



A STUDY ON CUSTOMER SATISFACTION TOWARDS ADIDAS PRODUCTS IN MADURAI DISTRICT

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ABSTRACT:

This study aims to assess the level of customer satisfaction with Adidas products in the Madurai district, examining key factors such as product quality, pricing, brand perception, and customer service. The research investigates how these factors influence consumer purchasing decisions and overall satisfaction. Through surveys and direct consumer feedback, the study seeks to identify patterns and preferences among Adidas customers in the region. It also explores the impact of marketing strategies and retail experiences on customer loyalty and brand trust. By analyzing the data, this study intends to uncover strengths and weaknesses in Adidas' product offerings and its market presence in Madurai. The results will offer insights into how Adidas can improve its products and services to better align with customer expectations. This research will also contribute to understanding regional market dynamics, enabling Adidas to enhance its strategies for customer engagement and maintain a strong competitive position in the local retail landscape.

KEYWORDS:

CUSTOMER SATISFACTION, ADIDAS PRODUCTS, PRODUCT QUALITY, PRICING BRAND PERCEPTION, CUSTOMER SERVICE.

1.1 INTRODUCTION

Adidas is one of the leading global brands in the sportswear and athletic goods industry, known for its innovative products and strong market presence. The company's success largely depends on its ability to meet customer expectations through quality, design, pricing, and effective marketing strategies. In the Madurai district, Adidas has established itself as a prominent brand among sports enthusiasts and fashion-conscious consumers. However, understanding the specific factors that drive customer satisfaction in this region is essential for the company to enhance its competitive position and improve its product offerings. This study aims to explore the key elements that influence customer satisfaction with Adidas products in Madurai, including product quality, brand image, pricing strategies, and the overall shopping experience. The research will focus on gathering consumer insights through surveys and feedback to assess how well Adidas aligns with the needs and preferences of its customers in Madurai. By examining aspects such as product reliability, customer service, and the effectiveness of marketing strategies, the study will provide a comprehensive understanding of the factors contributing to customer satisfaction. The findings will offer valuable insights into regional consumer behavior, enabling Adidas to tailor its strategies to better meet local demands and improve customer loyalty. Ultimately, this study aims to contribute to the development of more targeted marketing

and operational strategies to enhance Adidas' presence in the Madurai district.

1.2 STATEMENT OF THE PROBLEM

The problem addressed in this study is the lack of detailed understanding regarding customer satisfaction with Adidas products in the Madurai district. While Adidas is a well-known global brand, it is essential to evaluate how its products and services are perceived by consumers in this specific region. There is limited research that focuses on the factors influencing customer satisfaction, such as product quality, pricing, brand image, customer service, and the overall retail experience for Adidas in Madurai. Without a clear understanding of these factors, Adidas may struggle to effectively meet the expectations of its local customers, potentially affecting its market share and customer loyalty. This study seeks to bridge this gap by analyzing customer feedback and identifying key areas for improvement in Adidas' offerings in the Madurai district.

1.3 OBJECTIVES OF THE STUDY

- To assess the level of customer satisfaction towards Adidas products in Madurai district
- To identify key factors influencing customer satisfaction, including product quality, pricing, and customer service
- To analyze the impact of brand perception on

consumer purchasing decisions.

- To evaluate the effectiveness of Adidas' marketing strategies and retail experiences.
- To provide recommendations for improving Adidas' products and services to enhance customer loyalty in Madurai.

1.4 METHODOLOGY

1.4.1 PRIMARY DATA

Primary data are collected by the investigator conducting the research. Primary data refer to demographic and socio-economic characteristics of the retailers, behavior and opinion of the retailers, their awareness and knowledge.

1.4.2 SECONDARY DATA

Secondary data has been collected from journals, Books, Websites and magazines.

1.5 SAMPLING METHOD

A sample size is a component of population which is cautiously selected to signify the population. The study was conducted with the sample size of 100 retailers. A Convenience sample is one of the type of non-probability sampling methods. A convenience sample is used to collect people who are easy to reach.

1.4.5 STUDY OF THE AREA

The study on Madurai city as the selected research area to analyse the adoption of digital payments by small retail store.

1.5 DATA ANALYSIS

TABLE: 1

AGE - WISE CLASSIFICATION

Sl.No	Particulars	No of Respondents	Percentage
1.	Below 18	7	7
2.	18-25	44	44
3.	26-35	31	31
4.	36-45	15	15
5.	Above 45	3	3
	Total	100	100

Source: Primary Data

It could be seen from the above table it is interpreted that 7% of the respondents are below 25 years, 44% of the respondents are 18-25 years, 31% of the respondents are 26-35 years, 15% of the respondents are 36-45 years, 3% of the respondents are above 45 years. Majority of the respondents lying under the age group of 18-25 years.

DIAGRAM 1

AGE - WISE CLASSIFICATION

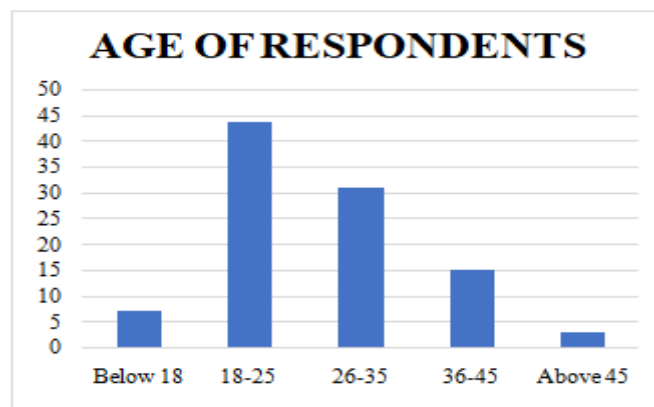


TABLE: 2

QUALITY OF ADIDAS PRODUCTS

Sl.No	Particulars	No of Respondents	Percentage
1.	Excellent	25	25
2.	Good	45	45
3.	Average	27	27
4.	Below average	2	2
5.	Poor	1	1
	Total	100	100

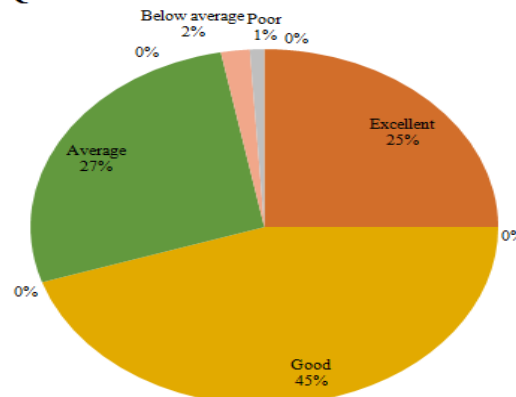
Source: Primary Data

It could be seen from the above table it is interpreted that 45% of the respondents said the quality of adidas products is good, 27% of the respondents said the quality of adidas products is average, 25% of the respondents said the quality of adidas products is excellent, 2% of the respondents are said the quality of adidas products is below average and the 1% of respondents are said the quality of adidas products is poor. Majority (45%) of the respondents said the quality of adidas products is good.

Diagram 2

Quality of Adidas Products

QUALITY OF ADIDAS PRODUCTS



1.6 FINDING AND SUGGESTIONS:

1.6.1 FINDINGS

- ❖ Majority (44%) of the respondents are lying under 18-25years
- ❖ Majority (45%) of the respondents said the quality of adidas products is good.

1.6.2 SUGGESTIONS

- Improve product availability and variety to cater to local consumer preferences in Madurai.
- Enhance customer service by training staff to offer better product knowledge and personalized assistance.
- Offer targeted promotions and pricing strategies that align with the purchasing power and expectations of the local market.
- Strengthen marketing efforts by focusing on Adidas' brand image and connecting more effectively with regional cultural trends.
- Improve the in-store shopping experience by ensuring better store layouts and convenient locations for easier access.

1.7 CONCLUSION

In conclusion, this study highlights the critical factors that influence customer satisfaction with Adidas products in the Madurai district, emphasizing the importance of product quality, pricing, customer service, and brand perception. The research reveals that while Adidas is well-regarded for its global reputation, there are specific areas within the region that require improvement to better align with local consumer expectations. Customer

feedback indicates that consumers in Madurai value both the functionality and aesthetics of Adidas products, but they also expect competitive pricing and improved shopping experiences.

By addressing these concerns, Adidas has the opportunity to strengthen its market presence and enhance customer loyalty in the district. The findings suggest that Adidas should consider tailoring its marketing strategies and product offerings to better suit the preferences and needs of the Madurai customer base. Improving aspects such as product variety, local promotions, and customer engagement through better in-store experiences could lead to higher levels of customer satisfaction and increased brand trust. In conclusion, this study provides valuable insights that can guide Adidas in refining its operations and strategies in Madurai, ensuring continued success and growth in the competitive sportswear market.

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