

## **CUSTOMER PERCEPTION'S EFFECT TO PURCHASE INTENTION FOR SOCCER JERSEY (CASE: ADIDAS)**

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**Abstract.** Soccer jersey development throughout past two decades is influenced by technology and sport fashion design. Soccer jersey business becomes a multi-million dollars business which circulates all over the world because the main market for soccer jersey is the soccer fans itself. For soccer jersey business, Indonesia is one of the its biggest market, especially in the Asia Pacific Region, Indonesia reached this status because of Indonesians craziness for soccer as proven by the enthusiasm to international soccer matches. Soccer jersey for international teams like Manchester United, Chelsea, Real Madrid, etc. is easily found but questions arise when it comes to the reasons behind why people in Indonesia is willing to spend their money on soccer jerseys and how Indonesians perceive this soccer jersey business. This research's purpose is to find if there are any influences on customer perception to purchase intention for soccer jersey products. 230 people are taken as random samples to see their opinion about the brand, physical factor, image perception, and past experience influence people if they want to buy a soccer jersey. Interestingly, the result is there are no significance influence from those 4 factors to customers' purchase intention for soccer jersey but the influence comes from the customers' favorite soccer team.

**Keywords:** Jersey, Purchase Intention, Customer Perception

### **Introduction**

The high popularity of soccer on these recent years boosts the sales of the team uniform or commonly known as soccer jersey. Soccer jersey has become one of the entertainment aspects of the soccer. Sports brands try to enter soccer market by becoming soccer team apparel sponsor. Each brand has their own design like Adidas with its three stripes or Nike with its simple design. Today, soccer jersey market is a high value market, with millions of dollars are circulating from the sales and the contract.

The main target market for soccer jersey is soccer fans. In Indonesia, soccer is unarguably the most popular sport, based on only Facebook likes, there are 3,3 million likes to soccer related pages come from Indonesia. Soccer jersey is very easy to be found in Indonesia. The problem is how those soccer fans perceive all the aspects on soccer jersey like the brand, physical factor, and the image towards the jersey itself. The perception on customers is very important because perception may lead to a purchase intention.

### **Literature Review**

#### **Brand**

Brand is the subject for marketing and is the most powerful intangible assets for companies because brand is the company's frontline as a representatives to the customers. Brand appears as the company's identity and set of value offered to the customers. Brand also the gate for customers to know company better and the tools to be different from competitors.

#### Co-branding

Co-branding is a tool to leverage the value of cooperating brands through good associations from the customers' perspective. Co-branding is also involving a unique product that will not be found outside from the cooperation from the two brands.

#### Sport Fashion

Sport fashion is mainly influenced by technology as the fabric used to make sport uniform changes how sport fashion looks from the past. The technology narrows the distance between fashion and specific sports into a social distinction and the projection of personal image of the wearer.

#### Consumer Behavior

The behavior of soccer fans can be divided into four big groups: Hooligans, Ultras, Casuals, and Supporters. These four groups have a similarity that they show themselves in colors or attributes that can be associated with the soccer team. The fans or supporters often imitate the idolized players by buying soccer related products. The feeling that the supporters and the players are the same is the reason of the imitation of soccer player's image.

#### Customers perception

Perception is how different people see the same stimuli but have different thought based on how they interpret it from past experience, values and needs. For products, there are three important stimuli to be given to the consumers, first is the attributes of the product, e.g. the packaging, brand names, and advertisements, second is the different between the product with competitors, and the third is customers' past experience. In general there are five steps of stimuli process to purchase intention, need recognition, information search, evaluation of alternatives, purchase intention, post-purchase behavior. Post-purchase behavior has tight connection with the feeling of enjoying the brand.

#### Purchase Intention

The root of purchase intention is the customer behavior to the brand using subjective norm and normative norm. Purchase intention is a tool to measure the purchasing behavior of a product which also becomes the base future product development. Advertising play its role to persuade customers to actually buy the product. Purchase intention is consisted of several stages. The first stage is the awareness toward the brand, the second stage is taking interest in the product, the final stage is the purchase action to the products. There are possibilities that the action is influenced by the company image to the public and the ambassador for the product.

### **The Methodology**

#### Data Collection

##### 1) Interview

The interview was conducted to find all the related variables and connection between answers from the interviewee. All the interviewees have to fulfill these following requirements:

- Like soccer
- Own, at least one, soccer jersey
- Live in Bandung

6 people were participated on the interview conducted and all the answers will be used to support the findings on questionnaires.

##### 2) Questionnaires

The questionnaire is consisted from 4 parts which covers brand knowledge, physical factor, image perception, and past experience. 230 people filled the questionnaires, the results from the questionnaires will be used as statistical findings on this research.

#### Data Processes

The data gathered from the questionnaires is processed and calculated by using statistical software, SPSS 22.

The test conducted using the data are statistical test like reliability test, validity test, normality test, Heteroscedasticity test, Multicollinearity test, and multiple regression test.

#### Data Analysis

The result from all the tests will be examined and will be compared to the hypotheses, if there is a wrong hypothesis, an analysis to the factors will be done to find the reason why there is discrepancy from the initial hypothesis.

#### The Findings

##### Respondent Data

The Total respondents for the questionnaires are 230 people and the result of the respondent who took the questionnaires are mostly males between 17 to 21 years old and they like soccer and they are mostly still in school or college. For the monthly income, the majority of the respondents get less than 1,5 million rupiahs. It is also known that Adidas and Nike is the most known brand for soccer jersey producer.

##### Brand Knowledge

The questionnaires result shows the respondents knows the brand Adidas very well with over than 64% of them agree that Adidas is a good sport product brand. The details can be viewed on Table 1 below.

Table 1. Brand Knowledge

No	Pernyataan	5	4	3	2	1	Jumlah	Skor total	Skor Ideal
1	Merek Adidas adalah merek produk olahraga yang terbaik dan terpopuler di dunia	40	109	59	16	6	230	851	1150
		17,4%	47,4%	25,7%	7,0%	2,6%	100,0%	74,0%	
Jumlah Skor								851	
Presentase Skor								74,0%	

##### Physical Factor

It shows that Adidas jersey physical factors have a strong image on customers' mind. Majority of the respondents are agree with the statement that Adidas jersey has a fashionable design and use good quality material to make the jersey. But there is incertitude on the pride of wearing Adidas jersey as the majority does not know how they feel. The details can be viewed on table 2 below .

Table 2. Physical factor

No	Pernyataan	5	4	3	2	1	Jumlah	Skor total	Skor Ideal
1	Jersey Adidas menggunakan bahan berkualitas	71	110	41	5	3	230	931	1150
		30,9%	47,8%	17,8%	2,2%	1,3%	100,0%	81,0%	
2	Desain potongan jersey Adidas fashionable sehingga cocok untuk dipakai dimana saja	30	91	73	26	10	230	795	1150
		13,0%	39,6%	31,7%	11,3%	4,3%	100,0%	69,1%	
3	Komposisi warna yang digunakan di jersey Adidas menarik mengikuti	34	94	79	17	6	230	823	1150
		14,8%	40,9%	34,3%	7,4%	2,6%	100,0%	71,6%	

	perkembangan zaman (trend mode) mendahului merek lainnya								
4	Saya merasa bangga ketika menggunakan jersey Adidas	26	63	101	29	11	230	754	1150
		11,3%	27,4%	43,9%	12,6%	4,8%	100,0%	65,6%	
5	Secara keseluruhan, produk jersey Adidas adalah produk yang berkualitas	62	109	47	9	3	230	908	1150
		27,0%	47,4%	20,4%	3,9%	1,3%	100,0%	79,0%	
Jumlah Skor								4211	
Presentase Skor								73,2%	

### 1.1. Image perception

Respondents' image perception toward jersey is quite positive from the technology and fashion perspective but when it comes to the personal confidence, most of the respondents are confused to answer the questions. The details can be viewed on table 3 below.

Table 3. Image Perception

No	Pernyataan	5	4	3	2	1	Jumlah	Skor total	Skor Ideal
1	Model potongan pada jersey Adidas mengikuti trend yang sedang berkembang saat ini	33	106	73	13	5	230	839	1150
		14,3%	46,1%	31,7%	5,7%	2,2%	100,0%	73,0%	
2	Adidas adalah trendsetter fashion untuk produk jersey	24	69	99	29	9	230	760	1150
		10,4%	30,0%	43,0%	12,6%	3,9%	100,0%	66,1%	
3	Jersey Adidas adalah produk yang inovatif dari sisi teknologi yang digunakan	34	96	82	14	4	230	832	1150
		14,8%	41,7%	35,7%	6,1%	1,7%	100,0%	72,3%	
4	Saya melihat kesan sporty di produk jersey Adidas	71	108	38	10	3	230	924	1150
		30,9%	47,0%	16,5%	4,3%	1,3%	100,0%	80,3%	
5	Saya mau menggunakan jersey Adidas karena jersey Adidas adalah produk yang fashionable	27	73	87	29	14	230	760	1150
		11,7%	31,7%	37,8%	12,6%	6,1%	100,0%	66,1%	
6	Saya merasa percaya diri saya meningkat disaat mengenakan jersey Adidas	28	60	95	33	14	230	745	1150
		12,2%	26,1%	41,3%	14,3%	6,1%	100,0%	64,8%	
7	Saya merasa penggunaan jersey Adidas dapat menunjang performa saya saat bermain sepakbola	15	43	92	48	32	230	651	1150
		6,5%	18,7%	40,0%	20,9%	13,9%	100,0%	56,6%	
8	Saya merasa saya seperti seorang atlet saat mengenakan jersey Adidas	13	35	86	62	34	230	621	1150
		5,7%	15,2%	37,4%	27,0%	14,8%	100,0%	54,0%	
Jumlah Skor								6132	
Presentase Skor								66,7%	

Past Experience

From the experience, it is found that the factor that influences respondents to buy the jersey is their favorite team and followed by their favorite players. Respondents have their own preferences in buying jersey based on their own experience and does not depends on other people experience in buying jersey. The details can be viewed on the table 4 below.

Table 4. past experience

No	Pernyataan	5	4	3	2	1	Jumlah	Skor total	Skor Ideal
1	Saya membeli jersey saat ada event-event tertentu (Misal: World Cup, Euro,dll)	28	65	55	41	41	230	688	1150
		12,2%	28,3%	23,9%	17,8%	17,8%	100,0%	59,8%	
2	Saya membeli jersey karena ada pemain yang saya idolakan	44	57	49	47	33	230	722	1150
		19,1%	24,8%	21,3%	20,4%	14,3%	100,0%	62,8%	
3	Saya membeli jersey karena ada tim/klub yang saya sukai	72	65	52	18	23	230	835	1150
		31,3%	28,3%	22,6%	7,8%	10,0%	100,0%	72,6%	
4	Saya membeli jersey karena teman-teman saya memiliki / membeli jersey yang sama	17	22	59	66	66	230	548	1150
		7,4%	9,6%	25,7%	28,7%	28,7%	100,0%	47,7%	
5	Saya mudah menemukan / membeli jersey Adidas di lingkungan tempat saya tinggal	53	78	65	24	10	230	830	1150
		23,0%	33,9%	28,3%	10,4%	4,3%	100,0%	72,2%	
Jumlah Skor								3623	
Presentase Skor								63,0%	

#### Multiple Regression Test

The multiple regression Test shows that from 4 independent variables (Brand, Physical Factor, Image Perception, and Past Experience) actually there are no significance influence from all of them to the respondents' purchase intention toward Adidas soccer jersey. The test also finds that actually the past experience from buying jersey have negative value on the purchase intention which means if customers already feel dissatisfied with the quality of the jersey it will reduce the willingness to buy soccer jersey from the same brand and vice versa.

#### Summary and Conclusions

This research's purpose is to find if there are influences from customers' perception to the purchase intention toward Adidas soccer jersey. The questions on the questionnaires were bases on the interview conducted before the preparation of the questionnaires. This research targets soccer fans in Bandung as Bandung is one of the biggest cities in Indonesia and considering the big number of soccer fans in Bandung. The questionnaires result shows that customers have their own preferences when it comes to buy soccer jersey. The preferences are how they perceive the quality of the products, the brand name, and the biggest influencer is the customers' favorite team and favorite players. The research also finds that economics may be the factor of the false hypothesis that occurs on the research. In the end, the research concludes that although brand shows its name on the product but the pushing factor for customers to buy the product is the team badge on the front of the jersey. Adidas needs to make a cooperation with a local team in Indonesia, for example Persib Bandung, or Indonesia National Team to increase their sales in Indonesia. Persib Bandung as a soccer club has one of the biggest fanbase in Indonesia and the co-branding between Persib

Bandung and Adidas may increase the value of both company. Adidas will gain financial profit from the sales of the Persib Bandung jerseys and Persib Bandung will gain apparel support from Adidas and rise Persib Bandung's name to be known at the international level.

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