

Original Article

Study of Gen Z's Perception toward Multi-Brand Sportswear Stores in Belgaum

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Abstract

In India Gen Z population comprises of 30 to 40 percentage. Therefore, understanding their taste and preferences has become very vital for marketing of any product in India. Today in 21st century Gen Z follows a trend of wearing sportswear's. The various using various sportswear brands such as Puma, Adidas, Reebok, Skechers etc. are the symbol of high standard of living. Now a day we find that Gen Z are using shopping online through Flipkart, Meesho, Amazon etc. but even then in 2 tier cities like Belgaum the Gen Z customers prefer to visit the retail outlets and purchase along with their friends. If these famous brands are available under one roof, then it becomes very easy for them to compare physically and purchase. The present scenario if we see there are many multi brand retail outlets where sportswear's are available under one roof. Therefore, it's very important to understand the consumer perception of Gen Z multi brand sportswear's.

Keywords: Gen Z, Consumer perception, Multi brand retails outlets, sportswear.

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Introduction

The retail sector in India is changing very drastically. People want many options or varieties of products available under one roof to compare physically and take decision of purchase. To cater this need of the retail sector many multi-brand retail outlets have come up in the market to satisfy the needs and desires of the customers. Similarly, we can see the rapid expansion of the multi-brand sportswear stores, where the brands like Adidas, Puma, Reebok etc. are available at one place. This change is attracting the Gen Z consumers to visit the outlet and purchase physically and feel the experience of shopping with friends and family. Because of which understanding the perception of Gen Z has become very important. This study tries to highlight the Gen Z perception towards multi-brand retail outlets in Belgaum. This study will through light on the perception and retail strategies which attract Gen Z consumers.

Literature Review

Previous studies have shown that the mixture of beliefs, attitude, emotions etc. directly influence the purchase decision (Kotler & Keller, 2021). In sports-wear segment consumer prefer the brand name and the quality above the price (Choudhary, 2022). Multi-brand retail stores makes available varieties of options to the customers but there are problems like brand overlap, inventory management etc. (Gupta & Sinha 2020). Gen Z prefer sustainable and technology based shopping (PWC Report 2023) therefore this study focus on studying the Gen Z's perception towards multi-brand outlets which is essential to study.

Objectives of the study

1. To understand the Gen Z consumer's perception, about multi-brand sports outlets.
2. To find out various factors which influence the brand preference and satisfaction
3. To find out the most preferred brand by Gen Z consumers.
4. To find out brand loyalty and preference in repeat purchase.



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Research Methodology

1. Research Design

The study was conducted with the help of primary data and secondary data where collected to find out the consumer perception on Gen Z.

2. Data Collection

- Primary data was collected from 50 Gen Z respondents through google forms.
- Secondary data was collected from reports, websites and previous market studies.

3. Sampling Technique

Random sampling technique was used for selecting the respondents across Belgaum through google forms. Major respondents where students, professionals etc.

4. Data Analysis

- The Quantitative data was analyzed with the help of SPSS, Excel etc. to find out frequency and percentage.
- For Qualitative data AntConc was used to find out the patterns of consumer's brand perception.

Data Analysis and Findings

- Among the respondents 70% comprises of female between age group 18-25
- It was found that most of the respondents (49%) preferred Puma and Adidas (28%).
- Among the respondents 50% of them said that factors (quality, price, reputation etc.) are important and 45% said that they would prefer Quality alone as influencing factor.
- 90 % of the respondents preferred to repurchase from familiar brands to show loyalty towards those brands.
- Puma and Adidas where the most innovative brands as per the respondents. Among which Puma was 43% and Adidas was 32%

Key Observations

- 80% of the respondents preferred to shop offline by visiting the store because of personal interaction with the sales person and sales trials.
- Gen Z consumers feel that "innovation and "value for money" by Puma and Adidas were the perceptions.
- Gen Z respondents (91%) agreed strongly that word-of-mouth recommendations and promotion to their peers

Discussion

It the modern era of online and digital shopping the Gen Z consumers want to experience the physical shopping because they would like to have interaction with the sales person regarding the pros and cons of the product. Also compare with the other brands available in the stores. The Gen Z perceives and give importance to the quality, design, innovation and new trend as main determinants I brand engagement. The Gen Z considers quality, design, innovation and new trend over price while selecting the product. The two brands (Puma and Adidas) are the main preferred brands by them. The multi-brand retail outlets should improve and focus on training the staff for best interaction with the consumers and convince them to purchase and have a happy customers record.

Conclusion

In this study we can conclude that Gen Z consumers are happy in shopping offline in multi-brand stores where they prefer quality, innovation, new trends over price. This trend is an opportunity for the multi-brand stores to improve their sales technique to attract Gen Z because they want to try the product physically which online platforms won't allow. The Gen Z feels personalized selling and brand name with quality, design and new trend are the aspects which attract the youths because of which they become loyal towards certain brands. Puma and Adidas are the most preferred brands by the Gen Z consumers in multi-brand stores.

Recommendations

1. Multi-brand stores should promote good quality material and design
2. Male consumers should be targeted by following strategies to engage male consumers.
3. Multi brands should focus on campaigns on social media channels to
4. The multi brand stores can offer membership and points system to make Gen Z to repurchase and become brand loyal.
5. Hybrid retail programs can be followed with digital convenience.
6. Feedback mechanism should be followed for continuous improvement.

Limitations

- The sample size was restricted to 50 limit only which restricts generalization.
- Consumer opinions are personal and influenced by emotions, making it difficult to get completely objective results.
- The responses may be temporary they may change as time pass they may change along with the time.

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