

ANALYSIS OF SPORTS BRAND POSITIONING BASED ON CONSUMER PERCEPTIONS

Adina Raissa¹, Siti Adhilla² Raymond Siregar³, Fatik Rahayu⁴

^{1,2}International Business Marketing Management, Faculty of Economic and Businesses, Universitas Trisakti

adina022002003002@std.trisakti.ac.id¹, siti022002003006@std.trisakti.ac.id²,
siregarraymond@gmail.com³, fatik.rahayu@trisakti.ac.id⁴

ABSTRACT

The sports industry's expansion and growing focus on physical activities and healthy lifestyles have made sports brands important in satisfying consumer demands. Comprehending the positioning of sports brands in the Indonesian market is vital for formulating efficient marketing tactics and achieving a competitive advantage. This study examines various aspects of sports brand positioning, such as brand differentiation, market segmentation, brand objectives, and communication strategies. This study offers insights into the effective positioning strategies and best practices of leading sports brands in Indonesia. In the Indonesian market, comprehending the positioning strategies of sports brands is essential for gaining a competitive advantage. This study examines how selected variables enable brands to differentiate themselves and adapt to changing demands and preferences of Indonesian consumers. Consumer data is gathered via surveys and interviews. This study analyzes the brand positioning strategies of Nike, Adidas, Puma, NB, and Skechers, in relation to specific measurement variables. This study illuminates the positioning strategies utilized by selected sports brands in Indonesia. The study emphasizes the importance of various factors, including price, material quality, durability, style, brand reputation, customization options, and sustainability initiatives, in shaping consumers' perception and brand preference. This research offers valuable insights for sports marketing practitioners, brand managers, and strategic decision-makers regarding the significance of sports brand positioning and its role in achieving competitive advantages. This study adds to the current knowledge base and provides practical implications for creating effective marketing strategies in the Indonesian sports market by identifying successful positioning strategies used by these brands.

Keywords: Consumer Perceptions, Sports Brand Positioning.

ABSTRAK

Eksistensi industri olahraga dan meningkatnya fokus pada aktivitas fisik dan gaya hidup sehat menjadikan merek olahraga penting dalam memenuhi permintaan konsumen. Memahami positioning merek olahraga di pasar Indonesia sangat penting untuk merumuskan taktik pemasaran yang efisien dan mencapai keunggulan kompetitif. Penelitian ini mengkaji berbagai aspek positioning merek olahraga, seperti diferensiasi merek, segmentasi pasar, tujuan merek, dan strategi komunikasi. Studi ini menawarkan wawasan mengenai strategi positioning yang efektif dan praktik terbaik merek olahraga terkemuka di Indonesia. Di pasar Indonesia, memahami strategi positioning merek olahraga sangat penting untuk memperoleh keunggulan kompetitif. Studi ini mengkaji bagaimana variabel-variabel yang dipilih memungkinkan merek untuk membedakan dirinya dan beradaptasi terhadap perubahan permintaan dan preferensi konsumen

Indonesia. Data konsumen dikumpulkan melalui survei dan wawancara. Penelitian ini menganalisis strategi brand positioning Nike, Adidas, Puma, NB, dan Skechers, dalam kaitannya dengan variabel pengukuran tertentu. Studi ini menjelaskan strategi positioning yang digunakan oleh merek-merek olahraga terpilih di Indonesia. Studi ini menekankan pentingnya berbagai faktor, termasuk harga, kualitas bahan, daya tahan, gaya, reputasi merek, pilihan penyesuaian, dan inisiatif keberlanjutan, dalam membentuk persepsi konsumen dan preferensi merek. Penelitian ini menawarkan wawasan berharga bagi praktisi pemasaran olahraga, manajer merek, dan pengambil keputusan strategis mengenai pentingnya positioning merek olahraga dan perannya dalam mencapai keunggulan kompetitif. Studi ini menambah basis pengetahuan saat ini dan memberikan implikasi praktis untuk menciptakan strategi pemasaran yang efektif di pasar olahraga Indonesia dengan mengidentifikasi strategi positioning yang berhasil digunakan oleh merek-merek tersebut.

Kata Kunci : Persepsi Konsumen, Positioning Merek Olahraga.

INTRODUCTION

The expansion of the sports industry and the increasing focus on physical activity and a healthy lifestyle has made sports brands important in meeting consumer demands (Hemmonsby, J., & Tichaawa, T.M., 2020). Understanding the positioning of sports brands in the Indonesian market is very important to formulate efficient marketing tactics and achieve competitive advantage (Hemmonsby, J., & Tichaawa, T.M., 2019).

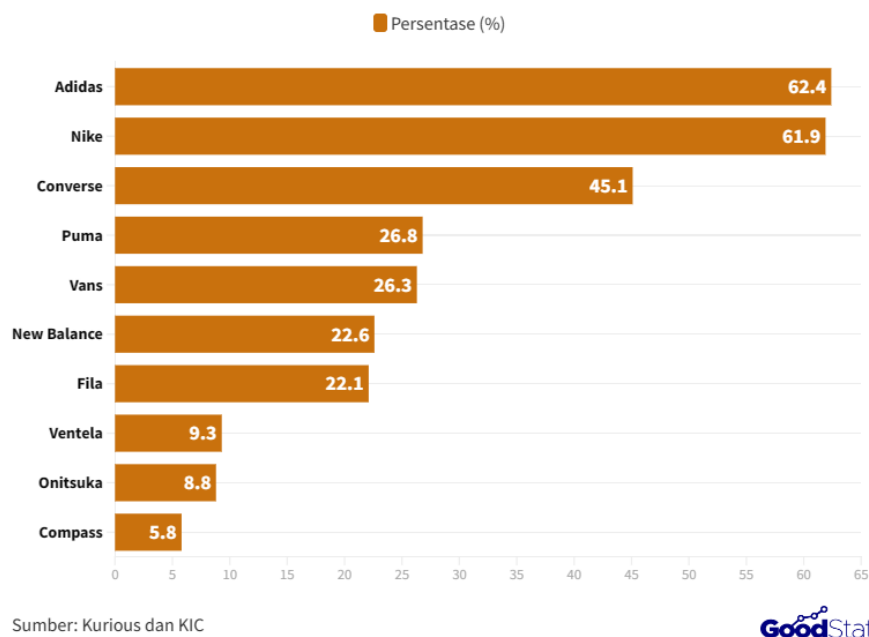


Figure 1. List of most preferred shoes (survey period 14-22 February 2023)

Source: (GoodStats, 2023)

Based on the graph above, Adidas is superior with a percentage of respondents of 62.4%. Nike is ranked second as the most preferred and most owned sneakers brand with a respective percentage of 61.9%. The fourth position is occupied by Puma with 26.8%. New balance occupies the sixth position with a percentage of 22.6.

In choosing sneakers, there are several considerations from respondents. Reasons for comfort, shoe color, price match, durability and brand reputation (GoodStats, 2023).

Due to its large and expanding consumer market, growing middle class, and increasing interest in sports and fitness, Indonesia has become a key market for many sports brands. According to data provided by Euromonitor International, the market for sports apparel in Indonesia has shown favourable growth over time. In 2019, the market for sports apparel in Indonesia experienced a significant increase, with a market value of approximately IDR 26.8 trillion (approximately USD 1.9 billion), surpassing previous years' figures. During the period between 2021 and 2025, the report predicts that the market will expand at a compound annual growth rate (CAGR) of 8.1% (Sportswear in Indonesia | Market Research Report, 2023).

The surge in demand can be attributed to a number of factors, including rising consumer health consciousness, a growing fascination with sports and fitness activities, and the influence of at leisure trends. In addition, the expansion of the middle class with higher disposable incomes has contributed significantly to the increased availability and purchasing potential of athletic apparel.

According to a report by CNBC Indonesia, the projected expansion of Indonesia's middle class from 74 million in 2020 to 135 million in 2030 presents a promising opportunity for sports brands seeking to penetrate this burgeoning consumer demographic. This growth in the middle class has resulted in increased disposable income and a higher demand for premium sports products (CNBC Indonesia, 2020).

Furthermore, there has been a growing inclination towards sports and physical fitness in Indonesia in recent times. As per the Kementrian Pemuda dan Olahraga, there was a rise in the count of officially registered sports clubs in Indonesia from 91,000 in 2016 to 116,000 in 2019. The burgeoning enthusiasm for sports has resulted in an escalating need for sports clothing and footwear, rendering Indonesia a highly appealing market for sports manufacturers (Kementerian Pemuda dan Olahraga, 2021).

Combining a large and expanding consumer market, a growing middle class, and a growing interest in sports and fitness, Nike, Adidas, Puma, New Balance, and Skechers have redirected their focus to the Indonesian market. The aforementioned corporations have been making commendable efforts to solidify their market standing in Indonesia, a region that boasts one of the largest and fastest-growing markets in Southeast Asia. It is anticipated that these particular brands will persist in their investment endeavors within the Indonesian market in the forthcoming years.

Sports brands positioning is very important in a highly competitive market, because sports brands must find ways to differentiate themselves from other sports brands and attract the right consumers. Sports corporations must strategize methods to establish a cohesive and robust brand identity, in addition to preserving their market standing.

The positioning of sports brands can have an impact on consumer perception and purchasing behavior. The selection of sports brands by consumers is frequently influenced by the brand's image and values, as well as its ability to cater to the needs and preferences of the consumer.

As an instance, Nike has been a popular brand in Indonesia for decades. The brand has been successful in positioning itself as a premium sports brand, with a focus on innovation, quality, and performance (BOLA.NET, 2019). Nike has been successful in establishing a loyal customer base in Indonesia due to the perception of its products as upscale and aspirational. Nike's marketing campaigns in Indonesia frequently feature prominent athletes, such as soccer player Cristiano Ronaldo and basketball player LeBron James, which has helped the brand connect with Indonesian consumers who idolize these athletes (Mengenai Nike: Kontrak Seumur Hidup Cristiano Ronaldo Dan Jordan Halaman

All, 2022)

In Indonesia, Adidas has been concentrating on the lifestyle and fashion aspects of its brand. The brand has been successful in positioning itself as a trendy and fashionable sports brand, with a range of products that cater to different consumer preferences. Adidas has achieved success by engaging in collaborations with Indonesian designers and influencers to produce exclusive merchandise and promotional initiatives that effectively appeal to the Indonesian consumer base (Bluecactus, 2022).

In addition, Nike has launched promotional campaigns that honour Indonesia's sports culture and patriotic spirit. During major sporting events such as the FIFA World Cup, Nike has launched promotional campaigns featuring Indonesian football players, such as Egy Maulana Vikri, in an effort to engage regional football fans and foster a sense of solidarity and support for the national team (Abdul Majid & Toni Bramantoro, 2018)

Puma, a relatively newcomer in the Indonesian market, has strategically established itself as a brand with a sporty and youthful image. The brand has effectively captured the attention of youthful demographic seeking stylish and contemporary athletic merchandise. Puma has engaged in collaborative efforts with Indonesian athletes and influencers to develop marketing strategies that effectively resonate with its intended demographic (okelifestlye, 2015).

Another high-end sports brand, New Balance, has been putting itself out there as a brand for serious athletes and fitness fans. The brand has been successful in creating a range of high-performance products that cater to different sports and fitness activities. New Balance has engaged in partnerships with regional fitness communities in Indonesia to develop promotional initiatives and activities that demonstrate the company's dedication to physical fitness and overall well-being.

Skechers, a lifestyle brand that provides a variety of sports products, has been positioning itself as a sports brand that is both comfortable and affordable. The brand has effectively targeted middle-class Indonesian consumers seeking affordable sports products that are both comfortable and stylish. Skechers has also been teaming up with Indonesian A-listers and influencers to spread the word about its products (marketeers, 2020).

Positioning appears as influential marketing management paradigm (Ries, 1969). Acknowledge positioning help customers know the real differences among competitors' products and helps create a distinctive brand image in the minds of consumers or brand value by shaping customer perceptions (C.W. and Zaitman, 1986).

RESEARCH METHOD

Research Design

This research refers to (Lee, Kim, & Won, 2018). The research design for this proposal is descriptive because this study aims to analyze the positioning of sports brands whose unit of analysis is people who use and buy within the last 1 year. The data collection time used in this study was cross sectional, because the data collection time was carried out for 1 period. Observation unit for environmental space in the province of Java.

Variables and Measurements

In this study using 13 indicators which are divided into 4P. The following describes each variable and its indicators. The measuring tool used is in the form of statement items using an interval scale, an interval scale is a scale that has levels and distances between 1

category and other categories in 1 variable. This study uses a five-point Likert scale to measure the level of agreement with a statement (from one, meaning "strongly disagree", to five, meaning "strongly agree").

Sampling procedures and data collection

The information used in this study is primary data obtained directly from respondents to answer hypothetical questions (Gumussoy & Koseoglu, 2016). Primary data collection was carried out by distributing questionnaires online and directly to respondents. Based on Hair et al., 2014 it was determined that the number of samples must be at least five times the number of indicators. The analysis uses 13 indicators, so the number of samples needed is $13 \times 7 = 91$. The sampling method is carried out by determining the target of the population elements that are thought to be the most suitable for collecting data. So not just anyone can be a respondent in research. Researchers look at the background, relationship, and interest of respondents to the sports brand under study.

The sampling method used in this study is non-probability sampling, meaning that not everyone has the same opportunity to become a respondent. The method of selecting a sample based on certain criteria or factors to make it suitable as a sample is known as a purposive sampling methodology (Ahmad et al., 2019).

This study evaluated five prominent sports brands. The following are the referred sport brands.

- 1) Nike
- 2) Adidas
- 3) Puma
- 4) New Balance
- 5) Skechers

The data collected directly by researchers through questionnaire distributed by the researcher online, based on the data collected by the researcher, the following results were obtained:

Table 1. Characteristics of Respondents by Gender

No.	Gender	Number of respondents	%
1	Male	46	46%
2	Female	54	54%
Total		100	100%

From the data collected through a questionnaire, there were 100 respondents who were divided into 2 Gender namely Male and Female. The existing data shows that the majority of respondents are female, namely 54% with 54 respondents.

Table 2. Characteristics of Respondents based on monthly income

No.	Income	Number of respondents	%
1	< Rp 4.000.000	53	53%

2	Rp 4.000.000 – Rp 6.000.000	26	26%
3	Rp 6.000.000 – Rp 8.000.000	10	10%
4	>Rp 8.000.0000	10	10%
TOTAL		100	100%

Based on table 2. regarding the characteristics of respondents based on income which is divided into four. The results show that the majority of respondents have an income of < IDR 4,000,000, there are 53 respondents with a percentage of 53%.

Table 3. Characteristics of Respondents based on sports brand purchases in a year

No	Many Purchases	Number Of Respondents	%
1	1-3 times	72	72%
2	3-5 times	19	19%
3	>5 times	9	9%
TOTAL		100	100%

Based on table 3. regarding the characteristics of respondents based on sports brand purchases which are divided into three. The results showed that the majority of respondents bought 1-3 times, namely 72 respondents with a percentage of 72%.

Table 4. Characteristics of Respondents based on budget spent on purchasing sports brands in a year

No	Expenses	Number Of Respondents	%
1	< Rp 500.000	5	5%
2	Rp 500.000 – Rp 1.000.000	32	32%
3	Rp 1.000.000 – Rp 3.000.000	44	44%
4	Rp 3.000.000 – Rp 5.000.000	12	12%
5	>Rp 5.000.000	7	7%
TOTAL		100	100%

From the data collected through a questionnaire, there were 100 respondents who were divided into 5 groups for the budget spent on sports brand purchases. Existing data shows that the majority of respondents spent Rp. 1,000,000 - Rp. 3,000,000 with 44 respondents or 44%.

Table 5. Characteristics of Respondents based on sporting goods that are often purchased

No	Sporting Goods	Number Of Respondents	%
1	Shoes	70	70%
2	Clothes	16	16%
3	Sports bag	6	6%
4	Accessories (Socks, Cap)	6	6%
5	Yoga outfits	2	2%
TOTAL		100	100%

Based on table 5 regarding the characteristics of respondents based on sporting goods which are divided into five. The results showed that the majority of respondents bought shoes, namely as many as 70 respondents with a percentage of 70%.

Data Analysis Methods

The technique used in this research is discriminant analysis. Discriminant analysis is a multivariate technique which includes Dependence Method, namely the existence of dependent and independent variables. Thus, there are variables whose results depend on the independent variable data. The special feature is the dependent variable data must be categorical data, namely data on a scale nominal or ordinal, while independent data is in the form of non-categorical data, namely data on an interval or ratio scale (Santoso, 2002). The multivariate form of discriminant analysis is Dependence, and then the dependent variable is the variable that forms the basis of discriminant analysis. The dependent variable can be code group 1 or group 2 or something else.

RELUST AND DISCUSSION

Positioning results

After grouping consumers with cluster analysis, then check the accuracy of the groupings formed. For that reason discriminant analysis was performed to model the discriminant function and see the accuracy of the grouping that is done as a reinforcement of these research objectives.

Tabel 6. Canonical Discriminant Function Coefficients

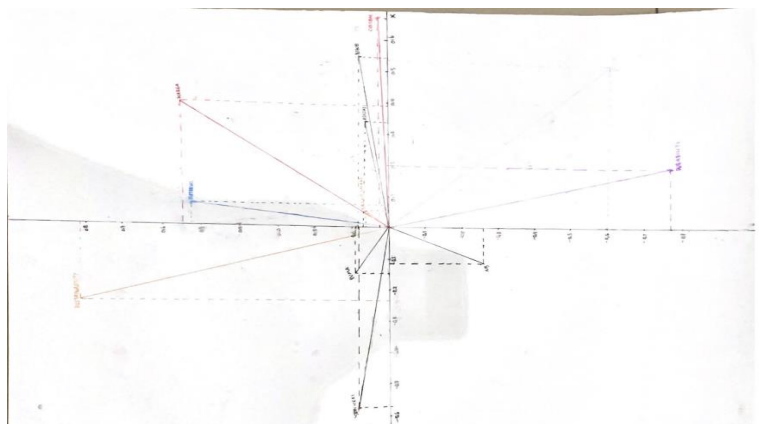
	Function			
	1	2	3	4
Harga	.398	.546	-.603	.048

Material	.080	.515	.529	-.721
Durability	.200	-.775	.219	-.119
Style	.544	-.605	.100	.673
Brand Image	.052	.057	-.443	.702
Customization	.644	.021	-.199	-.699
Sustainability	-.240	.811	.735	.515
(Constant)	-6.325	-1.750	-1.951	-1.627

Unstandardized coefficients

Brand	Function			
	1	2	3	4
1.00	.533	.044	-.073	.070
2.00	.327	.033	.165	-.052
3.00	-.159	.098	-.140	-.070
4.00	-.120	-.262	-.021	-.003
5.00	-.582	.086	.069	.055

Unstandardized canonical discriminant functions evaluated at group means



From the picture above we can conclude that attribute is the longest and closest to

the x-axis is the custom attribute, so custom is called the x-axis, while the attribute that is the longest and closest to the y-axis is the sustainability attribute, so sustainability is called the y-axis.

Tagline



Just do it to "Unleash Your Unique Power"

It highlights the brand's dedication to enabling people to showcase their uniqueness and potential with customizable items. It highlights Nike's competitive pricing strategy for accessibility to consumers. It highlights Nike's commitment to using sustainable materials and offering quality products that match customers' values.



Impossible is nothing to "Crafted for You, Designed for All"

It emphasizes the brand's focus on customizing products for customers' style and performance. It also emphasizes Adidas' commitment to affordable pricing for all. Finally, it emphasizes Adidas' use of premium materials for durability, comfort, and sustainability.



Let's make excellent happen to "Let's achieve greatness"

Action and a shared commitment to striving for exceptional outcomes or accomplishments. It conveys the idea of setting high standards and working together to reach extraordinary levels of success.



Forever faster to "Endlessly swifter"

Conveys the idea of continuous improvement and constant progress. It suggests a relentless pursuit of speed, agility, and advancement, without any limitations or boundaries. It represents a commitment to always push forward and be at the forefront of performance and innovation.



We won't split on you to "We stand united"

Signifies a commitment to unity and solidarity. It implies that there will be no division or separation, and that everyone involved will remain together and support one another. The phrase conveys a sense of loyalty, strength, and togetherness, emphasizing the importance of collaboration and a shared purpose.

CONCLUSION AND RECOMENDATION

Conclusion

- 1) Consumers can easily get and buy sports shoes from the Nike, Adidas, Puma, and New Balance brands. Apart from trying to go directly to offline stores, consumers like to shop via e-commerce.
- 2) Each sports brand has its own advantages. For example, Nike because it uses sustainable innovation so it doesn't damage the environment.
- 3) The more frequently consumers search for information, the more advertisements displayed will attract consumers' attention. As well as the use of influencers for sports brands to make consumers confident and increase brand awareness of the product.

- 4) One of the New Balance sports shoe brands, the price is quite affordable so that all people can buy and use it. And because this brand is in great demand, stores stock a large selection of models and consumers also don't mind paying more if it matches the quality.

Saran

Based on the research that has been done, there are several suggestions that can be made for future research:

- 1) Future research can examine segmenting and targeting.
- 2) Future research can develop individuals who buy and use sport brands without any time limit.
- 3) Further research is suggested to develop research by adding research observation units not only on the island of Java.
- 4) To develop further research, it is expected to conduct research with a long time.
- 5) It is hoped that more respondents will be obtained so that it is more accurate and optimal.

DAFTAR PUSTAKA

- Abel, A. (1983). Market Structure and the Durability of Goods'. *Review of Economic Studies* .
- bluecactus. (2022, Mei 2017). Retrieved from <https://bluecactus.blue/what-is-skechers-marketing-strategy/>
- Bluecactus. (2022, mei 9). Retrieved from <https://bluecactus.blue/what-is-new-balances-marketing-strategy/>
- BOLA.NET. (2019, september 9). Retrieved from <https://www.bola.net/champions/kontrak-dengan-nike-cristiano-ronaldo-dapatkan-rp253-miliar-per-tahun-ad2f05.html>
- bolatime.com. (2023, JUNE 15). *BOLA INDONESIA* . Retrieved from <https://www.bolaitimes.com/bolaindonesia/2023/06/15/160000/momen-timnas-indonesia-pakai-jersey-merek-kenamaan-dari-adidas-hingga-nike>
- C.W. and Zaitman, G. (. (1986). "Strategic brand concept image management",. *Journal of Marketing, Vol. 50 No. 4*, pp. 135-145.
- Crawford, C. (1985). A new positioning topology". *Journal of Product Innovation Management*, pp. 243-253.
- Djumarno, S. A. (2019). "Effect of Product Quality and Price on Customer Loyalty. *International Tourism and Hospitality Journal* .
- Gilmore, J. H., & and B..Joseph Pine, I. (2000). Markets of one: creating customer-unique value through mass customization. *Havard Business School Publishing*.
- Goodland, R. (1995). The concept of Environmental Sustainability . *Annual review of ecology and systematics. volume 26* .
- GoodStats. (2023, June 20). Retrieved from <https://goodstats.id/article/daftar-merek-sepatu-yang-paling-disukai-masyarakat-adidas-teratas-Fb0CA>
- Hemmonsbey, J., & Tichaawa, T.M. . (2019). *Strategic planning of sport tourism events on destination brands: Examining the role of home-grown sport* . Retrieved from Geojournal of Tourism and Geosites, : <https://doi.org/10.30892/gtg.26310-398>
- Hemmonsbey, J., & Tichaawa, T.M. (2020). *Brand messages that influence the sport tourism experience: the case of South Africa*. Retrieved from <https://doi.org/10.1080/14775085.2020.1822200>

- Jung-Hee Jung and Ill-Gwang Kim. (2015). Relationship between Brand Perception, Brand Identification, Brand Emotion and Brand Loyalty for Sports Event Sponsor Company. *Indian Journal of Science and Technology*,.
- Lee, J., Kim, Y., & Won, a. J. (2018). sports brand positioning . *International Journal of sports marketing and sponsorship*.
- marketeers. (2020, Maret 18). Retrieved from <https://www.marketeers.com/gaya-komunikasi-baru-puma-hadirkan-influencer-virtual/>
- Moutinho, C. V. (2009). Brand relationships through brand reputation and brand tribalism. *Journal of Business Research* 62.
- okelifestlye. (2015, agustus 15). *lifestyle.okezone.com*.
- Perreault, D. J. (1996). Essentials of Marketing: A Global Managerial Approach,. *10th ed., McGraw- Hill Irwin, Boston*,, pp. 72-75.
- Razzaghi, M. R. (2009). Cultural patterns in product design ideas: Comparisons between Australian and Iranian student concepts. *Design Studies*, 30(4).
- Ries, A. a. (1969). “Positioning is a game people play in today’s me-too market place”,. *Industrial Marketing*, Vol. 54 No. 6, , pp. 51-55.
- Sudhakar, Abdullah Malik and Bushan D. (2014). Instrument for brand positioning and sports celebrity endorsement in measuring purchase intention of consumers. *International Journal of Education & Management Studies*, 2014, 4(4), 255-262.