SMASHING SELF-ESTEEM: HOW BRAND IMAGE ELEVATES CONFIDENCE IN BADMINTON PLAYERS? p.p:1-10

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ABSTRACT

This research investigates how the self-esteem of badminton players is influenced by their perception of brand image. The study underscores the intricate interplay between personal identity, brand perceptions, and self-worth, emphasizing the importance of strategic brand partnerships in promoting positive self-esteem and psychological well-being among badminton players. The study delves into how their perceptions of the brands they are associated with can affect their self-esteem and shows that there is no gender disparity among the players on brand image perception and self-esteem. The results show a moderate positive relationship between perceptions of brand image and self-esteem among badminton players.

Keywords: Brand Association, Brand Image, Brand Reputation, Emotional appeal & Self-esteem.

INTRODUCTION

A brand is a unique identity that creates product positioning in the minds of the customers. It distinguishes the products, quality and beyond that, it creates value additions in the form of confidence, vanity, self-image, and esteem.(Isoraite, 2018)[1]A premium brand offers substantial advantages to either the producer or the merchant. A brand label might comprise both a brand name and a brand emblem. Brands extend beyond simple visual markers; they encompass a range of values, perspectives, and feelings that customers link to the product or company. Effective branding endeavors have the potential to establish a robust bond and allegiance between clients and the brand, resulting in recurring business and favorable word-of-mouth promotion.(Malik et al., 2012)[2] Brand image pertains to the conceptual depiction of the brand rooted in the

personal convictions, concepts, and impact of each individual consumer. It is subject to distinct interpretations from both consumers and the organization itself. The perspective or understanding that consumers or the intended audience have regarding the brand is termed the perceived image. Conversely, there exists the desired image, representing the company's intended positioning of the brand to align with the consumer's perceived image. Companies formulate suppositions about the perceived image, referred to as the presumed image. Based on these images product is positioned in the market creating value to the targeted audience.

Self-esteem encompasses an individual's self-perception, the assurance in their skills, and the extent to which they perceive their own worth and significance. This self-regard profoundly influences multiple facets of a person's existence, encompassing their emotional and psychological welfare, interpersonal connections, choices, and general feelings of accomplishment and contentment. (Dahiya & Gupta, 2021)[3]Self-esteem comprises numerous elements such as self-assurance, a sense of belonging, personal identity, proficiency, and a feeling of safety.(Pankaj, 2012)[4]The intricate and significant realm of research for sports psychologists and coaches lies in understanding the complexities of how self-significance and self-esteem intersect with sports performance.

Badminton is a versatile sport played in both indoor and outdoor settings. It enjoys widespread popularity, particularly in the Asia Pacific region, and is pursued not only competitively but also recreationally. Essential for any badminton enthusiast are shuttlecocks, racquets, and specialized attire. This attire, comprising clothing and footwear, is meticulously designed to facilitate comfortable movement and optimal airflow for players. Crafted to absorb sweat and prevent added weight, badminton apparel enables fluid motion and unrestricted play.(Badminton Apparel Market Forecast Report 2020-2030)[5]In the context of earnings, the worldwide market for badminton clothing is projected to surpass a valuation of over $30 billion by the year 2030. This growth is anticipated to occur at an annual compound growth rate of 11% throughout the forecasted period.The consistent rise in the number of badminton leagues at local, national, and regional tiers around the world has generated significant prospects for the badminton apparel industry. Previous studies have focused on the skill sets, characteristics,

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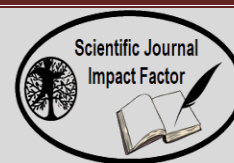
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psychological and physiological aspects of badminton players, the research gap was found on role of brand image on the self-esteem of the badminton players. Self-esteem is a psychological aspect which is unexplored in the area of brand image among the badminton players.

OBJECTIVE OF THE STUDY

Following were the main objectives of the Study:

- To examine the relationship between brand image perceptions and self-esteem among badminton players.
- To analyze how different dimensions of brand image impact the self-esteem of badminton players.

DESIGN OF THE STUDY

To accomplish the study's goal, quantitative research was conducted by preparing a questionnaire, which was distributed among the badminton players, and obtaining 112 youth players from South India. Of the total sample, 51.8 % were male (n = 58) and 48.2 % were female (n = 54), aged between15 and 24. (United Nations 2013)[6]According to statistical criteria established by the United Nations, 'youth' refers to individuals aged from 15 to 24 years; hence the age is categorized between 15 to 24. Badminton players from the higher secondary, affiliated colleges, Universities of the southern part of India is the sampling frame. The questionnaires were sent to 34 badminton players in the Kerala region and is asked to circulate among the other players of the above age group. The sampling method selected is snowball sampling, starting with a small number of participants who meet the age group criteria and then relying on the initial participants to refer additional participants who also meet the same criteria. A total of 132 questionnaires were received, after eliminating the unfilled and ineligible forms, a total of 112 filled questionnaires were taken for the analysis, which comprised of 44 players from Kerala, 31 from Tamil Nadu, 37 from Karnataka. The variables identified for self-esteem under study includes (Dahiya & Gupta, 2021)[7] self-significance, self-assurance, sense of belongingness, personal identity, sense of security and (Agatha & Suparman, 2021; Alhaddad & Alhaddad, 2015)[8,9]variables of brand image include Brand reputation, Quality of the product, Usability, Durability, Emotional appeal, and Brand association.
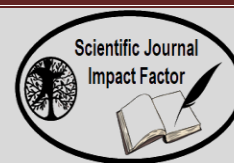
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To identify the relationship between brand image and self-esteem correlation test was conducted and to analyze the dimensions of brand image on self-esteem multiple regression analysis was done.

RESULTS

The demographic profile of the respondents shows that there were 58 male and 54 female with educational qualification from higher secondary to post graduation. The level of achievement depicts that majority were intercollegiate achievers followed by state level (29.5%), district level (25%) and inter university (13.4%) achievement. Majority of the participants prefer branded products (86.6%) and 8% of the participants were not sure about the use of the apparels while playing. 62.5% of the participants were assured that branded apparels create self-assurance while playing badminton and 23.2% were having strong agreement towards the use of branded apparels.

Reliability test:

The internal consistency of the six primary questions designed to evaluate the brand image of badminton players was evaluated using the Cronbach Alpha Test. The results of the test indicate a strong internal consistency of 0.917 among the questions employed to gauge Brand Image within the young badminton player sunder the study. A Cronbach's Alpha of 0.917 for a scale with 6 items indicates that the items in the scale are highly consistent and reliable in measuring the intended construct. This is a positive result, as it suggests that the scale is effective for assessing the variable of interest and producing consistent measurements across its items.

The self-esteem of the participants was assessed using the five key aspects selected for the study. The reliability analysis revealed that the self-esteem dimension had a Cronbach's alpha of 0.935, indicating a strong level of internal consistency. Furthermore, all five questions pertaining to this dimension were deemed acceptable based on the analysis.

Normality test were conducted on gender and brand image, and gender and self-esteem as well, the normality of the distribution of both the group was identified by Shapiro-Wilk test.

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Table 1: Shapiro-Wilk Test: Brand Image and Gender

		Statistic	Df	Sig.
Brand image	Male	.909	58	.000
	Female	.820	54	.000

(Source: Statistical package- primary data)

Table 2: Shapiro-Wilk Test: Self-esteem and Gender

		Statistic	Df	Sig.
Self esteem	Male	.743	58	.000
	Female	.761	54	.000

(Source: Statistical package- primary data)

The p-values obtained from the Shapiro-Wilk test for both the male and female variable groups are 0.000, which is below the significance level of 0.05. Hence, it is deduced that the data does not follow a normal distribution. Due to the deviation from normality, the Mann-Whitney U test is employed to determine whether there are significant differences in both self-esteem and brand image between male and female.

H0: There is no significant difference between gender and brand image

Table 3: Mann Whitney U Test- Brand Image and Gender

Group	Mean Rank	Mann Whitney U Test	P Value
Male	58.20		
Female	54.68	1467.500	.562

(Source: Software package-primary data)

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The results of the Mann-Whitney U test reveal that the average value of brand image among male is higher when compared to their female counterparts within the chosen sample. The Independent Samples Mann-Whitney Test (with a U value of 1467.500) showed an asymptotic significance level of 0.562, surpassing the pre-established alpha threshold of 0.05. Consequently, the analysis concludes that there is no noteworthy disparity between gender and brand image. In essence, it can be inferred that the perception of brand image is uniformly distributed across genders.

H0: There is no significant difference between gender and Self-esteem.

Table 4: Mann Whitney U Test- Self-esteem and Gender

Group	Mean Rank	Mann Whitney U Test	P Value
Male	59.01	1420.500	.370
Female	53.81		

(Source: Software package-primary data)

The results of the Mann-Whitney U test suggest that the average value for males is relatively higher than that for females within the sampled group. The Independent Samples Mann-Whitney Test (with a U value of 1420.500) exhibited an asymptotic significance level of 0.370, which surpasses the predetermined alpha threshold of 0.05. Consequently, the conclusion drawn is that there exists no noteworthy difference between gender and self-esteem. It can be inferred that the distribution of self-esteem, as measured by brand usage, is consistent across genders.

Correlation Analysis:

Correlation analysis was conducted to assess the relationship between perception on brand image and self-esteem among the badminton players.

H1: There is a significant relationship between brand image perceptions and self-esteem among badminton players.

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Table 5: Correlation analysis on self-esteem and brand image

		Self esteem	Brand Image
Self esteem	Pearson Correlation	1	.746[**]
	Sig. (2-tailed)		.000
	N	112	112
Brand image	Pearson Correlation	.746[**]	1
	Sig. (2-tailed)	.000	
	N	112	112

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis suggests that there is a significant and strong positive correlation ($r = 0.746$) between brand image perceptions and self-esteem among the badminton players. In other words, as brand image perceptions increase, self-esteem tends to increase. The p-value being less than 0.01 indicates that this correlation is unlikely to have occurred by random chance. The data suggests a meaningful relationship between these two variables at a statistically significant level.

Multiple Regression analysis

The brand image perception is a multi-dimensional construct shaped by various factors, including brand reputation, quality, emotional appeal, durability, brand cognition, and brand associations(Zhang & Luo, 2019)[10]. The sports player's performance is based on a varied set of factors including physical, physiological, psychological, sociological aspects. The dimensions of brand image may bring an effect on the psychological aspects and the study is intended to identify these effects on the self-esteem of the badminton players. The dimensions of brand image perceptions under the study includes brand reputation, quality, emotional appeal, durability, usability, and brand association. The

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variables used for assessing self-esteem includes self-significance, self-assurance, belongingness, personal identity and sense of security among badminton players.

H2: There is a significant impact of different dimensions of brand image on the self-esteem of badminton players.

$$\text{Model: } \hat{Y}1 = \alpha + \beta X1 + e$$

Where $\hat{Y}1$ denotes the variable self-esteem, upon the independent variables Brand image dimensions namely brand reputation, quality, usability, durability, emotional appeal, and brand association, α and β are the constants, and e being the standard error.

Table 6: Summary of Multiple Regression analysis

Variable	Unstandardized Coefficient	Standardized Coefficients Beta	Standard error
Brand Reputation	.28	.330	.091
Quality	-.193	-.166	.134
Usability	.115	.094	.121
Durability	-.033	-.29	.107
Emotional appeal	.571	.535	.136
Brand association	.113	.103	.119

Note: R^2 = .695, Adjusted R^2 = 0.678, p <.05

The regression analysis conducted is checked for multicollinearity and homoscedasticity and the results indicated that there is no multicollinearity existed as the VIF value is between 1 and 5. The analysis also shows equal variance for all the data of the dependent variables. It can be concluded that there is a notable moderate positive correlation between brand image and self-esteem. The connection between these two variables can be moderately explained. The regression analysis effectively accounts for the dependent variable, as evidenced by the extremely low p-value (p < 0.000), indicating statistical significance at the 0.05 significance level. The R-squared value reveals that 69.5% of the variation in the dependent variable (self-esteem) is explained by the independent variables, signifying a moderate level of explanation. This implies that the

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various aspects of brand image moderately contribute to explaining the variations observed in the self-esteem of individuals. The variables durability of the brand and quality of the brand shows negative relationship with the self-esteem as the coefficient values indicated negative values. The self-esteem of the badminton players is affected by the perception of brand image and is not affected by the quality and durability aspect of the branded product.

DISCUSSION

The predominant purpose of this research is to assess the relationship between the brand image perceptions of badminton players towards their self esteem while engaging in the sport. The review process revealed that the psychological aspect connecting the brand was not assessed on the badminton players or athletes. The research points out that there is a positive correlation between the image they have on the brand which creates self-esteem and supports the previous findings (BASTUG et al., 2017)[11]When the overall level of motivation rises, there is a corresponding increase in the frequency of specific motivational imagery. It is also identified that there is no significant variation between brand perception and gender, likewise the way self-esteem is distributed, as gauged by brand perception, remains similar among different genders. While assessing the effect of brand image dimensions on self esteem the regression results indicated a moderate relationship, while the quality and durability aspects of the branded product do not have much impact on their self-esteem. The research shows a positive moderate effect on the brand image perception on apparels and self esteem among badminton players. The implications of the study are to help the marketers and branded apparel industries to advertise and market intensively to motivate the players. The motivation provided through such apparels will give self-confidence and esteem to players which ultimately bring more laurel to our country. (Women's Agenda 2023)[12]Wearing branded apparels serves to reduce the risk of injuries and guarantees that the products they provide ultimately contribute to boosting confidence. The study indirectly highlights the importance of mental health support for athletes, sports organizations and associations should offer resources and assistance to athletes who may experience fluctuations in self-esteem due to brand-related factors. The study opens avenues for further research into the

dynamics of brand endorsements and self-esteem across different sports and athlete profiles. Exploring how cultural, gender, and age differences influence these dynamics could provide valuable insights.

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