

## SEGMENTATION OF CONSUMER INTEREST TOWARDS LOCAL AND IMPORTED BASKETBALL SHOE PRODUCTS IN BANDUNG CITY BASKETBALL COMMUNITIES

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### Abstract

*Basketball shoes are one piece of equipment that determines comfort and the risk of injury that an individual will experience during the game. This research aims to show the segmentation of basketball shoe consumers based on local or imported products in the Bandung city basketball community. The method used in this research is descriptive quantitative, where data is obtained through questionnaires based on demographics, socio-economics, geography, habits or culture, as well as psychographics. The samples taken were 70 individuals using the purposive sampling method, the samples taken were individuals who regularly played basketball in a basketball community in the city of Bandung. Based on the data obtained, imported basketball shoe products are more popular than local basketball shoe products. This is based on greater perceived comfort, a sense of security from the risk of injury, a more attractive model, and the social status obtained when using imported basketball shoe products. The conclusion from this research is that imported basketball shoe products tend to be more popular, so that segmentations such as prestige lover, comfort seeker, attention model and trend follower can be obtained. Local basketball shoe products need to pay more attention to the quality and promotional strategies used, so they will not be left behind by imported shoe products.*

**Keywords:** *basketball shoes, local, import, segmentation*

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## INTRODUCTION

Basketball is a large group ball sport consisting of two teams of five players each who compete to score points by putting the ball into the opponent's basket (ring). The more a team puts the ball into the opponent's ring, the greater the chance of that team winning (Rustanto, 2017). Basketball is a sport that is popular with various age groups, from children to adults (Sampurno & Qohhar, 2020). Basketball is a sport that has a fairly high rate of injury to the feet, so of

course shoes are needed that are adapted to the conditions of the game to reduce the risk of injury (Taylor et al., 2015).

The level of comfort or fit of basketball shoes can reduce the risk of injury to the lower body (especially the feet) which is very susceptible to occurring during the game (Sinclair & Sant, 2018). This is because when playing basketball at high intensity, when landing after jumping, the lower extremity or lower body has to support up to 9 times the body weight (Teng et al., 2022). Next, the thing to note is that not everyone has the same foot shape, so not everyone has the same preference for a shoe brand. Each basketball player's playing style is definitely different, so the shoes used should be adjusted to the type or needs of the player (Zhu & Lee, 2023). However, there are still many people who insist on buying a brand of basketball shoes just because of prestige, model, or because of the surrounding environment (Fadillah & Tifani, 2018). In the world of basketball today, several basketball shoe brands that already have very popular names such as Nike, Adidas, & Jordan are often the first choice when buying basketball shoes. The fairly high price is not a problem for some people, because the quality provided is guaranteed and the brand has prestige. In Indonesia, there are actually many local basketball shoe brands such as Ardiles, BallerBro, & Guard which produce basketball shoes at more affordable prices and models that are no less attractive. Currently, it cannot be concluded with certainty that the biggest reason is that people are still less interested in local products, although it can be said that most Indonesian people have a tendency to prefer foreign products to domestic products (Hidapenta et al., 2021).

Segmentation or market segment is a group consisting of several individuals or organizations who have the same interests, habits, hobbies and characteristics (Zhao, 2020). Usually these individuals are in the same area that is close to each other or even the same, even individuals who have different interests tend to have the same interests as individuals in their surrounding environment over time (Camilleri, 2018). Segmentation can be seen based on demographics, socio-economics, geography, habits or culture, and psychographics.

The basketball community is where most basketball shoe consumers belong, from professional athletes, students and workers. Based on this, the author is interested in conducting research regarding the interest segmentation of people who are members of the basketball community in the city of Bandung towards local and imported shoe products. The large number of local and imported basketball shoe products in circulation will of course provide a wider choice for consumers, of course the first thing to look at is the quality and price as well as the prestige or history of the brand. This makes the author interested in seeing the high or low level of interest and the reasons why people who are members of the basketball community in the city of Bandung tend to prefer a brand of basketball shoes. Based on the results of this research, the author will create segmentation based on demographics, socio-economics, psychographics, and habits or culture.

## **METHOD**

The method used in this research is quantitative descriptive. This method aims to describe or provide a general overview of the data that has been collected (Sugiyono, 2018). This research was conducted in the city of Bandung from March 13 2023 to March 15 2023. The population in this study were individuals who were members of the basketball community in the city of Bandung. The samples taken were 70 individuals from several basketball communities in the city of Bandung, using a purposive sampling technique, with the criteria that the samples taken were individuals who regularly played basketball in a community every week. The data collection technique in this research uses a questionnaire with several questions based on the basics of segmentation, including: 1) demographics; 2) socio-economic; 3) geography; 4) customs or culture; 5) psychographics (Camilleri, 2018). Questionnaires will be distributed through google forms link to the basketball community in the city of Bandung.

## **RESULT AND DISCUSSION**

The results obtained in this study showed that of the 70 individuals sampled, 64.1% were men and 35.9% were women. Based on this, it can be seen that individuals who actively play basketball in a community tend to be male.

Furthermore, the data obtained shows that the age of individuals who are members of a basketball community tends to be more than 30 years old (57.7%). The status of the respondents in the study showed that there were more unmarried (50.4%) than married (49.6%) although the difference was not significant. The types of work of the respondents were quite diverse, with the number of workers (81.7%) being greater compared to students (18.3%).

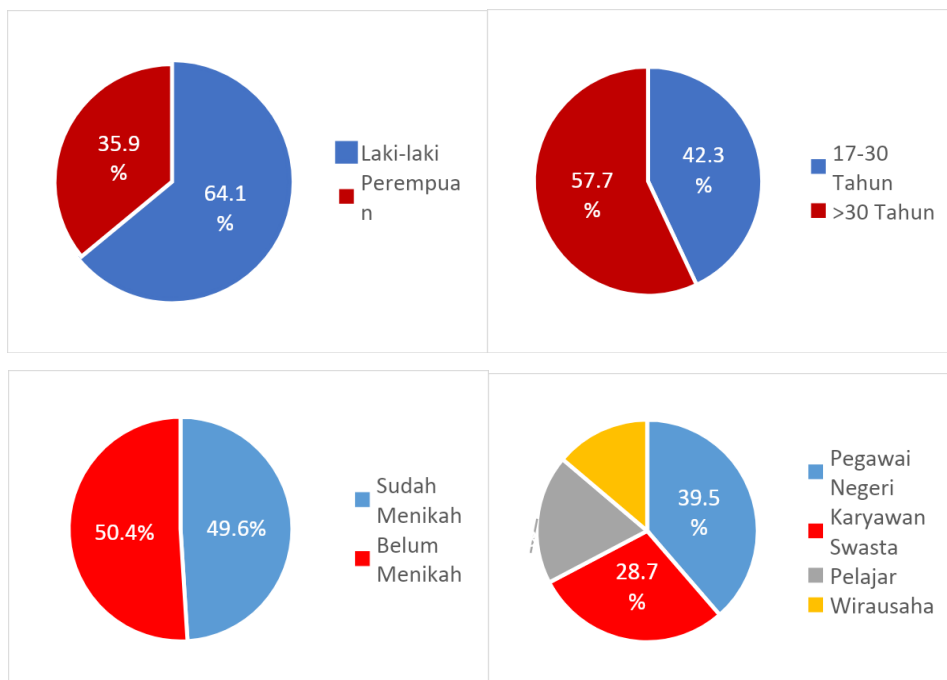


Figure 1. Gender, age, and occupation

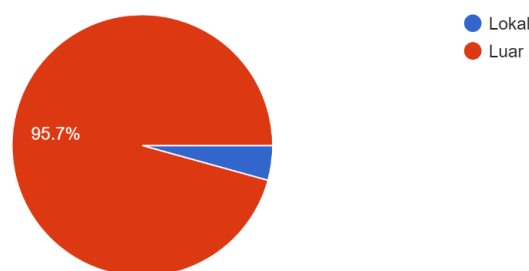
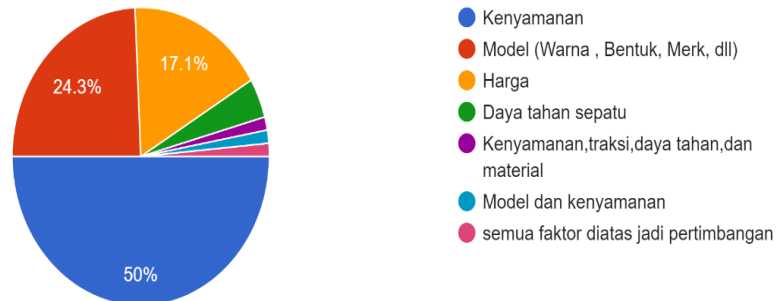


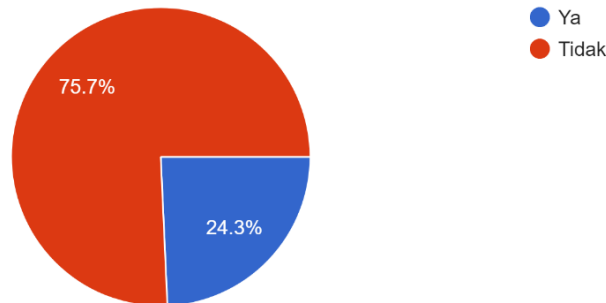
Figure 2. Consumer interest in local and imported basketball shoe products

Based on the data provided by respondents, it can be seen that individuals who are members of the basketball community in the city of Bandung tend to choose foreign products over local products. This can be influenced by the number of basketball shoe outlets for foreign products which tend to be greater than local products. Apart from that, foreign products have a longer prestige or history than local products, so the level of trust in foreign products tends to be higher.



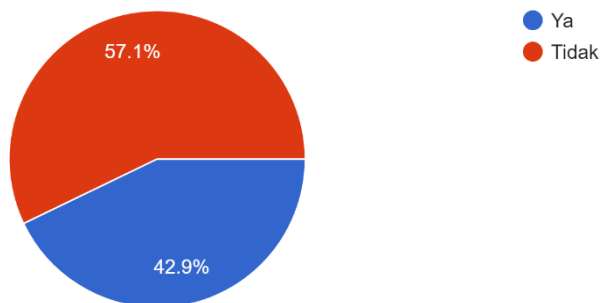
**Figure 3.** Factors to consider when buying shoes

The data obtained shows things to consider other than brand when buying basketball shoes. 50% of respondents indicated that comfort was the main factor in buying basketball shoes. Respondents who chose this factor were characterized by an average age of 30 years and above. 24.3% of respondents indicated that the model was the main factor, age characteristics own This category has an average age of under 30 years. 17.1% indicated that price was the main factor, respondents who chose this category usually prioritized function over comfort or model. Other respondents indicated that durability is also a consideration when buying basketball shoes, and some individuals also consider some or even all of the factors above to be their concern when buying basketball shoes.



**Figure 4.** Status social rise or fall when using local or imported basketball shoe products

A total of 53 respondents (75.7%) did not really pay attention to the social status obtained when using local products for import. Although there were 17 respondents (24.3%) who apparently thought their social status rose or fell when using locally produced basketball shoes, there was no import.



**Figure 5.** The influence of the surrounding environment in choosing local basketball shoe products for import

As many as 30 respondents (42.9%) indicated that the surrounding environment was one of the biggest factors when choosing local basketball shoe products for import. Although 40 respondents (57.1%) indicated that the surrounding environment did not influence them when choosing local basketball shoe products for import.



## Discussion

Imported basketball shoes tend to be more popular with individuals who are members of the basketball community in the city of Bandung. This is because the number of imported basketball shoe products entering the market tends to be greater than local basketball shoes, because there are no regulations that limit the number of imported products entering (Indraputra & Tresna, 2022). Prestige or history of basketball shoe products import, This is also one of the factors where the level of individual trust tends to be higher in basketball shoe products import, where the brands of various basketball shoe products import has been a sponsor of various international level basketball competitions for a long time (Kumar Upamanyu & Singh Bhakar, 2015). Demographics and psychographics is also a very influential thingelection basketball shoe product. One of them is that people tend to provide marketing inappropriately direct to families or individuals in the same environment regarding the brand of basketball shoes they choose and the reasons and this is proven to be one of the factors that causes imported basketball shoe products to tend to be the main choice (Gajanova et al., 2019). This is of course influenced by the quality of the products provided, ranging from comfort to models that are more attractive than current local basketball shoe products. Of course, this does not mean that local basketball shoe products cannot compete, but it takes time to build brand prestige and attention to product quality so that they are not left behind by basketball shoe products.import. And marketing strategies and ongoing trends will be determining factors in developing local basketball shoe products so that they are better known and trustedpublic (Salma & Anggraeni Dewi, 2021)

Demographics, psychographics, social and habits are the basics in creating consumer segmentation for basketball shoe products which are the choice of individuals who are members of the basketball community in the city of Bandung (Dolnicar, 2004; Sarti et al., 2018). Based on this, individuals who are members of the basketball community in the city of Bandung can be segmented as follows:

1. Prestige Lover, contains individuals who prefer outdoor basketball shoe products in this survey because the signature shoe line and its visible history tend to be more convincing than local products which in fact are still new.
2. Comfort Seeker, contains individuals who prioritize comfort in basketball shoes
3. Attention Models, contains individuals who prioritize models and consider their prestige to rise or fall when wearing a basketball shoe product.
4. Trend's Followers, contains individuals who are likely to be affected by the environment around when buying a basketball shoe product.

## CONCLUSION

Based on research results, imported basketball shoe products tend to be the main choice for individuals who are members of the basketball community in the city of Bandung. This is due to prestige, quality ranging from comfort and models, as well as the marketing strategies used which tend to be superior to current local basketball shoe products. However, this does not mean that local basketball shoe products cannot compete, where local basketball shoe products that are relatively new require time to develop prestige as well as developing better quality. This will certainly foster trust, where interest in local basketball shoe products will increase. Currently, individuals who are members of the basketball community in the city of Bandung uncategorized as a prestige lover, comfort seeker, attention model, and trends follower.

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