

MARKET RESEARCH BY MEANS OF A DEMAND ANALYSIS FOR SPORTS GARMENTS DESIGNED AND PRODUCED FOR THE AMPUTATED INDIVIDUALS

AMPUTE FUTBOL OYUNCULARININ SPOR GİYSİSİ SORUNLARINA YÖNELİK PAZAR ARAŞTIRMASI

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ABSTRACT

The scope of this study is the market research by means of a demand analysis for sports garments designed and produced for the amputated individuals. This study has the objective to identify the market potential of the sports garment specially designed for the amputee football players.

Key Words: Disabled, Amputee, Sport, Football, Sport garment.

ÖZET

Bu çalışmanın içeriğini, amputasyonu olan bireyler için üretilen özel tasarlanmış spor giysilerine yönelik talep analizinin incelendiği pazar araştırması oluşturmaktadır. Bu araştırmanın amacı, Türkiye’de yaşayan bedensel engelli bireyler içinde yer alan ampute futbol oyuncularını için özel olarak tasarlanan spor giysilerinin pazar potansiyelinin belirlenmesidir.

Anahtar Kelimeler: Engelli, Ampute, Spor, Futbol, Spor giysisi.

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1. INTRODUCTION

Disability, resulting from the loss of physical, cognitive, physiological, sensory and social skills of the individuals because of innate or post natal disease or accidents, or chronic illnesses, impedes the life activities totally or partially, and more importantly; renders the maintaining of their life difficult. Several countries including Turkey, do not have statistical data, and thus, rely on the estimates of the World Health Organization (WHO). Countries having developed record systems, obtain their data from their institutional resources and by means of regular researches they collect the information relevant to the disabled (1).

One of the data resources about the disabled is the census. In Turkey, information has been retrieved about the quantitative feature of the disabled, in the censuses held between 1985 and 2000. Yet, this set of data remains inadequate. Despite the various estimations have been held in Turkey, there is no comprehensive study about the numerical value of the disabled, their socio-economical traits, their social problems and prospects from the society (1).

In order to overcome the information and data deficit, “2002 Turkey Research on the Disabled” was fulfilled in the December of 2002 with the cooperation of the Prime Ministry State

Statistics Institute and the Prime Ministry Administration for Disabled People. According to the results of this research, the ratio of the disabled population to the overall population is 12,29%. The ratio of orthopedic disabled visually, hearing and speech impaired and mentally retarded people are 2,58%. Those having chronic illness is 9,70% (1).

There is no other research concerning the ratio of the disabled people to the general population. The subject of this study is the amputee football players as included in the physical disabled group. Amputation may be defined as the removal of an arm, leg or hand wholly or partially. In short amputation is the loss of total or partial organ loss (2).

Amputees are the persons who have lost either one (uilateral), or both (bilateral) of their organs partially (under knee, over knee, under elbow, over elbow) or totally (hip or shoulder desarticulation) because of orthopedic reasons or innate malformations

With the rise of the amputation level and the number of the amputated organs, the functionality of the sportsmen and performance is affected negatively. On the other hands innate amputees are more successful in their activities with comparison to the post-natal amputees on the same level (3). Amputee football is a sort of football played by the players missing one leg by using a crutch: Amputated footballers may be seen in the figure 1 and 2 (4). In addition as a rule, goal keepers should also be amputated (Figure 3).

Amputee football may be traced to the pioneering of the post WW. II veterans. There is now, amputee leagues in Brasil, England, USA, Ukraine, Russia, Uzbekistan, Ghana, Iran and Turkey. Amputee football is widely played in the World and European Championship has been held regularly since 1998 (4).



Figure 1-2. Amputated football players

Market research is the systematical and objective gathering of the data and its anlysis, which may help the marketing expert in the resolving of the problems relevant to the product, market and the consumer (5). Marketing research process involves the definition of the problem, determination of the aims of the

research, sampling, data collection, data anlysis and result reporting (6). The problem should be clearly defined in order to accurately formulate it (7). Definiton of the problem accurately, determines the success of the whole marketing research (8).



Figure 3. Goal keeper

Market is a unit that includes the people and/or organizations who purchase a good or a service or who are open to conviction to do so. Market consists of the people and/or organizations who have the intention to purchase, in other words, who have an effective demand (9).

At present day, design and trademark is of great importance in the marketing. Therefore, trademark experience is indispensable for the enterprises. Trademark experience, in the purest explanation, is the way to measure the communication between the customer and the trademark.

Considering that the trademark is a bunch of functional and sensitive benefits, features, icons and symbols and that the totality of these elements means a product or a service; the trademark experience means the experience that the customer has with the trademark.

Every step that the customer takes for the relationship with the firm, is a step taht is taken for the formation of the trademark experience (10).

For this reason minding the trademark in the marketing is necessary. In sports too, trademark is very important. Not every team may win in sports. Yet, independent and ex-competition trademarks always win (11).

Following these definitions, four conditions may be listed for the formation of the market:

- A group of consumers or an organization should feel the need and want of a certain good, its sorts or unit.
- The people forming the group should have the power to buy a given product, which is, usually the Money.
- The ones forming the group should be eager to use their purchasing power.
- The consumers or organizations that form the group should be competent to buy. A mere eagerness and power to buy is not sufficient to form a market (12).

The subject of this study is the market research, which is, the demand analysis for sports garments specially designed and produced for the individuals with amputation. When the literature on the subject is reviewed, it may be observed that there is not a study in this field in Turkey. This study, therefore, aims to fill this gap by identifying market potential of the sports garment specially designed for the amputee football players.

In this context, the questions studied may be listed as follows:

- Factors affecting physically handicapped individuals who engage in sports in the process of buying sports garments,
- Expectations of these individuals from these sports garments,
- Whether the existing garments found in markets meet these expectations,
- Whether appropriate sports garments are found in the markets for orthopedic disability,
- The tendency of the physically disabled individuals to buy the specially designed sports garments and the intentions of purchasing them.

2. MATERIAL AND METHOD

This research has been carried out on the disabled sport performers, (players of the amputee football league) residing in İzmir, Ankara and Samsun. Its aim is to identify the intention of the physically disabled individuals to purchase the specially designed sports garments.

Face to face interview was applied to the research, as one of the most common data collecting method. 60 male sportsmen have been interviewed in the research. Basic scope of the research comprises the disabled individuals living in Turkey. There are approximately 180 sportsmen performing this sport. In 2007, the registered team in the amputee football league was 7 and the number amputee football player was 70. Today, in the amputee league, there are 15 teams which compete with each other with an average number of 15 sportsmen (13). There is no doubt,

however, that this number will increase in the following years. Indeed, for the time being, there are 6 pending applications to the federation pending to be authorised as new teams.

Quota sampling technique was used in the determination of the samples. Quota sampling technique is a non-random sampling method. It is formed as layers not randomly but arbitrarily. In the quota sampling, the processes are applied by giving quotas to the specific qualities (7). Collected data have been analyzed systematically in SPSS17.0 software. In the decoding of the data, frequency and descriptive analysis methods have been used.

The research has the objective of determination of the market potential for the specially designed sports-garments for the physically disabled individuals. In this context; the tendency of the disabled persons to the specially designed sports-garments and their intention to purchase.

3. FINDINGS

Demographic findings of the research is given in Table 1, 2, 3 and 4

It is observed in Table 1 that a majority of the amputee footballers that take part in the research is in the 30-39 age range.

As may be seen in the Table 2, among the amputee football players; 45,0% has secondary education degree, 23,30% has primary education degree and the persons comprising the 21,70% are the polytechnic and college graduates.

In Table 3, the professional domains of the football players are shown. It is observed that a majority of the amputee players are civil servants.

It is observed in Table 4 that, amputee football players generally belong to the middle level income group

Table 1. Age

Age	Frequency	Percentage (%)
10-19	5	8,30
20-29	16	26,70
30-39	31	51,70
40-49	8	13,30

Table 2. Education status

Education status	Frequency	Percentage (%)
Non-graduate	3	5,00
Primary Education	14	23,30
Secondary Education	27	45,00
Polytechnic-College	13	21,70
License	2	3,30
Graduate	1	1,70

Table 3. Professional domain

Professional domain	Frequency	Percentage (%)
Public Sector	31	51,70
Private Sector	12	20,00
Free enterprise	2	3,30
Unemployed	15	25,00

Table 4. Monthly income

Monthly income (TL)	Frequency	Percentage (%)
500 and below	12	20,00
501-750	6	10,00
751-1.000	17	28,30
1001-1.500	14	23,30
1.501 and above	11	18,30

Table 5. Method of purchasing sports-garments

Method of purchasing sports-garments.	Average	Standard deviation
Self-purchase	4,81	0,547
Another individual purchases for the subject	2,50	0,991
Internet purchase	2,60	0,671
Personally tailored	2,62	0,933

Scale: 1 Never, 2 Rarely, 3 Undecided, 4 Usually, 5 Always

The methods of purchasing sports-garments as provided by the Table 5, is evaluated by the fivefold likert scale and a descriptive analysis is made. As different from other scales, the likert scale aims to identify the attitude of the individuals by measuring the extent of one's approving of the given opinions relevant to the object of study (7).

It is important findings that, majority of the amputee football players opt for self-purchase rather than letting others to buy for them.

The channels of purchasing sports-garments as provided by the Table 5, is evaluated by the five-fold likert scale according to their level of importance

and a descriptive analysis is made. Amputee football players are observed to purchase their sports-garments from the stores, with the average of 4,47; from the trademark stores with the average of 3,32 and from the shopping centers with the average of 3,20.

The factors of purchasing sports-garments as provided by the Table 7, is evaluated by the fivefold likert scale and a descriptive analysis is made. The amputee football players reported that the price (4,27) and comfort (4,12 average) are the most common.

In table 8, the priorities expected by the amputee football players may be observed. These priorities have been

evaluated in five-fold likert scale; complete analysis was made and turned into a graphic. The first priority is the body congruence with the average of 3,92. Second most preferred priority is the modishness with the 3,45 average. Other priorities may be listed in a row as follows: price reasonability (average 3,35), ease of use (average 3,32) Easy Accessibility (average 2,21), concealing of the impaired parts (average 1,21) It is, thus, observed that amputee football players give priority to the garments which enable them to perform sports activities comfortably rather than to the ones which conceal their impaired parts.

Table 6. Channels of sports-garments purchase

Channels of sports-garments purchase	Average	Standard deviation
Stores	4,47	0,842
Trademark Stores (Adidas, Nike, Puma e.t.c)	3,32	0,929
Shopping Centers	3,20	0,805
Clothe Catalogues	1,58	0,552
Internet	1,45	0,951
Market Places	3,14	1,597

Scale: 1 Never, 2 Rarely, 3 Undecided, 4 Usually, 5 Always

Table 7. Factors affecting the sports-garments purchase

Factors affecting the sports-garments purchase	Average	Standard deviation
Comfort	4,12	0,983
Price	4,27	1,079
Trademark	2,77	0,868
Design	2,30	0,931
Functionality	2,14	1,302
Quality	2,47	1,191
Esthetic factors (color, texture, shape)	1,77	1,232

Scale: 1 Never, 2 Rarely, 3 Undecided, 4 Usually, 5 Always

Table 8. Priorities expected from the sports-garments

Priorities expected from the sports-garments	Average	Standard deviation
Fashionable	3,45	1,21
Body congruence	3,92	1,149
Ease of use	3,32	1,105
Easy accessibility	2,21	1,016
Concealing of the impaired parts	1,21	0,57
Price reasonability	3,35	1,436

Scale: 1 Never, 2 Rarely, 3 Undecided, 4 Usually, 5 Always

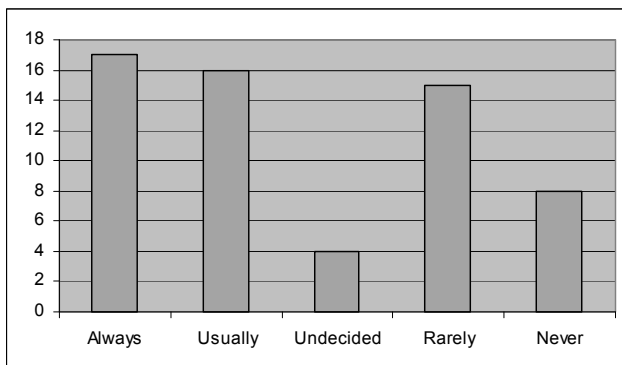


Figure 4. Finding sports garments suitable to the physical disability

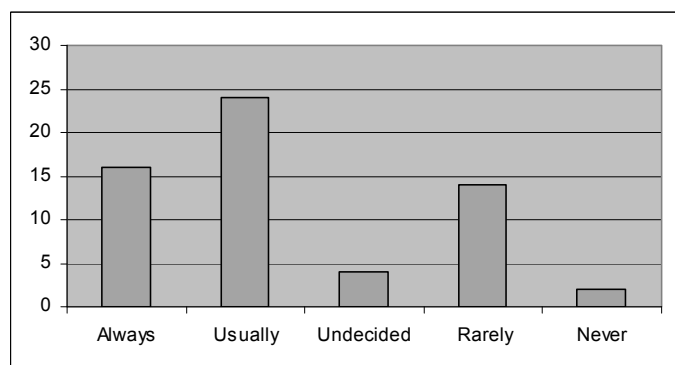


Figure 5. Satisfaction of the needs by the sports-garments

In figure 4, it is observed whether the amputee football players can find the convenient sports-garments for their physical disabilities.

It may be understood from figure 5 that the amputee football players are not always satisfied by the sports-garments.

The 75% of the participant amputee football players stated that they buy manufactured sports-garment, 1,7% have them personally tailored. 23,3% said they used both methods. The 3,3% of the amputee football players stated that they used the sports-garment developed for the disabled individuals whereas 56,7% do not. 40% stated that they were not aware of such garments.

4. CONCLUSION

In the contemporary consuming environment which is manifold, complex and rapidly changing, the marketmen may not reach to all of the consumers by assuming that they are a homogenized structure. Even the marketing agents that have generic approach to their consumers tend to create subgroups in their marketing fields. For this reason, marketmen should create strategies and commercialize particular goods to a group of defined target masses of

consumers. The plan, which foresees special product marketing to the special consumer segments, is called marketing strategy. Creating a certain marketing strategy and pursuing relevant actions require a scrutiny of the market and consumer behavior that constitutes the market.

From a perspective of consumer behaviors, marketing strategy is to reach the consumers more effectively and make the necessary things for their requirements. An accurate estimate of the consumer behaviors considering the data regarding the marketing strategies will increase the success (9). Imitating the opponents is not the way to be the marketing leader of a business, even if the imitated business is a better one. A difference should be made (14).

The intentions of the disabled persons to the buying of specially designed garments, display variety according to age range, sex, education status, profession and income.

Important results of this study may be listed as follows:

1- The prospect of the amputee football players is that their sport garments be convenient for their bodies. As seen in the Figure 1,2 and 3, the garments in the market

are not responsive for the physical needs of the amputee players.

- 2- It is an important finding that the disabled persons do not have any expectations from the garments that their disabled parts be concealed. It is considered that this perception is a result of the feeling of acceptance in the society as a result of active sports life. Amputee football games are on air on TRT 3 and special shooting is shown during the weekdays. For this reason, the players do not have the sense of exclusion from the society, and thus not have any incentives to cover the impaired parts of their bodies.
- 3- With this study, it is clearly shown that there is a garment deficit for the amputee football players. This, indeed, means that there is a considerable open market for the producer firms in this respect. The appearance of the disabled sportsmen with the garments having a fine design and a comfort, in the media will contribute the prestige of the firms, as well as, their fulfillment of the social responsibility.
- 4- This study demonstrates the necessity of the work on the design, marketing and advertising of the garments for the amputee football players.

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