team or supports one famous football player. Football product manufacturers try to persuade loyal fans to purchase products of their famous teams and players every season (Richelieu, Lopez and Desbordes, 2008:31).

Therefore, it can be inferred that the brand of a product is also a factor that can strongly influence the consumer's purchase decision and it has a significant influence on the decision-making process of buying football boots. It is important for football boot manufacturers to be represented as a strong brand on the market to increase popularity and positive brand image.

2.7.2 Pricing strategy

Kotler and Keller (2009:375) state that price is the only part of the marketing mix that generates revenue and certainly affects a manufacturer's overall profitability and market share. It is the amount of money consumers pay for products or services (Kurtz and Boone, 2006:598). In earlier times, prices used to be established by negotiation between buyers and sellers. With the

development of the large-sale retailing at the end of the nineteenth century, manufacturers started to set one price for all consumers, also known as the “strictly one-price strategy”. Presently, the internet is revising the fixed pricing trend and sellers use software to compare and customise offers and prices (Stop Price Fixing, 2008).

Retief and de Klerk (2003:24) agree that the price of a product plays an important role for consumers when comparing alternatives. Teng (2009:15) states that some consumers are interested primarily in low prices while others are concerned more about service, value and brand. Etzel, Walker and Stanton (2007:320) suggest four segments of consumers doing a purchase. These segments are as follows: brand loyal consumers not being interested in price, system beaters preferring to buy a particular brand under the consideration of reduced prices, low price consumers only driven by cheap products and uninvolved consumers not being interested in brand or price.

In setting prices, manufacturers have to be aware that consumers’ perceptions of product value vary directly with the price of the product (Blackwell, Miniard and Engel, 2006:162). Düll (2009:69) adds that consumers expect a higher value such as quality, brand image, convenience and upper material, for a more expensive product. Football boot manufacturers offer boots in different price categories. Each price has an influence on the material and technology used in the boot (Football boots, the unpredictable calculation 2006). Certainly the more expensive product has better manufacturing process, upper material and latest technology features to offer when compared to a cheaper product.

According to Blackwell, Miniard and Engel (2006:127), purchase decisions are based on consumers’ perceptions of prices. Many consumers are attentive to price. They compare different prices, visit several stores and read or listen to a number of advertisements until they make their purchase decision. Consumers

also use input from friends, colleagues, and family members, as well as information in the form of their own knowledge of prior purchasing experience and store reputation.

Smith (2008:143) indicates that retailers use sales promotions to help increase the sales of products and to involve the consumer in a spontaneous purchase. They also offer multiple products for one bundled price. The consumer then has the difficulty of assigning value to each unit and is more likely to buy the packet than to buy each item separately (Fullerton and Merz, 2008:100).

The football boot industry establishes a new price for each boot released. Manufacturers always try to offer football boots in different price categories. The price category for top ranged football boots is around € 200 which is nearly R 2050. Due to the development efforts of the industry, the price of boots is always increasing (Football boots, the unpredictable calculation 2006). Nevertheless, pricing decisions of marketers can also affect the participation of a consumer in a particular sport. For example, Fullerton and Merz (2008:101) observe that athletic shoes have long been marked as high price products and many consumers cannot meet the price of these shoes. Therefore, marketers have begun to offer new shoes at greatly reduced prices in order to meet consumers' requirements. These principles might also apply for football boot consumers and therefore it can be inferred that the price of football boots highly influences the purchase decision and demand of football boots.

2.7.3 Promotion strategy

Manufacturers use promotions to communicate information about their products and services and to persuade consumers to purchase their products. The goal of promotion strategies is to influence consumers' cognitions, attitudes and behaviours (Strydom, 2004:135). The major promotion instruments are

advertising, sales promotion, personal selling and publicity. Further promotion instruments are sponsorship, trade shows, in-store communication, events and exhibitions (Kotler and Keller, 2009:63). The combination of some of these can be seen as the promotion mix and is done to advertise the products, to inform consumers about product attributes, prices, places where they are available and to influence the consumer positively to buy these products.

Advertisement is conveyed mostly via television, media, print and signs (Etzel, Walker and Stanton, 2007:522). According to Morgan and Summers (2005:83), television, which includes audio as well as visual images, is the best medium for manufacturers to communicate the benefits of products successfully. Marketers also start using the internet as a medium for presenting brand and products (Möller and Eisand, 2010:82). The football boot brand Adidas uses the internet frequently to provide information about their products and services. In 2009, Adidas began publishing video clips on their website and on the internet platform youtube.com to bring the brand closer to the consumer and to offer consumers the ability to inform themselves readily about the product and service (Adidas, 2009c). Yu (2007:213) contends that the young generation especially is using this platform and can be informed and influenced through this medium.

Sales promotion is done by either a temporary price discount or giving away additional value with the purchase of the product (Smith, 2008:143). The aim of this method is to induce the consumer to make a purchase of a particular product or service. It should also influence the buyer to achieve the purchase today and not later.

Personal selling involves a direct interaction between a sales representative and a potential consumer (Strydom, 2004:135). According to Blackwell, Miniard and Engel (2006:80), the advice of a sales representative can influence the

consumer's purchase decision. The sales representative can help with advice and explanations of the advantages of the product in detail. Earlier research has shown that the sales representative has an influence on the consumer's satisfaction and indirectly affects trust of the advice through satisfaction (Ahearne, Jelinek and Jones, 2007:613).

Smith (2008:174) suggests that publicity is any unpaid form of promotion about a manufacturer. This happens, for instance, through an article in a magazine or a newspaper comparing various brands or products thus providing useful information to consumers at no cost to the manufacturer. Discussions on radio or television have the same effect.

Fullerton and Merz (2008:95) indicate that sponsorship plays a big role in advertising sport products. In the football boot industry manufacturers pay large amounts of money to famous football players for personal outfitter contracts that these players wear only the manufacturer's boots (Footy-Boots, 2009). Fans watch the players on television or in the stadium and they can see the brands the players are wearing. Young football players especially go into sport stores and buy exactly the same boot which the famous football player presents (Football boots, the unpredictable calculation 2006).

Kurtz and Boone (2006:177) state that the word-of-mouth communication in which consumers share information with friends also has a powerful impact on the behaviour of the purchase decision. Schiffmann, Kanuk and Wisenblit (2009:500) describe these friends as opinion leaders. They often pass impressions of new good deals, new products or retail stores, to their friends.

There is an absence of research dealing specifically with the purchase behaviour of football boot consumers. The statements made by several authors in section 2.7.3 apply to consumers in their general purchase decision. It can be

inferred that the promotion activities of manufacturers mentioned as well might have an influence on the purchase behaviour of football boot consumers. Therefore, football boot manufacturers need to concentrate on promotion activities in order to create a sustainable differential advantage over their competitors in the football boot market.

2.7.4 Place strategy

The place strategy of the marketing mix is defined as the distribution decisions of a manufacturer. It is the marketing instrument of manufacturers that brings the product to the final consumer (Strydom, 2004:122). Manufacturers have the ability to sell their products in factory outlets, their own retail stores and in independent retail stores (Brun and Castelli, 2008:175). A factory outlet is a manufacturer-owned store selling products from prior seasons under discount with less service where the consumer can only buy one brand. Own retail stores also have the advantage of having one brand in the store. It links the consumer to a particular brand. Independent retail stores offer a wide range of brands and the consumer can choose out of a variety of products and brands. Some retailers sell their products on the internet through online shopping. This is time saving for the consumer and the purchase is not dependent on shop hours.

The locations of the store, the atmosphere in the store, the store layout, the staff, as well as the products presented, influence what consumers think and feel and what behaviours they perform, for example, store contacts and product transaction (Blackwell, Miniard and Engel, 2006:165). If a consumer likes the atmosphere in a particular store, he/she might go there again.

Section 2.7 has focused on the impact of the marketing mix on the consumer decision-making process. All four factors of the marketing mix have been discussed separately. In reality, they must be combined in a strategy so that

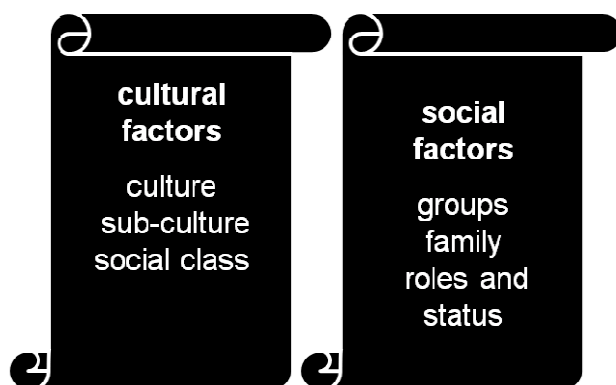
one decision supports and reinforces the others: For example, it would serve no purpose to advertise a product in a magazine if it is not available in stores or has quality defects. With these marketing strategies it is the goal of the manufacturers to influence consumers positively and to persuade them to make a particular purchase (Kreutzer and Merkle, 2007:187). It is apparent that manufacturers do not overload consumers with their advertising campaigns and product presentations. This can decrease the purchase interest of the consumer and can even create a negative image of the brand.

2.8 Environmental factors influencing consumer behaviour

Figure 2.7 shows an overview of the environmental factors such as cultural and social, which influence the consumer's decision-making process (Hoyer and MacInnis, 2008:10).

Figure 2.7: Environmental factors influencing consumer behaviour

Source: Hoyer and MacInnis (2008:10)



2.8.1 Cultural factors

According to Kotler and Keller (2009:190), consumers respond differently to products or services because of their cultural background. Therefore, it can be

inferred that the membership of a culture, the subculture and the social class play important roles in the purchase decision (Solomon *et al.*, 2006:498).

Culture is a complex combination of language, demographics, values and traditions. These are shared by groups of people and passed down through generations (Solomon *et al.*, 2006:499). According to De Mooij (2004:26), a child adopts the behaviour and manners of the environment in which he/she resides in most of the time. This happens through a process of socialisation, in which the family and other institutions play the major role. Therefore, consumers can have particular behaviour due to the manners learned from their culture. Morgan and Summers (2005:56) maintain that sport is part of different cultural identities. Europeans and Latin Americans love football while baseball or basketball is more famous in North America than football. Therefore, the demand for football boots is much higher in Europe and Latin America than in North America, owing to cultural interests (Jaedicke, 2007).

Culture consists of many small sub-cultures. According to Hawkins and Mothersbaugh (2010:156), the members in each of these groups have particular ethnic characteristics and preferences. Religious groups, for example, Catholics, Muslims and Protestants, have different characteristics. Tribal groups, for example, have particular customs and attitudes. Finally, regions also influence the behaviour of their inhabitants because of different styles of living (Kotler and Keller, 2009:190).

Social classes are composed of a group of people who have the same level of living standards with regard to their job, income, education, welfare and housing. Members of the different classes show clear preferences with regard to products such as clothing, housing equipment and cars. Income has a great influence on consumers' purchase decisions. Consumers in a good economic situation often choose high-priced products as they can afford their purchase

easily. They might even have a higher frequency of buying new products (Solomon *et al.*, 2006:499-500).

Due to the statements of the various authors in section 2.8.1, it can be inferred that the interests of consumers to certain products depend on their cultural background. Manufacturers have to adapt their product range to the cultural background and interests of their target group.

2.8.2 Social factors

The behaviour of consumers is also influenced by social factors such as reference groups, family, and social roles and status.

Kotler and Keller (2009:194) note that reference groups expose an individual to new behaviours and lifestyle, they influence attitude and self-concept, and they create pressures for conformity that may affect product and brand choice. A reference group can also be seen as a group that an individual uses as a guide for behaviour in a certain situation (Hawkins and Mothersbaugh, 2010:209). The behaviour of teenagers is highly influenced by these reference groups. Their behaviour is triggered by groups to which they want to belong at a particular age. Recognition and imitation are the key factors. For example, children are members of gangs and groups during high school. In order to maintain the membership rules and regulations are established. These need to be followed. Therefore, the children feel under pressure, they wish to be part of these groups and purchase for example, a special brand because every member has one.

The family also has an influential role on the behaviour of children. Relatives acquire an orientation towards religion, politics and economics by their parents. Kotler and Keller (2009:195) note that the influence on the behaviour can be significant although the buyer does no longer interact frequently with the family.

For example, the car insurance is mostly booked with the same organisation as parents did.

According to the influence of roles and status, consumers buy certain products or services which reflect and communicate their role and actual or desired status in a society to which he/she wants to belong (Kotler and Keller, 2009:196).

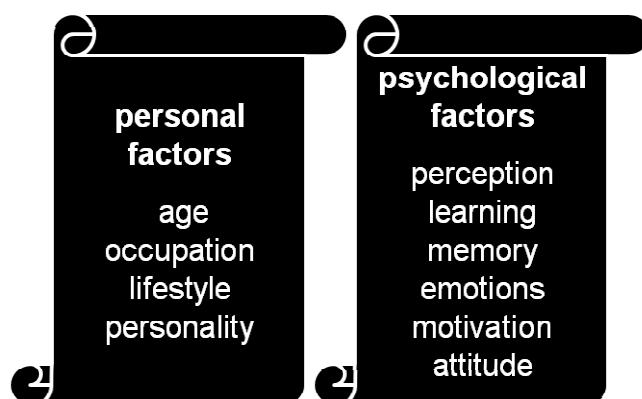
It can be gathered that these factors mostly influence the younger generation who buy certain brands or products because of prestige and status while the majority of the older generation are not highly interested anymore in belonging to groups and concentrate more on value and comfort.

2.9 Individual factors influencing consumer behaviour

The impact of individual factors on the consumer decision process and how this process differs between consumers will be briefly explained in this section. These factors are personal and psychological. Figure 2.8 shows the different domains.

Figure 2.8: Individual factors influencing consumer behaviour

Source: Hoyer and MacInnis (2008:10)



2.9.1 Personal factors

The decision of the consumer is affected by personal factors such as age, occupation, lifestyle and personality. Depending on their age, consumers buy different products and services. Aslam (2006:27) states in her research that gender and age of consumers influences the rejection or acceptance of specific product colours. Kotler and Keller (2009:196) suggest that young single people have fewer financial liabilities and spend more money on branded clothes, cars and holidays. Married people with children have higher expenditures. They take more care to save money and buy preferred food, toys and furniture. Regarding personality, each consumer reacts differently towards advertising campaigns, design, price, brand, to name a few (Hawkins and Mothersbaugh, 2010:211).

One can say that age has the most influence of all personal factors on the purchase behaviour. People change their preferences based on what a product or service has to offer, which effects the purchase decision and product choice.

2.9.2 Psychological factors

Psychological factors have a significant impact on how a consumer interprets product information presented (Hoyer and MacInnis, 2008:11-12). These factors are unique to each individual consumer and are expressed as perception, learning, memory, emotions, motivation and attitudes. Psychological factors can be divided into cognitive and activating processes. Laumann (2007:46) describes perception, learning and memory as cognitive processes of the consumer. They help to receive, assess and store information from environmental and marketing information. Esch, Sattler and Herrmann (2008:41) call activating processes as human impulses such as emotion, motivation and attitudes. These power-driven processes activate the consumer to purchase a particular product (Laumann, 2007:38).

2.9.2.1 Perception

It is important when analysing consumer behaviour to assess how the consumer perceives several products and advertising campaigns and how this influences his/her purchasing behaviour (Hoyer and MacInnis, 2008:10). Morgan and Summers (2005:86) describe perception as a process by which consumers select, organise and interpret information from the external environment through sight, taste, touch, smell and sound. The external environment in this case, is the information from the industry and includes everything from reading information about a product in the newspaper, touching the product in the store to listening to an advertisement campaign on the radio. All this is a complex constellation of stimuli that provides the consumer with direct product information and surroundings.

Morgan and Summers (2005:86) contend that the perception of each person develops according to the following process: exposure → attention → interpretation. The exposure of information from the external environment occurs either randomly or deliberately. Random exposure happens in the case of a consumer getting involved in an advertising campaign almost by accident without any searching on his or her part. This can happen at any moment, for example, while reading an advertisement in the newspaper and thereafter deciding spontaneously to go to a store and having a look at the advertised product (Esch, Sattler and Herrmann, 2008:60). Deliberate exposure happens when a consumer is interested in a particular product, goes on the internet and searches for information about this product (Morgan and Summers, 2005:86). If the consumer is interested in the marketing stimuli such as product or advertising campaign, he/she will pay attention to it. The goal of marketers is that the consumer retains the information collected for future reference and purchases.

Every consumer perceives product information and surroundings differently. Once people pay attention to this information it can be inferred that it will have an impact on their product choice and purchase behaviour.

2.9.2.2 Learning

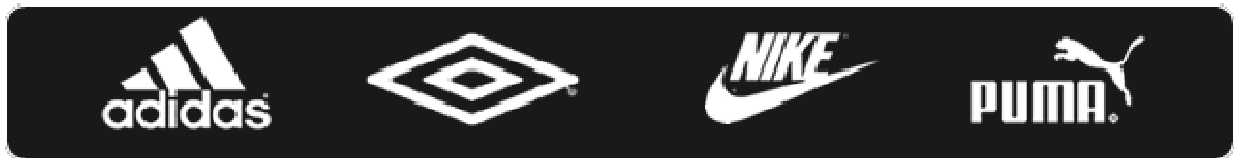
Most of the consumers' behaviour, feelings and values about products and services are learned and are not innate. Learning occurs when a change in behaviour exists which comes with experience (Solomon *et al.*, 2006:62). It is an ongoing process and consumers' knowledge is constantly being revised as they are confronted with new information that allows them to modify their behaviour. New behaviour and information are stored in memory and older information in the mind of the consumers may be changed (Hawkins and Mothersbaugh, 2010:318 and Etzel, Walker and Stanton, 2007:103).

Consumers learn through conditioning and repetition. They have the ability to associate a behavioural or particular emotional response with an unconditioned stimulus through constant repetition (Morgan and Summers, 2005:89). Marketers take advantage of classical conditioning principles. This phenomenon explains the effect of "made-up" football boot brands which have such powerful effects on consumers. Figure 2.9 shows the logos of famous football boot manufacturers in the world. These are indelibly branded in the minds of the consumer and mostly football fans and players know exactly what kind of brand is represented behind the logo.

It can be assumed that the best learning occurs through the own execution of consuming a product. Consumers buy products and experience for themselves the advantages and disadvantages through consumption. This new-gained knowledge supports consumers in their future purchase decisions and affects their future product choices.

Figure 2.9: Famous football boot brands

Source: Soccer City (2009)



The last part of the cognitive process of a human being is memory.

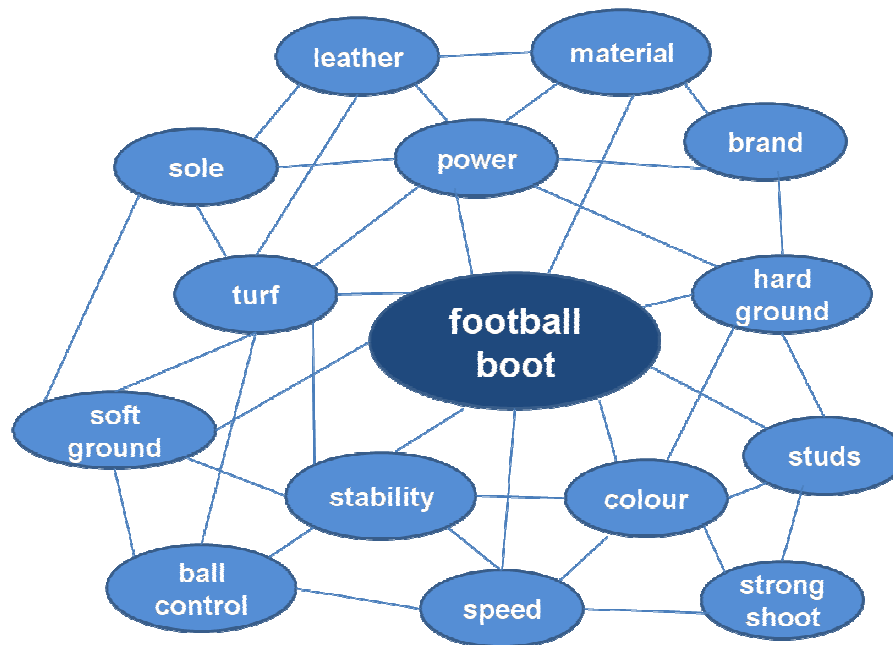
2.9.2.3 Memory

Memory involves the process of individuals gaining information through perception and learning. Funk (2008:37) reveals that this information can be stored, retained and subsequently retrieved when needed. Solomon *et al.* (2006:73) emphasise three distinct memory systems; namely sensory memory, short-term memory and long-term memory. The sensory memory stores information for a few seconds as it is received from the sense. If the person shows interest and wants to recall the information, it will be transferred to the short-term memory system. The data is also stored for a certain time and its capacity is limited. Only the information the person is currently processing is held (Funk, 2008:37). If the process is repeated frequently, then knowledge is transferred to the long-term memory. It is now available for an individual's entire life. It is the goal of marketers to make the information of products memorable (Hawkins and Mothersbaugh, 2010:321).

Figure 2.10 provides an illustration of an association network of the football boot for a football player participating in this sport frequently.

Figure 2.10: Association network for football players

Source: Adapted from Funk (2008:38)



The consumer has the ability to build a network of knowledge about specific attributes and benefits of a particular product over the years. According to Funk (2008:38), each incoming piece of information which has a relationship to the same topic is stored in an association network. This organised system helps consumers to evaluate environmental inputs about products from perception and learning (Hawkins and Mothersbaugh, 2010:323). It can be perceived that such a system helps and influences the consumer in his/her next purchase due to the knowledge collected. There will be no end of need for information. The consumer is gaining and storing information through his/her entire life.

2.9.2.4 Emotions

Trommsdorff (2004:68) explains emotions, which are part of activating processes, as temporary feelings that arise spontaneously and are often accompanied by physiological changes such as the emotions of joy, sorrow, reverence, hate and love. People use non-verbal stimuli for awakening emotions directly such as pictures, colours, music and fragrances (Esch, Sattler and Herrmann, 2008:47). The effect of pictures is the most meaningful. They produce a positive climate of perception and are designed to help activate positive feelings in the consumer. Figure 2.11 shows advertising campaigns of Nike, Umbro and Adidas.

Figure 2.11: The experience level of pictures

Source: Getty Images (2009)



All three football boot manufacturers use emotional pictures for advertising their products. This emotional experience helps the industry to “activate” consumers, which means a purchase can be stimulated. Music with different times and speeds, sorrow and joy also has an emotionally stimulating effect. Various instruments or pitches are of great importance (Laumann, 2007:41).

From the view of literature, it can be gathered that emotions play an important role in the purchasing situation. Consumers tend to be guided by emotions. Information is positively received, processed and assessed. Emotions cause motivation, which is combined with a target. It also helps to describe and to understand consumer behaviour.

2.9.2.5 Motivation

Motivation is the driving force that allows consumers to satisfy particular needs. Consumers always have needs that they are motivated to fulfil or to satisfy (Hawkins and Mothersbaugh, 2010:360). In 1960, Abraham Maslow designed the hierarchy of needs. It is based on five levels of needs that correlate with each other. According to Maslow (2000:1), the needs of people are predetermined in order of motivation and importance. The five needs are physiological, safety, belonging, esteem, and self-actualization.

According to De Mooij (2004:135) consumers go through a five stage motivation process before purchasing products (see Figure 2.12). This motivation process influences the decision-making process of the consumer. Only if the consumer is motivated to do a purchase, will he/she select the required product.

Figure 2.12: Consumer motivation process

Source: Funk (2008:17)



2.9.2.5.1 Need recognition

The motivation process of a consumer begins at the moment where he/she recognises having a need for a new product. Pepels (2005:55) highlights that the more urgent this need is, the more likely it is to be satisfied. The need for a new product produces a tension in the person, which is the next part of the process.

2.9.2.5.2 Tension reduction

According to Funk (2008:18), tension is an unpleasant state wherein a person does not feel comfortable at a particular moment. Consumption can help to reduce or eliminate this tension. The size of the stress influences the exigency that engages the drive state (Pepels, 2005:56).

2.9.2.5.3 Drive state

The drive state occurs the moment a person is activated to reduce the tension. This situation consists of biogenic or psychogenic needs. The more the consumer wants to solve the drive state, the higher is the strength of his/her motivation (Funk, 2008:18).

2.9.2.5.4 Want pathway

The next stage shows the way towards a specific purchase. The consumption is used to satisfy a need which is described as a want (Solomon *et al.*, 2006:94). Each decision is based on socio-cultural upbringing; benefits desired, personality and a unique set of experiences. It will provide opportunities to

receive an outcome requested to restore balance. The consumer is pulled toward a specific consumption activity.

2.9.2.5.5 Goal behaviour

The motivation process ends with the goal behaviour. There, the consumer fulfils his/her need and reduces the need through consumption. The unpleasant feelings are gone and the purchase will help him to achieve desirable outcomes (Funk, 2008:21).

The motivation process describes how a need pushes and pulls the consumer towards the purchase decision with particular positive benefits. Manufacturers have to communicate to the consumer that new products offered in the store provide the best pathway to achieve the goal and to restore the balance (De Mooij, 2004:135).

Figure 2.13: Impossible is nothing story

Source: Adidas (2009b)



Adidas published their advertising campaign (Figure 2.13) “Impossible is Nothing” during the Olympic Games in China in 2008 to emphasise motivation and top performance.

Marketers of Adidas wanted to motivate athletes through this campaign that they can reach their goals when working hard and that the football boot manufacturer supports each individual with the right equipment to make their goals possible (Adidas, 2009b).

From the evidence of the story of Adidas, it can be gleaned that sport marketers have to convince football players about the positive benefits and attributes of the products. These marketers can enhance consumers’ motivation in order to fulfil the consumers’ needs through product purchase and consumption.

2.9.2.6 Attitudes

Attitudes of people are developed depending on either negative or positive emotions or thoughts towards a particular object (product, service, and person) in the environment (Esch, Sattler and Herrmann, 2008:52). This is the last psychological factor influencing the purchase decision of the consumer. Attitudes play an important role in the consumer’s behaviour and determine a state of acting, feeling, and thinking in the direction of the particular object (Pepels, 2005:63). Morgan and Summers (2005:88) indicate that attitudes are learned and steady. It is very difficult to change them if the components of that attitude are in balance. Marketers try to form and influence attitudes directly. Once formed, they are hard to change. The aim of manufacturers is to understand them in order to encourage or strengthen already positive attitudes, or attempt to change negative ones.

According to the statements of various authors in section 2.8 and 2.9 it can be inferred that these cultural, social, personal and psychological factors have the ability to impact the consumer decision-making process. Walsh, Kilian and Klinner (2007:7) add that many of them cannot be influenced and researched easily by marketers, but it is essentially important that they understand the potential effects of these factors. It is suggested from the review in section 2.9 that age has a major influence on the purchase behaviour. Adolescent consumers change their behaviour easily due to different interests and needs. Their peers have an influence on this behaviour. This may be perceived as a negative attitude of today's population which is exploited by the industry. Manufacturers inveigle the consumer to buy the newest products although they actually do not need it at that moment or cannot afford it. Older consumers have a more constant buying behaviour and do not change brands or products easily due to greater experience about the product market.

2.10 Consumer satisfaction

Kotler and Keller (2009:165) claim that consumer satisfaction is greatly influenced by individual expectations and a highly personal assessment. The previous experience, attitude, mood and culture of the consumer affect the way the product or service is perceived. Foster (2007:146) explains satisfaction as a results of a comparison process in which consumers compare the purchased products or services with their expectations and targets. However, every consumer reacts differently to what appears to be the same product or service. This represents the difficulty and the challenge for product or service providers. According to Meffert, Burmann and Kirchgeorg (2008:127), satisfaction is aligned with the fulfilment of the needs. If the service or product exceeds the expectations, the consumer is very happy or even enthusiastic. Dissatisfaction occurs in the case of a discrepancy between perception and expectation and a non-fulfilment of the needs. Consumers feel like abandoning the manufacturer,

complaining about the product or services and sharing their bad experience with friends by way of negative word-of-mouth communication (Szwarc, 2005:11).

Consumer satisfaction is very important for every manufacturer because consumers who are highly satisfied with their products prefer repurchasing and even speak positively to friends about the manufacturer (Kotler and Keller, 2009:165). Szwarc (2005:12) agrees that the level of consumer satisfaction highly influences the consumers' behaviour in the future towards the manufacturer and has become a key element of business strategies. Consumers who are fairly satisfied find it easy to switch their provider if they see a better offer. Therefore, marketers have to determine consumers' needs in order to enhance consumer satisfaction.

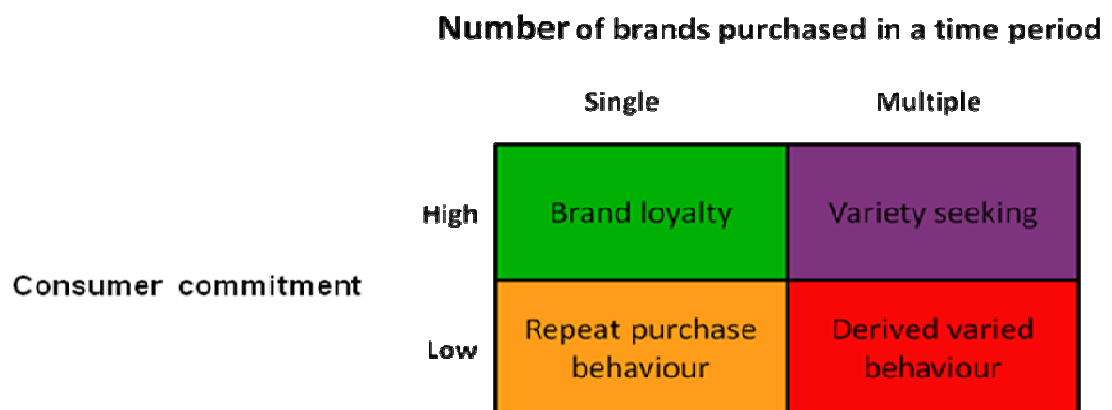
Brand loyalty is the result of repeated satisfaction (Massari and Passiante, 2006:446). Festge (2006:45) describes "loyalty" as a specific attitude of an individual towards a particular object about which he/she has to make a judgment. If the opinion is positive, the person will obtain the purchases always from the same manufacturer. Loyal consumers often tell others of the superiority of the products or services over competitors (Malthouse and Mulhern, 2008:61-62). They act like manufacturers' sales representatives for attracting new consumers for purchasing their brand. This can be seen as the best advertising campaign which is free of charge. Therefore, marketers attempt to create loyal consumers as these form the foundation for the manufacturer and are the basis of a successful business (Alrubaiee and Al-Nazer, 2010:155). Massari and Passiante (2006:445) add that consumer loyalty is seen to be essential to the success of any manufacturer due to the fact that attracting new consumers is far more expensive than retaining existing ones.

However, it might be possible that a consumer is satisfied with its brand but does not act loyally. This case is called "variety seeking behaviour". It can occur

simply because a friend is happy with a different brand and convinces the consumer to switch the brand or it can be prompted by big sales or advertising campaigns of competitors (Blackwell, Miniard and Engel, 2006:92). Figure 2.14 shows different behaviour patterns.

Figure 2.14: Categories of purchase behaviour

Source: Reinartz and Kumar (2002)



The diagram contains factors such as consumer commitment (loyalty) to brands and the number of brands purchased in a particular time period. The best situation for manufacturers is the green field. Each loyal consumer is a success for every brand (Blackwell, Miniard and Engel, 2006:91).

From the information in section 2.10 above, it can be inferred that consumer satisfaction and brand or product loyalty influences the consumer decision-making process. Satisfied and loyal football boot consumers prefer buying the same football brand or boot in the next purchase and have less interest in the boots of other manufacturers.

Many authors recommend an increase in consumer satisfaction and to create loyal consumers. In reality many manufacturers do not invest adequate resources to research the consumers' needs in order to meet their expectations

and to reach satisfaction. This has to become one of the key targets in today's business plans of manufacturers.

2.11 Summary

This chapter outlined the importance of consumer behaviour in the football boot industry. It started with an overview of the marketing, environmental and individual factors influencing the consumer's purchase decision. The chapter continued with an explanation of the consumer decision-making process model with its five stages. The model showed the schematic order of the activities that result in consumers making decisions. Thereafter, the marketing, environmental and individual factors have been analysed in detail by using several examples within the research topic. The review of literature also presented consumer satisfaction and the importance of loyal consumers.

The next chapter will discuss the research methodology used in this study.

CHAPTER THREE RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

The previous chapter explained the history and the different factors which have an influence on consumer behaviour when purchasing football boots. This chapter presents the design and the methodology of this research with the aid of a flow diagram. Different research methods will be demonstrated as well as a detailed overview of the process by which the questionnaire of this study was designed. The sampling method, data collection, data analysis and preliminary work will be discussed. A primary data research method was used to conduct the study and quantitative data was collected in order to gain information about football boots and their impact on consumer behaviour.

3.2 Flow of research

Figure 3.1 below illustrates the flow of this research. Chapter three defines the methodology of this research with its course of action. Thereafter chapter four discusses the research findings and chapter five provides a summary with conclusions and recommendations of this study.

Figure 3.15: Flow of research

Chapter 2: Review of literature:

- Journal, newspaper, books, Internet;
- Theoretical background.

Chapter 3: Research design and methodology:

- Types of research;
- Questionnaire development;
- Sampling process;
- Preliminary work and results;
- Introduction to main study.

Chapter 4: Research findings and discussion:

- Findings and discussion of main study;
- Comparison with literature.

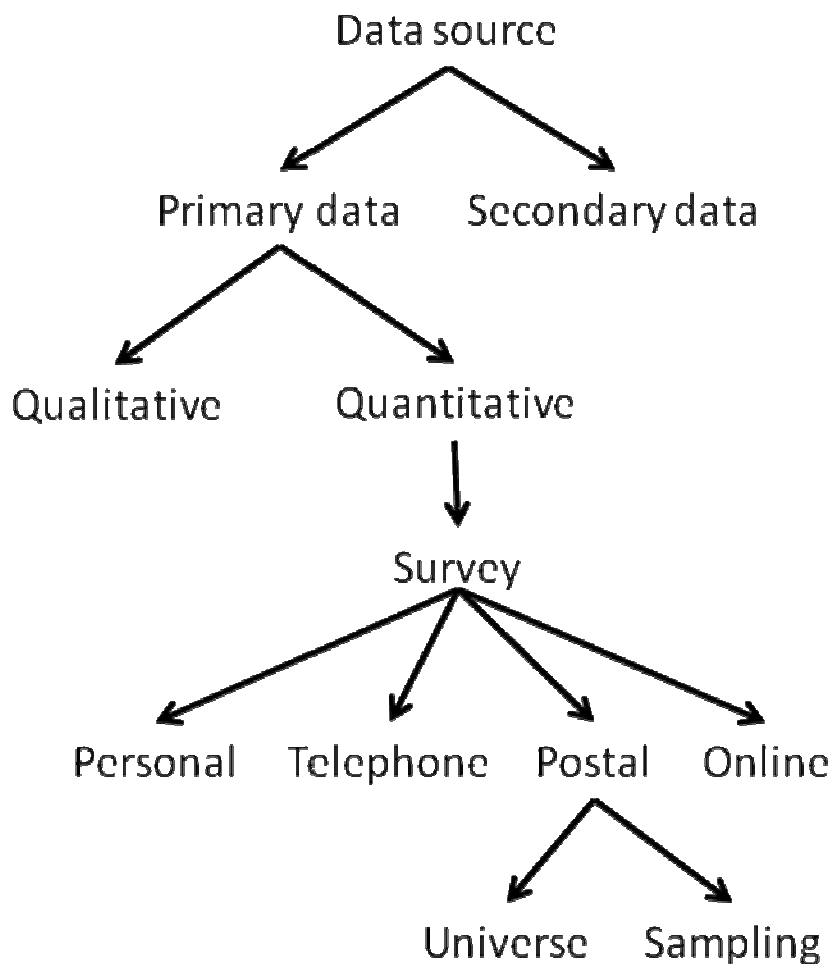
Chapter 5: Summary, conclusions and recommendations:

- Conclusions and recommendations;
- Consumer decision-making process of football boots;
- Future research possibilities.

The following chapter illustrates the types of research, the forms of market research, the questionnaire design and the sampling procedure. Figure 3.2 shows an overview of this dependent flow. The approach will be described in this chapter in detail.

Figure 3.2: Research design

Source: Wöhe (2005:461-469)



3.3 Types of research

There are two basic types of data sources: primary data and secondary data. According to Schmidt and Hollensen (2006:18), primary data can be collected in the development of totally new research, yield more precise data and the questions can be reflected directly towards the research problem. The high costs, the necessary skills for this complex procedure and the time intensity are the arguments against this method. Secondary data is any information that already exists for some purpose. For example, any statistics from the government or research organisations, any report available from the internet or textbooks, or data within the organisation can be defined as secondary research. This method is very inexpensive, takes less time and can be collected relatively quickly (Morgan and Summers, 2005:110). The disadvantage is that the data may not relate directly to the actual problem and that the information may not be current. This disadvantage can be supported by Schmidt and Hollensen (2006:16).

Necessary data for this research was either not detailed enough, too old or not adequate to answer the intended questions of the problem statement of this study. Therefore, the researcher decided to design a primary data research project for this study.

According to Churchill and Iacobucci (2005:215), the collection of primary data can be generally measured in terms of qualitative or quantitative measuring methods. Burns and Bush (2006:202) mention that qualitative research is a method in which the data is collected, analysed and interpreted by observing how people act and what they say, through interviews with open questions and group discussions. This is an unstructured method. McGivern (2006:363) states that the respondent answers in his/her own words and there is no limited response.

Quantitative research is the traditional method used in the industry and is more structured than qualitative research (McGivern, 2006:237). The consumer can choose the answer out of structured questions with answer possibilities such as a scale of 0 to 10. Burns and Bush (2006:202) note that a number of a sizable representative sample of the population is involved and the data format and sources are well and clearly defined. The numerically scaled answer yields an overall measure. Churchill and Iacobucci (2005:212) cite that the survey method is most widely used in quantitative research.

Surveys involve interviews with a large number of respondents who are simply asked to respond to questions. It allows the collection of a significant amount of data in an economical and efficient manner. The method is useful for finding out personal information about the consumer such as beliefs, attitudes, opinions, perceptions, and so on. Schmidt and Hollensen (2006:138) and Burns and Bush (2006:234) mention five advantages of this method. They are as follows: provides standardisation, easy to administer, able to collect confidential information, easy to analyse and sensitivity to subgroup differences.

The easy procedure and analysis of surveys convinced the researcher that this method was most suitable for this research. A questionnaire was developed in order to collect the necessary data for finding a solution to the research problem.

3.4 Forms of market research

According to Schmidt and Hollensen (2006:139), there are four ways of collecting survey information from respondents such as personal survey, telephone survey, online survey and postal survey. The latter represents four forms of market research.

The personal survey consists of a face-to-face interview. It can happen at a respondent's home, workplace, in a busy street or shopping centre. It is the oldest research method and it allows the interviewer to choose the respondents and thereby has control over who answers the questions. This method offers maximum flexibility in the questionnaire design. The interviewer can control the order of the questions, can explain unclear situations and can include a branch introduction (Beutin, 2003:127). Due to high cost and low budget this method was not feasible for this research.

Telephone surveys are widely used in consumer research. It is a very inexpensive method to collect survey data, several interviews can be completed quickly and a wide sector of the population can be reached easily (Burns and Bush, 2006:247). Nevertheless, it cannot be guaranteed that the respondent is a high potential person for the research objective. Low quality of the data will be the result (McGivern, 2006:247). Hence the telephone survey was not an adequate method for this research.

The online method is the most common method in today's industry. Morgan and Summers (2005:121) note that internet-based online surveys are cheap, easy to create and the data can be quickly gathered and presented. According to Churchill and Iacobucci (2005:218), the respondent will be informed via e-mail and will visit a website on which the survey is published. The questions can be answered quickly and the data will be sent to the research organisation immediately. However, many people change their e-mail address very often and thus the response rate is very low compared to the e-mails sent.

The last relevant method for such research is the postal survey which the researcher used for the study. The questionnaire was printed on paper and was sent out to the respondents with a covering letter which can be seen in Appendix F, a letter of agreement, a prepaid and self-addressed envelope and

pencils, via the post office. In general this method is very comfortable for the respondent because he/she can complete the questionnaire when convenient and has time to give thoughtful answers (Schmidt and Hollensen, 2006:145). McGivern (2006:252) supports including a self-addressed envelope because it has a positive impact on the respondent and will increase the response rate. Costs are low and belong mainly to the purchase of stamps. The disadvantage of this method is that the interviewer is not present, cannot solve unclear issues and cannot control the execution of the survey. Nevertheless, the postal survey method was adopted for this study.

3.5 Designing the questionnaire

Designing the questionnaire is an important part of the research. Churchill and Iacobucci (2005:215) indicate that the questionnaire has to be developed carefully in order to minimise inaccurate answers and response errors. McGivern (2006:333) supports the statement of Churchill and Iacobucci. The researcher demonstrates in this section, the design of the questionnaire which was used in this study. The goal was to fulfil the research objectives with the developed questionnaire in the most accurate manner possible.

Questions need to be designed in such a way that the respondents can easily understand them, are able to answer them and are also willing to answer them. According to Proctor (2005:191), a questionnaire should only be as long as is absolutely essential for its purpose. The questions have to capture the essence of the study objectives and the response to the question must provide the information that is necessary to answer the research questions. They must be designed in a specific form that will allow for results to be analysed and comparisons to be made (Stevens, Wrenn, Sherwood and Ruddick, 2006:134).

Burns and Bush (2006:270) reveal two main types of questions, open ended and close ended. Open ended questions are those in which the respondents of the questionnaire have no response options and therefore they have to reply in their own words. Churchill and Iacobucci (2005:102) state that analysing open ended questions is not easy. Every answer has to be read and put into different categories. If these categories are too broad, data might be too general and the meaning may be lost.

According to McGivern (2006:364-366), close ended questions list response options on the questionnaire. The respondent has to choose one of the given opportunities in order to answer the question correctly (Burns and Bush, 2006:270). Three different methods of close ended questions are distinguished: dichotomous questions, multiple choice questions and scaled response questions (Figure 3.3).

Figure 3.3: Alternative question formats

Source: Burns and Bush (2006:271)

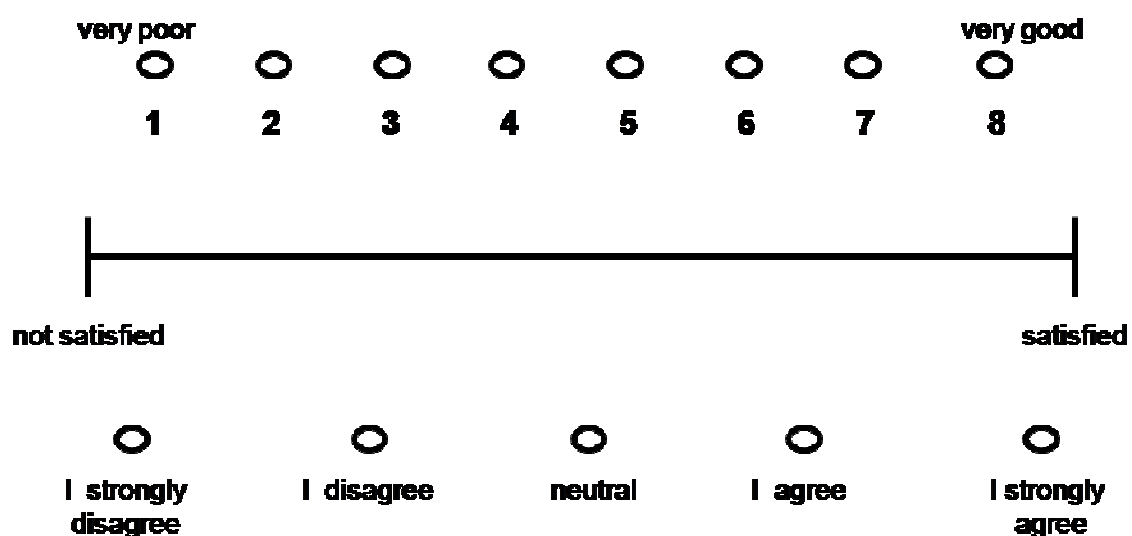
Response Format	Example Question
Open ended question	What do you think about the current football boot industry?
Dichotomous question	Are you satisfied with your current boots? a) Yes b) No
Multiple choice question	What is your preferred football boot brand? a) Adidas b) Lotto c) Nike d) Puma e) Umbro f) Other
Scaled response question	Do you strongly agree, agree, disagree or strongly disagree with the statement "The best football boot manufacturers come from Germany"?

The simplest method is the dichotomous question. The respondent has only two possible answers for this question, namely yes or no. This form is very easy to administer and the response can be made quickly. The next is the multiple choice question. Here, there are more than two options for the answer. For example, the respondents are asked to choose their preferred football boot brand from a given list. The response should include all possible choices and the sequence has to be alphabetical in order to eliminate positions bias. Therefore, the multiple choice questions have to be designed very carefully (Schmidt and Hollensen, 2006:152). The scaled response question is a method to measure the respondent's attributes, feelings and beliefs.

Figure 3.4 shows different Likert scales which can be purely numerical, only the endpoints are labelled or the scale positions are described. The respondents can show their satisfaction with a certain product or service by rating their perception from very poor to very good or they can record how strongly they agree or disagree with a given statement (Stevens *et al.*, 2006:80).

Figure 3.4: Types of scales

Source: Burns and Bush (2006:280)



Close ended questions were mainly used in this study with mostly agree-disagree response scales. Several statements were provided and the respondent could decide to agree or disagree with the statement. In addition, multiple choice questions were deployed in order to gain personal information of the respondents. These formats had many administrative and evaluation advantages. The responses could be compared easily and consequently manufacturers could see the results faster and the new marketing strategies could be developed earlier. A few open response questions were also included in order to eliminate the bias towards a response possibility.

In addition, the questionnaire of this study started with an introduction of the study to the respondents. This gave them an overview about the meaning of the research and explained what was expected of them.

Churchill and Iacobucci (2005:321) infer that once a questionnaire has been designed to collect the required data, the next step is to determine a sample of respondents that is representative of the target population of interest. Therefore, the next section discusses the sampling process in general and shows the sample size used in this research.

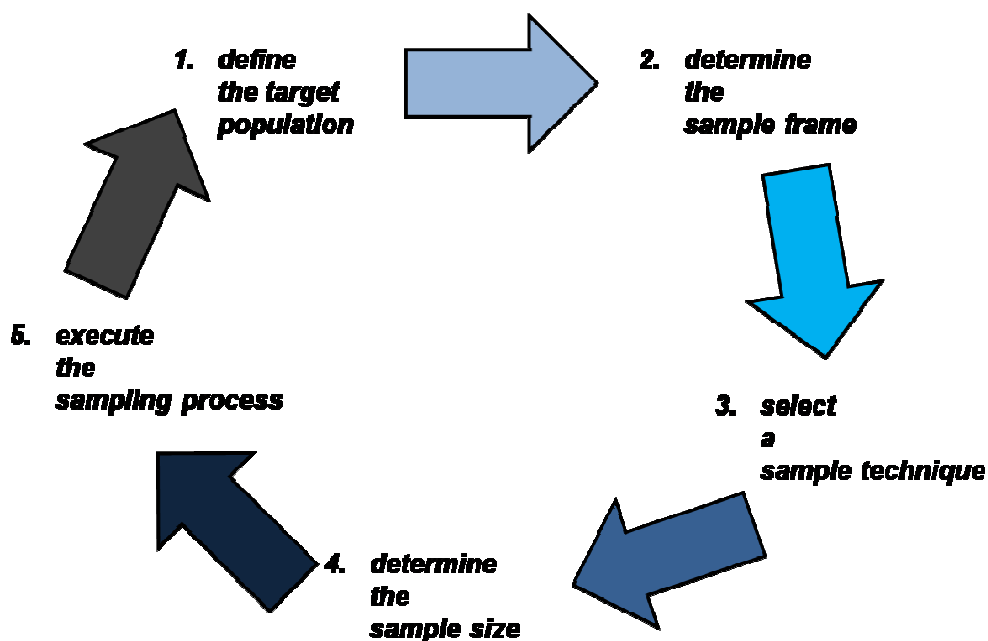
3.6 Sampling

According to Stevens *et al.* (2006:181), the group of people giving the information on which research results are based is called the population or universe. A population consists of all the elements such as people, products, organisations, markets and manufacturers (Proctor, 2005:105). For example, all people in South Africa, all households in KwaZulu-Natal or all students living in Durban North can be seen as a population.

In the interests of time, resources and often accuracy, Gerber-Nel, Nel, and Kotzé (2005:162) highlight that it is easier to collect information or data from a sample of the population rather than asking everyone. This process is called sampling. Proctor (2005:106) states that sampling allows for obtaining valid data from a representative section of a population from which conclusions about the whole population can be drawn. The people that are selected have basically the same characteristics and preferences as the total group. It is sometimes impossible and impractical to involve the whole population in the market research. This method saves costs because the questionnaire does not have to be sent out to the entire population, data can be collected and analysed more quickly (Stevens *et al.*, 2006:182). These advantages convinced the researcher of this study to use sampling in order to collect information to solve the research problem. Figure 3.5 shows the adopted sampling process of Gerber-Nel, Nel and Kotzé (2005:163) for determining the respondents for this study.

Figure 3.5: The sampling process

Source: Gerber-Nel, Nel and Kotzé (2005:63)



The sampling process demonstrated in Figure 3.5 consists of five steps, namely, (1) defining the target population, (2) determining the sample frame, (3) selecting a sampling technique, (4) determining the sample size and (5) executing the sampling process.

3.6.1 Defining the target population

The first decision is to define precisely the target population from whom the necessary information will be gathered to solve the research problem. This step is very important according to Stevens *et al.* (2006:183), in order to know the study objects and the area in which they are located. It can, for example, be based on demographic characteristics or on a geographic location. The population needs to be defined in terms of elements, units and time. Therefore, the target group of this study was formed out of the following information:

Target population: amateur players in men's football teams

Elements: males, older than eighteen

Units: Football Clubs

Time: September 2009

Region: federal state of Bavaria, Germany

The specific unit "Football Clubs" was used in this research. In each unit 20 football players were asked to take part in the survey. Students in college teams or people in parks playing football could also be included in the target population. For this reason it was easier to select one unit in which the football boots are used rather than to interview everyone who qualifies as a member of the population. Figure 3.6 shows the selected region of Germany.

Figure 3.6: Area of fieldwork

Source: Dierke (2008:23)



3.6.2 Determining the sample frame

Thereafter, the sampling frame has to be determined. Proctor (2005:110) describes it as a list of the members of the target population that can be used to constitute the sample. This list can consist of an area map of housing, names, telephone numbers, organisation's database, a list with contacts purchased from an address supplier, students attending a university, to name a few. He

cautions that sometimes the population may not be known or quantifiable and therefore it may be difficult to determine a sample frame.

In this study, the target group was known and the internet platform “Google Maps” was used in order to create the sample frame. The word “Football Club/ Bavaria” was entered into the search bar and all clubs in the selected area (Bavaria/Germany) were shown. This list, however, might not have included new football clubs which were only founded recently.

The next step in the sampling decision process is to select the sampling technique.

3.6.3 Selecting a sampling technique

According to Proctor (2005:111), there are two major types of sampling methods: probability sampling and non-probability sampling. Non-probability sampling is a sample technique in which respondents are selected in a particular way. The most common techniques are judgement samples, convenience samples, and quota samples. For example, a certain percentage of the sample has to be men under 30. In comparison, probability samples are simply those samples in which each element of the target population has a known chance of being included in the research. The respondents are chosen by random selection methods, for example, simple random sampling, systematic sampling, stratified sampling or cluster sampling. The advantage is that no individual is systematically omitted from the sample. This can be supported by McGivern (2006:277).

The simple random sampling method was used in this study in order to select the respondents. The method is easy to handle and the results are projectable. One way is to use a list of random numbers and the respondents are drawn by

starting at any given point on the list of random numbers. Computer systems can help to create this list easily. Gerber-Nel, Nel and Kotzé (2005:168) explain this method with the example of placing all the elements of a population in a container and drawing the sample by selecting randomly out of that group.

3.6.4 Determining the sample size

The sample size consists of the total number of representatives included in the research. It must be large enough to ensure that valid and reliable conclusions can be made about the population. Stevens *et al.* (2006:192) recommend that samples greater than 300 reach diminishing benefits. No sample should be smaller than 40 and the perfect solution is to select 10 percent of the population. The available financial resources also play a major role in the size of the sample, for example, the data analysing software costs, the questionnaire design costs, the mailing costs and the black and white copies. In order to achieve representative results, the researcher randomly selected 20 units / football clubs in this study. Twenty questionnaires were sent out to each club which total 400 questionnaires. This target has been set in order satisfy the criteria as mentioned by Stevens *et al.*

3.6.5 Executing the sampling process

The last step is to execute the sampling process. "Google Maps" represented all football units in the federal state of Bavaria by a red point on the "online map" and 20 football clubs were selected randomly by the researcher throughout the research area. Figure 3.7 shows the football clubs involved in the research study.

Figure 3.7: Football clubs involved in the research study

Source: Dierke (2008:25)



3.7 Preliminary work

Preliminary work consists of testing a questionnaire in advance before sending it to the target population in a main study. This work was done in this study in

the form of a pilot study to identify unclear situations and to eliminate questions that cause problems. The questionnaire used in the pilot study can be found in Appendix A.

3.7.1 Pilot study

The pilot study commenced on the 15th of August 2009. The pilot study questionnaire consisted of 45 questions and it was handed to football players of one football club. Respondents for the pilot study and for the main survey were drawn from the same population. They were involved in order to pre-test the questionnaire under field conditions because they had knowledge of the topic, attitudes and behaviours similar to those who were included in the main survey.

The researcher chose 20 players of the football team named “TSV Behringsdorf” also based in the region of the target population for the pilot study. Forty-five percent of the respondents were full time employees, 25% of them students, 20% of them pupils and 10% of them self-employed. The respondents were informed about the importance of their task. The questionnaire was designed to be clear, simple to understand and not time consuming.

3.7.1.1 Findings of the pilot study

Respondents were asked about their frequency of buying new boots in order to get an overview of the demand for football boots for the industry. The result shows that 35% of the respondents bought a new pair of boots twice a year, 25% of them got new boots more than twice a year and 40% of the respondents once a year or less. The demand for boots was high and it might be worth bringing new designs and products on the football market at least once a year.

One question sourced information about the amount of money football boot consumers generally spend on the boots. The result can give an overview of the price bracket most in demand. Thirty-five percent of the respondents spent in general between €76 and €100 on football boots, 30% of them between €101 and €150 and 10% of them over €150 on their boots. It shows the different price categories from which consumers bought their boots. Therefore, football boot manufacturers should try to offer products in each price segment in the future. Cheaper boots do not offer the same quality and technology as more expensive boots. However, not every respondent was looking for high class products. This can be supported by Blackwell, Miniard and Engel (2006:127) in the review of literature.

The respondents had to state the brand of the football boot they currently wear in order to collect data of today's popularity of football brands. Seventy-five percent of the respondents mentioned Adidas, 10% of them Puma, while Lotto, Nike and Kappa got mentioned by 5% of the respondents. The result shows that the German football boot manufacturer Adidas produced the favourite boots for the respondents of the pilot study. These findings are consistent with Marold and Kern (2008:1).

Question eight of the pilot questionnaire asked the respondents about the factor which most influences them when buying football boots. Seventy percent of the pilot group indicated that quality is the most influential factor, brand was mentioned by 15% of the respondents and price, design and latest technology got 5% each. The majority of the respondents saw quality as the most influential factor. For gaining more in depth information about these factors, respondents were asked to state their opinion regarding different statements on each factor in the main part of the survey.

According to Retief and de Klerk (2003:24) the price of the product is regarded as one of the major factors influencing the choice of consumers. Therefore, respondents were asked about their behaviour towards the price. The result revealed that 15% of the respondents strongly agreed, 20% of them agreed, 40% of them remained neutral, 10% of them disagreed and 15% of them strongly disagreed with the statement that the purchase of the football boot was linked to its price.

Respondents of the pilot study had to indicate whether they look for discounts. Thirty-five percent of the respondents strongly disagreed always looking for discounts, 35% of them had a neutral opinion and 20% of them strongly agreed. The opinion on discounts was asked once more in the statement on informing themselves about discounts before they go to a store. Forty-five percent of the respondents strongly disagreed, 25% of them disagreed, 15% of them remained neutral, 5% of them agreed and only 10% of them strongly agreed with the statement. Smith (2008:144) suggests in the review of literature that store managers try to entice the purchase behaviour of consumers by offering discounts on products. However, the result shows that the majority of the respondents did not favour discounts.

Another question pertained to determining the player's behaviour in terms of paying more for branded boots. Respondents of the pilot study tended to agree with the statement that they are willing to pay more for branded boots. As such, 40% of them strongly agreed and 30% of them agreed while 30% of them remained neutral or disagreed. This result is consistent with Parment (2008:253). Therefore, it can be inferred that the majority of the respondents were willing to pay more for branded football boots and perhaps saw a higher value in branded boots. This is also supported by Düll (2009:69) and Kurtz and Boone (2006:387).

In order to gain a clear picture in relation to the preference of buying branded boots, respondents were asked to state if the brand is a major influencing factor in the purchase decision. The majority of the respondents (55%) strongly agreed and agreed, 25% of them remained neutral and 20% of them strongly disagreed. Hence, it can be inferred that more than half of the respondents of the pilot study can be influenced by the brand of the football boot. This behaviour is consistent with the research of Belén del Río, Vázquez and Iglesias (2001:411). Hence, it can be deduced from the findings and the review of literature and the results above that the purchase behaviour of football boot consumers is influenced by the brand of the boot.

One statement in the questionnaire was designed to find out if football boot consumers always buy boots from the same brand. It can offer information about the loyalty of the consumer and their satisfaction with the product. Forty percent of the respondents strongly agreed that they always purchase boots from the same brand, 25% of them agreed, 10% of them disagreed and 25% of them strongly disagreed. The majority of the respondents can be identified as loyal. According to Blackwell, Miniard and Engel (2006:91), each loyal consumer is a success for every brand. Therefore, the football boot manufacturers can be satisfied with having such a high percentage of loyal consumers.

As per chapter 2.7.1.2, quality recently began to play an important role in the consumer's purchase decision. Consumers want to have products that are worth the money. Therefore, respondents had to provide information about their behaviour regarding quality. The findings indicate that football boot consumers were willing to spend more money on good quality. Forty-five percent of them strongly agreed and 35% of them agreed, only 20% of them remained neutral or disagreed. Consumers therefore have high expectations to get good quality products which are worth their money. This is supported by Ghylis *et al.*

(2008:74). Hence, it can be inferred that the football boot industry is pressured to deliver high quality football boots all the time.

Two statements were included to determine if the design of the football boot had an influence on the purchase decision. Thirty-five percent of the respondents tended to remain neutral on whether they bought football boots with an attractive design, 15% of them strongly agreed, 10% of them agreed, 25% of them disagreed and 15% of them strongly disagreed. In the second statement regarding design, 50% of the respondents strongly disagreed and 20% of them disagreed that they preferred wearing bright colours. Football boot consumers of the pilot study did not prefer bright colours. The demand for black and darker colours was higher. Not for every respondent was the colour a major influencing factor, the majority remained neutral and one fifth agreed. Nevertheless, according to Footy-Boots (2009), the colour is the first attribute consumers look at and has a big influence on the football boot choice. This can also be deduced from the findings.

Respondents were asked if they buy a special boot because it is worn by a famous football player. According to Strydom (2004:135), the goal is to influence consumer's cognition, attitude and behaviour with this advertising strategy. The result shows that 20% of the respondents remained neutral, 20% of them disagreed and 60% of them strongly disagreed that they bought a special boot because it is worn by a famous football player. Therefore, respondents of the pilot study did not get influenced through this advertising strategy. These findings are inconsistent with the statement of Strydom (2004:135).

Football boot manufacturers have the opportunity to bring their products to the consumer through different distribution channels. In order to find out which channel is the most popular among respondents, they were asked to state the

shops they frequented. Most of the respondents (18%) bought their boots on the internet, 11% of them went to the Factory Outlet, Sport Scheck or Deichmann and 36% of them ticked others. The latter answer is not very helpful and needs to be revised for the main study.

3.7.1.2 Improvement of the questionnaire for the main study

The purpose of the pilot study was to uncover any problems, to add possible ideas and to time the fieldwork. Timing information suggested shortening the questionnaire and eliminating questions not considered useful. In total, the survey was too long and it influenced the concentration and motivation of the respondent negatively. Some questions were also duplicated. Therefore, the following questions were eliminated:

I know all about the latest trends.	1	2	3	4	5
I plan all my purchases.	1	2	3	4	5
The image of a brand is important to me.	1	2	3	4	5
My boots need to offer me the best functions.	1	2	3	4	5

In which other sport do you participate very often?

Basketball	1
Tennis	2
Handball	3
Running/ Jogging	4
Others	5

Nevertheless, two questions were added. The respondent's length of membership in a club was asked in order to gain information about the respondent's experience of wearing and buying football boots.

For how long have you been a member in a club?

One year	1
2-5 years	2
6-8 years	3
9-12 years	4
Over 12 years	5

With the question below the researcher wanted to obtain more information about the factor quality.

Quality is a major factor for my decision.	1	2	3	4	5
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One question asked for the store in which the respondent is buying the boots. Many people ticked the answer option “*others*” in the pilot study because the option “local sport store” was missing. This was included in the main survey.

Lastly, some respondents of the pilot study did not know exactly where to tick their answers. Therefore, a sign on the first page was added. This can be seen in Figure 3.8 below.

Figure 3.8: Guide for response

Choose the applicable answer



No additional testing was needed. The main study will follow the same format as the pilot study.

3.8 Data analyses

The SPSS version 17 was used to analyse the questionnaire. The researcher proved the quality of the data gathered during the fieldwork and converted it into an electronic format so that it could be compatible with computer software. Numbers were used to code the data as it can be seen in Appendix A and Appendix B in order to eliminate errors while recording data into the computer. Frequencies and percentages were computed from variables. They provided simple summaries about the sample and the measures. Frequencies are the number of responses of one variable which are expressed in percentage form. Percentages simplify data by reducing all numbers to a range from 0 to 100 and help for easier comparison. The results were represented with the help of tables and graphs (SPSS, 2008).

The responses to the questionnaire had to be tested for their reliability. Reliability refers to the property of a measurement instrument that causes it to give similar results for similar inputs. Cronbach's alpha is a measure of reliability. More specifically, alpha is a lower bound for the true reliability of the survey. Mathematically, reliability is defined as the proportion of the variability in the responses to the survey that is the result of differences in the respondents. That is, answers to a reliable survey will differ because respondents have varying opinions, not because the survey is confusing or has multiple interpretations (SPSS, 2008).

Cronbach's alpha is a function of the number of test items and the average inter-correlation among the items (UCLA, 2007). In Figure 3.9, for conceptual purposes, the formula for the standardized Cronbach's alpha is shown.

Figure 3.9: Cronbach's alpha

Source: UCLA (2007)

$$\alpha = \frac{N \cdot \bar{c}}{v + (N - 1) \cdot \bar{c}}$$

In Figure 3.9, N is equal to the number of items, c-bar is the average inter-item covariance among the items and v-bar equals the average variance (UCLA, 2007).

The chi-square test was also used in analysing the data. A chi-square test is any statistical hypothesis test in which the test statistic has a chi-square distribution when the null hypothesis is true, or any in which the probability distribution of the test statistic (assuming the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough (Willemse, 2009:209-214).

The traditional approach to reporting a result requires a statement of statistical significance. A p-value is generated from a test statistic. A significant result is indicated with "p < 0.05". The Chi square test was performed to determine whether there was a statistically significant difference in the responses per question. Figure 3.10 shows the used formula. Specifically, a chi-square test for independence evaluates statistically significant differences between proportions for two or more groups in a data set. Secondary chi square tests were performed to determine whether there were relationships between two sets of variables. It means that these variables have a direct bearing on the statement outcomes.

Figure 3.10: Chi-square test statistic

Source: Willemse (2009:209-214)

$$\chi^2 = \frac{(f_o - f_e)^2}{f_e}$$

$$df = (r-1)(c-1)$$

Factor analysis was also done in order to analyse the data of the survey. It attempts to identify underlying variables, or factors, that explain the pattern of correlations within a set of observed variables. Factor analysis is often used in data reduction to identify a small number of factors that explain most of the variance that is observed in a much larger number of manifest variables. Factor analysis can also be used to generate hypotheses regarding causal mechanisms or to screen variables for subsequent analysis (for example, to identify co linearity prior to performing a linear regression analysis) (SPSS, 2008).

The rotation method used is the Varimax Method with Kaiser Normalization. This is an orthogonal rotation method that minimizes the number of variables that have high loadings on each factor. It simplifies the interpretation of the factors. Factor analysis / loading also show inter-correlations between variables (SPSS, 2008).

The communality for a given variable can be interpreted as the amount of variation in that variable explained by the factors that constitute the variable. In this instance for example, there are 4 variables that make up the first component. The analysis is analysed similar to that for multiple regression: signage against the two common factors yields for example an $R^2 = 0.677$ for one of the four variables, indicating that about 68% of the variation is explained

by the factor model. This argument can then be extended to the rest of the model as the communality values are within acceptable norms (SPSS, 2008).

An assessment of how well this model is doing can be obtained from the communalities. The ideal is to obtain values that are close to one. This would indicate that the model explains most of the variation for those variables. In the case of this study, the model is acceptable as it explains approximately 66% of the variation for the 18 variables. This gives the percentage of variation explained in the model. This might be looked at as an overall assessment of the performance of the model. The individual communalities tell how well the model is working for the individual variables, and the total communality gives an overall assessment of performance (SPSS, 2008).

3.9 The main study

The main survey was conducted between 26th August 2009 and 10th September 2009. The final questionnaire consisted of 42 questions. It was designed in English and was translated into German because of the German nationality of the target population. After translating the questionnaire, the researcher contacted the coaches of the selected football clubs in Bavaria. The internet provider "Google Maps" helped to get the contact details. The researcher sent the questionnaire package to the coaches and these included 20 questionnaires, pencils and a return envelope. The duty of the coaches was to distribute the mailed questionnaires to the players of the men's team during players' meeting after practice. In order to standardise the conditions under which the questionnaire was administered, the coaches were trained and briefed on the topic. The players answered the questions and the coaches sent the questionnaires with the prepaid and self-addressed envelope back to the researcher. To increase the response rates and the motivation of taking part, each team got a donation of € 20.

3.10 Summary

In this chapter the topics “research design and methodology” of this study were covered. The different methods of primary data collection, the questionnaire design process and the different sampling techniques were demonstrated. The questionnaire of this study was designed and tested to ensure that errors were minimised and finalised for the main study. Finally, the questionnaire of the main study was sent out to the respondents to gather the necessary data to collect information for the research problem. The next chapter will show the findings and discussion of the main study.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

The purpose of this study is to investigate the factors influencing consumers during their purchase decision in the football boot industry. A review of literature showed that in general a consumer's buying behaviour is influenced by many different factors. This chapter will present the research findings obtained from a questionnaire administered to amateur football players in the federal state of Bavaria in Germany. The questionnaire can be viewed in Appendix B.

The data collected from the respondents will be analysed using the SPSS version 17.0 and the results will be illustrated with the help of graphs, tables and figures. The number of responses will be presented as percentages. Only three categories of results in percentage form will be presented as "agree", "neutral" and "disagree". The responses of "disagree" will be combined with "strongly disagree" whilst the responses of "agree" will be combined with "strongly agree". The reason for combining the responses is to allow the analysis to be clearly presented and to create a better understanding of the results. All findings of this research will be submitted to the football boot industry in order to help football boot manufacturers to develop more effective marketing strategies and to meet consumer satisfaction.

Chapter four is divided into descriptive statistics and section analyses. Descriptive statistics includes findings of the age of the respondents, the frequency of new boot purchases, the amount of money spent on boots and cross tabulations. The section analysis includes the results of the influence of price, brand, quality, design, advertising and latest technology on the purchase decision of football boots as well as additional findings. The results are

presented in form of communalities, p-values and percentages. A detailed summary of this chapter will be presented at the end.

4.2 Descriptive statistics

Descriptive statistics describes the organising and summarising of quantitative data (Lind, Marchal and Mason, 2004:6). This section includes findings regarding the age of the respondents, the frequency with which the respondents bought new boots, the amount of money the respondents spent on their last football boot purchase as well as two cross tabulations in order to prove if a significant correlation between two variables existed.

4.2.1 Age of respondents

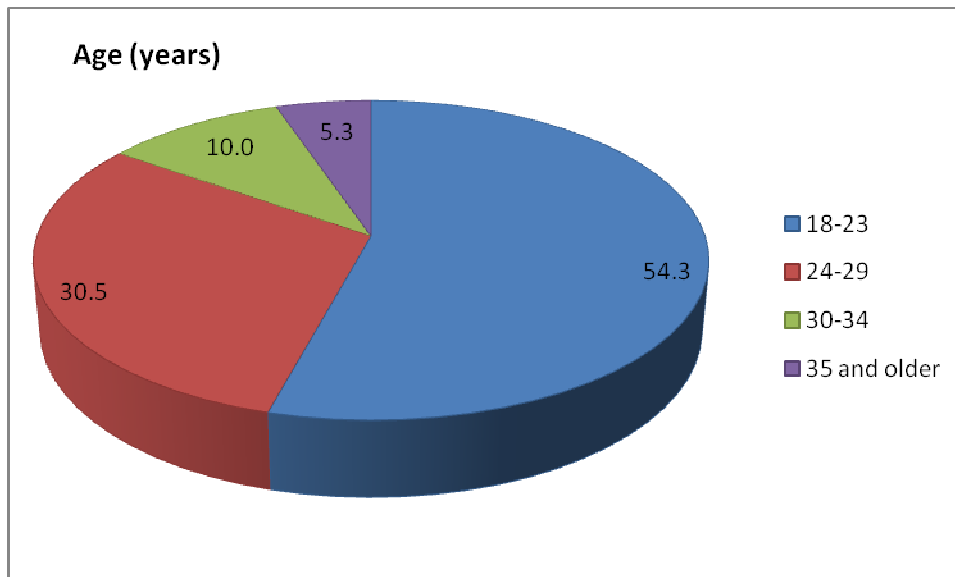
The sample constituted 400 respondents, all of whom were male and all of whom belonged to football clubs. The validity of all 400 responses was proved. The result can be seen in Table 4.1.

Table 4.1: Reliability main study

		N	%
Cases	Valid	400	100.0
	Excluded	0	0.0
	Total	400	100.0

Figure 4.1 shows a breakdown of the age of the respondents.

Figure 4.1: Age of respondents



It can be noted from Figure 4.1 above that more than half of the respondents were between the ages of 18 to 23 years. The next biggest age group was between the ages of 24 to 29 years with almost 31%. Respondents of the age group between 30 to 34 years and the age group of 35 years and older only constituted a minority (15%).

4.2.2 Frequency of football boot purchase

One question pertained to measuring the respondents' behaviour in terms of the frequency with which they bought new football boots. It was hoped to get an overview of the number of times players bought football boots each year. The results can be seen in Table 4.2.

Table 4.2: Frequency of purchasing new football boots**How often do you buy new football boots?**

	Percent
Less than every second year	2.8
Every second year	9.3
Once a year	43.3
Twice a year	36.5
More than twice a year	8.3
Total	100.0

From the result in Table 4.2 above it is evident that almost 88% of the respondents bought at least one or more pairs of boots a year while only 12% of the respondents bought boots every second year or less. With this information manufacturers got an overview of the demand for football boots which helped them to better forecast their sales. If manufacturers want to offer consumers new boot developments each time they go to the store, they have to bring new football boots on the market at least once or twice a year. Then these consumers have the certainty of selecting their new boot out of a new product range.

4.2.3 Expenses on football boots

Respondents had to state the amount of money they spent on their last football boot purchase. The result provided information about the most attractive price range and the number of responses are represented in percentages in Table 4.3.

Table 4.3: Expenses on football boots

How much did you spend on your last football boot purchase?

	Percent
0-50 Euro	13.5
51-70 Euro	20.8
71-90 Euro	23.8
91-120 Euro	24.8
121-150 Euro	9.3
Over 150 Euro	8.0
Total	100.0

Using grouped data statistics in Table 4.3, the mean spent on a pair of boots was 87 Euros, with a standard deviation of 38 Euros. More than two-thirds of the respondents spent between 51 and 120 Euros. The most popular price range was 91 – 120 Euros. It can be inferred that consumers are looking for comfortable football boots with upper material instead of low-price products. This effect might be by reason of football players taking their hobby very seriously. They do not want to have injuries because of not wearing a well developed and comfortable boot. The low budget boot with less technology might have a higher demand by players who do not play the sport regularly. Nevertheless, low price and high price ranges must be covered in order to satisfy consumers of every price range.

According to Morgan and Summers (2005:198), in most cases, the higher the price of a product, the lower the quantity demanded. That behaviour can be seen in Table 4.3 and is consistent with the review of literature. Nevertheless, there existed no constant decrease of responses from low price to high price. Normally people purchase a lot of products when the product is cheap. As Table 4.3 shows, consumers purchasing football boots avoided low price products and tended to prefer the middle price range. It can be inferred that

consumers perceive this price range as good value for money. Therefore, football boot manufacturers need to establish the prices of most of their new developed boots in the price segment between 71 – 90 Euros and 91 – 120 Euros due to the high demand. However, the other price segments should not be neglected because they are also in demand. This result is consistent with Teng (2009:15).

4.2.4 Cross tabulation of membership and general boot expenses

The study also looked at a cross tabulation of the length of the club membership with the general amount of money spent on football boots. It was done to determine whether there is an association between these two variables. The tabulation can be found in Appendix C.

The findings showed that 78% of the respondents have been a member of a football club for more than 12 years, only 4% of them have been a member less than one year. Hence, it can be deduced that the respondents had gained a lot of experience of football boots due to their long participation in playing football and can give reasonably accurate measure of the amount of money spent by long term participants in the sport.

Almost 76% of the respondents spent in general at least 76 Euros on boots. In total, across all the membership groups, 41% spent in general between 76 – 100 Euros. The majority of these (33%) were members of clubs for more than 12 years.

More than 26% of the football players who just joined a club mostly spent between 51 – 75 Euros as well as 101 – 150 Euros. Even 20% of this membership group spent more than 150 Euros for new boots. This result shows

that consumers who just joined the sport buy low priced products as well the more expensive football boots.

4.2.5 Cross tabulation of boot brand and influencing factors

Respondents were asked about their current football boot brand and had to state the most influential factor in purchasing football boots. These answers were cross tabulated. It was done to determine whether there is an association between these two variables. The tabulation can be found in Appendix D.

The most important factor that influences the purchase of boots is quality (57%) followed by brand (23%), design (10%), price (9%) and the latest technology (1%). According to Grund, Senner and Gruber (2007:55), the quality of a football boot has a major impact on the player's performance on the field and highly influences the consumer's purchase decision. The findings above are in accordance with Grund, Senner and Gruber (2007:55). It is interesting to note that none of the respondents considered advertising important. Since most of the respondents were seasoned players, the implication is that they remain loyal to a brand.

Of the market share, 71% of the respondents used Adidas. However, 85% of Adidas users used Adidas because of the brand name. For Adidas, 71% stated that quality was important.

Nike was the second most worn brand (17%). In addition, 27% of Nike consumers chose this manufacturer as a result of the design. Puma was the third most worn brand with 8%.

These results reflect the situation of the football boot market in the federal state of Bavaria and are consistent with Marold and Kern (2008:1). Hence, it can be

deduced from the findings and the review of literature that football boots from the manufacturer Adidas are most popular among football players in the federal state of Bavaria, followed by Nike and Puma.

Only 2% of the respondents mentioned wearing the Victory brand which is a low priced brand. Furthermore, 63% of Victory consumers are influenced by the price of the product. This consumer group buys this boot because of the low price.

4.3 Section analysis

Section analysis includes graphs which indicate the frequency distribution of the variables (questions) that make up each component. The findings are demonstrated and discussed. They refer to the importance of price, brand, quality, design, advertising and latest technology.

An analysis of the reliability of the answers of the main study was conducted on the 26 items that were evaluated using the Likert scale. The result can be seen in Table 4.4.

Table 4.4: Cronbach's alpha

Cronbach's Alpha	N of Items
0.660	26

Cronbach's alpha in Table 4.4 is close to the acceptable standard of 0.70 and highlights the high accuracy and reliability of the responses of this section.

Thereafter, factor analysis was done which consists of certain components divided into finer components. Table 4.5 shows a rotated component matrix.

Table 4.5: Overview of factor analysis

Question	Component					
	1	2	3	4	5	6
I always look for discounts.	.004	.736	.101	-.209	.028	.284
I never exceed my price limit.	-.004	.719	-.174	.037	-.191	.044
The purchase of the football boot is linked to the price.	.006	.794	-.034	-.048	-.160	-.096
I inform myself about discounts of retailers before I go to the store.	-.041	.389	.106	.044	.023	.779
I am willing to pay more for branded boots.	-.081	-.092	.298	.305	.598	-.036
The brand of a boot highly influences my purchase decision.	-.009	-.054	.204	.790	.232	-.044
I always buy the same brand.	.013	-.106	-.178	.807	.084	.249
The name tells me if it is good quality.	.036	-.023	.253	.651	.247	-.112
Quality is a major factor for my purchase decision.	-.010	-.081	-.204	.153	.787	.069
I am willing to spend more money on good quality.	.092	-.175	-.021	.150	.829	-.002
I only purchase football boots with an attractive design.	.179	.004	.791	.141	.004	.022
Football boots serve as a lifestyle product for me.	.364	-.031	.700	.183	-.022	.070
I prefer wearing bright colours.	.263	-.132	.711	-.057	-.040	.181
My decision depends on my friends' football boots.	.616	.093	.179	-.049	-.074	-.032
The advertising of brands with famous football players influences my purchase.	.830	.064	.183	.024	.036	-.032
I buy exactly the same football boots which are worn by famous football players.	.825	-.068	.130	.043	.027	.066
I always buy the latest technology.	.580	-.277	.235	.000	.137	.375
I am informed at all times about new product launches.	.424	-.386	.237	.085	-.019	.545

Table 4.5 demonstrates that most of the variables that constituted the components loaded perfectly in one factor. This means that the questions (variables) that constituted these components perfectly measured the component. That is, the component measured what it was that was meant to be measured. Three components have one variable each that overlap, indicating a mixing of the factors.

4.3.1 Behaviour with regard to price

It is evident from literature in section 2.7.2 that price is an essential factor influencing the decision-making process of the consumer. Therefore, the questionnaire asked respondents about their behaviour towards discounts, the importance of the price concerning the football boot choice and the behaviour towards the price limit. According to the results, new price strategies may need to be introduced by football boot manufacturers. The overall results of the survey data indicating the behaviour with regard to the price of football boots is demonstrated in Table 4.6 below. These include communalities and p-values. The reasons for selecting the aforementioned statistical data to evaluate the results are explained in chapter 3.

Table 4.6: Results indicating the influence of price

Question	Communality	Overall Communality	p-value
I inform myself about discounts of retailers before I go to the store.	.774	68%	.000
The purchase of the football boot is linked to the price.	.668		.000
I never exceed my price limit.	.587		.000
I always look for discounts.	.677		.000
Overall	.676		

According to Table 4.6, the communality values are within acceptable norms. The overall communality value of 0.676 indicates that the model is explaining variations 68% of the time. The results also indicate that there are significant differences in the manner in which the respondents answered the questions. That is, there was a statistically significant difference between agreement and disagreement for each question ($p < 0.05$). This means that the respondents chose the direction of their responses, strongly favouring one or the other.

Secondary chi square tests reveal a significant relationship between the current occupation of the respondent on the one hand, and purchase of the football boot linked to price and looking for discounts. Secondary chi square tests also determine a significant relationship between the monthly income of the respondent on the one hand, and a reluctance to exceed price limit. It means that these variables have a direct bearing on the statement outcomes. The result is shown in detail in Appendix E.

Figure 4.2: Importance of price

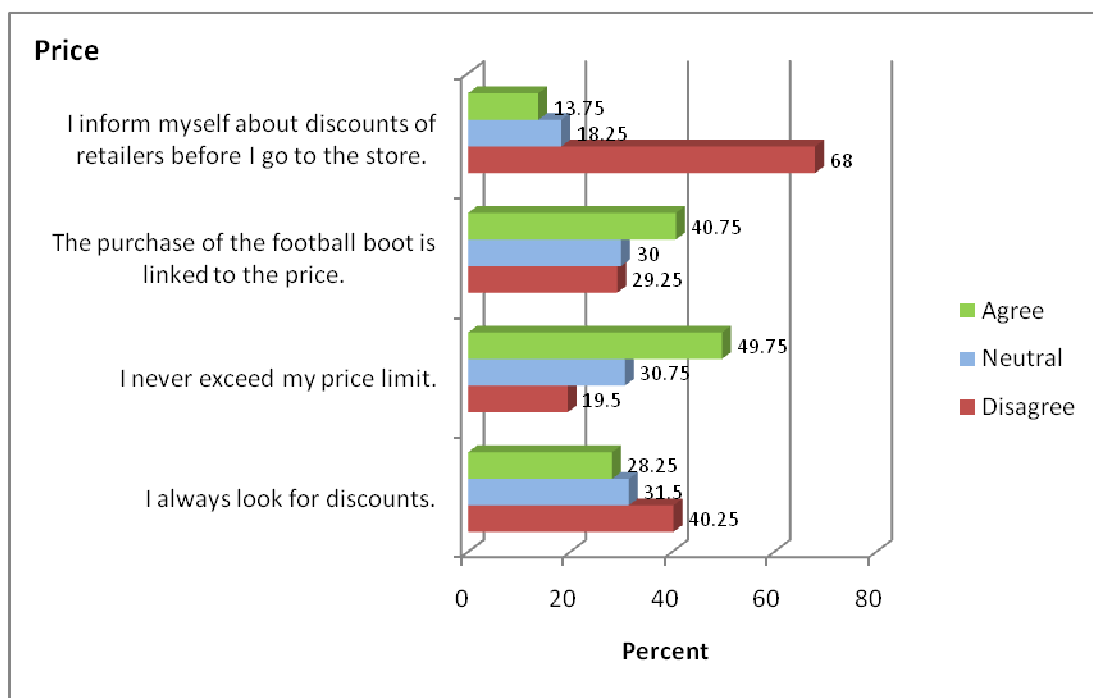


Figure 4.2 presents the results of the responses with regard to the importance of price in the form of percentages. Figure 4.2 shows that two-thirds of the respondents visited stores without checking whether discounts are being offered (68%). More than 40% of the respondents did not look for discounts. It can be summarised that the majority of the respondents were not interested in discounts. Hence, it can be deduced from the findings that discounts by retailers do not help induce consumers to make a purchase of a particular football brand

or boot. Therefore, discounts as promotion strategies are not very effective in the football boot industry and therefore it has to be focus more on other marketing strategies. The behaviour of football boot consumers mostly did not comply with the statement of Smith (2008:143).

Figure 4.2 also shows that the purchase decision of almost 41% of the respondents was linked to the price. From the result above it can be inferred that the consumer's purchase decision is influenced by the price. This finding is consistent with Retief and de Klerk (2003:24). Football boot manufacturers have to be careful when pricing the boot, owing to the influential characteristic of the consumer's decision.

Lastly, the results regarding price indicate that almost half of the respondents (50%) did not exceed their price limit. Football boot consumers set themselves a budget for their purchase before entering a store. This can be supported by Blackwell, Miniard and Engel (2006:127).

4.3.2 Behaviour with regard to brand

Various authors contend in the review of literature in section 2.7.1.4 that brands have different functions such as guarantee, personal identification, social identification and status through which the consumer's product choice might be influenced. Therefore, respondents were asked to give statements about their behaviour with regard to brand. The information helped to find out if football boot consumers saw a higher value in a branded boot and if they were loyal to their brand. The results also proved whether the brand of the football boot influenced the consumer's football boot choice and if the consumer was willing to pay more for branded boots. Table 4.7 includes communalities and p-values and shows survey data referring to the behaviour with regard to football boot brands.

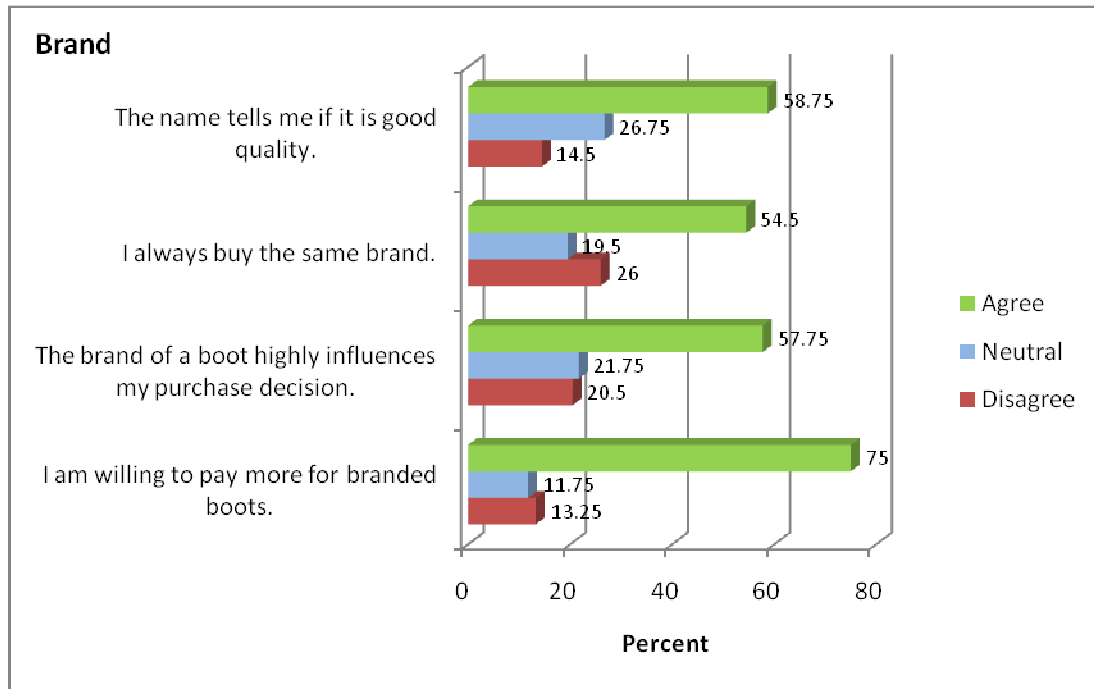
Table 4.7: Results indicating the influence of brand

Question	Communality	Overall Communality	p-value
The name tells me if it is good quality.	.563	65%	.000
I always buy the same brand.	.763		.000
The brand of a boot highly influences my purchase decision.	.724		.000
I am willing to pay more for branded boots.	.556		.000
Overall	.651		

According to Table 4.7, the communality values are within acceptable norms. The average scores of the components of 0.651 indicate that the model is explaining variations 65% of the time. The results also indicate that there are significant differences between the answered questions. That is, there was a statistically significant difference between agreement and disagreement for each question ($p < 0.05$).

Secondary chi square tests reveal a significant relationship between the current occupation of the respondent on the one hand, and the brand, and thus quality of the product. Secondary chi square tests also determine a significant relationship between the monthly income of the respondent on the one hand, and loyalty to the brand. It means that these variables have a direct bearing on the statement outcomes. The result is shown in detail in Appendix E.

Figure 4.3 presents more detailed results of the responses with regard to the importance of brand in the form of percentages.

Figure 4.3: Importance of brand

From Figure 4.3 above, it is evident that there is a strong pattern of agreement with the questions when it comes to brand. More than half (59%) of the respondents perceived the name of a brand as a guarantee of quality. This finding is in agreement with McDougall and Chantrey (2004:9) who mention in the review of literature that a brand conveys a certain level of reliability and quality regarding its performance.

Furthermore, 55% of the respondents mentioned that they always bought the same brand. Football boot manufacturers can be very satisfied with this result. According to Alrubaiee and Al-Nazer (2010:155), manufacturers are looking for loyal consumers because they are the success for every brand. Nevertheless, from the result above it can be inferred that part of the sample size also liked to switch between football boot brands.

The results regarding brand also showed that the purchase decision of the majority (58%) of the sample size were influenced by the brand. Respondents saw it as very important to have branded football boots. Manufacturers have created good brand images, brand equity, and developed and produced satisfying products over the last years. These findings coincide with Parment (2008:253). Hence, it can be deduced from the findings and the review of literature that the purchase behaviour of football boot consumers can be influenced by the brand of the boot.

Lastly, three quarters (75%) of the respondents were willing to pay more for branded boots. This result is supported by the research of Jensen and Drozdenko (2008:117) who claim that consumers with brand preferences were willing to pay a 15% premium over their expected price in order to purchase their preferred brand. For this reason, it can be inferred that football boot consumers perceive a higher value of branded boots and are willing to pay higher prices.

4.3.3 Behaviour with regard to quality

As per chapter section 2.7.1.2 recently quality began to play an important role in the consumer's purchase decision. Therefore, respondents were asked to state if product quality was a major influencing factor in their purchase decision and if they were willing to spend more money on good quality. Table 4.8 presents results with regard to communalities and p-values.

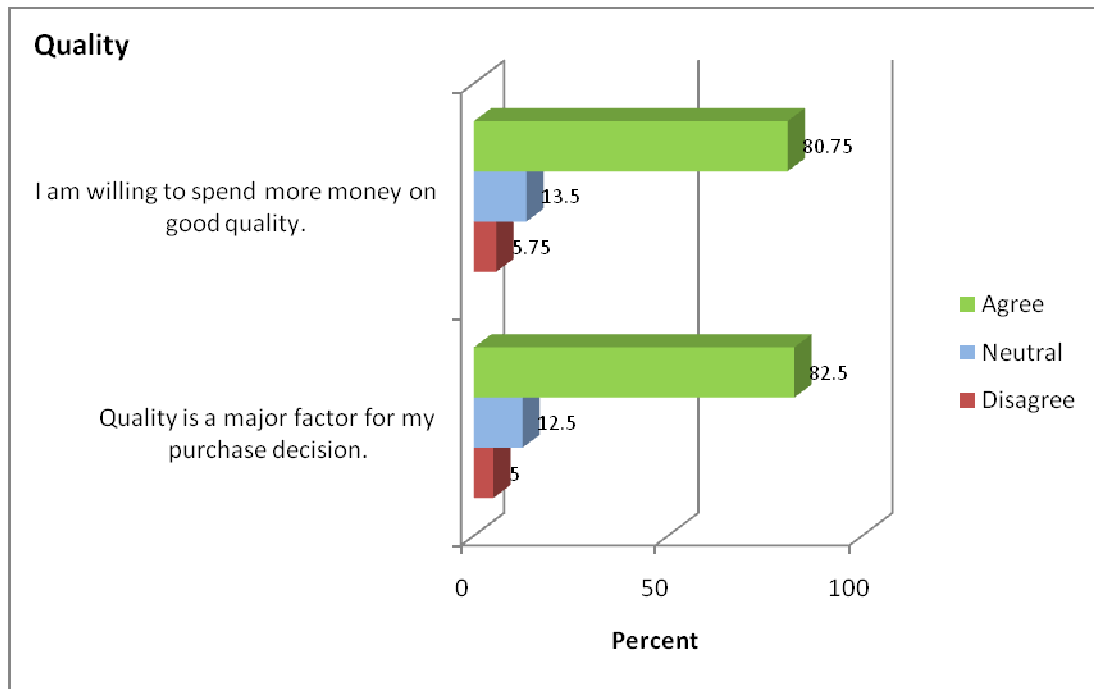
Table 4.8: Results indicating the influence of quality

Question	Communality	Overall Communality	p-value
I am willing to spend more money on good quality.	.750	72%	.000
Quality is a major factor for my purchase decision.	.696		.000
Overall	.723		

The communality values of Table 4.8 above are within acceptable norms. The average scores of the components of 0.723 indicate that the model is explaining variations 72% of the time. The $p\text{-value} < 0.05$ determines significant differences between the respondents answered questions.

Secondary chi square tests determine a significant relationship between the monthly income of the respondent on the one hand, and his willingness to spend more money on good quality. It means that these variables have a direct bearing on the statement outcomes. The result is shown in detail in Appendix E.

Figure 4.4 presents more detailed information with regard to the importance of quality. It shows that consumers were willing to spend more money on good quality. Thus, 81% of the respondents agreed with this statement. This finding can be supported by Kurtz and Boone (2006:387) and Smith (2008:137). Nevertheless, consumers expect more value for their purchase when paying higher prices. Therefore, manufacturers are under greater pressure to fulfil these expectations.

Figure 4.4: Importance of quality

The results in Figure 4.4 also indicate that more than 80% of the respondents felt that quality plays a pivotal role in purchasing their boots. This result is consistent with Ghylin *et al.* (2008:74) and confirms that quality plays an important role in the consumer's purchase decision. Seventy-eight percent of the sample size had played in a club for more than twelve years. People have developed their standards of quality based on many years of consumption experience. Football boot manufacturers are under pressure to deliver faultless products due to the high demand for quality.

Football boot consumers are looking for boots of high standard and also appreciate the development efforts of the industry by paying higher prices. This effect might be the reason that people take their hobby very seriously. They participate up to three times a week and do not want to have injuries because of

not wearing a comfortable boot with good quality material. It is important for football boot manufacturers to meet these demands.

4.3.4 Behaviour with regard to design

As per chapter 2.7.1.1 one special part of the design or a specific product colour might be the reason a consumer decides to purchase a particular product. Therefore, respondents had to state their behaviour towards the design of the football boot. The overall results from the survey data indicating players' behaviour with regard to design of football boots are demonstrated in Table 4.9 below. These include communalities and p-values.

Table 4.9: Results indicating the influence of design

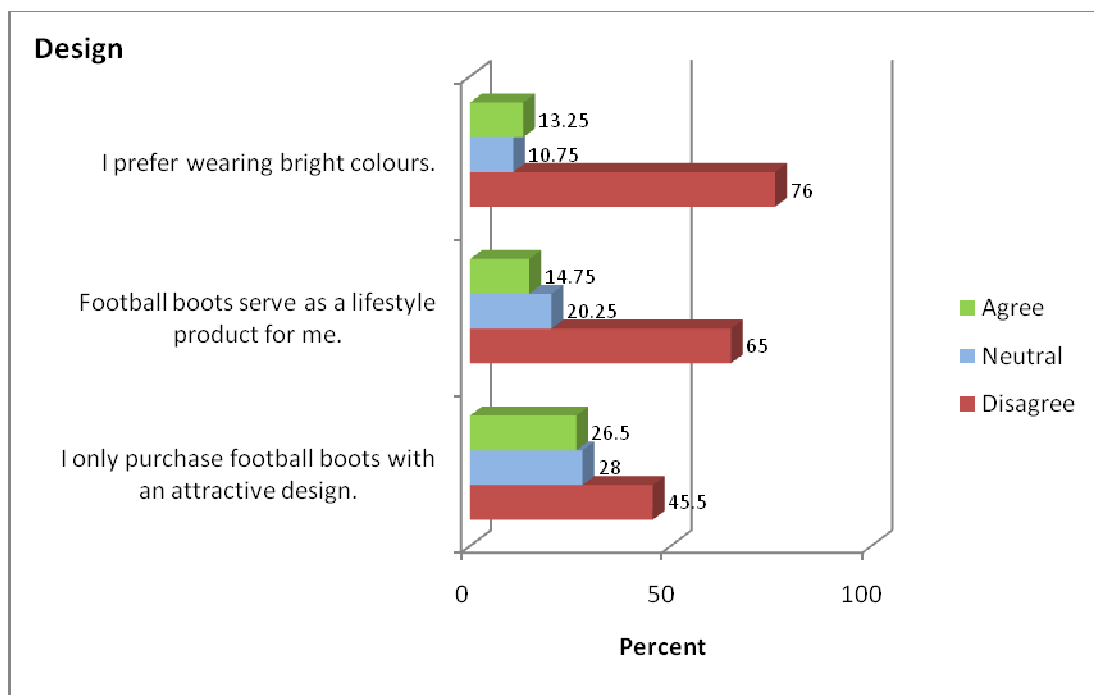
Question	Communality	Overall Communality	p-value
I prefer wearing bright colours.	.630	66%	.000
Football boots serve as a lifestyle product for me.	.662		.000
I only purchase football boots with an attractive design.	.678		.000
Overall	.656		

Table 4.9 shows that the communality values are within acceptable norms. The overall communality value of 0.656 indicates that the model is explaining variations 66% of the time. The results also indicate that there are significant differences in the manner in which the respondents answered the questions: In other words, respondents chose the direction of their responses, strongly favouring one or the other.

Secondary chi square tests reveal a significant relationship between age on the one hand and the preferred design of football boots. It means that these variables have a direct bearing on the statement outcomes. The result is shown in detail in Appendix E.

Figure 4.5 shows results with regard to the importance of design in percentage.

Figure 4.5: Importance of design



From Figure 4.5 above, it is evident that there is a strong pattern of disagreement with the questions when it comes to design. Three quarters (76%) of the respondents did not prefer wearing bright colours. This result can be supported by the finding that 65% of the respondents did not consider the football boot as a lifestyle product. It can be deduced that the functionality of the boot is of more importance than the design. The findings above also illustrate that the design of the football boot was not the key factor influencing the purchase decision of the respondents (46%). This result is not in agreement with Tsai and Chou (2007:818-819). This could be the case that the research of Tsai and Chou was done with regard to clothing textiles and not football boots.

4.3.5 Behaviour with regard to advertising

Football boot manufacturers spend large amounts of money on personal contracts with famous football players. These players are designed for presenting and advertising the football boot brand. Marketers of football boot manufacturers hope to influence consumers with this advertising method in order to increase sales. Therefore questions were included in order to test the efficiency of these advertising campaigns. Respondents were also asked about the influence of friends' football boots. It was hoped to get a clear result regarding the respondent's behaviour. Table 4.10 below includes communalities and p-values and shows survey data indicating the behaviour with regard to advertising of football boots.

Table 4.10: Results indicating the influence of advertising

Question	Communality	Overall Communality	p-value
I buy exactly the same football boots which are worn by famous football players.	.709	62%	.000
The advertising of brands with famous football players influences my purchase.	.729		.000
My decision depends on my friends' football boots.	.429		.000
Overall	.622		

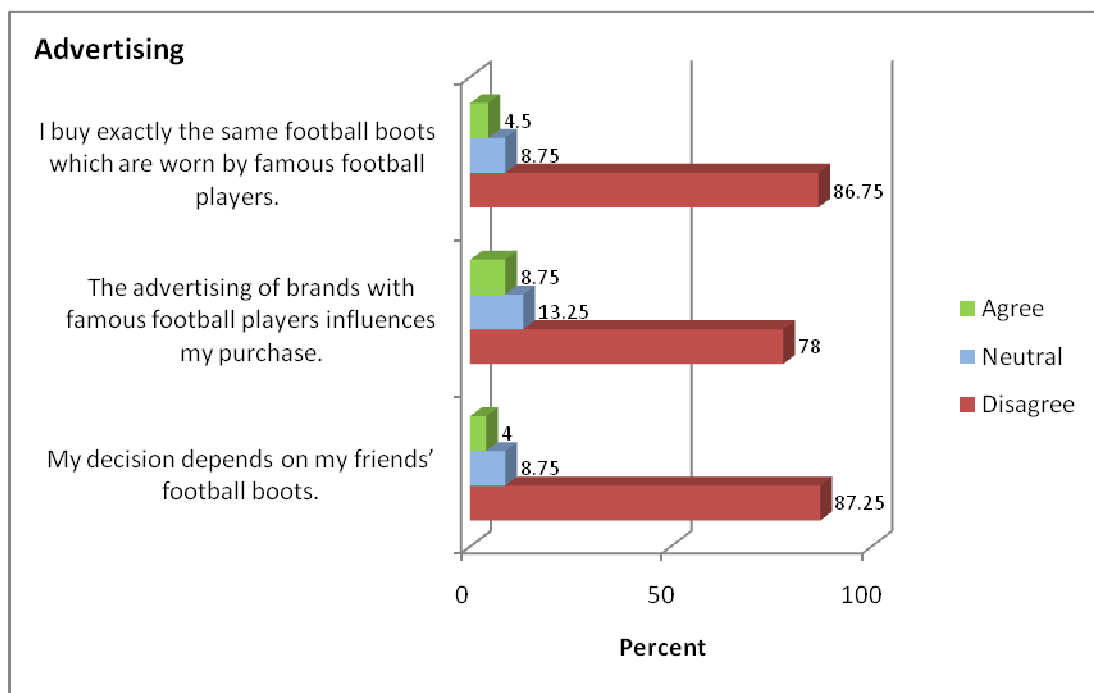
The communality values of Table 4.10 above are within acceptable norms. The average scores of the components of 0.622 indicate that the model is explaining variations 62% of the time. The above Chi-square tests indicate p-values of 0.000 which is smaller than 0.05. These results reveal that there are statistically significant differences between the respondents who answered the questions.

Secondary chi square tests reveal a significant relationship between the current occupation of the respondent on the one hand, and the influence of famous

football players advertising a brand. It means that these variables have a direct bearing on the statement outcomes. The result is shown in detail in Appendix E.

Figure 4.6 presents responses in detail with regard to importance of advertising.

Figure 4.6: Importance of advertising



Respondents indicate their own sense of identity in, for the most part, ignoring advertising strategies. Almost 87% of the respondents did not buy exactly the same football boots which are worn by famous football players and 78% of the respondents stated that the advertising of brands with famous football players did not influence their purchase decision. Hence, it can be inferred that advertising campaigns with famous football players do not influence the purchase decision of football boot consumers.

There is a similar result regarding the influence of friends' football boots. More than 87% of the respondents disagreed that they buy the same boots which friends wear. This finding is not aligned with the statement of Schiffmann, Kanuk and Wisenblit (2009:500) and Kurtz and Boone (2006:177) who infer that consumers are influenced by the products of friends or relatives. Hence, it can be deduced from the finding that football boot consumers are not influenced by the football boots of friends.

4.3.6 Behaviour with regard to latest technology

Loza (2009:2-3) maintains that football boot manufacturers are constantly working on new boot developments to improve the performance of players. Therefore, respondents were questioned about their behaviour with regard to the latest technology of football boots and their knowledge of football boot launches. Table 4.11 presents results with regard to communalities and p-values.

Table 4.11: Results indicating the influence of latest technology

Question	Communality	Overall Communality	p-value
I am informed at all times about new product launches.	.689		.000
I always buy the latest technology.	.628	66%	.000
Overall	.658		

The communality values of Table 4.11 above are within acceptable norms. The average scores of the components of 0.658 indicate that the model is explaining variations 66% of the time. The $p\text{-value} < 0.05$ determines significant differences in which the respondents answered the questions. More detailed information about the importance of latest technology can be gathered from Figure 4.7.

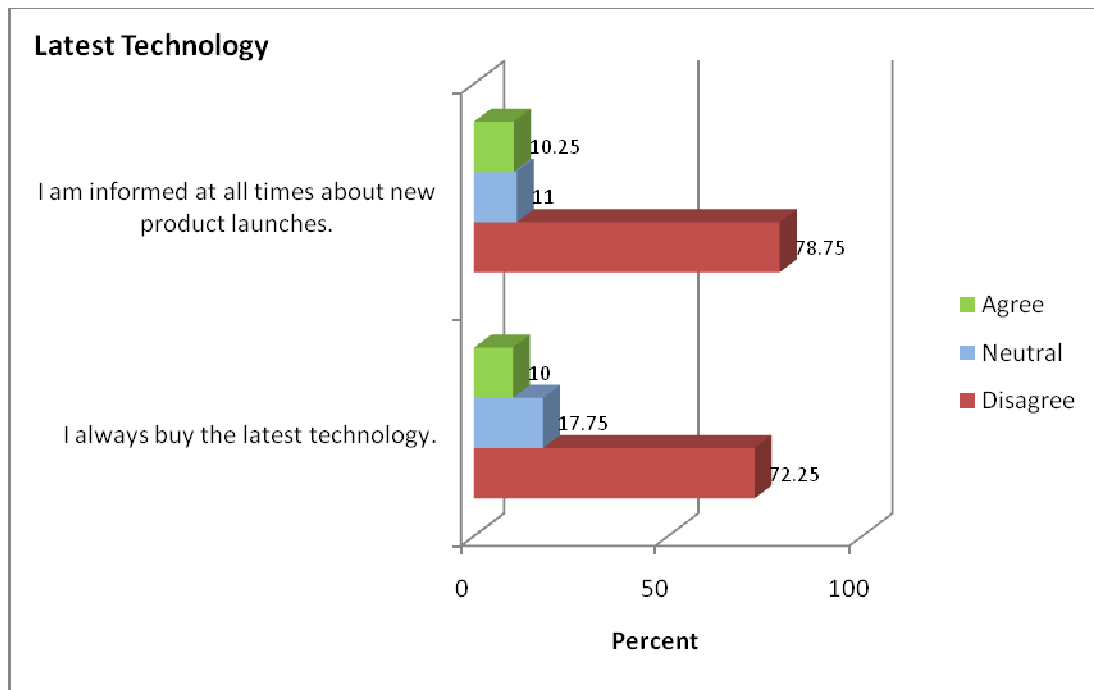
Figure 4.7: Importance of latest technology

Figure 4.7 above shows that more than three quarters of the respondents indicated that they were not always aware of product launches. Therefore, manufacturers did not announce their new developments successfully enough. However, the latest technology did not play a major role in them purchasing their boots due to the high (72%) disagreement of respondents always buying the latest technology of football boots. As stated in the literature review in 2.7.1.3 the failure of new product developments can be expensive and risky. The success of new introduced sport products to the market is dependent on the demand. Football boot manufacturers have to be careful due to this finding.

4.3.7 Other relevant findings

Respondents were asked additional questions which can be seen in Table 4.12.

Table 4.12: Additional findings

Question	Disagree	Neutral	Agree
Advice of friends has a big influence on my purchase decision.	69.5	22	8.5
I only check products in store(s) and buy them where I get them cheaper.	69.25	16	14.75
Before I go to a store, I know exactly which product I want to purchase.	44	19	37
The advice of a sales representative has a big influence on my decision.	64.25	25	10.75
The decision on a particular boot model takes place in the store.	35	20	45
Good service in a store is important for me.	22	25.5	52.5
My actual boots meet my expectations.	4.25	18.75	77
I always frequent the same store.	37	25.75	37.25

There is some degree of disagreement with respect to the influence of friends, buying products when they are cheaper and the advice of sales representatives on purchase decisions. These again indicate that respondents are independent and depend on brand and quality, as indicated earlier.

Only 37% of the respondents indicated that they know exactly which football boot to purchase before they go to the store. This finding can be supported by the result that 45% of the respondents made their decision on a particular boot in the store. According to Strydom (2004:135), irresolute consumers can be persuaded through in-store marketing campaigns such as product presentation, advertising, price strategies, to name a few, in order to buy a particular product. Due to the high percentages of consumers not having decided which product to purchase, in-store marketing campaigns can be clarified as important.

The result in Table 4.12 also shows that not every respondent was loyal to his store with 37% not being loyal and 37% being loyal towards a particular store.

Football boot manufacturers have to improve their relationship with their consumers in order to achieve repeated purchases in their stores. More than half (53%) of the respondents indicated that good service in a store is important for them. Dissatisfaction with the service might be one reason consumers are not loyal to one particular store.

Chi-square tests were performed to determine whether there were significant differences in the frequencies per option per statement in Table 4.13.

Table 4.13: Hypothesis testing

Question	p-value
Advice of friends has a big influence on my purchase decision.	.000
I only check products in store(s) and buy them where I get them cheaper.	.000
Before I go to a store, I know exactly which product I want to purchase.	.319
The advice of a sales representative has a big influence on my decision.	.000
The decision on a particular boot model takes place in the store.	.004
Good service in a store is important for me.	.000
My actual boots meet my expectations.	.000
I always frequent the same store.	.072

The results from Table 4.13 above indicate that there are significant differences in the manner in which the respondents answered the questions. That is, there was a statistically significant difference between agreement and disagreement for each question, except two (which had p values greater than 0.05).

Secondary chi square tests reveal a significant relationship between age on the one hand, and the advice of friends in influencing a purchase and the decision of a particular boot model taking place in the store. Secondary chi square tests also found out a significant relationship between the current occupation of the respondent on the one hand, and the advice of friends having a great influence on one's purchase. Lastly, it uncovered a significant relationship between the

monthly income of the respondent on the one hand, and the purchase of products in stores where they are cheaper. It means that these variables have a direct bearing on the statement outcomes. The result is shown in detail in Appendix E.

4.3.8 Frequent stores

It was also in the interest of the researcher to collect information about the kind of stores the consumers were frequenting. This information gave football boot manufacturers an overview of the most popular retailer of football boot consumers. The respondents had a choice out of a list of the major sport stores in Germany. The respondents had the option of choosing more than one alternative. The result can be seen in Table 4.14.

Table 4.14: Frequent stores

Where do you buy your football boots?

	Percent
Deichmann	5.5
Factory Outlet	18.8
Internet	23.8
Intersport	0.3
Kaufhaus	5.8
Local Sport Store	45.0
Brandstore	8.3
Sport Scheck	13.0
Sport Schuster	3.3
Other	28.5

Table 4.14 reveals that respondents got their boots from local sport stores more often than from any other source. Internet, Intersport and factory outlets were the next most frequented places for buying football boots.

4.3.9 Information search

The search for information is the second stage in the consumer decision-making process. Morgan and Summers (2005:82) state that consumers are looking for additional information and solutions which assist them in their decision. Therefore, respondents were questioned whether they inform themselves about football boots before purchasing them and the source of information search. Table 4.15 gives an overview of the results.

Table 4.15: Information search

	Yes	No	Sometimes
In Online Shops	9.50%	4.30%	11.00%
On the brand website	9.00%	2.30%	7.80%
On the internet bulletin board	2.00%	0.50%	2.30%
I ask friends, coaches, family members	5.00%	5.00%	10.50%
In catalogues/ magazines	5.00%	3.30%	11.00%
In stores	8.30%	7.30%	16.50%

Table 4.15 above gives an indication of the most common mediums for information on boots. It is noted that the three most favoured methods are in online shops (10%), on the brand's website (9%) and in stores themselves (8%). The least used medium is the internet bulletin board (2%). Respondents sometimes use all of the mediums to similar extents, except for the internet bulletin board.

4.3.10 Most supported brand

Marold and Kern (2008:1) suggest Adidas, Nike and Puma as the three leading football boot manufacturers. The respondents were asked to choose their two

favourite brands out of a list of popular football brands in order to confirm the suggestion of Marold and Kern. The results can be seen in Table 4.16.

Table 4.16: Most widely supported brands

	Percent
Adidas	87.8
Lotto	3.3
Nike	37.0
Puma	21.3
Reebok	.8
Victory	3.0
Other	4.3

It can be deduced from the finding in Table 4.16 and the statement of Marold and Kern (2008:1) that Adidas (88%) is by far the most widely supported brand followed by Nike (37%) and Puma (21%). One can say that Adidas is not just the most popular brand; it is also the most worn boot brand.

4.3.11 Consumer satisfaction

Respondents were asked about their current satisfaction regarding their football boots. This finding will give football boot manufacturers an overview of the satisfaction of their consumers. The findings can be seen in Table 4.17.

Table 4.17: Satisfaction regarding the football boot

Are you satisfied with the brand you currently wear?

	Frequency	Percent
yes	380	95.0
no	20	5.0

Table 4.17 reveals that almost all of the respondents (95%) were satisfied with the brand that they currently used. According to Meffert, Burmann and Kirchgeorg (2008:127) and Alrubaiee and Al-Nazer (2010:155), satisfied consumers might prefer to repurchase the brand and even speak positively to friends about the brand. The results of Table 4.17 are very positive for the football boot industry as it reveals the behaviour of satisfied consumers.

4.4 Summary

The men's football teams were dominated by players between 18 and 23 years of age. Fifty-seven percent of the sample were employed, 20% of them were pupils, 15% of them students, 6% of them self-employed and 2% of them unemployed. The high interest in and loyalty to this sport are reflected in the fact that the majority have already been in this sport for more than twelve years. The profile of the sample represents the target population in the federal state of Bavaria.

Overall, it can be said that the findings provided helpful information about consumer behaviour in the football boot industry. Sometimes the responses were very clear and at other times the respondents had no definite opinion. The research findings indicated that quality had a strong influence on the purchase decision of the consumer. Price and brand were also very important to a few respondents. Many consumers were willing to spend more money on quality and branded boots. Most of the consumers buying football boots could be identified as brand loyal.

Since the data has been analysed, the conclusions that have been drawn from the findings can now be discussed. They will provide the answers for the objectives of this research. The conclusions will be linked to the literature review

and the latter, together with a proposal for future work, will be discussed in the next chapter.

5.1 Introduction

This chapter will focus on the summary, recommendations and conclusions of this study. Firstly, a summary of the theoretical study is provided, followed by the summary of the empirical study. Thereafter, the achievement of the objectives and the restrictions of the study are shown. Then, recommendations based on the study and the findings are demonstrated. Recommendations for future research and a conclusion remark close this chapter.

5.2 Summary of theoretical study

The theoretical study showed that every consumer purchasing products or services goes through different stages when making purchase decisions. This purchase decision-making process of the consumer is influenced by various marketing, environmental and individual factors. Football boot manufacturers, especially, try to influence consumers through their marketing strategies such as product, price, promotion and place. In addition, culture, the family, different groups, as well as individual factors of the consumer such as age, occupation, memory, motivation and attitude have an influence on the consumer when purchasing football boots. Football boot manufacturers try to achieve consumer satisfaction in order that consumers repurchase the products of the same brand.

5.3 Empirical study

The findings in chapter 4 showed that product quality was a major influential factor in the purchase decision of the respondents and that they weigh their product choice on the quality of the football boot. The research also showed that respondents were willing to spend more money on high-quality products.

This study revealed that the brand of football boots influenced the respondents' purchase decisions and that they were willing to pay more for branded football boots. In addition, respondents perceived the name of a brand as a guarantee of quality and they preferred buying the same football brand.

The latest technology in football boots was not a significant factor in the purchase decision of the respondents. The research also revealed that respondents were not informed about new product launches of football boots.

Respondents of this study have not influenced their football boot choice because of discounts on football boots. They also have not informed themselves about offered discounts of retailers upfront. However, the price of the boot itself was important for many respondents. They were setting themselves a price limit which they tried not to exceed. The price range 91-120 Euros was the most popular among respondents. They avoided buying low priced football boots and preferred the middle price range.

The design of a football boot had no significant influence on the purchase decision of the respondents. The results also showed that bright colours were not popular among respondents.

The findings also illustrated that respondents were very satisfied with their football boots and that the football boots satisfied their expectations. They made

their decision about a particular boot model in the store. Most of them did not know which product to buy before entering the store.

5.4 Achievements of the research objectives

The aim of this study was to investigate consumer needs, behaviour and the factors influencing the decision to buy football boots in the federal state of Bavaria in Germany. It was hoped that this study would provide football boot manufacturers with helpful information for their market strategies, to meet consumers' requirements and to accomplish consumer satisfaction and business goals. Therefore, the researcher developed four objectives in order to achieve the aim of the study.

The first objective was to conduct a survey to elicit the product preferences of consumers in terms of price, product, promotion and place of football boots. This objective was achieved successfully.

The second objective of this study was to survey the expectations of consumers in terms of the factors influencing their behaviour when purchasing football boots in the federal state of Bavaria in Germany. This objective was also executed successfully by involving 400 football players being a member in a football club in the research area.

The third objective was to conduct a pilot study in the form of a questionnaire to amateur football players, older than eighteen, in clubs in the federal state of Bavaria. The pilot study was executed successfully and the results shown in chapter 3.

The fourth objective was to develop a framework of the consumer decision-making process of football boots. This framework was drawn from the findings

in chapter 4 and is shown in the recommendations in this chapter. It provides football boot manufacturers with an overview of the purchase behaviour of their consumers buying football boots and supports the development of new marketing and product strategies.

To sum up, all four objectives of this study were achieved.

5.5 Restrictions of the study

The research area of this study was limited to football players being a member of a football club in the federal state of Bavaria in Germany. Therefore, the results of the study cannot be generalised to all men's football teams in Germany or the whole world.

5.6 Recommendations based on research findings

Based on the findings, the researcher recommends a framework for decision-making process of a football boot consumer with its five stages: need recognition, search for information, alternative evaluation, purchase decision and post-purchase process.

5.6.1 Stage one: Need recognition

The starting point of the purchase decision of the football boot consumer is a need or desire. For example, he determines the need to buy new football boots because his current ones have holes in the sole. Another player feels uncomfortable with his boots while running during the game. His feet hurt after every game (actual state) and he thinks it would be better with boots made out

of softer leather (ideal state). The player is now motivated to look for other boots to reduce his discomfort. Regarding the results of this study, the football boot consumer has a need for quality and brand. Mostly, the consumer is looking for the brand Adidas, Nike or Puma. Football boot manufacturers must know that their target group has an awareness of brands and is looking for quality boots. The latest technology and the design of the football boot are not of great importance.

5.6.2 Stage two: Search for information

After recognising a need for new football boots, the football boot consumer is looking for additional information and solutions which assist him in his decision to select the desired football boot. The online shop is the most requested place for collecting the necessary information for the decision. The football boot consumer also prefers to search for information in the store itself and on the brand's website. Friends, family members and coaches, as well as magazines and newspapers are used only rarely in order to collect additional information. However, most of the football boot consumers in men's football teams have gained a lot of experience through earlier purchases owing to their long participation in this sport. Therefore, the length and intensity of the information search is much shorter than for new consumers.

5.6.3 Stage three: Alternative evaluation

After collecting the information which is necessary to make the decision, the football boot consumer then evaluates his final list of alternatives. In this case his network of knowledge about specific attributes and benefits of a football boot such as material, studs, sole, weight and comfort have an impact on his boot selection. Mostly he is still unsure about his boot choice before entering the

store and therefore this stage of his decision-making process chiefly takes place in the store. Advertising campaigns with famous football players as well as the advice of friends have less influence on his final evaluation. The football boot consumer is loyal to his brand and therefore prefers buying the same brand. The price of the boot influences the decision but he is willing to spend more money on branded boots. He is looking for a boot between 91-120 Euros. He sets himself a price limit which he tries not to exceed. To this end, the consumer also compares stores from which to purchase. He does not always frequent the same store but he expects friendly and well trained staff every time.

5.6.4 Stage four: Purchase decision

Once the best football boot is found, the football boot consumer purchases the boot. The advice of a sales representative and discounts do not have a significant influence on the football boot consumer's product and brand choice. The local sport store is the most preferred store among football boot consumers. More and more consumers also like to buy their boots from online stores on the internet, however also factory outlets are very popular.

5.6.5 Stage five: Post-purchase process

The post-purchase process is the last stage in the consumer decision-making process. After the purchase, the football boot consumer immediately compares the perceptions with the expectations. So far, he is very satisfied with the boots and they mostly meet his expectations. This causes further purchases of the same brand or product in the future and develops loyalty. Even if the product works well, the consumer will still think about his decision. For example, a football player bought the newest Nike boot which has a special narrow fit. After

wearing the boot for a couple hours, he is still anxious about his choice. The more often the football consumer buys football boots, the more knowledge and experience he gains about the product. This information helps him for further purchases and therefore the next purchase decision of football boots becomes much shorter.

5.7 Recommendations for football boot manufacturers

Since this study revealed that most respondents indicated that the purchase decision of football boots is influenced by the quality of the boot, it is recommended that football boot manufacturers need to invest constantly in its development and its quality management program in order to maintain the quality and to improve the quality of football boots.

Owing to the fact that consumers are not informed about new product launches of football boots, it is recommended that football boot manufacturers advertise their product launches better. The researcher recommends that football boot manufacturers introduce a countdown of product launches in stores in form of a countdown display. Another idea is to pre-inform consumers about the changes, improvements and advantages of the new technology. "Kicker" is a weekly football magazine and widely read by the target group. It might be a good platform for advertising new products in advance. Statements and pre-testing results of famous players could also be included in the magazine articles.

Regarding the price of football boots, it is recommended that football boot manufacturers focus on products in the middle price range as it is the most attractive one among consumers.

Many respondents showed no interest in bright colours, hence the researcher recommends that the football boot manufacturers should focus on traditional

boot colours. However, football boot manufacturers should concentrate on design in order to differentiate themselves from competitors and position their product in the market.

It is recommended that manufacturers develop new football boot advertising campaigns for their older consumers. Campaigns with famous football players do not influence this age group anymore. It is recommended that the advantages of the boots and the effects of wearing them are highlighted when advertising instead of using famous players for promoting the brand.

Regarding the results of this study, it appeared that football is a long-term sport. People participate in it over a long period of their life and most of them buy new football boots at least once or twice a year. Therefore, the researcher recommends that it is important for football boot manufacturers to develop new boots each year in order to offer their consumers an attractive selection of new products every time they desire new ones.

The researcher recommends that football boot manufacturers take their product presentation very seriously. Consumers are making their decision in the store. Manufacturers have to display products in a striking way with an attractive background design and emotive pictures in order to sway the consumer into purchasing their product rather than their competitors'. This is not always easy because independent sport stores sell different kinds of brands in one store and simply present them all together. Because of this, brands open up their own retail stores or rent areas in stores in order to take over the merchandise. Then manufacturers have their own influence on the design and presentation. The researcher recommends the result of the conclusion to reinforce this strategy of the manufacturer in the future.

All these research recommendations could help the football boot industry to improve their product development and marketing strategy in order to produce desired products and increase consumer satisfaction. Nevertheless, the industry has to research this branch regularly in order to keep abreast with trends. Come the next season, these results may not be usable anymore as consumers' interests constantly change.

5.8 Recommendations for further research

The research findings showed that advertising campaigns with famous football players were not important for football boot consumers. However, the research only analysed consumers older than 18. Therefore, it is interesting to find out at which age the campaigns start having an influence on football players and how significantly teenagers and children become influenced by these kinds of marketing strategies. This information could help to improve the campaigns.

More women have chosen to play football. In 2011, the women's Football World Cup will take place in Germany. This event will make the sport even more interesting and popular and the number of women's teams will increase. Therefore, marketers have a new target group. At the moment, women buy the men's boots. They will not be satisfied with this situation for long. Women's feet have a different shape, are more flexible and the landing on the heel is unlike men's. The first manufacturer to introduce special women's football boots onto the market will have huge advantages in this target group. Therefore, a research study with women football players regarding their issues in relation to football boots could be the next step in order to gain an entry into this unexplored market.

It would be interesting to see whether the results would show significant parallels between the purchase behaviour of women compared to men.

5.9 Concluding remarks

This study indicated that football boot manufacturers met the requirements of consumers' choice of football boots in the federal state of Bavaria in Germany. Manufacturers have to be aware that the behaviour of their consumers is constantly changing as new product trends arise. Consumer behaviour research must be an ongoing process for each manufacturer in order to build brand loyalty, consumer satisfaction and a long-term relationship.

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Appendices

Appendix A – Pilot study questionnaire

Consumer behaviour in the football boot industry.

1) How old are you?

Under 18	1
18 – 23	2
24 – 29	3
30 – 34	4
35 and older	5

2) Gender?

Male	1
Female	2

3) Member in a football club?

Yes	1
No	2

4) In which other sport do you participate very often?

Basketball	1
Tennis	2
Handball	3
Running/ Jogging	4
Others	5

5) How often do you buy new football boots?

Less than every second year	1
Every second year	2
Once a year	3
Twice a year	4
More than twice a year	5

6) How much did you spend on your last football boot purchase?

0-50 Euro	1
51-70 Euro	2
71-90 Euro	3
91-120 Euro	4
121-150 Euro	5
Over 150 Euro	6

7) How much do you spend in general on football boots?

0-50 Euro	1
51-75 Euro	2
76-100 Euro	3
101-150 Euro	4
Over 150 Euro	5

8) What influences you the most when you buy your football boots?

Choose one answer.

Advertising	1
Brand	2
Design	3
Latest technology	4
Price	5
Quality	6

9) Which football boot brand do you currently wear? Please write it down!

--

How strongly do you agree or disagree with the following statements?

Please choose one answer.

		I strongly disagree	disagree	neutral	agree	I strongly agree
10	I always look for discounts.	1	2	3	4	5
11	I never exceed my price limit.	1	2	3	4	5
12	The purchase of the football boot is linked to the price.	1	2	3	4	5
13	I inform myself about discounts of retailers before I go to the store.	1	2	3	4	5
14	I am willing to pay more for branded boots.	1	2	3	4	5
15	The brand of a boot highly influences my purchase decision.	1	2	3	4	5
16	The image of a brand is important for me.	1	2	3	4	5
17	I always buy the same brand.	1	2	3	4	5
18	My boots need to offer me the best functions.	1	2	3	4	5
19	I am willing to spend more money for good quality.	1	2	3	4	5
20	The name tells me that it is good quality.	1	2	3	4	5
21	I only purchase football boots with an attractive design.	1	2	3	4	5
22	Football boots serve as a lifestyle product for me.	1	2	3	4	5

23	I prefer wearing bright colours.	1	2	3	4	5
24	My decision depends on my friends' football boots.	1	2	3	4	5
25	The advertising of brands with famous football players influences my purchase.	1	2	3	4	5
26	I buy exactly the same football boots which are worn by famous football players.	1	2	3	4	5
27	I always buy the latest technology.	1	2	3	4	5
28	I am informed at all times about new product launches.	1	2	3	4	5
29	I know all about the latest trends.	1	2	3	4	5
30	Advice of friends has a big influence on my purchase decision.	1	2	3	4	5
31	I plan all my purchases.	1	2	3	4	5
32	I just check products in store(s) and buy them where I get them cheaper.	1	2	3	4	5
33	Before I go to a store, I know exactly which product I want to purchase.	1	2	3	4	5
34	The advice of a sales representative has a big influence on my decision.	1	2	3	4	5
35	The decision on a particular boot model takes place in the store.	1	2	3	4	5
36	Good service in a store is important for me.	1	2	3	4	5
37	My actual boots meet my expectations.	1	2	3	4	5
38	I frequent the same store.	1	2	3	4	5

39) Where do you buy your football boots? Multiple answers possible.

Deichmann	1
Factory Outlet	2
Internet	3
Intersport	4
Kaufhaus	5
Brandstore	6
Sport Scheck	7
Sport Schuster	8
Other	9

40a) Do you inform yourself about products before you go to a store?

Yes	1
No	2
Sometimes	3

40b) When you answered "YES" or "SOMETIMES" to question 40a, where do you get the information from? Multiple answers possible.

In Online Shops.	1
On the brands website	2
On the internet bulletin boards	3
In catalogues/ magazines	4
I ask friends, coaches, family	5
In stores	6

41) Which brand do you support the most? Choose two answers.

Adidas	1
Lotto	2
Nike	3
Puma	4
Reebok	5
Victory	6
Other	7

42) Are you satisfied with the brand you currently wear?

Yes	1
No	2

43) What is your current occupation?

Student	1
Pupil	2
Full time employee	3
Self-employed	4
Unemployed	5

44) What is your monthly income?

Under 400 Euro	1
400-1000 Euro	2
1001-1400 Euro	3
1401-2000 Euro	4
2001-2500 Euro	5
Over 2500 Euro	6

Thank you very much for your time and participating in this survey. All information will be kept confidential.

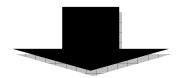
Appendix B – Main study questionnaire

Consumer behaviour in the football boot industry.

Thanks a lot for supporting me in my research for my Masters. I am analysing the consumer behaviour in the football boot industry and therefore I need your opinions towards your purchases of football boots. Good luck in your season.

Regards
Emanuel Dettmann

Choose the
applicable answer



1) How old are you?

Under 18	1
18 – 23	2
24 – 29	3
30 – 34	4
35 and older	5

2) Gender?

Male	1
Female	2

3a) Are you a member in a football club?

Yes	1
No	2

3b) If you answered „Yes” to the question above, for how long have you been a member in the football club?

One year	1
2-5 years	2
6-8 years	3
9-12 years	4
Over 12 years	5

4) How often do you buy new football boots?

Less than every second year	1
Every second year	2
Once a year	3
Twice a year	4
More than twice a year	5

5) How much did you spend on your last football boot purchase?

0-50 Euro	1
51-70 Euro	2
71-90 Euro	3
91-120 Euro	4
121-150 Euro	5
Over 150 Euro	6

6) How much do you spend in general on football boots?

0-50 Euro	1
51-75 Euro	2
76-100 Euro	3
101-150 Euro	4
Over 150 Euro	5

7) What influences you the most when you buy your football boots?

Choose one answer.

Advertising	1
Brand	2
Design	3
Latest technology	4
Price	5
Quality	6

8) Which football boot brand do you currently wear? Please write it down!

--

How strongly do you agree or disagree with the following statements?

Please choose one answer.

		I strongly disagree	disagree	neutral	agree	I strongly agree
9	I always look for discounts.	1	2	3	4	5
10	I never exceed my price limit.	1	2	3	4	5
11	The purchase of the football boot is linked to the price.	1	2	3	4	5
12	I inform myself about discounts of retailers before I go to the store.	1	2	3	4	5
13	I am willing to pay more for branded boots.	1	2	3	4	5
14	The brand of a boot highly influences my purchase decision.	1	2	3	4	5
15	I always buy the same brand.	1	2	3	4	5
16	Quality is a major factor for my purchase decision.	1	2	3	4	5

17	I am willing to spend more money on good quality.	1	2	3	4	5
18	The name tells me that it is good quality.	1	2	3	4	5
19	I only purchase football boots with an attractive design.	1	2	3	4	5
20	Football boots serve as a lifestyle product for me.	1	2	3	4	5
21	I prefer wearing bright colours.	1	2	3	4	5
22	My decision depends on my friends' football boots.	1	2	3	4	5
23	The advertising of brands with famous football players influences my purchase.	1	2	3	4	5
24	I buy exactly the same football boots which are worn by famous football players.	1	2	3	4	5
25	I always buy the latest technology.	1	2	3	4	5
26	I am informed at all times about new product launches.	1	2	3	4	5
27	Advice of friends has a big influence on my purchase decision.	1	2	3	4	5
28	I just check products in store(s) and buy them where I get them cheaper.	1	2	3	4	5
29	Before I go to a store, I know exactly which product I want to purchase.	1	2	3	4	5
30	The advice of a sales representative has a big influence on my decision.	1	2	3	4	5
31	The decision on a particular boot model takes place in the store.	1	2	3	4	5
32	Good service in a store is important for me.	1	2	3	4	5
33	My actual boots meet my expectations.	1	2	3	4	5
34	I always frequent the same store.	1	2	3	4	5

35) Where do you buy your football boots? Multiple answers possible.

Deichmann	1
Factory Outlet	2
Internet	3
Intersport	4
Kaufhaus	5
Local Sport store	6
Brandstore	7
Sport Scheck	8
Sport Schuster	9
Other	10

36a) Do you inform yourself about products before you go to a store?

Yes	1
No	2
Sometimes	3

36b) When you answered "YES" or "SOMETIMES" to question 36a, where do you get the information? Multiple answers possible.

In Online Shops.	1
On the brands website	2
On the internet bulletin boards	3
I ask friends, coaches, family members	4
In catalogues/ magazines	5
In stores	6

37) Which brand do you support the most? Choose up to two answers.

Adidas	1
Lotto	2
Nike	3
Puma	4
Reebok	5
Victory	6
Other	7

38) Are you satisfied with the brand you currently wear?

Yes	1
No	2

39) What is your current occupation?

Student	1
Pupil	2
Full time employee	3
Self-employed	4
Unemployed	5

40) What is your monthly income?

Under 400 Euro	1
400-1000 Euro	2
1001-1400 Euro	3
1401-2000 Euro	4
2001-2500 Euro	5
Over 2500 Euro	6

Thank you very much for your time and participating in this survey. All information will be kept confidential.

Appendix C – Cross tabulation

For how long have you been a member in the football club? * How much do you spend in general on football boots? Crosstabulation

		How much do you spend in general on football boots?					Total
		0-50 Euro	51-75 Euro	76-100 Euro	101-150 Euro	Over 150 Euro	
One year	Count	3	4	1	4	3	15
	% within For how long have you been a member in the football club?	20.0%	26.7%	6.7%	26.7%	20.0%	100.0%
	% within How much do you spend in general on football boots?	13.6%	5.9%	.6%	3.6%	8.6%	3.8%
	% of Total	.8%	1.0%	.3%	1.0%	.8%	3.8%
2-5 years	Count	1	5	9	6	2	23
	% within For how long have you been a member in the football club?	4.3%	21.7%	39.1%	26.1%	8.7%	100.0%
	% within How much do you spend in general on football boots?	4.5%	7.4%	5.5%	5.4%	5.7%	5.8%
	% of Total	.3%	1.3%	2.3%	1.5%	.5%	5.8%
6-8 years	Count	0	7	9	1	2	19
	% within For how long have you been a member in the football club?	.0%	36.8%	47.4%	5.3%	10.5%	100.0%
	% within How much do you spend in general on football boots?	.0%	10.3%	5.5%	.9%	5.7%	4.8%
	% of Total	.0%	1.8%	2.3%	.3%	.5%	4.8%
9-12 years	Count	4	5	12	9	1	31
	% within For how long have you been a member in the football club?	12.9%	16.1%	38.7%	29.0%	3.2%	100.0%
	% within How much do you spend in general on football boots?	18.2%	7.4%	7.3%	8.1%	2.9%	7.8%
	% of Total	1.0%	1.3%	3.0%	2.3%	.3%	7.8%
Over 12 years	Count	14	47	133	91	27	312
	% within For how long have you been a member in the football club?	4.5%	15.1%	42.6%	29.2%	8.7%	100.0%
	% within How much do you spend in general on football boots?	63.6%	69.1%	81.1%	82.0%	77.1%	78.0%
	% of Total	3.5%	11.8%	33.3%	22.8%	6.8%	78.0%

Total	Count	22	68	164	111	35	400
	% within For how long have you been a member in the football club?	5.5%	17.0%	41.0%	27.8%	8.8%	100.0%
	% within How much do you spend in general on football boots?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	5.5%	17.0%	41.0%	27.8%	8.8%	100.0%

Appendix D – Cross tabulation

Which football boot brand do you currently wear? * What influences you the most when you buy your football boots? Crosstabulation

		What influences you the most when you buy your football boots?					Total
		Brand	Design	Latest technology	Price	Quality	
Adidas	Count	77	27	3	14	163	284
	% within Which football boot brand do you currently wear?	27.1%	9.5%	1.1%	4.9%	57.4%	100.0%
	% within What influences you the most when you buy your football boots?	84.6%	65.9%	60.0%	41.2%	71.2%	71.0%
	% of Total	19.3%	6.8%	.8%	3.5%	40.8%	71.0%
Jako	Count	0	0	0	0	1	1
	% within Which football boot brand do you currently wear?	.0%	.0%	.0%	.0%	100.0%	100.0%
	% within What influences you the most when you buy your football boots?	.0%	.0%	.0%	.0%	.4%	.3%
	% of Total	.0%	.0%	.0%	.0%	.3%	.3%
Kappa	Count	1	0	1	0	0	2
	% within Which football boot brand do you currently wear?	50.0%	.0%	50.0%	.0%	.0%	100.0%
	% within What influences you the most when you buy your football boots?	1.1%	.0%	20.0%	.0%	.0%	.5%
	% of Total	.3%	.0%	.3%	.0%	.0%	.5%
Lotto	Count	0	0	0	2	3	5
	% within Which football boot brand do you currently wear?	.0%	.0%	.0%	40.0%	60.0%	100.0%
	% within What influences you the most when you buy your football boots?	.0%	.0%	.0%	5.9%	1.3%	1.3%
	% of Total	.0%	.0%	.0%	.5%	.8%	1.3%

Nike	Count	8	11	1	9	37	66
	% within Which football boot brand do you currently wear?	12.1%	16.7%	1.5%	13.6%	56.1%	100.0%
	% within What influences you the most when you buy your football boots?	8.8%	26.8%	20.0%	26.5%	16.2%	16.5%
	% of Total	2.0%	2.8%	.3%	2.3%	9.3%	16.5%
Puma	Count	4	3	0	3	20	30
	% within Which football boot brand do you currently wear?	13.3%	10.0%	.0%	10.0%	66.7%	100.0%
	% within What influences you the most when you buy your football boots?	4.4%	7.3%	.0%	8.8%	8.7%	7.5%
	% of Total	1.0%	.8%	.0%	.8%	5.0%	7.5%
Reebok	Count	0	0	0	0	1	1
	% within Which football boot brand do you currently wear?	.0%	.0%	.0%	.0%	100.0%	100.0%
	% within What influences you the most when you buy your football boots?	.0%	.0%	.0%	.0%	.4%	.3%
	% of Total	.0%	.0%	.0%	.0%	.3%	.3%
Uhlsport	Count	0	0	0	1	1	2
	% within Which football boot brand do you currently wear?	.0%	.0%	.0%	50.0%	50.0%	100.0%
	% within What influences you the most when you buy your football boots?	.0%	.0%	.0%	2.9%	.4%	.5%
	% of Total	.0%	.0%	.0%	.3%	.3%	.5%
Umbro	Count	0	0	0	0	1	1
	% within Which football boot brand do you currently wear?	.0%	.0%	.0%	.0%	100.0%	100.0%
	% within What influences you the most when you buy your football boots?	.0%	.0%	.0%	.0%	.4%	.3%
	% of Total	.0%	.0%	.0%	.0%	.3%	.3%
Victory	Count	1	0	0	5	2	8
	% within Which football boot brand do you currently wear?	12.5%	.0%	.0%	62.5%	25.0%	100.0%

	% within What influences you the most when you buy your football boots?	1.1%	.0%	.0%	14.7%	.9%	2.0%
	% of Total	.3%	.0%	.0%	1.3%	.5%	2.0%
Total	Count	91	41	5	34	229	400
	% within Which football boot brand do you currently wear?	22.8%	10.3%	1.3%	8.5%	57.3%	100.0%
	% within What influences you the most when you buy your football boots?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	22.8%	10.3%	1.3%	8.5%	57.3%	100.0%

Appendix E – Chi-square tests

Pearson Chi-Square Tests			
		How old are you?	Gender?
I always look for discounts.	Chi-square	15.078	.
	df	12	.
	Sig.	.237 ^a	.
I never exceed my price limit.	Chi-square	13.907	.
	df	12	.
	Sig.	.307 ^a	.
The purchase of the football boot is linked to the price.	Chi-square	17.960	.
	df	12	.
	Sig.	.117 ^a	.
I inform myself about discounts of retailers before I go to the store.	Chi-square	15.955	.
	df	12	.
	Sig.	.193 ^a	.
I am willing to pay more for branded boots.	Chi-square	8.615	.
	df	12	.
	Sig.	.735 ^a	.
The brand of a boot highly influences my purchase decision.	Chi-square	14.903	.
	df	12	.
	Sig.	.247 ^a	.
I always buy the same brand.	Chi-square	13.967	.
	df	12	.
	Sig.	.303 ^a	.
Quality is a major factor for my purchase decision.	Chi-square	4.844	.
	df	12	.
	Sig.	.963 ^{a,b}	.
I am willing to spend more money on good quality.	Chi-square	18.015	.
	df	12	.
	Sig.	.115 ^{a,b}	.
The name tells me if it is good quality.	Chi-square	4.678	.
	df	12	.
	Sig.	.968 ^a	.
I only purchase football boots with an	Chi-square	23.359	.

attractive design.	df	12	.
	Sig.	.025 ^{a,*}	.
Football boots serve as a lifestyle product for me.	Chi-square	17.332	.
	df	12	.
	Sig.	.138 ^{a,b}	.
I prefer wearing bright colours.	Chi-square	17.710	.
	df	12	.
	Sig.	.125 ^a	.
My decision depends on my friends' football boots.	Chi-square	10.086	.
	df	12	.
	Sig.	.608 ^{a,b}	.
The advertising of brands with famous football players influences my purchase.	Chi-square	14.122	.
	df	12	.
	Sig.	.293 ^{a,b}	.
I buy exactly the same football boots which are worn by famous football players.	Chi-square	12.606	.
	df	12	.
	Sig.	.398 ^{a,b}	.
I always buy the latest technology.	Chi-square	24.357	.
	df	12	.
	Sig.	.018 ^{a,b,*}	.
I am informed at all times about new product launches.	Chi-square	18.751	.
	df	12	.
	Sig.	.095 ^{a,b}	.
Advice of friends has a big influence on my purchase decision.	Chi-square	23.295	.
	df	12	.
	Sig.	.025 ^{a,b,*}	.
I only check products in store(s) and buy them where I get them cheaper.	Chi-square	11.920	.
	df	12	.
	Sig.	.452 ^a	.
Before I go to a store, I know exactly which product I want to purchase.	Chi-square	10.699	.
	df	12	.
	Sig.	.555 ^a	.
The advice of a sales representative has a big influence on my decision.	Chi-square	12.715	.
	df	12	.
	Sig.	.390 ^{a,b}	.
The decision on a particular boot	Chi-square	32.479	.

model takes place in the store.	df	12	.
	Sig.	.001 ^{a,*}	.
Good service in a store is important for me.	Chi-square	12.781	.
	df	12	.
	Sig.	.385 ^a	.
My actual boots meet my expectations.	Chi-square	15.762	.
	df	12	.
	Sig.	.202 ^{a,b}	.
I always frequent the same store.	Chi-square	17.802	.
	df	12	.
	Sig.	.122 ^a	.

Pearson Chi-Square Tests			
		What is your current occupation?	What is your monthly income?
I always look for discounts.	Chi-square	30.027	31.080
	df	16	20
	Sig.	.018 ^{*,a,b}	.054 ^a
I never exceed my price limit.	Chi-square	13.958	31.595
	df	16	20
	Sig.	.602 ^{a,b}	.048 ^{*,a}
The purchase of the football boot is linked to the price.	Chi-square	30.480	31.110
	df	16	20
	Sig.	.016 ^{*,a,b}	.054 ^a
I inform myself about discounts of retailers before I go to the store.	Chi-square	18.782	25.936
	df	16	20
	Sig.	.280 ^{a,b}	.168 ^a
I am willing to pay more for branded boots.	Chi-square	19.139	15.184
	df	16	20
	Sig.	.262 ^{a,b}	.766 ^{a,b}
The brand of a boot highly influences my purchase decision.	Chi-square	9.232	27.042
	df	16	20
	Sig.	.904 ^{a,b}	.134 ^a
I always buy the same brand.	Chi-square	19.769	31.652
	df	16	20
	Sig.	.231 ^{a,b}	.047 ^{*,a}

Quality is a major factor for my purchase decision.	Chi-square	13.523	12.431
	df	16	20
	Sig.	.634 ^{a,b}	.900 ^{a,b}
I am willing to spend more money on good quality.	Chi-square	18.428	32.453
	df	16	20
	Sig.	.299 ^{a,b}	.039 ^{*,a,b}
The name tells me if it is good quality.	Chi-square	35.097	19.293
	df	16	20
	Sig.	.004 ^{*,a,b}	.503 ^a
I only purchase football boots with an attractive design.	Chi-square	19.698	14.689
	df	16	20
	Sig.	.234 ^{a,b}	.794 ^a
Football boots serve as a lifestyle product for me.	Chi-square	19.506	19.636
	df	16	20
	Sig.	.243 ^{a,b}	.481 ^{a,b}
I prefer wearing bright colours.	Chi-square	15.403	21.126
	df	16	20
	Sig.	.495 ^{a,b}	.390 ^a
My decision depends on my friends' football boots.	Chi-square	16.336	21.233
	df	16	20
	Sig.	.430 ^{a,b}	.384 ^{a,b}
The advertising of brands with famous football players influences my purchase.	Chi-square	29.752	20.751
	df	16	20
	Sig.	.019 ^{*,a,b}	.412 ^{a,b}
I buy exactly the same football boots which are worn by famous football players.	Chi-square	16.821	23.054
	df	16	20
	Sig.	.397 ^{a,b}	.286 ^{a,b}
I always buy the latest technology.	Chi-square	20.617	25.238
	df	16	20
	Sig.	.194 ^{a,b}	.192 ^{a,b}
I am informed at all times about new product launches.	Chi-square	18.255	16.037
	df	16	20
	Sig.	.309 ^{a,b}	.714 ^{a,b}
Advice of friends has a big influence on my purchase decision.	Chi-square	29.691	18.087
	df	16	20
	Sig.	.020 ^{*,a,b}	.582 ^{a,b}

I only check products in store(s) and buy them where I get them cheaper.	Chi-square	19.307	33.490
	df	16	20
	Sig.	.253 ^{a,b}	.030 ^{*,a}
Before I go to a store, I know exactly which product I want to purchase.	Chi-square	11.348	23.583
	df	16	20
	Sig.	.787 ^a	.261 ^a
The advice of a sales representative has a big influence on my decision.	Chi-square	18.155	19.594
	df	16	20
	Sig.	.315 ^{a,b}	.484 ^{a,b}
The decision on a particular boot model takes place in the store.	Chi-square	19.624	17.942
	df	16	20
	Sig.	.238 ^{a,b}	.591 ^a
Good service in a store is important for me.	Chi-square	12.646	7.049
	df	16	20
	Sig.	.698 ^{a,b}	.997 ^a
My actual boots meet my expectations.	Chi-square	11.430	28.610
	df	16	20
	Sig.	.782 ^{a,b}	.096 ^{a,b}
I always frequent the same store.	Chi-square	25.457	26.117
	df	16	20
	Sig.	.062 ^a	.162 ^a

Appendix F – Covering letter

28 August 2009

Sir/Madam

Research Questionnaire

I am currently conducting research as part of my master studies on consumer behaviour in the football boot industry. A number of football clubs in the federal state of Bavaria will be part of my study.

I would appreciate if you would kindly complete the questionnaire. The questionnaire would take approximately 4 minutes to complete. You have the opportunity to request a summary of the results of the study, if so desired.

Confidentiality of the information will be respected.

Thank you for your co-operation.

Emanuel Dettmann
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