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A Study on Customer Satisfaction towards Adidas Products with Special Reference to Coimbatore City

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ABSTRACT:

Adidas is a leading global sportswear brand, Adidas has established a strong market presence in India, particularly in urban regions like Coimbatore, where consumer preferences and brand loyalty are rapidly evolving. This study employs a structured questionnaire to gather primary data from a sample of respondents in Coimbatore. The collected data is analysed using statistical tools to understand customer perceptions and expectations. The findings reveal key factors influencing customer satisfaction, including product durability, comfort, brand image, and after-sales service. The study also highlights areas where Adidas can enhance its offerings to improve customer loyalty and competitiveness in the market. The insights derived from this research will be valuable for both marketers and brand managers aiming to strengthen Adidas's market position in Coimbatore and similar emerging urban markets.

The study provides useful insights for Adidas in understanding customer needs and expectations in Coimbatore. It emphasizes the importance of continuous product innovation and effective customer engagement. The results can help the brand refine its marketing strategies to better connect with its target audience. This research also contributes to the broader understanding of consumer behaviour in the sportswear segment. Overall, it serves as a valuable resource for future studies and business decisions.

INTRODUCTION:

Consumer satisfaction is a critical aspect of business success, especially in the highly competitive sportswear industry. In today's market, where brand loyalty and customer experience are paramount, companies like Adidas strive to not only meet but exceed consumer expectations. Adidas, a global leader in the sportswear industry, is renowned for its high-quality products, innovation, and strong brand image. However, to maintain its leadership, understanding the satisfaction levels of consumers in specific geographic regions becomes essential.

The sportswear industry, in particular, has seen substantial growth due to increasing health consciousness, an active lifestyle, and the rising popularity of fitness-related activities. Among the leading brands in this sector, Adidas stands out as one of the most well-known names, renowned for its innovation, quality, and global appeal. In India, Adidas has been a key player in the sportswear market, with a significant presence in urban and semi-urban regions. However, to maintain and enhance its market share, it is crucial for Adidas to understand how well it satisfies the needs and preferences of consumers, particularly in growing cities like Coimbatore.

STATEMENT OF THE PROBLEM:

Customer satisfaction is crucial for Adidas to sustain its market position in Coimbatore amid growing competition. Factors like product quality, pricing, brand perception, and after-sales service influence consumer preferences. This study aims to assess customer satisfaction, identify key influencing factors, and provide insights to enhance Adidas' market presence and loyalty in the city.

OBJECTIVES OF THE STUDY:

- To analyse consumer satisfaction and shopping behaviour towards Adidas products in Coimbatore city, focusing on their preferences and purchasing patterns.
- To examine the availability and accessibility of Adidas products for consumers in the region.

SCOPE OF THE STUDY:

- ❖ It examines factors such as product quality, pricing, brand perception, availability, and after-sales service that influence customer preferences.
- ❖ The findings of this study will help Adidas improve its customer satisfaction strategies and strengthen brand loyalty in Coimbatore.

REVIEW OF LITERATURE:

- ❖ **Hoffmann, (2018)** Adidas's initiatives in sustainability, such as the Parley for the Oceans collaboration to create products from recycled ocean plastic, have resonated well with environmentally conscious consumers.
- ❖ **McNeill and Moore (2019)** Highlight that consumers increasingly consider environmental and social issues when making purchasing decisions. Adidas has made significant strides in this area with initiatives like the use of recycled materials in their products (e.g., the Parley for the Oceans collection), promoting a positive brand image.
- ❖ **Bhattacharya and Sen (2020)** found that corporate social responsibility (CSR) initiatives positively influence consumer satisfaction and strengthen brand loyalty. Adidas' efforts to reduce its carbon footprint and engage in social causes resonate with environmentally and socially conscious consumers, enhancing overall satisfaction.
- ❖ **Hofstede (2020)** suggests that cultural dimensions such as individualism vs. collectivism, uncertainty avoidance, and power distance can affect consumer expectations and satisfaction. Adidas' global marketing campaigns, which often feature local athletes and influencers, allow it to connect deeply with regional consumer bases, leading to higher satisfaction.

PROFILE OF THE STUDY:

HISTORY OF ADIDAS:

Adidas is a globally recognized brand and one of the largest sportswear manufacturers in the world. Founded in 1949 by Adolf "Adi" Dassler in Herzogenaurach, Germany, the company has evolved from a small family-run business into an international giant in the sports and lifestyle market. Adidas is renowned for designing and producing innovative sports apparel, footwear, and accessories, catering to athletes, sports enthusiasts, and fashion-conscious consumers alike.

The brand's logo, the iconic three stripes, is a symbol of performance, quality, and excellence, which is synonymous with Adidas' ethos of pushing boundaries in sports and fashion. Adidas is also known for its groundbreaking innovations in footwear technology, such as the Boost cushioning system, Prime kit upper material, and the partnership with cutting-edge athletes and designers like Lionel Messi, Kanye West, and Pharrell Williams. This combination of performance and lifestyle elements has helped Adidas maintain a strong presence both in the athletic and fashion segments.

Today, Adidas operates in more than 160 countries and continues to lead in innovation, performance, and style. Through strategic marketing, collaborations, and constant adaptation to market trends, Adidas has managed to build a loyal customer base and solidify its place as one of the most recognizable sports brands in the world. The company's success is rooted in its ability to blend tradition with innovation while staying true to its core mission: to be the best sports company in the world.

ANALYSIS AND INTERPRETATION OF DATA:

PERCENTAGE ANALYSIS:

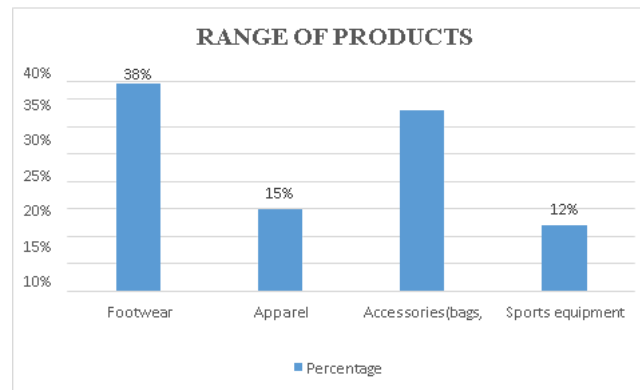
Percentage analysis is a method used to evaluate financial or statistical data by expressing individual items as a percentage of a total. It helps in understanding the relative size or importance of each item. In financial statements, it highlights trends and changes over time. This technique is commonly used in vertical and horizontal analysis. It simplifies comparison and aids in better decision-making.

Table showing the range of adidas products

RANGE OF PRODUCT	FREQUENCY	PERCENTAGE
Footwear	46	38%
Apparel	18	15%
Accessories (bags, laps,etc...)	40	33%
Sports equipment	16	12%
TOTAL	120	100%

Source: Primary data Interpretation:

The above table reveals the range of product are 38% of respondents are footwear, 15% of respondents are apparel, 33% of respondents are accessories, 12% of respondents are sports equipment.



RANK ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. It is not necessarily a total order of objects because two different objects can have the same rating.

RANK ANALYSIS TABLE:

FACTORS	NO OF RESPONDENTS	RANK
Product quality	56	I
Pricing	32	II
Availability	25	III
Customer service	7	IV

Interpretation:

Product quality (Rank 1, 56 responses) is the top priority, highlighting comfort as a key concern. Pricing (Rank 2, 32 responses) follows closely, emphasizing the cost concern. While Availability (Rank 3, 25 responses) and Customer service (Rank 4, 7 responses) is the least prioritized. Focus on quality and affordability dominates, with availability and customer service playing smaller roles. Addressing these priorities can improve consumer satisfaction.

WEIGHTED AVERAGE:

A weighted average incorporates weights assigned to each observation in the dataset before computing the average. These weights reflect the relative significance of each observation. Essentially, weighting implies treating multiple instances of a value as if they were combined to form a single value of equivalent magnitude.

WEIGHTED AVERAGE TABLE:

PRODUCTS	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	TOTAL	WEIGHTED AVERAGE	RANK
Apparel	240	54	64	10	368	3.07	II
Accessories	192	105	44	15	356	2.97	IV
Sports equipment	200	105	52	9	366	3.05	III
Footwear	252	81	34	13	380	3.17	I

Interpretation:

Footwear (Weighted Average: 3.17, Rank 1) is the top priority, reflecting high satisfaction and importance. Apparel (3.07, Rank 2) and Sports equipment (3.05, Rank 3) and Accessories (2.97, Rank 4) are less prioritized. The focus is on footwear and apparel, indicating a preference for sustainability and practical features. Addressing these can improve consumer satisfaction.

FINDINGS:

PERCENTAGE ANALYSIS:

- ❖ 77% of the respondents are from age group of 18-25.
- ❖ 50% of the respondents are male.
- ❖ 71% of the respondents are student.
- ❖ 72% of the respondents earns below 20000 as monthly income.
- ❖ 37.5% of the respondents are purchases adidas products once in 3-6 months.
- ❖ 38% of the respondents are using footwear.
- ❖ 33% of the respondents are purchasing in adidas exclusive stores.
- ❖ 31% of the respondents are preferring design and style.
- ❖ 46% of the respondents are satisfied with quality of adidas products they have used.
- ❖ 75% of the respondents are perceive competitors
- ❖ 52% of the respondents are very satisfied with the quality of adidas products.
- ❖ 46% of the respondents are influenced based on quality of adidas products.
- ❖ 34% of the respondents learnt about adidas products through social media.
- ❖ 56% of the respondents purchases below 5000.
- ❖ 35% of the respondents are likely to recommend adidas products for their brand durability.
- ❖ 39% of the respondents have expectation on better designs.
- ❖ 59% of the respondents are very satisfied about adidas products are environmentally conscious in production.
- ❖ 49% of the respondents are enhanced by flexibility in sports and fitness products by adidas.
- ❖ 49% of the respondents are very satisfied with sales service of adidas products.
- ❖ 31% of the respondents have experienced problems in sizing with adidas products.

SUGGESTIONS:

- ❖ Adidas has to introduce personalized designs or features to cater to individual preferences.
- ❖ It should focus on eco-friendly materials and practices, as sustainability is a growing concern among consumers.
- ❖ Offer competitive pricing or seasonal discounts to attract a wider customer base.
- ❖ Organize events or campaigns in Coimbatore to strengthen brand loyalty and community connection.

CONCLUSION:

In conclusion, Adidas has achieved remarkable success in delivering innovative designs, premium quality, and a diverse range of products to users worldwide. By addressing areas for improvement, such as incorporating sustainable practices, enhancing product customization options, and expanding accessibility, Adidas can further strengthen its position as a leader in the sportswear industry. By these efforts Adidas enables to continue meeting the evolving needs of its global consumer base while maintaining its commitment to excellence and innovation.

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