

Perception Of Punjab Hockey Academies Players Towards Different Brands Of Field Hockey Stick Performance

Harmanpreet Kaur¹, Rohitkumar²

¹School of Physical Education, Lovely professional university, Phagwara, punjab(india)

²School of Physical Education, Lovely professional university, Phagwara, punjab (india),
Gmail-¹harmanpreet.kaur@lpu.co.in

ABSTRACT

There are several things to consider when purchasing a stick Length, Weight, Skill Level, Composition, and the Bow (or bend) of a stick have all features that affect the performance of a player. A perfectly selected field hockey stick will complement your skills and truly elevates your game. So where to start? The study provides the related information regarding the “Perception of Punjab hockey academies players towards different brands of field hockey stick performance”. In order to carry out this study, Five different hockey academies players selected by the randomly sample method for 100 hockey players and of Five different Indian field hockey sticks brands are selected by Top 10 Indian hockey sticks brands and were conducted questionnaire tool method based on variables used for different hockey stick brands i.e. Alpha, TK, Vijyanti, Vampire, Rakshak. The sample of the study is selected from different hockey academies of Punjab, i.e. Surjit Hockey Academy Jalandhar, Maharaja Ranjit Singh Hockey Academy, Cheema Hockey Academy, Amritsar, Punjab, Football, Hockey And Cricket Academy Chandigarh, Baba Uttam Singh National Hockey Academy. For analyzing the data by SPSS version 22 and the level of significance was set at 0.5 level and the ANOVA One way test are applied for comparison of Mean, SD, score of group based on hypothesis. On the basis of statistical analysis following finding are revealed. The result show that there is significance difference in between perception of different field hockey academy’s players of Punjab about different brands found all five general academies come out from the inductive analysis of the elite field hockey players’ responses. These are identified as brands knowledge, brands awareness, according to Player position, Performance and Playing Environment.

Key Words: Field Hockey sticks, Brands, Hockey Academies, Performance and Perception

1. INTRODUCTION

Perception is the process by which individuals understand and organize awareness about brands a significant experience of the higher level players, Perception best describes one’s definitive experience of the world and classically involves the further processing of participation sensation and judgment or judgment is impossible to divide, because they are branch of one continuous process psychology. The purpose of the present study is to analyze The perception of academies player there are so many different field hockey sticks brands available in our sports market but which stick will be best or good for use in present time and how much also known as the effectiveness of sports marketing for promotion of brands and its influence on buying decision by academies professional hockey players who have

minimum 3 year experience of their game and also hockey sticks awareness and knowledge. When 'experience' is judge with any regards and any way to the helpful term used in physical sensation of judgment in sports brands and equipment, it is the combination of psychological interpretation and physiological response, to the terminology of forces and judgment to the any human body perception. For hockey stick, the characteristics that effect performance in the competition are many reason and indicate so many things: weight, height, bow and toe, Design, Composition, stiffness, head size and shape, handle grip and shock absorbing properties. Hence, this study is purpose to analyze the academies players who have All India tournaments and State competition achievement with different psychological variables and segmental of understanding and observation the different brands of hockey stick during the level of play and playingposition.

2. METHODOLOGY

Five elite hockey academies selected in Punjab and initial list of the total sampling is 100 and all sample selected by randomly method on different hockey academies are individually by Baba Uttam Singh National(HA) 20 players, Cheema (HA) 20 players, Surjit Singh (HA) Jalandhar 20 players, FHC (HA) 20 players, and Maharaja Ranjitsingh (HA) 20 players.

The first section was self made questionnaires and must take assessment of academies players consisting of several questions describing field hockey stick and respectively the second section was Identification of different hockey sticks brands on 100 subjects from the various academies players of Punjab. A self- made scale was prepared to know the perceptions of

academies players towards different brands for gaining approaching of the concept. The investigator consulted books, journals, magazines, dissertation, abstracts, internet, expert's opinion and other resources to construct the items. The efforts helped to construct 20 items questions. This scale had 16 positive items and 4 interview based items. This is five point Scale where the subject is asked to respond to each of the statement in terms of five point scale i.e. Like very much, Like much, Like normally, Like less, Like the least . The score assigned in Table. Validity refers to the degree to which a study precisely reflects or assesses the specific concept that the researcher is to measure. There are many methods of obtain the validity of the tool. To determine the validity of scale, the views of 7 experts were taken, who belongs to field of education, management and marketing. They determine face validity and content validity of the scale. After the thinking about their supposition, it was chosen to erase 25 items and 9 items were adjusted Total of 45 items.

Pre Try Out

The scale of 20 items was administered to 100 students. The group included all academies players' respondents. The subjects were selected randomly. Instruction regarding filling up the questions were given to them. After construction of the scale, it was given to the subject's for collecting the data. Instructions were given to the subject to fill up the questions. They were assured that the information would be kept secret and would be used for research purpose only. The respondents were asked to fill up all the items and were instructed not to leave any item blank. The instructions were given to the students that the answers should be marked in strongly agree, Agree, Neutral, Disagree and strongly disagree column.

Reliability of the Scale

Split-half strategy was connected to decide the unwavering quality of the scale. It was managed to 40 understudies. Guidelines were given to the subjects to top off the inquiries.

The scoring was done subsequent to part the test in two a balance of. Every individual score was acquired in two sections. At that point scores were separated into two sections i.e. indeed, even and odd things. The two things were ascertained independently. In split-half strategy, even things were chosen and put into section 'an' and score of odd things were put into part 'b'. At that point the coefficient of correlation of two sections was ascertained. With a specific end purpose to know the unwavering quality of the whole scale, Brown Prophecy equation was utilized. The dependability of the scale was ascertained by part half technique and coefficients of correlation were discovered 0.717. Again Split-half strategy was connected to decide the unwavering quality of the last scale. It was regulated to 100 understudies. Directions were given to the subjects to top off the inquiries. The scoring was done subsequent to part the test in two abalance.

Statistical methods:

In order to examine the hypothesis of the study, descriptive statistics such as mean, standard Deviation (SD) and comparative statistics such as ANOVA One Way and analysis of variance will be used for the present study

Table 1 Compare (Mean and SD) Descriptive response

Responses from all the hockey academies players				
ACADEMIES	N	Mean	Std. Deviation	Std. Error
BABA UTTAM	20	59.8000	8.78755	1.96496
MAHARAJA RANJIT	20	56.1000	7.75887	1.73494
SURJIT SINGH	20	54.5000	6.70820	1.50000
CHEEMA	20	51.9500	4.75145	1.06246
FHC	20	55.1000	5.26058	1.17630
TOTAL	100	55.4900	7.15837	0.71584

Table 2 Overall response (f-ratio)

ANOVA Analysis Table					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	652.240	95	163.060	3.50*	.010
Within Groups	4420.750		46.534		

3. RESULTS

The results of the statistical analysis of mean, standard deviation and f ratio test are presented in the following tables. The mean and SD of All India hockey academies players in age, 17-20 were respectively, baba uthamsingh, maharaja ranjitsingh, surjitsingh, cheema, FHC, 59.80, 56.10, 54.50, 51.95, 55.10, 55.49. The result of the study show that there was significant difference (f = 3.50) between perceptions of academies players towards different brands participation in sports. While comparison all five different hockey sticks brands (Alpha, TK, Vijayanti, Vampire, Rakshak) were found significant different in all groups this may be due to modernization in future, same brands and same academies.

4. DISCUSSION

In this study, there were 100 boys in all, belonging to five different academies. The fundamental recommendation is that from any academies gathering of brands case every players, we may, on the theory that all gatherings are irregular specimens from the aggregate academies players, infer autonomous evaluations of the populace fluctuation, one of which depends on the change of the gathering implies, the other on the normal difference of inside gatherings. The test of this hypothesis comprises of deciding if the proportion f between these evaluations lies beneath the incentive in the table for f that relates to the chose level of centrality. The f -ratio table is referred to for 4 degrees of freedom for smaller mean square variance on the left – hand side, and for 95 degree of freedom for greater mean square variance across the top. The critical values of f obtained by interpolation are as follows: Critical value of $f = 2.46$ at 0.05 level of significance, Critical value of $f = 3.51$ at 0.01 level of significance present study computed value of $f (3.50)$ is significant at both the levels of significance and hence, the null hypothesis is rejected.

5. CONCLUSION

The result of the study show that there was significant difference ($f = 3.504$) between perceptions of academies players towards different brands participation in sports. While comparison all five different hockey sticks brands (Alpha, TK, Vijayanti, Vampire, Rakshak) were found significant different in all groups this may be due to modernization in future, same brands and same academies.

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