

The Effect of Doing Sports Actively on the Brand Awareness and the Brand Loyalty of Young Consumer

Authors : Murat Erdoğan, Mehmet Öcalan

Abstract : The main aim of this study is to find out the effects of the concepts of the brand awareness and the brand loyalty of teenagers (13-18) on their criteria to buy the products that attract high interest in the groups that do sports actively and vice versa. The training shoes that are thought to have high interests of teenagers were chosen in the study (because every student uses training shoes at least in physical education lessons) and searching the criteria to choose these products is one of the aims of this study. The sample of the research consisted of 775 teenagers doing sports (218 females, 557 males) and 752 teenagers not doing sports (399 females, 353 males) from the primary and secondary schools in the center of Ankara. 1527 students in total voluntarily participated in the study. When the effects of the brand functions perceived about the sample on the brand awareness was analyzed, it was found out that all of three function types have a positive and significant effect on the brand awareness. It was found out that there was a positive and average relationship between the dependence on a brand and the brand loyalty. It was understood that there was a positive and weak relationship between the brand loyalty and the general brand awareness in training shoes among teenagers. The groups of the teenagers doing sports and of the teenagers not doing sports showed significant differences in their preferences about training shoes. The effects of the criteria to buy training shoes on the brand loyalty showed significant differences in the groups. In addition, it was determined that according to their variables of doing sports actively, the teenagers doing sports actively have significantly higher brand awareness and brand loyalty than the teenagers not doing sports.

Keywords : brand awareness, brand loyalty sports marketing, teenagers, the level of doing sports

Conference Title : ICSS 2015 : International Conference on Sport Science

Conference Location : Prague, Czechia

Conference Dates : October 05-06, 2015