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## DETERMINANTS OF YOUTH PERCEPTION ON ADVENTURE TOURISM IN NEPAL

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### ABSTRACT

**Objective:** To study the impacts of personal factors on the adventure tourism.

**Research Design:** Field survey study and primary data;

**Methods and Materials:** Review of various articles and collection of data through direct personal interview with youth respondents from Kathmandu valley.

**Results and Conclusion:** Affordability has the highest mean score among five independent variables. Risk factors, affordability, enjoyment and destination locations are significant whereas past experience is insignificant in the regression model.

**KEYWORDS:** *Adventure Tourism; Youth; Perception; Affordability, Kathmandu Valley.*

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### INTRODUCTION

What fills one person with fear fills another with boredom and vice versa. The meaning of 'adventure' may apply differently to different people. For the past few years, the terms 'adventure', and 'images of adventure activities', have been used worldwide to advertise holidays, equipment, clothing, lifestyles, property and other a number of services and commodities (Buckley, 2006). Other scholars are of the opinion that the participant's characteristics and their perception of adventure play crucial role in making meaning about 'adventure' in real sense. For example, in Shepard, Evans and Weber (2004; as cited in Gajda 2008), the levels of adventure presented as the subjective perception of risk and the form of travel which is seen as adventurous as perceived by the individuals based on their personal backgrounds and earlier life experiences. Therefore, adventure tourism may represent different things to various groups of particulars at different risk levels.

Adventure tourism can be defined in various ways, and there is yet no officially accepted or generally agreed universal definition. From the perspective of the individual tourist, anything which they personally consider adventurous can be counted as adventure tourism. Different individuals, however, or even the same individual at different ages, may have widely different perceptions of how adventurous a particular activity may be, depending on prior experience,

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skills and interests. From a supply side perspective, a wide range of different commercial tourism activities may be marketed as adventure tourism (Buckley, 2010). A few of such activities may include mountaineering, trekking, rafting, paragliding, bungee, paragliding, hunting, and hiking.

The scope of adventure tourism has commonly been expressed through scores of specific outdoor activities involved. Buckley (2006; as cited in Buckley, 2010) has listed about forty such activities, some of them are considered in aggregated categories. In alphabetical order, these include abseiling, aerobatic aircraft flights, ballooning, black water rafting, bungee jumping, caving, cross-country skiing, diving, downhill skiing and snowboarding, hiking, horse riding, ice climbing, jet boating, kiteboarding, mountain biking, mountaineering, off-road 4WD driving, parapenting and paragliding, quad biking and ATV driving, rock climbing, sail boarding, sailing, sea kayaking, skydiving and parachuting, snowshoeing, surfing, whale watching, white water canoeing and kayaking, white water rafting, wildlife watching and zorbing. This list is by no means exhaustive and many of these categories could be subdivided.

Unlike other major sectors of the commercial tourism industry, adventure has received remarkably little research attention. The reasons for the lack of research attention are not clear, perhaps adventure tourism has not been well defined (Buckley, 2006). Despite its popularity neither the respective scholars nor the practitioners have been able to provide an exact and satisfactory definition of this segment of travel and tourism industry (Gajda, 2008), and in the present context of Nepal, adventure tourism and its prospect as well as general public opinion has yet to be established.

Youth tourism has been recognized as one of the largest actors of tourism in Nepal, and also identified as having considerable potential for the future growth of this segment.

Adventure travel is one of the fastest growing but least understood forms of international tourism. Nepal is one among the best destinations in the world for adventure tourism which offers an excess of outdoor activities from jungle safari in the forest of Chitwan National Park to Paragliding in Pokhara. The history of adventure tourism in Nepal starts from the early attempts to ascend world's highest peak Mt. Everest some about five decades ago. The role of Adventure Tourism in the economic development of remote areas and its impact on local community, economy, and the environment are not fully figured out, even though adventure tourism has been adopted enthusiastically by many countries like Nepal. We believe that adventure travel will bring many positive impacts on Nepal's national economy, indigenous populations, tourism industry, and conservation development. With its steady growth, adventure tourism in Nepal will play an increasingly important role for national and local development in the frontier areas.

Moreover, it is interesting to note that in many countries, adventure travel is becoming a major economic resources and a great incentive to protect wild areas and cultures to which Nepal is also making long-term commitments to promote adventure travel as a major industry. Since, the adventure travellers who seek out areas to experience that are unique and beyond the norm, this enables the developing country like Nepal to easily intrigue this type of traveller. According to

the recent report, there is a growth of adventure travellers in a special events such as Nepal ultra-trail race, mountain biking, mountain marathon etc. which held in rugged area of Nepal that offers a large group of individuals a chance to explore the inner and outer world of extremes. These participants devote their time and their bodies to experience a challenge taken by few in an area with virtually little to no infrastructure. This shows that there is an audience ready, capable and interested in the next adventure, whenever that may be. (Mallet)

Though the relationship between youth tourists travel patterns and the perception are moderate, the inferences by youth tourists' psychographic factors are stronger. Besides, Sichuan is considered to be good tourism destination for youth tourists, they think that the "value of money" in Sichuan is acceptable and the Sichuan cuisine is fantastic but the only negative point pertains to the perception of safety. Because of the earthquake, some of them probably visited tourism sites still under rebuilding. Youth tourist's preferences clearly displayed a strong liking for cultural and outdoor activities: hiking, mountain climbing, diving, ecotourism activities and adventure tourism activities in particular. They are interested in destinations' culture and outdoor activities and willing to accept new things (as cited in Guo,2011).

According to Adventure Tourism Market Report studied by the George Washington University (2010), Adventure travelers are equally likely to be single or married, male or female. The majority are between 35-47 years old. Industry follower's families with research from ATTA may expect a higher percentage of baby boomer travelers. However, this report reflects not only consumers of tours by adventure travelers in general. It also includes people who organize their own trips and therefore more likely to be younger with more time to plan.

The term 'adventure tourism' itself is a dynamic one which may be referred to as search for competence combined with a sense of risk or danger, leading to realization of marshal attainment at the end. As the term relates, it refers to youth-driven act of tourism and the physical demands of adventure tourism also tend to imply a high degree of youth participation. Ironically, there is little evidence of youth involvement in adventure tourism in Nepal.

In this context, the research is quite concerned to have a depth study about this situation and establish a general understanding on level of youth awareness as well as direction of their perception towards the Nepalese adventure tourism.

### **RESEARCH QUESTIONS**

It is intended to accomplish the proposed research being guided by a set of three research questions:

- a. How is the overall level of youth awareness about various components of adventure tourism?
- b. How do the Nepalese youth perceive about their experienced adventure tourism activities?
- c. What are the youth perceived key problems and prospects of promoting adventure tourism in Nepal.

d. What is the impact of personal factors on the perception of youth in adventure tourism?

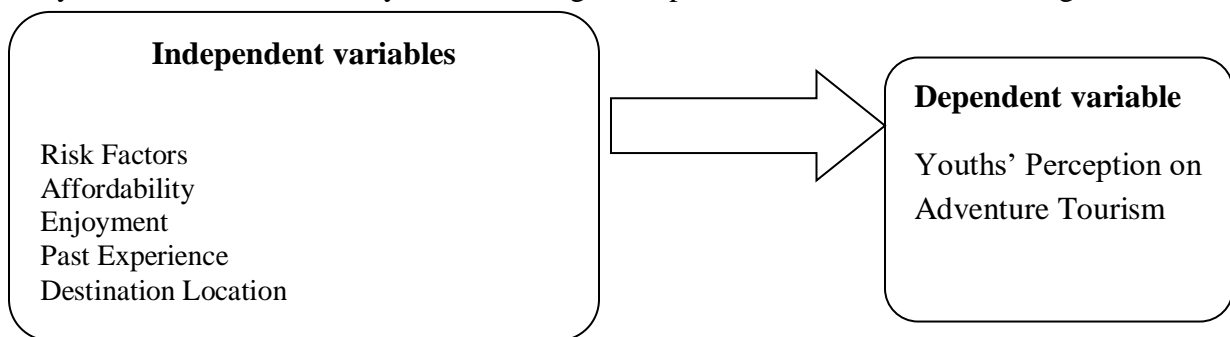
### Objectives of the Study

Primarily, this research intends to explore the Nepalese youth perception on adventure tourism. To do so, more specifically, the study has the following specific objectives:

- a. To establish the general perception of the Nepalese youth on their experienced adventure tourism activities,
- b. To evaluate the impact of personal factors on the perception of youth in adventure tourism.

### Conceptual Framework

To carry out research successfully, the following conceptual framework has been designed:



**Figure-1 Conceptual Framework**

In the above Figure-1, the conceptual framework is designed for how independent variables influence the dependent variable. There are various personal determinants that affect to the perception of youth in adventure tourism. Some independent variables such as, risk factor, affordability, enjoyment, experience factor and destination location are used to measure the impact on the perception of youth in adventure tourism.

### METHODOLOGY

The descriptive research design is implemented with the quantitative research which is mainly focused on survey questionnaire method. The main aim of the analysis is to study and measure the perception of Nepalese youth on adventure tourism. The quantitative research method permits specification of dependent and independent variables and allows for longitudinal measures of subsequent performance of the research subject. This researcher is assisted with the descriptive research design which focuses to identify the characteristics of the target youth tourists of Nepal by describing their psychological factors. The instrument used for data collection was questionnaire on 5-point Likert scale from strongly agree to strongly disagree, where point-1 indicate strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree.

This study is limited to the youths who already have experienced of adventure tourism activities. Accordingly, primary data is collected directly from the sites through interview, questionnaires and interaction with the youths. Youths are categorized into different groups according to their gender, age, profession etc. For the simplicity, this research is conducted in Kathmandu valley by selecting 150 youths from different age group ranges from 15 years to 60 years.

First, descriptive surveys will be used to identify the characteristics of the target youth tourists of Nepal by describing their psychological factors and their travel patterns. By using questionnaire and collecting data on youth tourist's perceptions, the researcher can get information on how youth tourists perceive adventure tourism differently. The various perceptions of youth tourists and their different characteristics (psychological factors and travel patterns) will be used to describe them. The results will show the clear internal relationship between youth tourists and their perceptions which accord with the research objectives and problem.

## RESULTS AND DISCUSSION

The analysis and presentation of data is carried out on the results of the questionnaire which deals with a quantitative analysis of data. The demographic profiles of the respondents are categorized according to their gender, age, matrimonial status and profession, which are presented in the following Table 1:

**TABLE 1 PERCENTAGE DISTRIBUTION OF RESPONDENTS BY DEMOGRAPHIC CHARACTERISTICS**

Variables		Male	Female	Total	Percentage (%)
<b>Gender</b>		76	74	150	
<b>Age</b>	Less than 20	31	34	65	43.3
	Between 20-45	43	40	83	55.3
	Above 45	2	0	2	1.3
	<b>Total</b>			<b>150</b>	<b>100</b>
<b>Matrimonial Status</b>	Single	59	58	117	78
	Married	17	16	33	22
	<b>Total</b>			<b>150</b>	<b>100</b>
<b>Profession</b>	Student and other	59	57	116	77.3
	Employee	10	12	22	14.7
	Business	7	5	12	8
	<b>Total</b>			<b>150</b>	<b>100</b>

Source: Opinion Survey of Youth on Adventure Tourism, 2021



A total of 160 youth respondents were surveyed and 150 responded. This represented a participation rate of 93.75%. The respondents are mostly from different colleges located in Kathmandu as well as the trekking guides and domestic adventure travellers, with 50.7% youths are being male and 49.3% female.

As shown in the above table 1, there are more than 55% of the youths are of the age between 20-45 age group, 43% of youths are in the age group less than 20 but only 1.3% of the people are in the age group above 45. This shows that the youths of Nepal less than 20 and below 45 age group have an experience of adventure travel in Nepal.

As per the matrimonial status, out of 150 respondents 117 i.e. 78% are single including 59 male and 58 female whereas only 33 i.e. 22% of the respondents are married people including 17 male and 16 female. This shows that, single people were more experienced of adventure travel than married people.

Moreover, there are more than 77% of the youths are students and others, more than 14% are employee and about 8% of the youths are involving in business as a profession.

### Perception of Youth on Adventure Tourism

To understand the perception of the youth of Kathmandu valley on various attributes and services, some statements on key issues were designed and administered to sample respondents of youth in Kathmandu valley. There are five statements, which are asked to the respondents. 5-point Likert scale is used to analyze the responses of sample respondents. The mean scores and level of satisfaction in the personal factors are presented in the following table 2:

**TABLE 2 PERCEPTIONS OF YOUTH ON ADVENTURE TOURISM**

Personal factors	Mean	Std. Dev.
<b>Risk Factors</b>	3.35	0.74
<b>Affordability</b>	4.17	0.59
<b>Enjoyment</b>	3.58	0.98
<b>Past Experience</b>	3.36	1.10
<b>Destination Location</b>	2.47	0.86

Source: Opinion Survey of Youth on Adventure Tourism, 2021

It is noted that affordability has highest mean score i.e. 4.17 which indicates that respondents are quite conscious about their budgets for adventure tourism. Similarly, enjoyment has the mean score of 3.58, which is the second highest factor for doing adventure tourism for youth.

Destination location has the least mean value i.e. 2.47. The standard deviation of affordability is too low, which indicates that there is more consistent responses of sample respondents in this issue, where as there is great variation in 'past experience' which has highest standard deviation i.e. 1.1. There is only one variable which has a mean score exceeding 4.

### Impact of Independent Variables on Youths' Perceptions

The impact of personal factors on the perception of youth in adventure tourism can be expressed by the following formula:

$$\text{Sat}_Y = \alpha + \beta_1 \text{Rf} + \beta_2 \text{Ad} + \beta_3 \text{Ej} + \beta_4 \text{Pe} + \beta_5 \text{DI} + \dots + \text{et}$$

Where,

Sat\_Y Satisfaction of youth, Rf- Risk factors, Ad- Affordability, Ej- Enjoyment, Pe- Past experience, DI- Destination location

**Table 3 Regression result: Satisfaction of youth as dependent variable**

Sat_Y	= $\beta_0$	+ $\beta_1(\text{Rf})$	+ $\beta_2(\text{Ad})$	+ $\beta_3(\text{Ej})$	+ $\beta_4(\text{Pe})$	+ $\beta_5(\text{DI})$	+ (e)
	=2.62**	+0.08Rf**	+0.24Ad	+0.06Ej**	+0.07Pe	+0.05DI*	
<b>S.E.</b>	= (1.50)	(0.04)	(0.06)	(0.02)	(0.89)	(0.02)	
<b>t</b>	= (1.75)	(-1.79)	(-3.92)	(-2.94)	(-0.78)	(2.77)	
	<b>R<sup>2</sup>=0.78</b>	F(5,154)=24.53					
	<b>Number of obs. 160</b>		d.f.=154				
<b>Note:</b>	* Significant at 0.01 levels						
	** Significant at 0.05 levels						

The regression results from multiple regression models explain that the explanatory power of the model is reasonably high given as the R<sup>2</sup> is estimated at 78%. The F statistic is also statistically significant at 5 percent. It is found that other variables keeping constant one unit increases in risk factor will increase by 0.08 units in the satisfaction level of youth.

Similarly, keeping other variables constant, one unit increase in adventure will increase by 0.24 units in the satisfaction level of youth. Similarly, one unit increases in enjoyment and destination location will increase by 0.06 and 0.05 units in the satisfaction level of youth by keeping other variables constant. There is no significant positive relation between past experience and satisfaction level of youth.

### CONCLUSION AND IMPLICATION

Adventure tourism is one of the fastest growing areas in the sector globally, attracting high value customers, supporting local economies and encouraging sustainable practices. And Nepal is widely regarded as a playground for soft and hard adventure. In fact, Global Adventure Tourism Index consistently ranks Nepal in the top five adventure locations based on image and appeal.

Moreover, by analysing the regression of personal factors on Nepalese youth's perception, four variables are significant whereas past experiment is insignificant. Among five independent variables, affordability has the highest mean scores, which indicates that the cost of adventure tourism is significant than others.

The primary aim of this research was to study Nepalese youth perception on adventure tourism and by using questionnaire and collecting data on youth tourist's perceptions, the researcher get information on how youth tourists perceived adventure tourism differently. The various perceptions of youth tourists and their different characteristics (psychological factors and travel patterns) are used to describe them as variables. And the results shows that the clear internal relationship between youth tourists and their perceptions which accord with the research objectives and problem i.e. the significant relationship between dependent and independent variables.

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## A STUDY ON THE CONSUMER BUYING BEHAVIOUR WITH RESPECT TO ADIDAS

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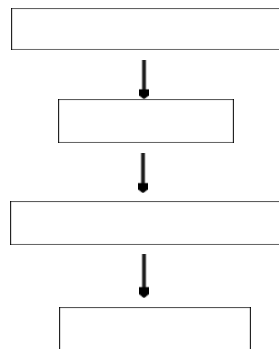
### ABSTRACT

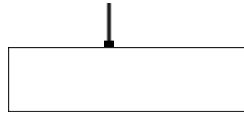
*It is difficult to discover and look through the reasons influencing customer purchasing choices. Brain research plays an imperative factor when purchaser conduct is concerned. Each individual in this world have diverse manners of thinking hence to recognize what everyone needs isn't simple.*

*We are taking a gander at a couple of ground ideas and principles that impact and direct customers in connection to purchasing and taking choices while acquiring an item.*

### How Buyers Purchase

This procedure is exhibited in a grouping of 5 stages as demonstrated as follows.





## INTRODUCTION

Regardless, paying little mind to whether a buyer will truly carryout every movement depends upon the sort of acquirement decision that is stood up to. For instance, for minor re-purchases the client may be exceptionally steadfast to a comparable brand, along these lines the decision is a typical one (i.e., buy a comparative thing) and little effort is related with settling on a purchase decision. In cases of timetable, stamp loyal purchases purchasers may maintain a strategic distance from a couple of stages in the obtaining method since they know unequivocally what they require empowering the buyer to move quickly through the methods. In any case, for more multifaceted decisions, for instance, Major New Purchases, the gaining strategy can extend for an impressive time span, weeks, months or more. So in showing these methods publicists should comprehend that, dependent upon the conditions enveloping the purchase, the essentialness of every movement may change. These impacts are separated into three primary classes:

1. INTERNAL

2. EXTERNAL

### INTERNAL INFLUENCES:

#### a) Perceptual Filter:

Perception is known as that ponder of how a man sees themselves in association with the world they live in. However, whatever is inside doesn't for the most part turn out in a quick way and how we anticipate that for it will. Consistently our mental beauty care products comes to fruition in light of information that has been purposely or naturally isolated as we experience it, a system we imply as a perceptual channel. Discernment has a few stages:

- Exposure - detecting a boosts (e.g. seeing an advertisement)
- Attention - a push to perceive the idea of a boosts (e.g. remembering it is an advertisement)
- Awareness-allotting significance to a jolts (e.g., silly promotion for specific item)
- Retention - adding the significance to one's interior cosmetics (i.e., item has some good times promotions)

#### b) Knowledge:

Learning is the entire of all information known by a man. What exists as figuring out how to an individual depends upon how a man's perceptual channel comprehends the information it is exhibited to.

#### c) Attitude:

In essential terms perspective implies what a man feels or acknowledges about something.

Additionally, perspective may be reflected in how an individual exhibits in perspective of his or her feelings. Once surrounded, airs can be incredibly difficult to change. Thusly, if a client has a negative mindset towards particular issues it will require huge push to change what they acknowledge to be substantial.

**d) Personality:**

A man's personality relates to clear individual characteristics that are dependably appeared, especially when one acts inside seeing others. In most, yet not all cases, the practices one expects in a condition resemble the practices a man shows in another situation. Thusly character is the whole of material experiences others get from experiencing a man (i.e., how one talks, reacts). While one's personality is routinely deciphered by those we associate with, the individual has their own specific vision of their character, called Self Concept, which could be the same has how others see us.

**e) Life style:**

This influencing component relates to the way we survive the activities we participate in and interests we express. In fundamental terms the thing we regard out of life. Lifestyle is consistently controlled by how we contribute our vitality and money.

**Roles:**

Roles address the position we trust we hold or others feel we should hold while overseeing in a social occasion circumstance. These positions pass on specific commitments yet it is basic that some of these obligations may, frankly, be seen and not enlightened or even recognized by others. In help of their parts, clients will settle on thing choices that may move dependent upon which part they are anticipating.

**Inspiration:**

Motivation relates to our need to achieve a particular outcome. Various inside parts can impact a customer's need to achieve a particular outcome however there are others.

**OUTER INFLUENCES**

Client purchasing decisions are every now and again affected by factors that are outside of their control yet have quick or underhanded impact on how we live and what we eat up.

**a) Culture :**

Culture addresses the direct, feelings and, a significant part of the time, the way we act learned by interfacing or viewing distinctive people from society. In this manner a considerable amount of what we do is shared lead, come beginning with one individual from society then onto the following.

**b) Other Group Membership:**

Despite social effects, clients have a place with various distinctive get-togethers with which they share certain characteristics and which may affect purchase decisions. Much of the time these social affairs contain Opinion Leaders or other individuals who have critical effect on what the customer purchases.

**C) Purchase Situation:**

A purchase decision can be insistently affected by the situation in which people get themselves. At the point when all is said in done, a situation is the condition, a purchase decision, for instance, the nature of, their eager state, or time necessities.

**ANALYSIS & DATA INTERPRETATION****1. Importance:**

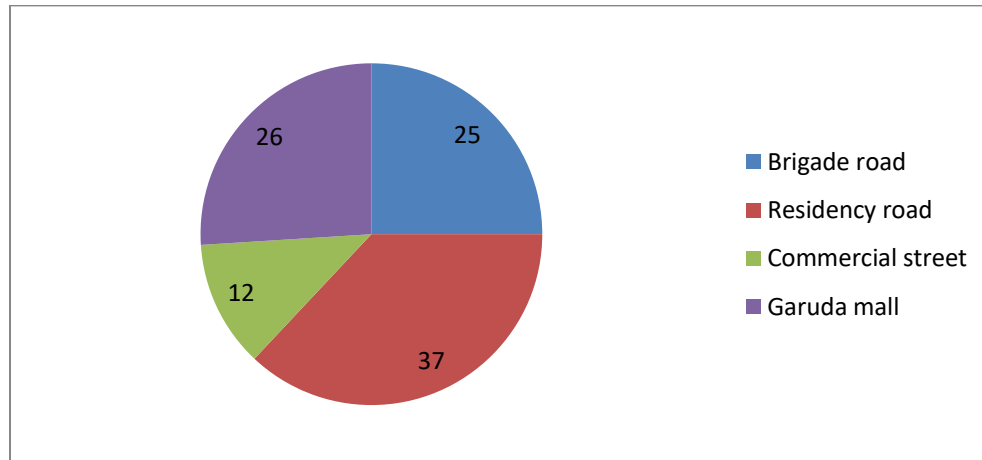
The essentialness of this request is to find the age total identifying with the customers who purchase adidas things so we can know which age pack is more pulled in towards adidas things.

**TABLE 4.1: THE TOTAL PERCENTAGE OF CONSUMERS FALL UNDER THE FOLLOWING AGES**

Age	Responses	Percentage
Less than 18 years	17	17%
18 - 25 years	60	60%
25 -35 years	9	9 %
35 years & above	14	14%
Total	100	100%

**Chart 4.1: The total percentage of consumers fall under the following Ages**





**Interpretation:** According to the above analysis, majority (60%) are youths who go in for ADIDAS products.

## 2. Importance:

The importance of this question is to find out what profession of people purchase adidas products.

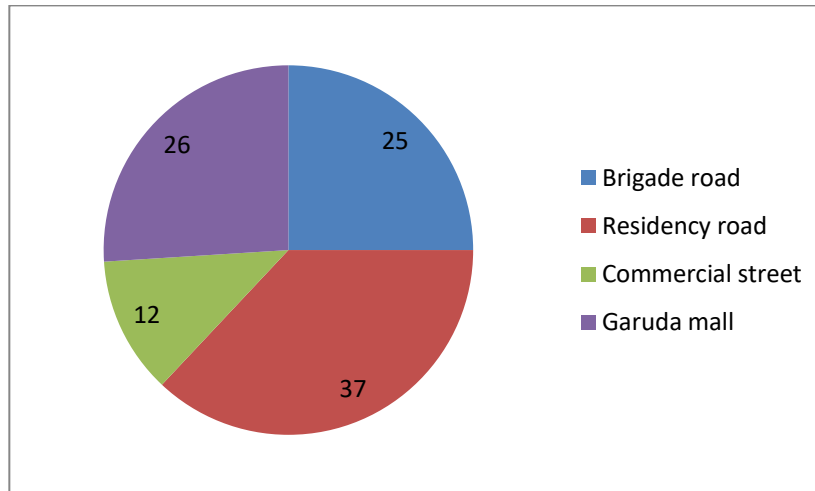
**TABLE 4.2 THE PERCENTAGE OF CUSTOMERS FALL UNDER THE FOLLOWING CATEGORY**

Occupation	Responses	Percentage
Professional	20	20%
Business Men	14	14%
Govt Service	11	11%
others	55	55%
Total	35	100%

## 3. Importance:

This helps us to know which profession of people are major customers of adidas.

**Chart 4.2 The percentage of customers fall under the following category**



**Interpretation:**

Above analysis reveals that majority of the costumers for adidas are students, which is 55%

**4. Importance:**

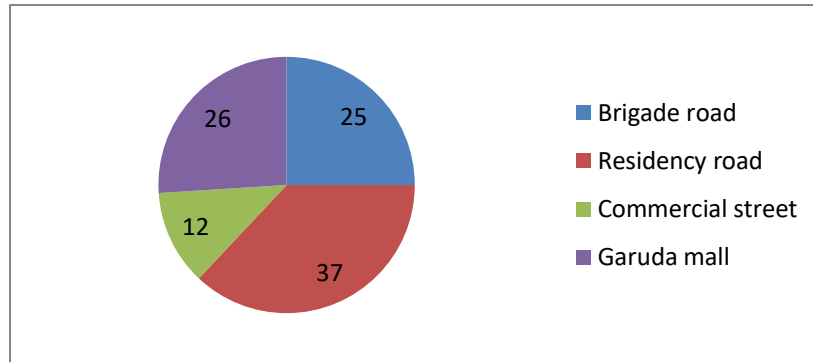
This is to help us know which product is more popular among the buyers & areas

**TABLE 4.3 THE TOTAL PERCENTAGE OF THE CUSTOMERS ARE VISITING PRECISELY FOR**

Items	Responses	Percentage
Outfits	17	17%
Shoes	34	34 %
Equipments	11	11%
All the 3	38	38%
Total	100	100%



**Chart 4.3 The total percentage of the customers are visiting precisely for**



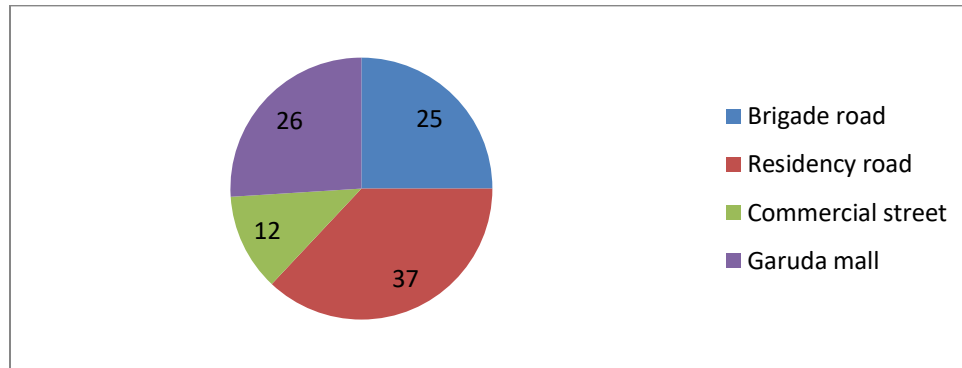
**Interpretation:**

Above investigation uncovers that greater part of the costumers accurately visits adidas for outfits, shoes and types of gear, which is 38%

**TABLE 4.3 THE TOTAL PERCENTAGE OF CUSTOMER PREFER THE FOLLOWING OUTLETS**

Places	Responses	Percentage
Brigade road	25	25%
Residency road	37	37%
Commercial street	12	12%
Garuda mall	26	26%
Total	100	100%

**Chart 4.4 The total percentage of customer prefer the following outlets**



**Interpretation:**

This reveals that majority of the customers (37%) prefer residency road outlet.

**SUGGESTION:**

In the wake of separating and interpreting the feelings given by the customers, comments that ADIDAS is an exorbitant thing, in this way the cost should be decreased than the genuine cost, in order to accomplish salaried class people, so that even they remain to buy ADIDAS things.

According to the settlement testing, the customers suggests that ADIDAS must consider arrangements of things with extraordinary models and diagrams, and grow more outlets all completed Bangalore. Customers even suggested that, music could be played in the show room remembering the ultimate objective to impact the customers to sit back and relax while purchasing.

**CONCLUSION**

ADIDAS is a tolerable brand. Since it is situated first out of various brands determined, it is appreciated that ADIDAS is adored by the customers and in this manner it is more regular and noticeable. The quality and organizations gave here in ADIDAS are pleasant to the customers. Since by far most of the customers fall under the age social occasion of 18-25 yrs, more understudies are likely going to buy adidas things. Therefore ADIDAS is understudy neighborly.

Hence we close saying, other than cost being expensive, every single diverse property of adidas is satisfied by the customers which affect them to go in for ADIDAS things.

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MARKETING MANAGEMENT

C. N. SONTAKKI

**Further information:**

**WEBSITE:**

www.yahoo.com www.adidas.com

www.google.com

Wikipedia a free encyclopedia

**QUESTIONNAIRE**

**Name :**

**Age:**

18 years     - 25 years    25 -  years    35 and a ve

**Occupation :**

Professional    siness men    Govt se ice    Others (pl se specify).

**Income Group :**

Less than 1.5 lakh     - 3 lakhs    3 - 5 lakhs    4.5 lakh nd above

You are visiting this place precisely for:

Outfits    oes    Ed pments    all the ee

How frequently you visited this show room:

Monthly once    ice in 2 months    Or  in 3 months    Once i  year

The maintenance and the cleanliness of the show room is:

Average    ood better    Nee o improve    Excellent

The price being charged here for the product's are:

Expensive      affordable      Reasonable

The designs and styles available here in adidas are :

Average       Good better      Need  improve      Excellen

Suggest your comfort level of adidas products:

Average       Good better      Need  improve      Excellen

Does this brand really impress you:

Yes       No

The reason you give the more importance to this brand is for and rate the following (out of 10) ;

Quality       Brand name       Service       products  
 Designs       Image       Accessibility

9. Which outlet would you prefer?

Brigade Road       Friendship road       Commercial Street

10. Do you think the coming generation would go for this brand?

Yes       No       Really       No

11. Which brand would you feel that is next to Adidas

Puma       Nike       Reebok       Converse

12. How would you rank the following brands (out of 6)

Puma  
Nike  
Adidas  
Reebok  
Converse

13. Any suggestions / comments :

**Thank you for your co-operation & participation.**

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