



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ADIDAS PRODUCT IN MADURAI CITY.

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ABSTRACT:

Consumer behaviour is essential for companies to effectively tailor their marketing strategies and product offerings for over 80 years Adidas has been part of the world of sports on every level, delivering state-of-the-art sports footwear, apparel and accessories. Today, with total net sales of 6.1 billion and net income of 208 million, Adidas - Salomon is a global leader in the sporting goods industry and offers the broadest portfolio of products. Adidas-Salomon products are available in virtually every country of the world. Strategy is simple: continuously strengthen our brands and products to improve our competitive position and financial performance. This paper aim to analyse the consumer buying behavior towards adidas product in Madurai city.

KEYWORDS:

COMPETITIVE POSITION, FINANCIAL PERFORMANCE, MARKETING STRATEGIES, PORTFOLIO OF PRODUCT BUYING BEHAVIOUR.

INTRODUCTION:

Adidas is a globally renowned German sportswear company founded in 1949 by Adolf "Adi" Dassler, specializing in the design and manufacturing of athletic footwear, apparel, and accessories, recognized for its iconic three-stripe logo and strong association with major sporting events, particularly football (soccer), making it a leading player in the sports apparel industry with a focus on innovation and performance-driven products for athletes of all levels.

Understanding consumer behavior is essential for companies to effectively tailor their marketing strategies and product offerings. The decision-making process of consumers is often complex, influenced by a combination of personal preferences, social factors, and economic conditions. With Adidas being a prominent brand in athletic footwear and apparel, it is crucial to analyze how these factors specifically apply to its customer base

STATEMENT OF THE PROBLEM:

- Some customers may not perceive the same level of quality or value in non-footwear Adidas products compared to their shoes, leading to hesitation in buying them.
- A key problem with Adidas customer buying

behavior is a potential lack of consistent brand loyalty and engagement across diverse product categories.

- Customers may be familiar with Adidas shoes but not fully aware of the range of apparel and accessories available, impacting purchase decisions in those categories.

OBJECTIVES:

- To understand the demographic characteristics of Adidas consumers in Madurai city.
- To analyse the factors influencing consumer buying behaviour towards Adidas products.
- To identify the most preferred Adidas products among consumers in Madurai city.

RESEARCH METHODOLOGY:

The Research design is probability design and is descriptive research

DATA COLLECTION:

Primary data is used in the study. It is original data for the purpose of collection of primary data, questionnaire were filled by the respondents. The questionnaire comprises of close ended.

PRIMARY DATA:

"Primary data is the data which is collected by the research at first hand." Here in this report I have collected primary data with the help of the questionnaire to get the necessary information.

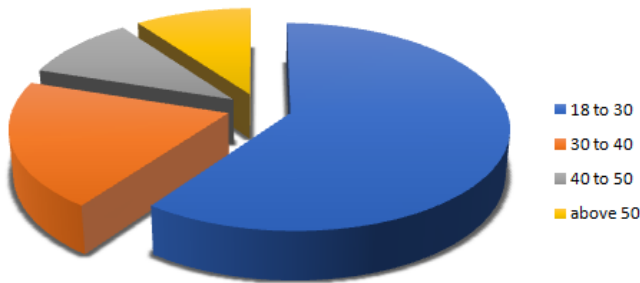
SECONDARY DATA:

"Secondary data whether internal or external is the data already collected by others for propose other then solution of the problem at hand". Secondary data is gathered with the help of websites

DATA ANALYSIS:

TABLE 1: AGE

SI NO	Particular	no of respondent	Percentage
1	18 to 30	30	60%
2	30 to 40	10	20%
3	40 to 50	5	10%
4	above 50	5	10%
Total		50	100

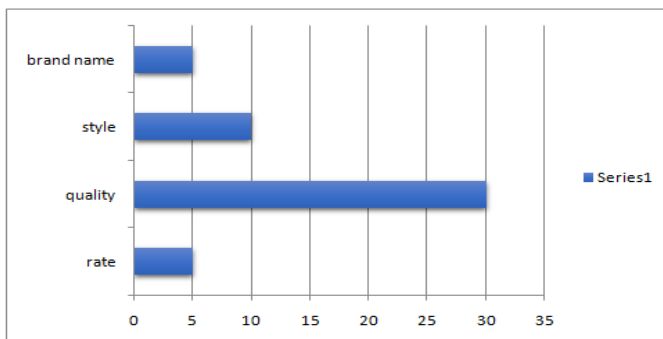


INTERPRETATION:

The above table show that 90% of the response are between 18 to 30 years. And 10% of the response are between 30-30-40years.

TABLE 2: WHAT MOTIVATES YOU TO PURCHASE ADIDAS PRODUCTS?

SI NO	Particular	no of respondent	Percentage
1	Rate	5	10%
2	Quality	30	60%
3	Style	10	20%
4	Brand Name	5	10%
Total		50	100

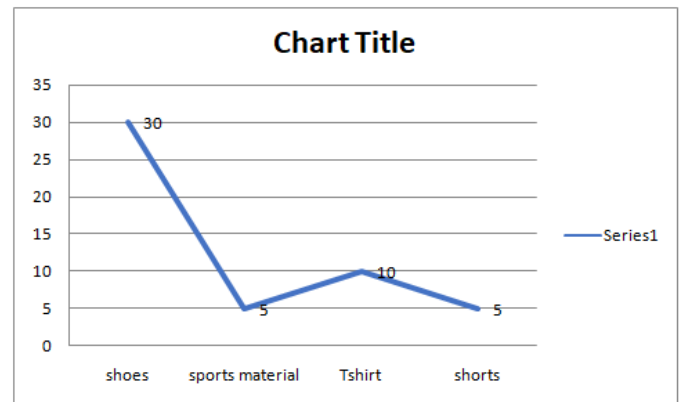


INTERPRETATION:

The above table show that 51% of the response are motivate purchase for Quality. And 24% of the response are motivate purchase for style.And 19% of the response are motivate purchase for rate.And 5% of the response are motivate purchase for brand name.

TABLE 3: WHAT ADIDAS PRODUCT TO YOU PURCHASE DO YOU USUALLY PURCHASE

SI NO	Particular	no of respondent	Percentage
1	Shoes	30	60%
2	Sports material	5	10%
3	Tshirt	10	20%
4	Shorts	5	10%
Total		50	100



INTERPRETATION:

The above table show that 62% of the response to shoes are usually purchase . And 19% of the response to Tshirt are usually purchase.And 13% of the response to shorts are usually purchase for rate.And 5% of the response to sports material are usually purchase.

FINDINGS:

- Majority (90%) of the respondents are 18-30 years.
- Majority (51%) of the respondents to motivate purchase for quality.
- Majority (61%) of the respondents to shoes are usually purchase.

SUGGESTION:

- They should encourage new products.
- Bring innovation in the existing products.
- They should conduct more surveys in order to know about customer satisfaction. Easy access for communication should be provided in the rural areas.
- Top -line grow the is expected in all other regions.
- Adidas is currently ranked third in almost every category in the global athletic shoe industry.

However, they rank second only to Nike in terms of sales.

- The main competitors of Adidas include Nike and Reebok. However, other smaller competitors include Fila, Puma and Easy Spirit.

CONCLUSION:

This Study Focused On The Customer Satisfaction Towards Adidas. The Study Has Observed Many People Like Adidas. The Indian Consumers Increasing Turning Towards Online Shopping Has Increased. It Is Concluded That The Customers Are Satisfied With The Overall Performance Of Adidas. The Respondents Are Appalled With The Attributes With The Brand. The Customers Show The Positive Response Towards The Adidas Brand. They Have Also Provided A Strong Base Which Enable Them To Introduce New Shoes Day To Day.

REFERENCES

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