



# **EXAMINATION INTO YOUTH BRAND LOYALTY THE SPORTSWEAR INDUSTRY**

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## **ABSTRACT**

Brand loyalty is one of the essential marketing elements in society which has great place for creating market share and provide numerous customer. Organizations utilize from it in different industry areas, so it has potential influence over the purchasers' attitudes and their decision-making process. The ensuing study was investigated various approaches based on research questions about customer behavior, especially young consumers and creating brand loyalty in Sportswear Industry.

This examination begins with introduction, background and problem discuss which you can get initial information about brand loyalty after that we had discussed on large scale with literature review and empirical data. You can learn our investigation purposes and result with statistical information in empirical data, finally sources and our investigation books noted. The main task that researcher tried to learn the importance of Branding in Azerbaijan Sportswear Industry and its buyers over the various groups of people. Young purchasers are more essential target group in comparison with other age groups in Sportswear and their attitudes would explore attentively too.

According to Keller (1998), brand awareness can be considered as skill to determine the brand under various conditions and it has two vital indicators, brand recognition and brand recall. The building brand loyalty consider an important factor over the Sportswear industry and other sectors of industry hence companies are able to get more benefit and provide sustainable development with use of it. Some characteristics play a vital role in creating loyalty and provide brand identity which discussed on the dissertation by researcher.

One of the main purpose of this investigation is to determine Sportswear organizations and effects of them over the market and we also want to build brand

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loyalty and attract organization for creating various brand and loyalty in society because loyalty cause to improve companies' position in market and it can influence market share and consumers' behavior. From another side, it supports to developed industry force of country when organization provide costumers' needs and wants in that case buyer will not interested with foreign companies' suggests. Local brands also manage to attract other states to our country for trade and it will show a great effects over the export and import procedures

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# 1. INTRODUCTION

*This chapter manages to ensure an introduction of the topic. Firstly, the background and the definition of brand loyalty give, after that problem discussion where the exploration will be discussed. On the subsequent stage, research objective and those questions are going to present. Finally, some limitations and summary of dissertation are described.*

## 1.1 BACKGROUND

It has an important factor for brand that they endeavor to acquire competitive advantage in each possible way. In building a strong brand, consumer can know brand with their names, design and other combinations of these. Now, many things have been branded for make an easy choice for consumers to purchase products hence they will be able to appreciate brands and come back to (Armstrong et al., 2009).

If brand has competitive advantage in markets and customers manage to see this value in the certain product, in that case they will most likely repurchase it again (Aaker, 1991). There are some consumers which they are loyal towards your brand is something that each has such buyers, thus the brand should prioritize this consumer as they are a great source of possible revenue (Roy, 2011). Brand loyalty as various factors for consumers to adopt in which is buying decisions, behavioral response, and it also has to be a psychological evaluation process was said by Jacob and Kyner (1973).



Some managers should attempt to determine these customers who have similar tendencies among each other (Hanzaee et al., 2011). Attracting customers to each brand is mainly related with a way which is to create brand loyalty (Jacoby and Kyner, 1973). The vital fact in investigation is that the more surrounded customers are with a brand, the more loyal the consumers will be able to towards the brand (Quester and Lim, 2003). Quester and Lim (2003) emphasize the significance that research must discuss the concept of commodity involvement from the perspective of the customer more than the product. Hence, it is customer-defined concept as consumer answer and involved with products. Another side Kapferer and Laurent (1985) had discussed consumers' commitment such as their feelings, thoughts, and attitudes for products. Involved customers have great reactions when exposed to a determined product, such as advertising. Commodity involvement is now often saw as a substantial step of a branding strategy (Kapferer and Laurent, 1985).

### **1.1.1 Review of Brand Loyalty Definitions**

Brand loyalty can be determined with various meanings, but mostly brand loyalty is that people adopted to their favorite brand and their purchases occurred frequently. Another side brand loyalty manage to consider the consequence of consumer attitudes and is related with their preferences. Brand loyalty is true when consumers have a great interest toward brand and repurchase of a brand's goods. Companies consider that brand loyalty is a necessary tool for them, so companies can earn benefit from consumers' willingness toward brand with a slight rise in price, less cost of serving and sophisticated opportunity of bringing new consumers to brand (Sasser and Reichheld, 1990)

According to Amine (1998), brand loyalty has two essential approaches: One of them is behavioral which can cause customer to hold repurchase of the brand over

the time and indicates brand loyalty to them. Another perspective is from the attitude which is the important condition of brand loyalty but it is not sufficient to prove authenticity of the brand loyalty. Verbal reports of loyalty are not sufficient for determination of loyalty either as these reports should be related with the consumers' loyal behavior of purchasing to be determined as brand loyalty. Philip Kotler (1994), father of marketing, determine the four stages of brand loyalty which they are as followings:

1. Hard-core loyal -These people are loyal customer which purchase the unusual brand over the time
2. Split Loyal-Such customers mainly buy two or three brands
3. Shifting Loyal-Consumer that they are moving from one brand two another
4. Switchers-Customers are not loyal to any brand .They are looking for bargains or looking for something different.

## **1.2 PROBLEM DISCUSSION**

So discussed previous in section 1.1, brand loyalty has more essential marketing tool and modern time it can influence to customer satisfaction and their behaviour. The creating of a strong and positive brand mainly leads to advantage of a particular brand among the consumers, when it can affect to creating brand loyalty over time.

Loyalty has a high degree of bonding between customer and a brand. Furthermore, loyal customers are not willing to switch brands and prefer to stick with a brand that they feel comfortable and satisfied with (Rosenbaum-Elliott et al, 2011). Some consumers who are loyal towards a brand are also less price sensitive and open to pay a sophisticated price for a specific brand compared with other alternatives, since purchasers may perceive a unique value in the brand. Another preference for companies with brand loyal customers is the fact that it

can lead to market benefits. Companies get trade advantage and do not need to advertise as much as firms without loyal customers (Chaudhuri & Holbrook, 2001). Marketing advantages can also be obtained from increased word of mouth among brand loyal customers (Dick & Basu, 1994) resulting in sophisticated profitability (Chaudhuri & Holbrook, 2001).

Jacoby and Kyner (1973) argue for whether or not a customer is brand loyal or if the consumer only has a repeated purchase behaviour. A consumer who only purchases a brand because it is the cheapest compared to another consumer who actually buys the brand due to satisfaction are examples of different types of brand loyalty (Jacoby & Kyner, 1973). Mittal and Kamakura (2001) mean that consumers who have repeated purchase behaviour are less sensitive if changes in satisfaction would arise compared to brand loyal consumers. There are also investigates that show a difference in products that are returned after purchase. Consumers who are purchasing a product due to satisfaction rather than repeated purchase behaviour are little likely to return the product to the store (Mittal & Kamakura, 2001).

Evaluation of brand loyalty is one of the essential factor in the modern world market. So above matters also explain us brand loyalty can influence relationship among companies and customers, it can lead to increasing company benefits in long-term period. Although brand loyalty is popular enough but it examined rarely that is why it do not teach as a subject in Azerbaijan.

Brand loyalty is not interested in people because Azerbaijan people give advantage to purchase low price products in that case they do not have loyalty with any companies mainly. Some luxurious persons can purchase high price product that is why they are not interested with product price and they just give advantage to buy brands without depending price of it. Author has been selected brand loyalty because of mentioned reasons can show the importance of it. Hence, this study is going to respond following questions of what companies hope to

achieve and how they can determine right people and how can they measure what they achieved.

## **1.3 RESEARCH AIM & RESEARCH QUESTIONS**

### **1.3.1 Overall Aim**

Problem discuss had already mentioned above, the objective of this investigation is to determine greater comprehending of brand loyalty and its implementation as a main part of marketing management in The Sportswear industry of Azerbaijan and research youth population attitudes.

### **1.3.2 Research Questions**

You can see three important questions which have been made and will help us in order to achieve the purpose:

- ❖ RQ1. How do we create loyalty with use of branding?
- ❖ RQ2. How do product-branding efforts affect various aged groups of people in society?
- ❖ RQ3. How does lifestyle clothing branding affect younger consumers and a role of lifestyle sportswear branding influence younger customers?

These three research questions are pointed theoretically in literature review and the same questions are responded in the section of data analysis in the basis of empirical data gathered.

## 2. LITERATURE REVIEW

**I**n this chapter, we will discuss research questions which has already talked about it in previous learning. Literature review begins with creating loyalty with using brand, its influences over the various age groups of people and especially young consumers' attitude toward brands.

### 2.1 FACTORS INFLUENCING A BRAND

According to Ramil Jabbarov(2018),Brand is that one seller or one group of seller determine product and services with several ways they create difference among competitors. These ways are use of specific name, symbol, design and several of them as a combination.

There are thousands of internal and external affecting factors, but this investigation focuses on the perceived quality, price and the value proposition to make a greater linkage to consumers. Perceived quality is a brand association that has the most effect on brands as it drives financial performance due to the fact that perceived quality is associated to how a brand is perceived in the buyers' minds. Creating a high perception of quality requires the understanding of what quality actually means to consumers. According to Aaker (1996 p.17) studies had shown that anticipated quality provides to a organization's return on investment (ROI) by prices and market share. Another learning discloses that recognized quality is a extensive driver of consumer satisfaction. Hence, when a brand invests in their perceived quality, ROI will rise in turn. (Aaker, 1996, p. 17-20) The price is also a powerful affecting indicator on brands. Various consumers have various price opening and clarify prices in various forms. When a price, for example , is computed to be very high corresponding to the advantages a commodity appears not value the money. However, a greater price manage also be a pointer for

sophisticated quality. Whereas, a minor price is often associated with inferior quality. Therefore, a firm must comprehend the multifaceted structure in positions of pricing to save the influence on a brand at a modest level. In the centre of the value suggestion are purposeful, sensitive, and self-expressive advantages which should drive customer's buying decision and thus, have an effect on the brand. Functional uses are the most obvious benefits based on commodity characteristics which associate exactly to the performing of the product or service. A brand ought to have an important functional advantage that is various to opponents in order to make a direct connection between the purchaser and the brand. For instance, when a graphical symbol is established in a customer's mind, the brand will earn more brand recognition and recall. Another functional advantage could be a country source organization which is a quality pointer and adds credibility to the brand. Moreover, when the utilize of a special brand suggests positive moods by the buyers, then the brand delivers emotional benefits that frequently lead to brand loyalty. A brand should also provide a self-expressive use which means a customer manage connect himself or herself with the brand personality through corporate elements. For example, when a purchaser wants himself or herself to be seen as strong, powerful, and successful he or she will decide to purchase a premium brand rather than a moderate brand. Though, each consumer has various positions and connected ideal self-images, a brand should deliver a concept to fulfil his or her need for self-expression in order to build long-term relationships. (Aaker, 1996, p. 95-103, p. 153-170; Kotler & Keller, 2016, p. 150-153)

### **2.1.1 Brand Loyalty As An Important Marketing Tool**

Brand loyalty is such as consumer attitudes pattern where purchasers become committed to a special brand and building repeat consumes again over periodical time. That is why, organization makes a creative marketing strategies, hence loyalty or to reward programs and other incentives as free samples to create

brand loyalty. Nowadays, brands begin to develop high level, and it plays essential role in life-cycle of organization. The building of positive and strong brand generally lead to attract customer attention and cause to create their interest towards organization that are called such a brand loyalty. Loyalty can indicate as long-term relationship between products and consumers. So, if each purchaser are loyal to one brand in that case they are not interested with other companies' suggests and their brands, as faithful friend. Brands also should provide consumers 'needs, and interests, another case brand loyalty can decrease among their purchase. Innovation and technology supporting to keep stable the brand loyalty because many buyers always attempt to adjust modern technology products that contain various specialties itself. Loyal consumers do not draw attention to prices of brand frequently hence they just want to provide their needs and interests that's why they select one brand or organization and try to keep loyalty towards it. Brand loyalty can also create marketing advantage for organization in which loyal customer speak about your brands in community with word of mouth, so this process manage to increase brand reputation and loyalty among purchasers.(Dich and Basu 1994). Two important indicators have which influence achieving brand loyalty: Satisfaction and Trust. If company's product can satisfy consumer in the that case they want to repurchase this product and it will be habit with certain period but low satisfaction cause to decrease the amount of purchasers, and brand loyalty. Trust is another key factor for providing brand loyalty among buyers hence it is the most important issue, consumer should believe quality of product and its importance. Organization draw attention to the creating consumer reliability because they know that it can give more benefits. Benefits of brand loyalty can be classified as followings:

- Companies can accept the product extensions
- Protect from foreign effects with the cutting of prices
- Cause making barriers to entry for other competitors enter the market

- Companies provide competitive advantages with it
- Create willing to pay high prices
- Attracting new purchasers

Freid Reichheld who is one of the most famous writers about brand loyalty which he considers that customer loyalty can give dramatic effects on profitability but new research indicates that relationship between customer loyalty, and financial issues such as organization profitability and stock-market outcomes are not suitable for as saying once convinced. So, we can also state several keys influencing indicators which have a great role in the building brand loyalty. Purchasers perceived value, brand trust, buyer satisfaction and commitment can be considered as key factors of creating brand loyalty. According to Byron Sharp, longer term purchasers are much less sensitive than shorter term because it is more difficult for them to absolutely stop utilizing the brand.

### **2.1.2 Consumer Problem Solving And Buying Process**

Firstly, I want to begin with introducing level of involvement and forms of problem-solving procedures. We can state that a person's level of the involvement of purchasers' interest in a community in a special condition which influences the form of problem-solving process used. Permanent involvement is a continued enthusiasm in a product class because of particular pertinence though circumstantial involvement is a short-lived interest come from the special occurrence and conditions where purchasers find themselves. We can show three types of customer problem-solving; arranged answer attitude, restricted problem-solving and lengthened problem-solving.

Consumers mainly draw attention arranged answer attitude because buying often purchased low-cost items demand little investigate and opinion attempt. Restricted problem-solving is utilized for commodity bought infrequently which



purchasers need to know data about an unknown brand in an explored commodity group. The last time is lengthened problem-solving which consumers use from it when buying an unusual, high price, and infrequently purchased product. Secondly, we should know the phase of the customer buying decision procedures. Hence, the customer buying procedures consist of five stages which they are as followings:

- Problem Identification
- Data inspection
- Assessment of alternatives
- Purchase and post-purchase assessment

All of these stages cannot cover all purchasing procedures or all consumer decision don't include these five stages. Problem Identification become when purchasers are aware of a dissimilarity between a request state and a real situation. After identification, purchasers need to collect information about brand and it also supports to identify suitable product for them and satisfy the need. In Subsequent stage, they also should assess other alternatives with compare rate, quality and rank of various products. Finally, consumers purchase products and determine quality and actual performance. Circumstantial effects can also affect the customer purchasing decision-making procedures. So, they care foreign circumstances or orders occurring when a customer make a decision. We can show several circumstantial effects as time, purchaser's mood and reasons for buy. Psychological effects have also a great role in determine consumers' general attitudes which influence their behavior. Perception, motives, personality, learning and their life styles can be indicated as psychological effects.

On another hand, social effects are the other important factor which has influence over the customer behavior. I want to give several instances for social hence

positions, family, reference groups, culture and modern approaches of society have a strong effect over the decision-making procedures. There are several factors which can cause in consumer decision-making process. Before, organization create selling process based on B2B (Business to Business) marketing hence this form of approach did not care consumers' need and interest. Nowadays, this structure changes from B2B to B2C (Business to Consumer) in their organization draw attention to consumer satisfaction and all of the selling process build based on purchasers and their opinion. That is why, various factors begin to play important role over selling issues of organization. Some essential ones can be pointed as followings:

- Price
- Promotion
- Place
- Quality
- Design
- Brand or usual product and other factors

These are the important factors when organization wants to enter new market and focus on a great market share. So, all of them will cover our survey questions on subsequent stage. Some vital information will help us for understand the importance of these factors.

**Price**-Nowadays, price is the first key point among several indicators for consumer during the process of selection stated by Ilkin Manafov(2012).It is a quantity of payment for product and service between relationship buyers and sellers. It has several types such as buying prices, selling prices, transaction prices and trading prices. This factor plays an important role in decision-making procedure among different levels of people. Some people prefer expensive and brand products who are the rich, another group gives advantage middle price which is suitable for their budget and other people who are the poor, and they just

want to buy something for needs mainly, no interests. This factor mainly depend on people monthly salary and shopping can be classified for this reason.

**Promotion**-In marketing, promotion is any type of marketing communication channels which influence consumers and attract their thing and opinions about products, services and different brands. It is the vital element in marketing mix which consist of product, price, promotion and places. Promotion support to provide people with information about product, enhance demand. In Modern term, social networks play an important role for promote brands. Advertisement and PR is the most important marketing communication tool for promote goods and services. Last terms, companies advertise them over social networks as Facebook, Instagram and others which are the more favorable in comparison with traditional marketing promotion tools.

**Place**-This also consider another essential factor which affects consumer's opinion hence this factor can change from buyer to buyer because someone wants to purchase product from expensive places such as Malls, Hypermarkets and Boutique on another side such consumers don't draw attention to place factors thus they just prefer quality and price factor in buying process. One group of people do shopping from online websites and another can go to foreign countries for purchase something.

**Quality**-It is another essential factor of product which many consumers prefer quality of product in comparison to design and price, some people are different, but they are exception.

**Design**-It is mainly related with external appearance of product and create new plan for company. Another word, It has connection both product and service. Many employees design who devises course of action focus on becoming different existing conditions into advantage ones.

**Brand or usual product**-There are various differences between brand and usual product thus everybody buys something but some people can purchase brand because brand has high price and more expensive than simple product. However, this does not depend on only money hence some rich person does not give attention to brand. As a result, personality and other personal features also affect to buy product which we talked about it on previous writes. Creating difference is a key feature between brand and usual product.

## **2.2 CREATING LOYALTY WITH USE OF BRANDING IN SOCIETY**

A brand can be determined as following to Ross and Harridine(2007): Service, person, place and a determinable commodity increase that the customer or user accept suitable, unique added values which are relevant their needs especially. Moreover, the consequence of its success from being able to sustain these added values in the face of competition. Furthermore, Keller determine brand awareness such the ability to identify a brand under various conditions, and gather that it consist of brand recognition and brand recall. He considered that brand awareness is important because it can enhance the likelihood of the brand being part of and chose from a consideration set and ultimately strengthens brand associations, and the resultant brand image(as told in Kwang-Ho, Minsung&Won-Moo,2011). For the thing of Gustafsson, a broad difference of programs developed and implemented to rise customer loyalty. The objective of most these programs are consumers' functional and economic benefits (for instance: price-discounts, coupons).

These forms of loyalty programs are essential but not an enough condition to tremendously increase multifaceted customer loyalty. Growing customer loyalty entirely demand a customized strategy of marketing that differs by every various forms of loyalty (Kwang-Ho etal.2011). According to Dick and Basu,

loyalty can be categorized as four types: true, latent, spurious and low loyalty (Kwang-Ho et al....2011).

Ganesh divide loyalty attitudes into two important groups, so that active loyalty covers positive word-of-mouth and additional sales, whereas passive loyalty can be determined service maintenance. In Addition, brand community suggest a place for committed users to express the improvement of their brand and put their complaints about bad experiences with their brand (Kwang-Ho et al....2011).Schappe cited that some expressions appear from highly dedicated users which has the great relationship between community commitment and constructive statement of disagreement from brand attached purchasers. (Kwang-Ho et al., 2011). From one side, McAlexander a brand community is frequently determined regarding relationship in which the consumer is established, contain ties between the purchaser and the brand, between the purchaser and the company, between the customer and the product in purchase and among partner customers.

Kelly and Thibaut consider that the repurchase motive has been broadly determined and greatly investigate in social psychology and marketing. In social transaction theory and the investment model within social psychology, buy intention again is defined as relationship sustenance. (Kwang-Ho et al., 2011). According to Morgan and Hunt, they consider that learning in marketing channel management or in organizational attitudes develop a thought repurchase intention concerning relational engagement, because an intention to hold the tie. Brand communities make loyalty, causing the consumer has in mind to keep the connection, and ultimately repurchase your commodity (Kwang-Ho et al., 2011)

## **2.3 PRODUCT-BRANDING EFFORTS TO VARIOUS AGE GROUPS OF PEOPLE IN SOCIETY**

In the modern market, people's behavior is the most essential factor and it can be shaped with motivation and perception. This thing can be determined by Hilgard because an orientation approach and a readiness to answer in preplanned way to connected objects, cases and other things (Strizhokoya, Coulter/Price 2008). The brands mainly provide firms with great opportunity to discriminate own commodity suggests and add consumers with data about the commodity, especially its quality and self-identify which was pointed by Erdem and Swait(In Strizhakova et al.,2008).

Askeaard told that, brands also have been a great part of interplay of ideologies that structure marketplace interactions and social life, in the modern purchaser culture. Creating of strong brand, purchasers over the world give advantage to purchase brand products against unbranded commodities (stated in Strizhokoya et al., 2008). Some investigates indicate that a vital body of work is connecting with purchaser use of signals of brand quality and self-identify which it can increase sales, and brand loyalty (Holt 2004,Swait and Erdem 2007,Sprott 2009).

As additional, he also stated that the better customer utilize of branded commodities as signals of quality and self-identity, the greater the necessary to associate with branded products, and the greatest utilize of brands as signals of quality and self-identity, the better the buyers of brands(Strizhokoya et al.,2008).

Grouping of the people accords to age is another important key factor for marketers. Hite stated that the age is the vital for the creating strong brand loyalty among people because young purchasers is the keystone for the marketer which support them for predict future purchase decisions made and affected by children when they were adults. He another offer is that decision -making skills arise

throughout childhood hence reliance is mainly created in children as young as approximately two year old. (Ross/Harradine, 2004). In spite of, essential investigate over buying attitudes and branding exist, it is not suitable to consider that this can be done to younger purchasers (Ross and Harradine, 2004). Edgecliffe-Johnson quotes Roedder John as following: Children are not able to see brands in the same way as adults, so advertisers should understand this point in advance. Children may recognize a brand in seven or eight age but advertisers are not able to utilize the information in the same way. According to their opinion, a brand is something which is familiar, a point of reference. People can be dividing different groups of potential purchasers which are called as Market segmentation. They manage to create one or more segments with utilizing special segmentation criteria.(Martins 2009,p 30). It has general agreement that demographic changing are suitable segmentation substructure for examination (Martins 2009, p.31).

The New media plays an important role, hence parents are not been able to discover to this media at the same period as their children, because they cannot comprehend new marketing communication tools, and importance of the internet, cell phones and PC games. The children can get new data from coequals after that they decide to share this data with parents. This case to affect their parent's utilization and decision-making. (Ross and Harradine, 2007)

## **2.4 LIFESTYLE CLOTHING BRANDING AFFECT TO YOUNGER CONSUMERS IN SPORTSWEAR INDUSTRY**

Chisnall stated that the mass media especially TV play more important role in attracting children to modern brands and types of it and introducing charming representation of modern life-styles, the projected agreement of social achievement mainly connected with purchasing (Ross and Harradine,2007). Another assignment for marketer is to comprehend the main place of children as

customer hence they want to create a long-term and beneficial relationship in the future career. Marketers' attention has increased generally toward relationship between branding and customer loyalty over recent years (Ross and Haradine, 2004).

Customer loyalty can provide companied with sustainable revenues which it obviously determines the benefits of successful brand creating in relation (Jobber 1998, Brassington and Petit 2000 and De Chernatony and McDonald 1998). Organizations manage to increase own sales and profits with pursue to get brand loyalty among young purchasers.(Ross and Harradine,2004). According to Brassington and Pettitt(2000) and Edgecliffe-Johnson(1999) stated that children are more essential objective for marketer because their wish to establish loyalty in purchaser life in advance. Moreover, Roedder and Gregan-Paxton (1995) don't agree that a little age group of consumers are covering a tremendously necessary role in buying clothing and sportswear.(Ross and Harradine,2004). Children do not have ever that it very good. Children's consuming competence is ascending in industrialized which was pointed by Tomkins. The annual profit of children to 12 in US measure at \$27.5 billion (Ross and Harradine).

Purchasers particularly express themselves over the brands which are suitable for them, and they are agreeable join to same brands greater conformity with customer self-esteem. It was stated by Jamal and Goode hence young purchasers mainly draw attention to quality level of modern brands and their reputation in society. As a result, they are deeply hopeful to repurchase such brands regularly. When purchaser's self-image and brand image are appropriate in that case organizations can provide positive behavior toward a brand .Correspondingly, Grubb and Grathwohl maintain that purchasers increase own self-concept by spending the psychological sides of products. This connection between customers' psychological qualified, in other sides, non -



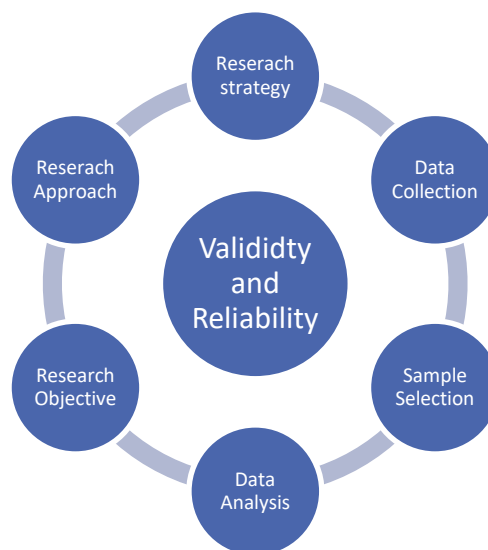
cognitive joint to brand association and their agreeable behavior, such as engagement toward a brand community.

The Sportswear industry is one of the important industry areas in the World. There are a lot of rivals, and they always try to get the greatest market share with creating brand loyalty. Organizations have various target groups in market which has great influence in organization work procedures. Moreover, the most essential target group in Sportswear Industry is considered as youth consumer because youngsters love more fashion and novelty in comparison with adults, and they are sensitive for the sport. The companies of sportswear offering are mainly different areas of sports, and they want to attract people's mind with interesting campaigns. Although, main target group is youngsters, companies also create brands for adult and old age group people. The great Sportswear companies often check market situation and analyze customer behavior as Nike, Adidas and Puma.

Nowadays, markets and product is growing so fast and first of all we should listen consumer and learn their needs exactly stated by Dennis Van Oossanen who is vice president and general manager of Nike. Oossanen also add that the digital transformation and a mobile check-out play vital role in creating customer satisfaction

### 3. METHODOLOGY

*This chapter covers a description of methods which will use to collect data for the investigation queries are doing to define. Holme and Solving (1997) pointed that a method is a key or access to calculate a problem and also obtaining new knowledge. This chapter commits as a guideline which it supports the reader manage to pursue how the aim of the study is surrounded. According to Foster (1998), there are several stages for to clarify the problems which researcher can make sure that the study accomplish demanded standards with using validity and reliability criteria. These steps showed as following figure 3.1.*



*Figure 3.1 Schematic Presentation of Investigation Methodolgy*

*Source: Referenced to Foster(1998).p81*

### 3.1 RESEARCH OBJECTIVE

According to Wiedersheim-Paul (2001), Yin (2003) and Saunders (2007) there are several types of objectives which use to accomplish a scholarly investigation. These types are Exploratory, Descriptive, Explanatory and we also will be able to talk about Analytical and Predictive types as additional.

Eriksson Wiedersheim-Paul(2001) pointed that, exploratory research learn is determining exploration that is appropriate when investigators are looking for new perception to obstacles and want to appraise phenomena in a new light. We can show three forms of organizing exploratory researches; a investigate of literature, speak with experts on the subject and conduct focus group interviews (Saunders et.al 2000)

Descriptive analysis or statistics does mainly that the name indicate they describe or compile raw information and create it which is explainable by people. They are analytics that demonstrate cases which occurred on the past, may be one minute ago, may be one year ago. This type of research objective is necessary because they permit to study about previous attitudes and comprehend how they could affect future outcomes

From another side, Saunders (2007) clarify that, explanatory investigation found random connections between variables. Bernard in Miles and Huberman(1994) also indicate that, explanation is determined as creating complex things recognizable by demonstrating how their element part adjust together according to same orders(page 90),particularly theory.

We can also talk about two other types of investigation which are Analytical and Predictive.

Predictive is one of the important research objectives hence, it is ability to get information what might happen. These analytics are about comprehending actions which will occur in the future. This type of objective maintain approximate calculation about the likelihood of a future consequence which companies utilize from it for determine actionable insights based on data. It also supports to forecast demand for inputs from the supply chain, operations and inventory

The last type of objective is Analytical Research which means carrying out analysis on a phenomenon. In many cases, it involves secondary data and consist of three parts.

➤ Reviews

A critical account of present comprehending

A meta-analysis is a quantitative form of review

➤ Historical Research

Accessing both primary and secondary sources to document past events

➤ Philosophical Research

Establishing current proof into a thorough theoretical model

This study is mainly descriptive as researcher reviews literature, develops a framework and gather data on organizations' purposes with brand loyalty, evaluation of The Sportswear Industry, as well as the selection process.

### **3.2 RESEARCH APPROACH**

To associate the science of this study, many approaches are studied especially , research design approaches (descriptive and explanatory), research nature (deductive and inductive),

### **3.2.1 Positivist / Phenomenologist**

The first thing that presents while an extremely large description is either the methodology of investigation which is being conducted as positivism and phenomenological according to Burrell and Morgan(1979), Gill and Johnson(1991), Morgan(1986) and Woodruffe(1996).

These are the approaches which are held responsible for providing the type of activities that a investigation takes up and the purposes it motives to win. Gill and Johnson (1991, pl32 ) thought that the essential intention afterwards electing positivism is because it cope with a scientific approach focusing on testing of theories. Positivism's vital impulse is to eliminate any subjective thing which is indefinite to being meaningless (ibid). Passive and Neutral approach and stimuli to positions and sensory inputs are broadly accountable to compose the fields of positivism (Gill and Johnson, 1991, pl34). The investigation has been prolonged to discover an suitable natural science model to learn society (Bhaskar, 1989) and the considerable field of responsibility is to carry ahead a scientific approach.

In that event, a advanced phrase has been combined together with positivism by the investigators to make their purposes clear that is phenomenology. Primarily, phenomenology is accountable for defining the understanding of the social moves and actions and their effect over the course of time were said by Daft and Wignton(1979) and Weber(1947). It gets into examinations in different involved aspects of the study. This exploration involve into learning the role of a consumer in purchasing readymade branded apparel according to Punjab and Haryana. The dealing of the investigation involves retailers and their sales supervisors in order to reflect their sales to buyers too. In agreement to the methodological side, this is principally a social activity in which different groups of people set their heads together to permit on a ordinary outlook of consuming an item. It is conceived that an adequate exploration methodology is the one which takes under regard the

different sides of reality was pointed by Burrell and Morgan (1979). Morgan (1986) stated that phenomenological approach is greater than the positivist approach who also claims that people who deal with the complicated view of a situation in an investigation are confirmed to be beneficial over those who act to focus on one side. They manage to think a deep prospect as they are able to learn obstacles from different sides of perspective and extract a number of various answers to make an effort these bad situations. On the contrary, the vital purpose of positivism is to establish how to symbolize the objective of the learning in application with the reality. This aim can be accomplished by the coming processes of investigation and design Cooper and Emory (1995)

### **3.2.2 Deductive/Inductive**

The essential characteristic between inductive and deductive approaches to investigation is that as long as a deductive approach is purposed and checking theory, an inductive approach is disturbed with the production of new theory arising from the data.

A deductive approach commonly starts with a hypothesis, although an inductive approach will generally use survey questions to limited area of the study.

For deductive approaches the importance is generally on causality, but inductive approaches the purpose is commonly attend to researching advanced phenomena or detect earlier investigated phenomena from a various outlook.

Inductive approaches are broadly connected with qualitative research, though deductive approaches are usually associated with quantitative research. However, there are no put orders and some qualitative studies may have a deductive adjustment.

A specialized inductive approach that is often mentioned to in exploration literature is prepared theory, established by Glaser and Strauss.

This way requires the researcher starting with a absolutely open mind without any prejudiced suggestions of what will be established. The objective is to produce a new theory form on the data.

The data investigation has been concluded the explorer must analyze existing theories in order to point their advanced theory within the discipline.

Founded theory is not a road to be used effortlessly. It demands comprehensive and duplicated analyze through the data and examining and re-analyzing diversified times in order to determine new theory. It is a way most excellent adapted to investigation projects in which there the phenomena to be researched has not been already examined.

The most necessary point to bring in brain when taking everything in mind whether to utilize an inductive or deductive approach is firstly the aim of your research; and secondly, the approaches that are best fitted to either test a hypothesis, investigate a advanced or showing place within the discipline, or to answer specific research queries

### **3.3 RESEARCH STRATEGY**

The objective of the disertation is to acquire a better comprehending of Brand Loyalty as a one of the most important tools of marketing management in Azerbaijani Sportswear Industry. According to Yin (2003),he considers that, there are five dominant strategies within social science which they are as followings; experiments, surveys, archival-analysis, history and case studies. Only quantitative survey is used for this research.

Quantitative Survey is a broadly used method in business investigation and admit connection to necessarily high numbers of players. The opportunity of online sites allow the expansive and low-cost distribution of surveys and the assembling of the responses. Though the advancementt of queries may appear easy, to improve a significant questionnaire that permit the responding of exploration questions is

hard. Questionnaires need to demand to respondents, cannot be too long, too obtrusive or too hard to comprehend. They also need to appreciate exactly the issue under exploration. From these causes it is also favorable, when desirable to use inquiry that are available on the market and have already been exhaustively approved. It is deeply for project suggested such as the one you need to accomplish for this course. When utilizing questionnaires results have to be made about the amount of the case and whether and when this is characteristics of the all people studied. Surveys can be carry out to the whole population, for instance to employees of a specific organisation.

### **3.4 DATA COLLECTION METHODS**

Data collection is a procedure of gathering information from all the suitable sources to discover responds to the investigation problem, evaluate the hypothesis and check the outcomes.

As suggested by Eriksson and Wiedersheim-Paul (1997), there are two types of data, secondary and primary data. Secondary data is a form of data that has already been printed in books, newspapers, magazines, journals, online portals etc. There is a prosperity of data accessible in these sources about your investigation field in business studies, nearly careless of the nature of the exploration field. Accordingly, a purpose of convenient set of criteria to choose secondary data to be utilized in the learning plays an essential position in terms of enhancing the levels of research validity and reliability.

Primary data assemblage techniques can be seperated into two groups: quantitative and qualitative.

Quantitative data collection methods are established in mathematical computings in different structures. Techniques of quantitative data combination and analysis contain inquiries with closed-ended questions, methods of correlation and regression, mean, mode and median and others



Qualitative investigation methods, on the contrary, do not involve numbers or mathematical calculations. Qualitative research is closely connected with words, sounds, feeling, emotions, colors and other elements that are non-quantifiable. Qualitative learning object to provide better level of depth of comprehending and qualitative data assemblage techniques contain interviews, surveys with open-ended questions, focus groups, observation, game or role-playing, case studies etc. Your selection between quantitative or qualitative techniques of data selection count on the field of your investigation and the nature of exploration purposes and objectives.

Our thesis is based on questionnaires or surveys with open-ended question which have several factors in collecting database

- Answers manage to analyze with quantitative techniques by assigning numerical values to Likert-type scales
- Consequences are commonly more accessible to analyze in comparison to qualitative methods
- Pretest/Posttest can be compared and measured

The author has some special questions to ask. These queries permit author to collect the data essential respond dissertation's investigation questions. Author is going to create survey questions about Brand Loyalty in Azerbaijani Sportswear Industry among youth group of people that these questions should help to determine considerable information about the purpose of thesis..

### **3.5 SAMPLE SELECTION**

In the sample for this investigation author has selected to analyze brand young population into Azerbaijani Sportswear Industry which is involved in brand loyalty. So, survey method is one of more popular research methods which researcher decided to use from it. We make a decision to create google survey for collecting data to formulating research database. Google survey is important tool

for companies in the investigate consumer decision-making and discover their interests and needs. Author create a survey blank and will share in different social networks, his target is to gather information from young people mainly but other age groups also will investigate. In there, people can be calssified as different age groups which they are as followings between 1 and 55 old and so our vital target group is Youth(19-39):

Youth women

Youth man

Youth married men and women

Author also had prepared some additional questions for investigate deeply and give some advices for local companies in Sportswear Industry. This thesis can support provide organizations with new strategies and methods which they can improve market share and market revenue with create brand products and increase brand loyalty factor in society.

### **3.6 DATA ANALYSIS**

Data analysis objective is to discover responds to the former defined investigation questions. Yin (2003) and Miles and Huberman (1994, p.10-11) stated that there are three coincident flows of activities. These three phases are defined as (ibid.):

#### **➤ Data reduction**

Choosing, focusing, clarifying, abstracting and converting the gathered data.

#### **➤ Data display**

after the data was deminished , it should be presented in an coordinated and compacted approach explained conclusion drawing. It supports to explorer to comprehend what is proceeding and either measure further or take action (ibid.).

### ➤ Conclusion drawing and verification:

Noting consistencies, motifs, clarification, possible configurations, casual flows and propositions (ibid.). After the data is accumulated author is going to dwindle and explained the data with the utilize of a with-in examination. A with-in case examination is interpreted by Miles and Huberman (1994) as the contrasting of the data collected against the theory consumed in the study.

Since the author has a single survey to study, the author is going to use a within survey analysis to measure the data collected.

## **3.7 QUALITY STANDARTDS**

Saunders et al., (2007) stated that, so as to provide the quality of the exploration and lowering the feasibility of accepting the false responds, consideration must be paid to specific prominence on investigation model, namely reliability and validity.

### **3.7.1 Validity**

According to Gummesson (2000), validity is the explorer's ability to consume hisand her approaches to learn what was programmed to be studied, rather than learning something else. Author was attentive to establish that the defendant actually comprehend the queries too. As the surveys were attended in Azerbaijan language and after translated to English, the uncertainty for explanation mistakes raised. However, author determine to control the questionnaires in Azerbaijan language since the respondents in other way might have misunderstood investigation questions or felt constrained with the language obstruction and thus not have written openly. So as to escape confusion, the survey guide was prepared in advance.

### **3.7.2 Reliability**

Zikmund (2000) clarified that, reliability mentions to the rate to which calculates are free from mistakes and hence can produce constant outcomes. The objective of reliability is explained by Yin (2003) as lowering the mistakes and biases in a learning. So as to make this study as reliable as attainable, the author has during the whole of this investigation determined the procedure of his learning. In addition, author has an survey guide which think about the conceptualisation of his study questions. On the other hand, the study has been arranged in a method so that any explorer can retrieve any appropriate material.

### **3.8 LIMITATIONS**

Due to the time limit, author made a decision to only focus on brand loyalty from the Sportswear organization's outlook. The learning has been previously further narrowed by only considering the utilize of Brand Loyalty in youth group of people operating within Sportswear industry in the capital city of Azerbaijan named Baku. Another limitation is related page quota because some data and charts can not be noted by author and analysis can not be deeply as so much.

## 4.EMPIRICAL DATA

*The empirical data gathered through the survey form will be presented in this chapter. The data gathered is going to be mentioned in the same order as the survey questions. Data gathered from various age group respondents about Branding and Loyalty in Azerbaijan Sportswear Industry will be offered.*

### 4.1 GENERAL ANALYSIS

Author had used Google Survey form for collecting of data and 425 respondents had participated in that survey. Firstly, I want to give some general information about my research after that I will explain all of features which has important relationship among indicators.

Women contain 50.1 % and men contain 49.9 % in that survey whereas the main target group of investigation is Youth (19-39 age group) that cover 80.2% over the all respondents and second major age group is children(6-18 age) and it equals to 9.6% of respondents. 13 respondents (3.1%) include up to 56 age group and another part of people cover 40-55 age and it equal to 30 persons (7.1%)

Majority people study universities about 73.6% and the second big group is pupils (14.3%).Some people reach high science level which they continue learning as professor (3.1%) and another part consist of masters and it equals 8.3% of respondents.

Examination mainly focus on Youth hence the great part of respondents is single (77.8%) and the rest of are married respondents (22.2%).

Unmarried persons' life style is flexible and they don't care such thing comparison with married ones hence they can purchase brand sportswear easy and in high price.

For the question about job, certain part of respondents note different places as work area, another part write "no" because main part of investigation consist of students hence they study universities that's why they don't have enough time for working and leaning. Author observed that state organizations have great place in comparison with own business centers for people which they work such places and earn monthly wages.

Let's start to explain 15 research questions based on survey form result. First question is about Marketers approach to investigation of consumers from childhood. We get different feedbacks from participators and their big part think that marketers can determine consumer characteristics and can sell and prepare product easy in the future when they already grow up and this thought contain 35.7 % another word 151 respondents agree with this opinion. Some people (23.6%) consider that marketer don't use such an approach and they see this investigation form as an unimportant form. Another group determine that it can be related with sales and advertising campaigns (18.9%). Respondents also comment on about it that they want to determine current demand for the products and services. Minor people (4%) think that marketer can make sale plans with determine customers from childhood.

Second question is about difference between brands and usual products. We put several chooses for respondents hence some customers (16%) consider higher price is the most important difference, others (19.8%) see the most necessary difference as high quality and creating difference is the most side of brands in comparison with usual products according to another group (26.4%). Minor people (3.1%) consider that design factor is the most essential difference between

them. The largest respondents confirm that all of those factors include the most important differences between brand and usual commodities in our country.

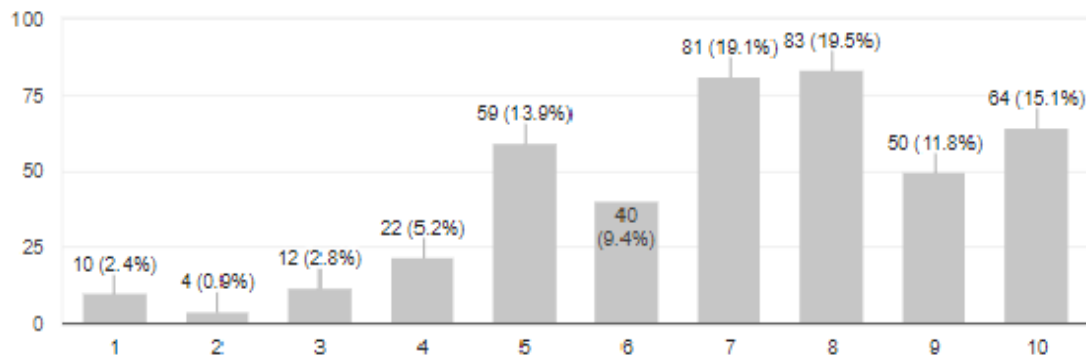
Third question is about type of products when people prefer to buy them hence 281 respondents purchase both brands and usual product. One group of answers give advantage to buy local commodities(48 respondents) whereas another group contain such people which they prefer to consume popular brands(95 respondents). Brands mainly is bought by rich persons and some youngsters also have interest to get new model products and brands.

Fourth question is about individual approach to commodities thus the certain part of participators give advantage goods quality (46%), price (14.1%), appearance (29.6%), being brand(3.1%) and corresponding to fashion(6.6%)

Fifth question is related place factor which you know that everybody prefer various places for shopping with different ways. Our data gives us that major consumers prefer such places which they can purchase both cheaper and more qualitative in comparison with other places hence these places may be boutique may be shopping center and usual markets (38.6%). Rich consumers mainly draw attention to go to Boutique where special brands is sold and they consider that such commodities are higher level according to quality and appearance, its group contain 25.2 %. According to financial situation, another part of purchasers prefer less elegant places such as Bina, Sadarak shopping center where the poor can find commodities which is corresponding their budget, such people contain 19.8%. I want to give a little fact to you hence some rich consumers also give attention to purchase the same places because they don't like to paid so much money for clothing. Nowadays, E-commerce develop day by day thus one group of purchasers think that they can order any products from social network and get higher quality products with less cost than others(11.3%). The last group people stated that we prefer to visit somewhere when we want to purchase clothing especially sportswear. Actually such people play less importance in the survey

which they can contain 5.2% hence this indicator is so less but developing of economy gives reason us for say that after several years great part of people prefer to order clothing from foreign countries over their official web sites.

425 responses



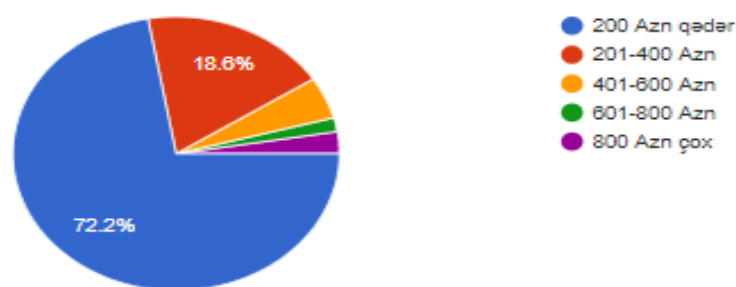
This graph gives us important information about our research objective. So, we try to learn the importance of branding over the Sportswear Industry in Azerbaijan.

425 respondents give different value for this question, now we will explain our chart result. Generally, we can say that majority think that branding is important factor in The Sportswear Industry. Ten respondents value this importance with one point and it equals 2.4% of answers. Four people (0, 9%) consider that branding is corresponding 2 point importance. From two point, the amount of consumers begin to increase and 12 respondents (2.8%) value that with three point. Another group (22 respondents) give a four point for this importance of branding and it equals 5.2%. After that indicator rise up strictly hence 59 respondents (13.9%) consider that the significance of branding equals 5 point over the ten point. But this indicator decrease again in six point which 40 respondents (9.4%) value the importance of branding with six point. From 7 to 10 point, we can observe interesting changing where 81 respondents (19.1%) give 7 point for this question, 83 respondents (19.5%) consider that



the importance of branding equals 8 point thus this indicator is the greatest point among indicators. After this increasing, chart start to diminish again thus 50 respondents (11.8%) give 9 point and the amount of people begin to increase again and 64 answers (15.1%) give 10 or the best point for the importance of branding over the Azerbaijan Sportswear Industry. These data help us to give a suggestion for creating and developing New Branding Strategies in Sportswear Industry and other sectors.

425 responses



This chart is about seventh question which is related with consumer financial situation. We also noted in the theoretical part of dissertation which some people have much money and they don't care price factor but another part try to purchase product in minimum cost. Our pie chart shows that 307 consumers (72.2%) prefer to pay up to 200 AZN for the sportswear and this indicator also proves that the great amount of consumers' income is not at a high level. Absolutely, we stated that its great part consists of students which they usually don't work and someone works but their wage is not sufficient for buying expensive clothing. Second group (18.6%) are ready to give 201-400 AZN for sportswear and third group (4.9%) may be get much money because they can give 401-600 AZN, fourth group (1.6%) can pay 601-800 AZN and the last group (2.6%) can pay up to 800 AZN for sport dress and the amount of group respondents are relatively 79, 21, 7, 11 persons.

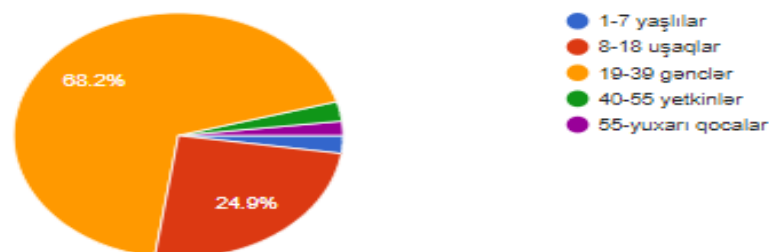
Eight survey question is about the importance of Branding as a subject in our country at universities , schools and other learning centers. Our dissertation is mainly related with Branding and Loyalty in The Sportswear Industry sector which we had given much information about it in previous chapters. We can see from those chapters branding and loyalty are more important factor in Sportswear and other industry sectors. So, we decided to learn about the importance Branding as a subject from certain amount of people. In this investigation, people write different thoughts about it and we want to explain their ideas and get the result for our dissertation. As a result of survey, we state that majority see Branding as an important factor hence great part of people (34,4%) consider that the creating of subjects is important and second great part (32,2%) value Branding as a subject the most important factor for developing Azerbaijan Economy, Third largest group don't have any information about Branding because they wrote that we don't have any idea about this. The others (8,5%) state that this subject may be less advantage to our economy and the last group (7,1%) think that this thought is absolutely unsuccessful one or they see this idea as useless. These answers prove that our respondents have different thought and someone are uninformed about Branding and its importance. According to our investigation show that not only Sportswear Industry but also all of industry sectors can be developed by using Branding Strategies and creating brands. The best countries have a lot of brands which they export for many countries and sell in the local market. From another side, branding also cause to create loyalty among consumers and our private observation indicate that great part of people think that brands are more qualitative and more attractive in comparison with usual products.

Ninth question will help us to determine consumer behavior when developing of branding and creating various effects over consumers. We get different approaches and measured consumer response in that case. Developing of branding will cause to creating Loyalty according to first group (20,2%). They consider that people will

be faithful to companies with creating brands and it can also give other effects over them. The largest group (36.7%) stated that improve of branding strategies can support to make a believe in society. Believe is the most important factor for them hence they also consider that firstly one consumer should believe the products and their producers. It can affect directly to increase selling process of organization in the market. Third group (14.1%) say that developing of branding cause to decrease usual commodities as brands can create impression in society as more qualitative and attractive. If price is less as usual products in that case many people already will not purchase previous goods. One country can improve Branding in economy such form that all of industry sectors produce only brand goods and customers dont buy usual products. Fourth but third largest group (22.6%) state that development of branding will cause to creating qualitative products because this group consider that only brands can give more beneficial commodities them.

I consider that their opinion is mainly related advertising campaigns because we mainly face on Tv, Radio and social networks popular products (brands) and these cases give believe against brands. According to the last group respondents (6,4%), developing of branding dont gave any effect over our economy and different industry sectors. Another words, they value Branding as unimportant factor for developing of Economy

425 responses



Above chart help to determine some indicators about different age groups of consumers related with Sportswear. Firstly, I want to say that our vital target group

is Youth(19-39) according to investigation but other age groups also had determined. The largest group is Youth(290 respondents) and it contains 68.2% of answers. Second largest group is children and teenagers(8-18) and they equal 106 respondents(24.9%). Another group is (40-55) men and women which they contain 2.6% of respondents. Fourth group(1-7) consists of 10 respondents(2.4%) and the last one(1.9%) is adults(55+) and they consist of 8 respondents.

Eleventh question is about Brand loyalty hence some people are loyal to brands and they only purchase the same brand and never buy anything from other brands. Such people have high loyalty against brands and they contain 7.1% of respondents. Another group of people consider that Brand loyalty is not more important and they don't give loyalty (38.4%) and other group has little loyalty against brands which equals to 38.6% of answers. The last group (16%) are such people which they are loyal but sometimes they can purchase other brands hence they don't have high loyalty against brands.

Twelfth question is about Promotion and Advertising of brands. Nowadays we can face different news on TV, Radio and especially Social networks. People have different opinions about Marketing Communication tools which help to promote brands and other products and services. First group (82.8%) consider that Social networks are more effective in comparison with other communication tools. According to second group opinion, they state that TV is better for advertising of brands with different ways and it contains 8.5% of respondents. In third place belong to magazine and journals which 5.6% of answers approved the importance of Radio in promotion of brands. The last places belong to relatively Radio and Billboard hence they cover 2.1 and 0.9 % correspondingly.

Thirteenth question is mainly about segmentation of consumer according to purchasing brands. Our respondents choose one of five segments and let's talk about these segments. First group(45.6%) consider that the important target is Youngsters which they think that brands can give elegant feelings as a result they

can feel themselves as the rich. Second group (43.8%) don't agree previous thought hence they consider that the main target segment is the rich because they have much money and they don't care any price factors as others. We also know that brands 'price are more expensive in comparison with usual commodities. Third group (3.8%) stated that adults and some people prefer brands as they think that brands are more qualitative than usual products. The others (5.4%) purchasing brands mainly belong to youth women because such women always compete with other women on fashion brands. The last group (1.4%) consider that brands is sold to children which these children watch cartoons on TV and interest with such brand advertising and ask parent for purchase from them.

Fourteen question is about company's main target in the Sportswear Industry and respondents give a several answers to this questions and let's explain all of them. The First group people (13.2%) stated that middle and little age groups are the largest mass in society and it contain 56 respondents in 425 respondents. Second and the greatest group (40.9%) think that youth love fashion and novelty thus companies can sell products easy to middle age group of people and it equals 174 answers. The others (38.6%) say that youth and children play important segment in selling sportswear brands because all of these age groups have important place in different Sport areas and it consist of 164 answers of respondents. The last group (7.3%) consider that Promoting and advertising are more effective for reach middle and little age group because social networks are the most popular tool for promoting and one use social networks than others.

The last question (fifteen) is connected with developing of firms and increasing revenue. Which ways can help to increase benefits and develop firms? According first group, organization can increase benefits with producing brands and it equals 10.6% of respondents. Second group state that creating loyalty both develop firms and provide great market place and it contain 29.9% answer of respondents the others tell that promotion and advertising campaigns cause to rise up companies'

revenue and it covers 27.8% of responses. Another group consider that Influencer marketing play more important role in developing strategies of companies and they use various celebrities as actress, sportsmen or sportswomen and others. Its indicator cover 18.4% of answers. The last group note that new technology cause to developing and increasing organizations' financial situation and its place equals 13.4% of all responses.

## 4.2 SPECIFIC ANALYSIS

In this section, we will show some important relationship among several features of age groups. Result of our data consist of 425 responses and there are several age groups and its various characteristics.

**First age group** is (6-18) children and teenagers hence 41 respondents include to this group and they divide men(50.2%) and women(49.8%). Men also consist of two parts: study universities bachelors(71.4%) and schoolboys(28.6%). 20 % of bachelors are working on different jobs. One of men are is married and the rest of all are single on this group. Women also divide as bachelors(50%) and schoolgirls(50%) and two respondent are working but nobody is married. We have 15 survey question, let's indicate answers of this group respondent to the same questions.

About first question, three answers(15%) of women consider that creating difference is the most important indicator between usual goods and brands hence they are bachelors, no work and unmarried. Other girls(35%) think that high quality is the greatest point in comparison with them. They also divide 2 students and 5 schoolgirls whereas one of girls is working at ASAN. From the men, seven persons(33.3%) prefer creating difference as the main point between them and they consist of six bachelor and one schoolboy and two guys are working. Three boys(14.2%) of men consider that brands and usual products are different one another with design and these boys consist of one student and two schoolboys.

Second question is about the most important feature of goods according to this group. 15 persons (36.5%) of respondents say that the view of goods are the most necessary point for them hence they divide men (53.3%) and women (46.7%). Men consist of one school boy and 7 bachelors. Two of men are working at different workplaces. Women consist of three schoolgirls and four bachelors hence nobody is working and married. Other 8 answers (19.5%) include six men (75%) and two women (25%) hence they consider that price is vital indicator for them. Two of men go to school and four of them go to university. One of them is married and another one is working as saler. Women are bachelor, no work and unmarried.

The next question is about the importance of branding on the Sportswear Industry. Nine respondents (21.4%) value the importance of branding over ten point and they consist of six women (66.6%) and three men hence women are schoolgirls but men are students. Two of girls are working. Other ten respondents (23.9%) of children and teenagers consider that this importance equals to 5 point. They divide five men (50%) and five women (50%). Three of men and women are student so other two men and women go to school.

Fourth question is about place hence everybody prefer various places for buy sportswear. 15 respondents (36.5%) of this group prefer such places where they can find cheaper and more qualitative products. They consist of six men (40%) and nine women (60%). All of men are student but five women are schoolgirls and other one are bachelors and nobody works anywhere. According to another opinion (29.2%) consider that butics are more suitable to them for shopping sportswear. These people consist of six women (50%) and six men (50%). Women also divide three bachelors and three schoolgirls whereas one of them is working. Men include four bachelors and two schoolboys, they are not working and unmarried.

Fifth question is related with consumer budget hence 33 respondents (80.4%) can paid 200 Azn in year for sportswear. They consist of 16 women (48.4%) and 17



men(51.6%).Women include 8 bachelors and 8 schoolgirls.Three of them prefer butics and six one go to such places where they can find cheaper and more attractive goods.Men consist of 5 schoolboys and 12 students.They are single and no work.

Another part of respondents(17.7%) decide to paid money between 201-400 Azn for sportswear during year.They consist of 4 men and 3 women.Three of men are students but another one both goes to school and works as saler on the market.Women divide two schoolgirls and one student.One of women prefer butics for shopping,another order from social networks and the last one go to such places where she can find cheaper and more qualitative products.

Sixth question is about the importance of branding as a subject in our country.Generally, this age group(6-18) consider that it is beneficial for our economy and just three respondents(7.3%) stated that branding is not important for development of our economy hence they consist of one woman and two men.Woman is sudent,no work and unmarried so he also say that branding can not influence to consumer behaviour against to products.Men include one schoolboy and a student.One of men see the importance of brandin as useless and another one note that branding can create loyalty among consumers.10 respondents(23.9%) state that branding should teach as a subject.Such people consist of four men and six women.Men divide two schoolboys and two bachelors hence two of men consider that development of branding cause to create believe againts goods.Women divide two schoolgirls and four bachelors,unmarried and one of them is working.Majority of women note that development of branding cause to make a believe over society againts commodities.

The subsequent survey question is about brand loyalty among consumer because this factor can change from person to person.11 Repondents(26.3%) have little loyalty against brands.They consist of seven men and 4 women.All of men are student and one of them is working.81.8 percentage of these respondents consider



that social network are the most important tool for advertisement and promotion. Another group (29.2%) are not loyal to any brands. They consist of six men and six women hence men divide three students and three schoolboys, no work. Women include five bachelors and one schoolgirl, no work and unmarried. 58.3 percentage of these respondents consider that sportswear mainly can be purchased by teenagers and children (6-18).

The last survey question is about strategies and ways for development of firms and organization. All companies always attempt to reach maximum benefit and minimum cost hence people give interesting answers for this question. Nine respondents (21.4%) consider that advertising is the most essential communication tool and it can cause to create brand awareness and promotion. Brand Awareness will create many consumers and increase companies' benefit. They consist of four men and five women. Women also divide four students and one schoolgirl, unmarried and workless. Another part (21.4%) note that Producing brands can support the development of companies and increase their value. They consist of four women and five men. Women divide one student and three schoolgirls. One of women is working, unmarried.

**Second age group** is the youth (19-39) and they are our special target group for this topic of dissertation. Our data consist of 341 (80.2%) youth respondents whereas they split women (50.4%) and men (49.6%)

Women consist of bachelors (91.8%), PhD students (1.2%), masters (2.3%) and secondary educational person (4.7%). Some of them are married (6.4%) and another part (93.6%) is not married. Women also contain employee (46.5%) and unemployed (53.5%)

Men have master (6%), bachelor (83%), PhD (2.7%) and secondary education degree (8.3%) hence one part of them (43.2%) is working but others (56.8%) are not working. Some men are married but another group is not married.

One part of respondents (16.1%) consider that the main difference is high price between brands and usual commodities. They split men (54.5%) and women (45.5%) hence men consist of married (26.7%) and unmarried (73.3%) persons. Some men (40%) are working but others (60%) are not working hence they have master(3.3%),PhD(6.7%),bachelor(80%) and secondary education degree(10%).All of women are single whereas they have bachelor(76%),master(16%) and secondary education(8%).Some of them(36%) are working but another group(64%) is not working.

Another part of our respondents (28%) state that the most essential difference is creating difference and they contain women (49%) and men (51%) respondents. Men consist of married (8.2%) and unmarried (91.8%) men hence one part (36.7%) is working but another one (63.3%) is not working. Men have bachelor (91.8%), master (6.1%) and PhD education level (2.1%).Married women equal 6.4% and unmarried one equal 93.6% hence one part (29.8%) is working and others (70.2%) are not working. They divide masters(10.6%), PhD student(2.1%) and bachelors(87.3%)

The next question is about the most necessary indicator when you consider on buying something. In reality we have several answers but author just state popular answers hence one part of respondent(49.3%) think that quality is the most essential indicator during shopping and they consist of women(56%) and men(44%).Some women are married(19%) but others(81%) are single. They have bachelor (74.4%), master (15%), PhD (1%) and secondary education level (9.6%).One part (41.7%) are working though others are not working (58.3%)

Men split married (80%) and unmarried (20%).They have master (40%), PhD (40%) and bachelor (20%) education level. Another part of respondents (26.6%) state that the price is the most significant indicator during purchasing something. These answers split between men (75%) and women (25%).Women are married, no work and one master and another secondary educational person. Men divide

married (19%) and unmarried (81%).Some men (54%) are working and others (46%) are not working hence these respondents divide masters (8%), bachelors (89%) and secondary educational men (3%).

The next question is about the importance of branding. One group(13.2%) value the importance with 5 point and they consist of men(55%) and women(45%).Men split married(33.3%) and unmarried one(66.7%).They have master(7.4%),secondary(7.4%),PhD(3.7%) and bachelor(81.5%) education level hence one part of the is working(55.6%) but others(44.4%) are unemployed Women split married(31.8%) and unmarried one(68.2%)They have master(4.5%),secondary(9%)and bachelor(86.5%) education level hence one part of them(50%) is working but others(50%) are unemployed

Another group(13.2%) value the importance with 10 point and they consist of men(35.6%) and women(64.4%).Men split married(31.3%) and unmarried one(68.7%).They have secondary(31.3%) and bachelor(68.7%) education level hence one part of the is working(31.3%) but others are unemployed(68.7%) Women split married(7%) and unmarried one(93%).They have master(10.2%),secondary(13.8%)and bachelor(76%) education level hence one part of them(41.4%) is working but others(58.6%) are unemployed

The next question is about places for shopping and there are different opinion and author wrote the most important answers. One group (24.6%) prefer boutique where they can find the most expensive and attractive brands. These participators divide men (38%) and women (62%).Some women (15.4%) are married and other group (84.6%) is not married. They divide workers(60%) and unworkers (40%).They consist of master(11.5%), bachelor(75%) ,PhD(2%) and secondary educational respondents(11.5%).

Men split married (22%) and unmarried (78%). They have secondary (18.8%), master (9.4%) and bachelor education degree (71.8%). Some of them (43.6%) are working but others are not working (56.3%)

Another group (18.2%) prefer to go to shopping centers (Bina, Sadarak). They consist of women (27.4%) and men (72.6%). Some women are married (35.3%) and others (64.7%) are not married. They have master (17.6%), bachelor (70.6%) and secondary education degree (11.8%) hence they consist of outworkers (64.7%) and workers (35.3%). Men split married (20%) and unmarried (80%) and they have master (4.4%), bachelor (84.6%), PhD (4.4%) and secondary education level (6.6%). One part of men (62.2%) are working but another (37.8%) part is not working.

One part of respondents (74%) can pay till 200 Azn for sportswear during a year hence these answers divide men (48.8%) and women (51.2%).

Men split married (16.3%) and unmarried one (83.7%). They have master (4.9%), secondary (8%), PhD (1.6%) and bachelor (85%) education level hence one part of the is working (36%) but others (64%) are unemployed. Women split married (12%) and unmarried one (88%). They have master (9%), secondary (9%), PhD (0.8%) and bachelor (81.2%) education level hence one part of them (37%) is working but others (63%) are unemployed.

Another part of young respondents (8%) can pay much than 400 Azn for sportswear during a year hence these answers divide men (48%) and women (52%).

Men split married (46%) and unmarried one (54%). They have master (8%), PhD (8%), secondary (30%) and bachelor (54%) education level hence one part of the is working (61.5%) but others are unemployed (38.5%)

Women split married(93%) and unmarried one(7%).They have master(14.3%),PhD(7%)and bachelor(78.7%) education level hence one part of them(46%) is working but others(54%) are unemployed.

The sixth question is about the advantage of branding as a subject thus the greatest part of respondents (31.8%) consider that branding should teach as s subject at universities and other education centers. This group split women (57%) and men (43%).

Women divide master(13%),bachelor(80.4%),PhD(1.6%) and secondary educational persons(5%).Some women(1.6%) are married but others(98.4%) are not married hence they consist of workers(38%) and workers(62%).Men consist of masters(4.3%),PhD students(2.2%),bachelors(85%) and secondary educational persons(8.5%).Some men(58%) are working but others(42%) are not working whereas married men (15%) are less than unmarried one(85%).

Another part of respondents (6.5%) do not agree with the importance of branding as teaching a subject hence these respondents contain men(78%) and women(22%). Women have only bachelor education level hence all of them are single. They consist of workers(14%) and outworkers(86%).Men consist of masters(12%),bachelors(70%) and secondary educational persons(18%).Some men(47%) are working but others(53%) are not working whereas married men (36%) are less than unmarried one(64%).

The seventh question is about Loyalty and the importance of it.

First group (5%) are much loyal people whereas they consist of women (41%) and men (59%) Men split married(40%) and unmarried one(60%).They have master(10%),PhD(10%)secondary(30%) and bachelor(50%) education level hence one part of the is working(60%) but others are unemployed(40%)

Women split married(14%) and unmarried one(86%).They have only bachelor(78.7%) education level hence one part of them(14%) is working but others(86%) are unemployed.

Second group (42%) doesn't have loyalty against brands where as these participators split men (48%) and women (52%). Men split married (19%) and unmarried one (81%).They have master (7%), secondary (7%) and bachelor (86%) education level hence one part of the is working (40%) but others are unemployed (60%)

Women split married(12%) and unmarried one(88%).They have master(8%),PhD(1.4%),secondary(12%)and bachelor(78.6%) education level hence one part of them(34%) is working but others(66%) are unemployed.

The last question is about the target group of companies in the sportswear industry. Respondents have different answers for this question hence author choose one of the which it belong to the greatest part among answers.

First group(45%) are consider that the most important target group is the youth because they can feel themselves as top level of society whereas these respondents consist of women(54%) and men(46%) .Men split married(23%) and unmarried one(77%).They have master(7%),PhD(3.5%)secondary(7%) and bachelor(82.5%) education level hence one part of the is working(45%) but others are unemployed(55%)

Women split married(19%) and unmarried one(81%).They have master(10%),PhD(1.4%)secondary(15%) and bachelor(73.6%) education level hence one part of them(40%) is working but others(60%) are unemployed.

Second group (45%) stated that companies choose the rich as the main target group brands because they can purchase brands with any price whereas these participators split men (48%) and women(52%). Men split married(14%) and

unmarried one(86%).They have master(5.5%),secondary(6.9%),PhD(1.1%) and bachelor(86.5%) education level hence one part of the is working(42%) but others are unemployed(58%)

Women split married(13%) and unmarried one(87%).They have master(10%),PhD(1.3%),secondary(6.3%)and bachelor(82.3%) education level hence one part of them(30%) is working but others(70%) are unemployed

**Third age group** is adults (40-55) and they consist of 30 participators (7.1%) of all respondents hence this group divide women (43.3%) and men (56.7%).

One woman get master degree, three women had graduated different universities and nine of one just have secondary education degree. Some women (38.4%) are not working but another group (61.6%) are working different jobs and all of women are married.

Men also can divide corresponding to several various characteristic hence 35.2 percentage of them are single and the rest of all (64.8%) are married. According to education level, men contain masters (29.4%), PhD students (29.4%), three secondary (17.6%) education and four bachelors (23.6%).Several men (47.1%) are not working now but others (52.9%) are working.

One part of respondents (20%) consider that the main difference is high price between brands and usual commodities. They split men (66.6%) and women (33.4%) hence men consist of married (50%) and unmarried (50%) persons. Some men (75%) are working and PhD students but another (25%) is not working and he has master education. Women just consist of two person hence they are married and no work. One of them has master education and another just finished secondary education.

Another part of our respondents state that the most essential difference is high quality and they contain women (41.6%) and men (58.4) respondents. Men consist



of married (71.4%) and unmarried (28.6%) men hence one part (42.8%) is working but another one (57.2%) is not working. Man (14.2%) has secondary education, bachelors (42.8%), masters (14.2%) and PhD students (28.6%). All of women are married hence one part (60%) is working and others (40%) are not working. Majority (80%) have secondary education and just 20 percentage is bachelor.

The next question is about the most necessary indicator when you consider on buying something. In reality we have several answers but author just state popular answers hence one part of respondent (50%) think that quality is the most essential indicator during shopping and they consist of women (66.7%) and men (33.3%). All of women are married, workers (60%) and workers (40%). They divide bachelors (30%) and secondary educational women (70%). Men split married (80%) and unmarried (20%). They have master (40%), PhD (40%) and bachelor (20%) education level. Another part of respondents (26.6%) state that the price is the most significant indicator during purchasing something. These answers split between men (75%) and women (25%). Women are married, no work and one master and another secondary educational person. Men divide married (66.7%) and unmarried (33.3%). Some men are working and others are not working hence these respondents divide masters (33.3%), PhD students (33.3%) and secondary educational men (33.3%).

The next question is about the importance of branding. One group (13.3%) value the importance with 4 point and they consist of married (50%), unmarried (50%) and workers (50%), workers (50%). According to education, they split bachelors (50%), PhD (25%) student and secondary educational man (25%). Another group (13.3%) estimate this importance with 9 point and they consist of men (50%) and women (50%). One of men is married, workless and master educational person and another one is single, and PhD student. Women are married, secondary education and work as Administrator.



The next question is about places for shopping and there are different opinion and author wrote the most important answers. One group(40%) prefer such places where they can find easy both cheaper products and high quality too. These participators divide men(33.3%) and women(66.7%).All of women are married, workers(50%) and unworked (50%).They consist of master(12.5%), bachelors(25%) and secondary educational respondents(62.5%).Men split married(75%) and unmarried(25%).They have PhD(50%),master(25%) and bachelor education degree(25%).Another group(26.7%) prefer to go to shopping centers(Bina,Sadarak).They consist of women(37.5%) and men(62.5%).All women are married, unworked(33.3%) and workers(66.7%).They have bachelor(33.3%) and secondary education degree(66.7%).Men split married(60%) and unmarried(40%) and they have master(20%),bachelor,(20%)PhD(40% and secondary education level(20%).One part of men(80%) are working but another(20%) part is not working.

The great part of respondents(46.6%) can pay 200 Azn for sportswear during a year hence these answers divide men(42.8%) and women(57.2%).All women are married, employees(50%) and unemployed(50%).Married men equal 66.7% and others(33.3%) are single. Workers contain 50% of men and another part (50%) is not working.

The fifth question is about the importance of branding as a subject thus the greatest part of respondents (70%) consider that branding should teach as s subject at universities and other education centers. This group split women(42.8%) and men(57.2%).Women divide master(11.5%),bachelor(11.5%) and secondary educational persons(77.7%).All of women are married, workers(56.6%) and outworkers(44.4%).Men consist of masters(33.3%),PhD students(25%),bachelors(25%) and secondary educational persons(16.7%).Some men(50%) are working but others(50%) are not working whereas married men (66.7%) are more than unmarried one(33.3%).Another part of

respondents(13.3%) don't agree with the importance of branding as teaching a subject hence these respondents contain men(50%) and women(50%).All of Women are married hence they belong to secondary education, worker(50%) and unworked(50%).Men have PhD education degree and all men are married. One of them (50%) is working but another(50%) is not working.

The sixth question is about Loyalty and the importance of it. The First group (46.7%) are much loyal people whereas they consist of women (21.4%) and men (78.6%)

Women belong to secondary education hence all of them are married and working. Men consist of secondary educational one (27.2%), masters (18.2%), PhD students (36.4%) and bachelors (18.2%)

Second group(53.3%) doesn't have loyalty against brands where as these participators split men(37.1%) and women(62.9%).Women consist of bachelors(30%),master(10%) and secondary educational persons(60%).One part of women(60%) is unemployed and others(40%) are working. Men divide bachelors (33.3%), masters (50%) and PhD student (16.7%)

The last question is about the target group of companies in the sportswear industry. Respondents have different answers for this question hence author choose one of the which it belong to the greatest part among answers. According to this group, the most important target group is the youth because they love fashion and novelty. This group contain 43.4 percentage of adults thus they divide women(69.2%) and men(30.8%).Men consist of secondary educational man(25%),PhD student(25%) and masters(50%).Some men(75%) are married and working but another(25%) is not married and working.

**Fourth age group** is up 55 age men and women. In reality, they are not suitable for our investigation but we can acquire some interesting answers from them. They include 13 respondents (3.1%) of all respondents whereas those respondents

consist of eight women and five men. Women also divide one PhD doctor, two bachelors, one master and four women which they only get secondary education. Beside one woman, others are married. Men divide one master, two doctor and two previous bachelors hence all men are married beside one. All of this age group persons are working in different job as doctor, nurse and other profession but two of them are not working.

According to this age group, majority(46.1%) consider that high quality is the most essential difference between brands and usual products and they consist of five women and one man. From another side, three men stated that high price may be the most important difference between them. 61.5 percentage of them prefer both brand sportswear and usual one and they consist of six women and one man. One of women are widow and two of them are not working but 38.4 percentage of old respondents choose fashionable sportswear brands and three men and two women include to these respondents. Women are working as nurse at the hospital.

Some old people (38.4%) prefer quality of products when they go to shopping and all of them are women hence these women are working and married. Another group (23.7%) is interested with view of commodities firstly after that they can look other features of products. They divide two men and one women and one of man and women studied university at degree of bachelor and another man studied till PhD level.

Three of old participators(women) value the importance of branding corresponding 10 point, four person give 4 point and three of them value the importance over 7 point. The next is related with place hence it has great role in selling procedure.46.1 percentage of old respondents prefer to go to shopping center (Bina,Sadarak) thus they consist of five women and one man. Women are married but man is single and all of them are working. Four of women pay 200 Azn during a year for sportswear and one of them is ready to pay up 800 Azn for one.

30.7 percentage of old respondents choose boutique when they go to purchase sportswear and all of them are men. Two of men have professor degree (PhD) and another one is living abroad. Two of men can pay over 800 Azn for sportswear during a year. These respondent had noted different answers about the importance of branding as a subject. So, 46.1% of them consider that it has many advantages for our economy but 38.4% participators don't agree with their thought hence these one consider that we need not to learn branding as a subject. In normal, old age group is not interested with brands and fashion product beside someone.

Our question was about loyalty or faithful relationship between brand and consumer. 69.2 percentage of them are not loyal or have little loyalty toward brands but the rest of all (30.8%) are much loyal or loyal. Our data indicate that women are less loyal in comparison with men. Majority (61.5%) stated that social networks are the most important marketing communication tool for promoting brands whereas they consist of six women and two men. Major women also think that the rich are the most important target group for companies which they produce famous brands. The last chosen question is about developing of companies, which way can cause to develop firms?

One group of old respondents (38.5%) wrote that influencer marketing can be cause to development of firms and improve their sale and promotion procedure which these steps can increase benefits of companies. Another one (30.8%) stated that companies can enhance advantages over the market with using different advertising and promotion forms.

## **5. SUMMARY**

The last chapter is related with conclusion of dissertation hence author presented Google survey analysis in empirical data and theoretical part in literature review. He will look for differences and similarities between empirical data and theoretical part on summary

## **5.1 CREATE LOYALTY WITH USE OF BRANDING**

Firstly, I will write about theorcial part hence Brand loyalty is such as consumer attitudes pattern where purchasers become committed to a special brand and building repeat consumes again over periodical time. That is why, organization makes a creative marketing strategies, hence loyalty or to reward programs and other incentives as free samples to create brand loyalty. Nowadays, brands begin to develop high level, and it plays essential role in life-cycle of organization. The building of positive and strong brand generally lead to attract customer attention and cause to create their interest towards organization that are called such a brand loyalty. Loyalty can indicate as long-term relationship between products and consumers. So, if each purchaser are loyal to one brand in that case they are not interested with other companies' suggests and their brands, as faithful friend.

This is result of my data that such people have high loyalty against brands and they contain 7.1% if respondents. Another group of people consider that Brand loyalty is not more important and they don't gave loyalty (38.4%) and other group has little loyalty against brands which equals to 38.6% of answers. The last group (16%) are such people which they are loyal but sometimes they can purchase other brands hence they don't have high loyalty against brands.

In comparison, we can see that brand loyalty don't consider such an important tool as indicating theories part in our country.

## **5.2 PRODUCT-BRANDING EFFORTS AFFECT VARIOUS AGED GROUPS OF PEOPLE**

Grouping of the people accords to age is another important key factor for marketers. Hite stated that the age is the vital for the creating strong brand loyalty among people because young purchasers is the keystone for the marketer which support them for predict future purchase decisions made and affected by children

when they were adults. He another offer is that decision -making skills arise throughout childhood hence reliance is mainly created in children as young as approximately two year old. (Ross/Harradine, 2004). In spite of, essential investigate over buying attitudes and branding exist, it is not suitable to consider that this can be done to younger purchasers (Ross and Harradine, 2004). Edgecliffe-Johnson quotes Roedder John as following: Children are not able to see brands in the same way as adults, so advertisers should understand this point in advance. Children may recognize a brand in seven or eight age but advertisers are not able to utilize the information in the same way

Firstly,I want to say that our vital target group is Youth(19-39) according to investigation but other age groups also had determined.The largest group is Youth(290 respondents) and it contain 68.2% of answers.Second largest group is children and teenagers(8-18) and they equals 106 respondents(24.9%).Another group is (40-55) men and women which they contain 2.6% of respondents.Fourt group(1-7) consist of 10 respondents(2.4%) and the last one(1.9%) is adults(55+) and they consist of 8 respondents.

As a result we can see various age groups hence target group is the most important indiactor for organization that's why they always attempt to determine right target group

### **5.3 BRANDING AFFECT YOUNGER CONSUMERS AND A ROLE OF LIFESTYLE SPORTSWEAR BRANDING INFLUENCE YOUNGER CUSTOMERS**

Organizations have various target groups in market which has great influence in organization work procedures. Moreover, the most essential target group in Sportswear Industry is considered as youth consumer because youngsters love fashion and novelty in comparison to adults, and they are sensitive for the

sport. The companies of sportswear offering are mainly different areas of sports, and they want to attract people's mind with interesting campaigns. Although, main target group is youngsters, companies also create brands for adult and old age group people. The great Sportswear companies often check market situation and analyze customer behavior as Nike, Adidas and Puma.

In my data analysis some indicators about different age groups of consumers related with branding in sportswear industry. Second and the greatest group (40.9%) of all respondents think that youth love fashion and novelty thus companies can sell products easy to middle age group of people and it equals 174 answers.

Both of these result can show the importance of the youth in society for companies selling procedures in sportswear

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## APENDIX-A-SURVEY QUESTIONS

1. Some marketers typically examine their customers from childhood, so what could be your main goal here? \*

a)To make sure they can sell them to the future b)To know their needs for current products c)This may be a sales and advertisement research d)There is no such investigation

2. What can be the main difference between brand products and products that are commonly produced? \*

a)High price b)Excellent quality c)Design d)Features of difference c)Each of them includes

3.What kind of tips do you prefer when buying sportswear? \*

a)Fashionable brand products b)Local products c)Both the brand and the usual products

4.Which of the following are your primary concerns? \*

a)Price b)Quality c)Appearance d)Fashion Matching e)Having Brand

5)Evaluate the importance of "Branding" in the sportswear industry over ten. \*

Less important 1 2 3 4 5 6 7 8 9 10 Most important

6)Where do you prefer as place when buying sportswear? \*

a) Boutiques b) Bazaars (Bina, Sadarak) c)Where is cheap and good quality d)I would order from abroad e) Buy such to go abroad

7. Do you usually think of how much money you spend to buy sportswear during the year?

a) Up to 200 Azn b)201-400 Azn c)401-600 Azn d)601-800 Azn e)800 Azn more

8. Do you think the opening of specialties for the creation and development of brand in Azerbaijan is beneficial for our country?

a)Very useful b)Useful c) Less useful d)It's useless e)I have no idea of this

9. How does the development of "branding" affect people's attitude to any product? \*

a) It creates a sense of attachment Increases b)confidence in products c)Reduces demand for local products d)Making a better quality product e)It does not matter

10. What age group do you prefer sportswear? \*

A)8-18 Children (Children) b)19-39 youth c)40-55 adults d)55-year-olds

11) How do you esteem loyalty to brands, and how do you really buy from just about any of Nike, Adidas and other brands that are distinct from each other? \*

a) I am very committed to brands b) I'm connected c) I'm tied low d)I am not connected

12. What is the most effective communication tool in recent years when introducing brands to the public? \*

A) TV b) Newspapers and magazines c)Radio d)Advertising over social networks

e) Billboards (Advertising on Subway)

13..Which group of people are more important than branding and what can be the reason for this? \*

a)Young people think that the brand feels like a top layer b)More wealthy people, because they usually do not like local product c)Older people and other people think that brand products are better in others d)Young ladies are always in a competitive environment e)Little children through ads on television

14. Do you think the target audience for companies in the production and sale of sportswear is the lower and middle age group? \*

Because it's massive For the youth who love fashion and innovation Because there are more young people and children in sports fields It is easier to introduce products to people of middle and low age

15. How do you think it is more successful in pursuing the company's development and income growth? \*

a) Manufacture of brand products b) Creating loyalty to products c) Use different types of ads d) Using the Identity of Identities (Influencer Marketing) e) Application of new technology

## APENDIX-B-SORĞU SUALLARI

1. Bəzi marketoloqlar adətən müştərilərini uşaqlıqdan araşdırır, sizcə burda əsas məqsəd nə ola bilər? \*

a) Gələcəyə onlara nə sata biləcəklərinə əmin olmaq üçün b) Onların hazırdakı məhsullara tələbatını bilmək üçün c) Bu ola bilsin ki, satış və reklam xarakterli araşdırma d) Belə bir araşdırma yoxdur

2. Sizcə brend məhsullarla adi istehsal olunan məhsullar arasında əsas fərq nə olar bilər? \*

a) Yüksək qiymət b) Əla keyfiyyət c) Dizayn d) Fərq yaratma xüsusiyyəti e) Bunların hər biri daxildir

3. İdman geyimləri alarkən daha çox hansı tip məhsullara üstünlük verirsiniz? \*

a) Dəbdə olan brend məhsullar b) Yerli məhsullar c) Həm brend həm də adi məhsullar

4. Daha çox önəm verdiyiniz aşağıdakılardan hansıdır? \*

a) Qiymət b) Keyfiyyət c) Görünüş d) Dəbə uyğunluq e) Brend olması

5. Brendləşmənin” idman geyimləri sənayesində əhəmiyyətini on üzərindən qiymətləndirin. \*

Az əhəmiyyətli 1 2 3 4 5 6 7 8 9 10 Çox əhəmiyyətli

6. İdman geyimləri alarkən siz daha çox hansı məkanlara üstünlük verirsiniz? \*

a) Butiklər b) Bazarlar (Binə, Səderək) c) Harda ucuz və keyfiyyətli olarsa d) Xaricdən sifariş edərdim e) Daha çox bu tip məhsulları xaricə gedərkən alaram

7. İl ərzində idman geyimləri almaq üçün siz adətən nə qədər pul xərcləməyi düşünürsünüz? \*

a) 200 Azn qədər b) 201-400 Azn c) 401-600 Azn d) 601-800 Azn e) 800 Azn çox

8. Azərbaycanca Brendin yaradılması və inkişafı üçün ixtisasların açılmağı sizcə ölkəmiz üçün faydalı olar? \*

a)Çox faydalı olar b)Faydalı olar c)Az faydalı d)Faydasız olar e)Bu haqqda heç bir fikrim yoxdur

9."Brendləşmənin" inkişafı insanların hər hansısa bir məhsula olan münasibətinə necə təsir edir? \*

a)Bağlılıq anlayışı yaradar b)Məhsullara olan inamı daha da artırır c)Yerli məhsullara tələbatı azaldır d)Daha keyfiyyətli məhsul istehsalına səbəb olar e)Heç bir təsir etməz

10.İdman geyimlərinə sizcə daha çox hansı yaş qrupu insanları üstünlük verir? \*

a)8-18 uşaqlar(Children) b)19-39 gənclər c)40-55 yetkinlər d)55-yuxarı qocalar

11.Brendlərə bağlılığı necə qiymətləndirirsiniz və daha çox Nike,Adidas və digər məşhur brendlərdən yalnız birindən alış -veriş etmək sizcə doğrudur ya hər birindən ayrı-ayrılıqda? \*

a)Brendlərə çox bağlıyam b)Bağlıyam c)Az bağlıyam d)Bağlı deyiləm

12.. Brendlərin ictimaiyyətə tanıtılması zamanı sizcə daha çox hansı kommunikasiya aləti effektivdir son dövrlərdə? \*

a)Televizor b)Qəzet və jurnallar c)Radio d)Sosial şəbəkələr üzərindən reklam e)Bilboardlar(Metroda Reklam)

13.. Brendləşməyə daha çox hansı qrup insanlar önəm verir və bunun səbəbi nə ola bilər?

a)Gənclər,brendin onları üst təbəqə kimi hiss etdirdiyini düşünürlər b)Daha çox zəngin insanlar,çünki onlar adətən yerli məhsulları sevmirlər c)Yaşlılar və digər insanlar,brend məhsulların digərlərində daha keyfiyyətli olduğunu düşünürlər



d)Gənc xanımlar daima rəqabət mühitində olduğu üçün e)Az yaşlı uşaqlar televizordakı reklamlar vasitəsilə

14..Sizcə idman geyimləri istehsalı və satışı zamanı şirkətlərin hədəf kütləsi nə üçün daha çox aşağı və orta yaş qrupu təşkil edir? \*

a)Kütlə böyük olduğu üçün b)Gənclər dəb və yeniliyi sevdikləri üçün c)İdman sahələrində daha çox gənclər və uşaqlar olduğu üçün d)Orta və aşağı yaş qrupu insanlarına məhsulları tanıtmaq daha asandır

15..Firmanın inkişafı və gəlirini artırması üçün gördüyü siyasətlərdən hansı daha uğurlu olar sizcə? \*

a)Brend məhsullar istehsalı b)Məhsullara qarşı bağlılıq(loyallıq) yaratmaq c)Reklamın müxtəlif növlərindən istifadə d)Tanınmış şəxslərin simasından istifadə etmək(İnfluencer Marketing) e)Yeni texnologiyanın tətbiqi

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