



Consumer Insights Through Marketing Analytics: A Brand Strategy Analysis of Major Sports Retailers

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Abstract

The rapid growth of the sports retail industry has intensified competition among brands, making consumer understanding a strategic necessity. Marketing analytics has emerged as a powerful tool for extracting actionable consumer insights that influence brand strategy and decision-making. This study examines how marketing analytics contributes to understanding consumer behaviour and how these insights shape brand strategies of major sports retailers. Using primary data collected from sports retail consumers and supported by secondary literature, the study analyses factors such as brand perception, price sensitivity, store experience, and purchase behaviour. The findings reveal that analytics-driven consumer insights play a critical role in brand positioning, customer engagement, and loyalty creation. The study offers practical recommendations for sports retailers to integrate marketing analytics into strategic brand planning.

Keywords: Marketing Analytics, Consumer Behaviour, Brand Strategy, Sports Retailing, Consumer Insights

1. Introduction

The sports retail sector has experienced significant transformation due to increased participation in sports, fitness awareness, and lifestyle changes. Consumers today are more informed, price-conscious, and experience-oriented, which has compelled retailers to adopt data-driven marketing practices. Traditional intuition-based decision-making is increasingly being replaced by marketing analytics that enables retailers to understand consumer behaviour in a structured and measurable manner. Marketing analytics involves the systematic analysis of customer data to identify patterns related to purchasing behaviour, preferences, satisfaction, and loyalty. In sports retailing, where product categories are diverse and consumer needs vary widely, analytics provides valuable insights that support effective brand strategy formulation. Brand strategy, in this context, refers to decisions related to positioning, communication, pricing, and customer

engagement. This study focuses on analysing consumer insights derived through marketing analytics and examining their influence on brand strategy in the sports retail industry. Understanding this relationship is essential for retailers seeking sustainable competitive advantage in an increasingly dynamic market.

2. Review of Literature

Several studies emphasize the growing importance of marketing analytics in modern retailing. Wedel and Kannan (2016) argue that analytics enhances decision quality by converting raw data into meaningful insights. Research on consumer behaviour highlights that purchasing decisions are influenced by a combination of functional, emotional, and experiential factors. Studies on brand strategy indicate that consumer perception, satisfaction, and trust are critical drivers of brand loyalty. In retail environments, store atmosphere, product assortment,

and pricing fairness significantly affect brand evaluation. Sports retail-specific studies suggest that consumers value product quality, durability, and brand credibility when purchasing sports goods. However, existing literature shows limited integration between marketing analytics and brand strategy in sports retailing. Most studies analyse either consumer behaviour or brand performance independently. This study contributes to the literature by linking analytics-based consumer insights with strategic branding decisions.

3. Statement of the Problem

Despite the availability of consumer data, many sports retailers struggle to convert data into actionable insights for strategic branding. Ineffective utilisation of marketing analytics may lead to weak brand positioning, inconsistent communication, and reduced customer loyalty. There is a need to understand how consumer insights derived from analytics can be effectively used to strengthen brand strategy in sports retailing.

4. Objectives of the Study

The specific objectives are:

- To study the role of marketing analytics in understanding consumer behaviour in sports retailing.
- To analyse consumer perception towards major sports retail brands.
- To examine the influence of analytics-based consumer insights on brand strategy.
- To identify key factors affecting purchase decisions and brand preference.
- To suggest strategic measures for effective brand management using marketing analytics.

5. Research Methodology

5.1 Research Design

The study adopts a descriptive and analytical research design.

5.2 Data Collection

- **Primary Data:** Collected using a structured questionnaire distributed to consumers who have purchased sports products from organised retail stores.
- **Secondary Data:** Journals, books, research papers, industry reports, and company publications.

5.3 Sample Size and Sampling Technique

- **Sample Size:** 100 respondents
- **Sampling Method:** Convenience sampling

5.4 Tools for Analysis

- Percentage analysis
- Weighted average ranking
- Mean score analysis
- Descriptive interpretation

6. Analysis and Interpretation

The analysis shows that a majority of respondents prefer organised sports retailers due to product variety and perceived quality. Brand image significantly influences purchase decisions, particularly among young consumers. Price sensitivity is evident, with consumers expecting value for money rather than premium pricing alone. Marketing analytics helps retailers identify frequently purchased products, peak buying periods, and customer preferences. Respondents indicated that personalised offers and targeted promotions improve their engagement with brands. Store experience, including layout, trial opportunities, and staff knowledge, plays a vital role in shaping brand perception. Analytics-driven insights enable retailers to refine their brand messaging and improve customer satisfaction by aligning offerings with consumer expectations.

7. Results and discussion

Findings

- Marketing analytics significantly improves understanding of consumer behaviour.
- Brand perception is influenced by quality, pricing, and store experience.
- Data-driven strategies enhance customer engagement and loyalty.
- Consumers respond positively to personalised marketing initiatives.
- Effective analytics usage supports stronger brand positioning.

8. Suggestions

- Sports retailers should integrate analytics into strategic brand planning.
- Customer data should be used to develop personalised marketing campaigns.
- Continuous feedback analysis can help improve brand performance.



- Training staff to use analytics insights can enhance customer interaction.
- Omnichannel data integration can provide a holistic view of consumer behaviour.

Conclusion

The study concludes that marketing analytics is a vital tool for generating meaningful consumer insights that support effective brand strategy in sports retailing. Retailers that successfully leverage analytics can better understand consumer expectations, strengthen brand positioning, and build long-term customer relationships. The integration of analytics and branding strategies is essential for achieving sustainable growth in the competitive sports retail market.

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