



OMNICHANNEL MARKETING STRATEGIES FOR RETAIL BUSINESS OF ADIDAS

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ABSTRACT :

This project explores the implementation and effectiveness of omnichannel marketing strategies within the retail operations of Adidas. As consumer behavior rapidly evolves in the digital age, global brands like Adidas are increasingly adopting integrated approaches to deliver a seamless and personalized customer experience across physical stores, e-commerce platforms, and mobile applications. The study investigates how Adidas aligns its brand messaging, customer engagement, and technology infrastructure to create a unified shopping journey.

Omnichannel marketing strategies adopted by Adidas to enhance its retail business performance in an increasingly digital and customer-driven environment. With the rapid advancement of technology and the shift in consumer expectations toward seamless, personalized, and integrated shopping experiences, Adidas has strategically transformed its marketing and retail approach to maintain its competitive edge. The study examines how Adidas combines its physical retail presence with digital platforms—including its website, mobile apps, social media, and third-party marketplaces—to create a unified brand experience across all customer touchpoints. It also highlights key initiatives such as data-driven personalization, click-and-collect services, mobile-first engagement, loyalty integration, and real-time inventory visibility, all of which contribute to delivering consistent and convenient customer journeys. By analyzing Adidas' omni channel framework, this research reveals how the brand effectively bridges the gap between online and offline channels, thereby increasing customer engagement, boosting sales, and strengthening brand loyalty.

KEYWORD : Omnichannel strategy, Ratio analysis, financial performance, Activity

INTRODUCTION

Omnichannel marketing refers to the integration of all available marketing channels both digital and physical into a cohesive and seamless customer experience. This strategy ensures that customers can move seamlessly between various touchpoints, whether they are browsing Adidas' website, shopping via their mobile app, visiting a brick-and-mortar store, or interacting with the brand on social media platforms.

Unlike **multichannel marketing**, which focuses on having multiple independent channels to reach consumers, **omnichannel marketing** focuses on creating a unified experience that allows customers to engage with the brand in a consistent manner across all platforms. For a global brand like Adidas, where customers may be engaging with the brand from different parts of the world, the importance of a cohesive strategy cannot be overstated.

This report delves into the omnichannel marketing strategies employed by Adidas, exploring how the company leverages technology, data, and consumer insights to create a seamless and personalized customer experience. From integrating online and offline touchpoints to using social media and data analytics, Adidas is setting new standards for omnichannel marketing in the retail sector. Furthermore, this report examines the impact of these strategies on brand loyalty, customer satisfaction, and overall business growth.

LITERATURE REVIEW

Dr. Vineet Singh and Priyanka Shrivastava, (2019) - The Discretionary industry in India has seen a growth in revenue over the last few years, with the FY18 revenue estimated to be Rs. 3,4 lakh crore (USD 52.75 billion). This study looks at the financial performance of five Discretionary companies over the 2007-08 and 2016-17 period.

Bharathi & Suresh Ramana Mayya (2022) - The purpose of the study is to assess the omnichannel marketing strategy of the company, identify the differences between the profitability components, and understand the corporate social responsibility (CSR) initiatives taken by the company and how these initiatives will help the company to increase sales.

Jashim Uddin Ahmed, Hafiza Sultana & Asma Ahmed (2018) - The purpose of this study is to analyse the Discretionary business model in India, along with the business mix, competitiveness and strategies of the company. The findings suggest that while the company is well-versed in product range,

pricing, process implementation, timely internalization and online sales, it must focus on improving the manufacturing facility, quality of the products, advertisement content, distribution system, consumer research, and segmentation in order to cope with the intense competition and market dynamics.

Ruchi Jaggi and Munmun Ghosh (2017) - The aim of the study was to assess the consumer perception of the brand in Pune city. The respondents to the questionnaire were asked to provide their opinion on the popularity of the products of the brand. Adidas products among its customers: communication strategy, product quality, competitive pricing, brand image of Adidas and consumer awareness.

Tanu Shukla , Rohan Sanghvi (2017) - This paper points to recognize the components that contributed to this quick victory of Adidas and the procedures utilized to enter the profoundly competitive Indian Discretionary showcase. The paper analyses PAL's showcasing technique, brand administration, estimating choices and its interesting 'Swadeshi Movement'. It too compares PAL's development with its competitors and examines assist dangers and openings for Buddy.

Rakshit, Debda (2006) - Economic Value Added (EVA) is supported as a unused degree of corporate execution that centers on clear overflow in differentiate to the customarily utilized benefit based markers. For assessment of the effectiveness of any choice, esteem creation or esteem expansion viewpoint is of most extreme significance within the display background of corporate administration. In case that's not fulfilled, off-base signals will be radiated from securities showcase and the continuation of the operations of the substance will be at stake.

Dr. Somnath Das (2001) - In this ponder our center is on multinational companies. For investigation seven driving multinational companies have been chosen. Distinctive benefit proportions, Auxiliary proportions, productivity proportions have been utilized in this think about. DuPont 5 focuses examination has been utilized to calculate ROE for measuring joint impact of proportions. From the think about we found that beneficial divisions where liquidity and benefit tangle is appropriately overseen by the companies.

DR. BHASKAR BAGCHI & DR. BASANTA KHAMRUI (2012) - In this ponder, we have utilized different bookkeeping proportions and measurable devices like, straight relapse examination and numerous relationship investigation. The comes about uncover that in spite of the fact that Businesses is passing through difficult times in terms of productivity, Adidas India is getting a charge out of its upgraded execution and ceaseless development within the division.

Hiral Desai & Dr.Vigna Oza (2015) - The reason of this consider is to examine the affect of working capital administration on benefit, liquidity & chance. The information has been collected from auxiliary sources and different factual instruments like normal, Spearman's coefficient of relationship and bookkeeping method such as proportion are utilized in this consider.

Bedanta Bora, Anindita Adhikary, Soumyadeep De Sarkar & Narendra Parchure (2020) - The think about aims to track a couple of ground substances which completely clicked for Adidas in terms of a Omnichannel understanding. An exertion is made to bring to light the USP behind sensational victory. In modern time, the same gets to be a worldwide wonder as well. As such, the creators are in a position to conclude that a maintainable in this regard could be a burning require of the hour. The present case ponder happens at micro level in said heading.

Pandey Manjari (2019) - Adidas is a unused entrant within the Discretionary showcase as compared to other enormous players but its forceful pace of development isn't as it were critical for its showcase share but it is additionally vital to reestablish the picture of old as well as nature and wellbeing inviting omnichannel strategy of generation. Adidas diverts the intrigued of entirety advertise since of the amazing development. The reason of this term paper is to understand and analyse the colossal development of Adidas India.

Yukti Ahuja, Shashi Shekhar and Jigyasa Sharma (2020) - The consider centers on demystifying how brand scaled up in a brief span of time, its business demonstrate and its vital choices in a furiously competitive retail environment. Separated from comprehensive ponder of most recent reports, articles and archives, a web overview was conducted over India with a test. Examination has been done to consider the affect of chosen factors with regard to Discretionary and consumer's perception towards items over the nation.

Nishad S & Dr. Syed Mohammad Ghouse (2023) - In this ponder, we utilize a few profitability and liquidity proportions to attain our reason. Both clear statistics and oneway were utilized to examine the information collected. Productivity proportions and liquidity proportions of changed essentially. It demonstrates that each firm has special liquidity, coming about in shifting levels of benefit over the chosen endeavors. This consider appears that has more cash on hand than the other buyer products companies utilized in this think about.

Dr. ASHVIN R. DAVE & MS. PAYAL THAKAR (2017) - This Term paper points to look at working capital administration hones of Adidas within the Discretionary sector. The factors considered are Current Ratio, Liquidity Ratio, Working Capital Turnover, Debtors Turnover, Cash Turnover, Lenders Ratio, debt to Current Resources, Inventory to Current Asset and Cash to Current Resources. The ponder shows that Adidas takes after preservationist approach for indebted individuals but magnanimous policy for holding inventories whereas Adidas shows up to be taking after moderately generous approach for indebted individuals and inventory.

Somnath Das (2013) - The study aims to degree Commerce chance with the help of Monetary Chance with the assistance of total hazard with the help of DOL and DFL. The study also investigates impacts of benefit to the firm's execution. The consider degree the relationship between the Trade Hazard and Money related Hazard by utilizing Pearson's straightforward relationship method and to test such coefficient.

NEED FOR THE STUDY

Omnichannel Marketing Metrics: How Adidas measures the effectiveness of its omnichannel strategy.

Customer Segmentation: Understanding which customer segments benefit most from the omnichannel approach.

Sustainability in Omnichannel: How Adidas incorporates sustainability efforts across its digital and physical channels

OBJECTIVE OF STUDY

- **Deliver a Seamless Customer Experience:-** Ensure customers receive a consistent and smooth experience across all channels-online, offline, and mobile.
- **Enhance Customer Engagement and Loyalty:-** Build stronger relationships with customers by offering personalized and relevant interactions across touchpoints.
- **Integrate Physical and Digital Channels:-** Bridge the gap between in-store and digital experiences, allowing for services like click and collect, in store returns for online purchases, and mobile app promotions.
- **Increase Sales and Conversion Rates:-** Improve customer convenience and satisfaction, leading to higher sales through personalized recommendations and easier purchase journeys.
- **Leverage Customer Data for Personalization:-** Use data from various channels to understand customer behavior and preferences, enabling targeted marketing and product suggestions.
- **Strengthen Brand Consistency:-** Maintain a unified brand message and identity across all platforms, reinforcing customer trust and recognition.
- **Improve Inventory and Supply Chain Efficiency:-** Use real-time data integration to optimize inventory management, reduce stockouts, and enhance fulfillment speed.

RESEARCH METHODOLOGY

- **Research methodology** is a process where specific procedure or technique is used to analyse a particular information about the topic.
- There are basically two types of data i.e. primary data and secondary data.
- **Primary data** are those data which are collected for the first time, to meet the objective of research only.
- **Secondary data** is data which has been already collected and used for any other purpose and can be used for this research also. This study is based on financial statements of companies, which is secondary data.

SAMPLE DESIGN

Convenient sampling is a process where data collection and research on a particular data is conducted on the basis of availability of that data.

The convenient sampling technique is used for the study.

The selection of sample companies is on the basis of consumer preference and their position in the market.

Following is the list of 1 discretionary companies which are chosen from top ten discretionary companies in India as sample size for the study. **ADIDAS**.

PERIOD OF STUDY

The study covers a period of 2 years covering a period from **2018-19 to 2022-23**. It is also decided by taking into consideration of the availability of data.

SOURCE OF DATA

This study is based mainly on secondary data. The data relating to the study is obtained from Moneycontrol.com, Investopedia, Grow and Company website. In addition, the annual reports of the sample companies, Magazines, Journals were also referred for finalizing the methodology for the study

Statement of data:

Social Media Data

Paid Advertising Data

Web Data

Tools to analyze: ratio analysis and Graphs for presentation

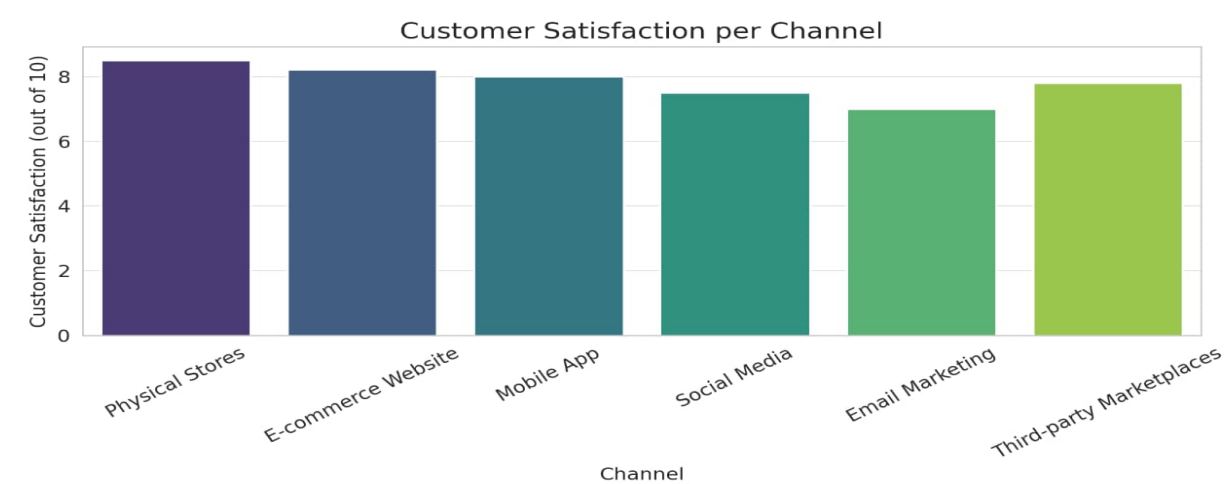
DATA ANALYSIS

The necessary data was gathered using questionnaires as part of the research methodology. These questionnaires helped in establishing specific connections, Marketing Strategies and development of a brand.

a) Customer Satisfaction by Channel Usage.

Channel Used	Average Satisfaction Score (Out Of 5)
Website Only	3.5

Mobile Used Only	3.8
Physical Store Only	3.7
Website + Mobile App	4.2
Website + Physical Store	4.1
Website + App + Store (All)	4.5

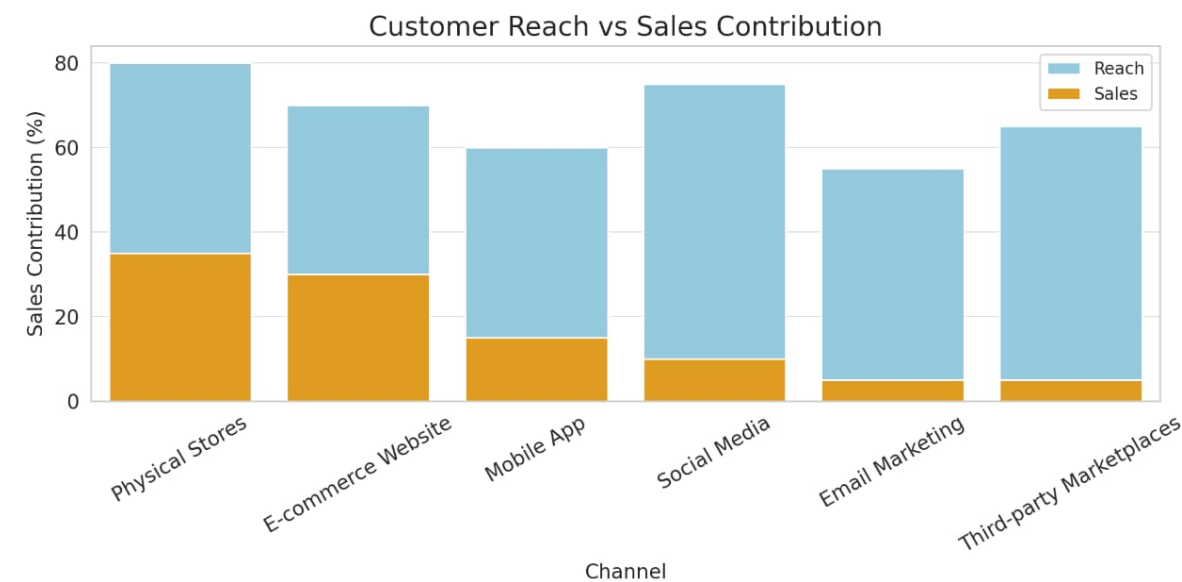


Interpretation:

Customers who engage with multiple Adidas channels-especially all three-report higher satisfaction levels. Single-channel users are less satisfied, suggesting that a seamless omnichannel experience significantly enhances user perception. This supports the need for Adidas to encourage multi-platform usage and provide consistent service quality across them.

b.) Customer Reach vs Sales Contribution:

Channel	Customer Reach(%)	Sales Contribution(%)
Physical Store	80	35
E-commerce website	70	30
Mobile App	60	15
Social Media	75	10
Email Marketing	55	5
Third-Party Marketplace	65	5

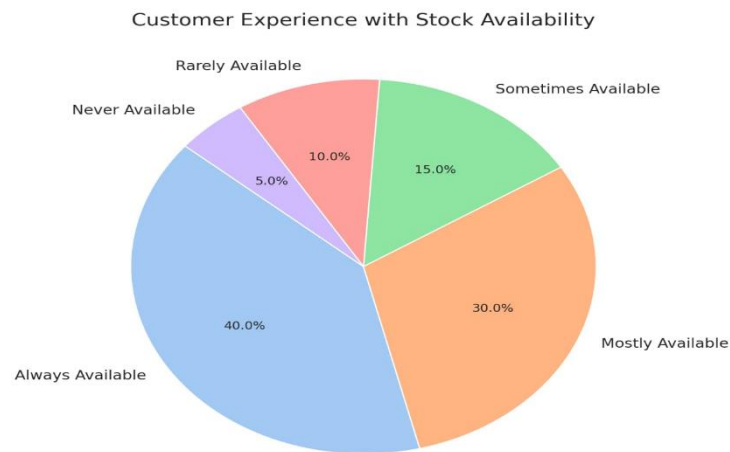


Interpretation:

Among those who received personalized offers from Adidas, 84.6% made repeat purchases, while only 57% of those who didn't receive offers made another purchase. This shows a clear correlation between personalization and customer loyalty. Personalized marketing (like tailored recommendations and offers) makes customers feel valued and encourages them to buy again.

c.) Customer Experience with Stock Availability:

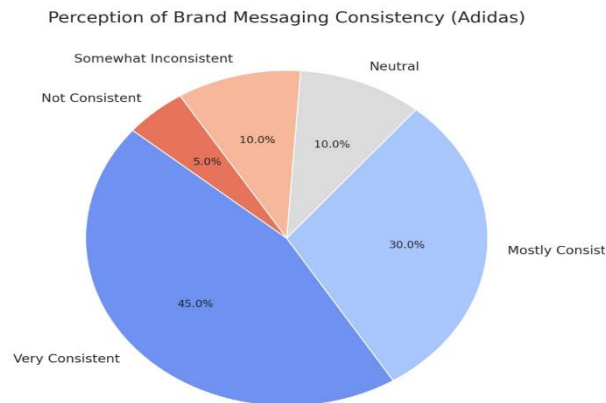
Experience	Number of Respondents	Percentage
Experienced Stock Issues	85	28.3%
No Stock Issues	215	71.7%
Always Available	110	40%
Mostly Available	90	30%
Rarely Available	70	15%
Never Available	10	5%

**Interpretation:**

While most customers (71.7%) had a smooth experience with stock availability, nearly 1 in 3 customers experienced stock-related issues. This signals a need for Adidas to improve inventory synchronization across platforms. Real-time stock updates and unified product listings are crucial for maintaining a positive omnichannel experience.

d.) Perception of Brand Messaging Consistency:

Perception of Consistency	Number of Respondents	Percentage
Consistent Messaging	260	86.7%
Inconsistent Messaging	40	13.3%
Somewhat Inconsistent	90	10%
Not Consistent	220	5%



Interpretation:

A strong majority (86.7%) feel that Adidas delivers a consistent brand message across all touchpoints—from online platforms to in-store interactions. This reinforces trust and brand loyalty. However, the 13.3% who found inconsistencies may indicate isolated cases of in-store experience mismatches or regional campaign variations, which Adidas can work on aligning further.

e.) Several Marketing strategies initiatives that captured respondent's attention:



that Adidas's success lies in combining personalized, tech-enhanced experiences with emotional brand connections (like sustainability) and seamless multi-channel accessibility. These strategies not only attract attention but drive loyalty and advocacy among customers.

f).Analysis of the profit earned by the Adidas and marketing strategies expenditure:

Financial Performance:

1. 2023:- Adidas reported a net loss of €75 million, a significant decline from the net income of €612 million in 2022. This downturn was influenced by the termination of the Yeezy partnership and associated inventory challenges.
2. 2024:- The company achieved a substantial turnaround, recording an operating profit of €1.34 billion, up from €268 million in 2023. This improvement was largely driven by strong demand for retro footwear models like the Samba and Gazelle, contributing to an 11% increase in revenues, totaling €23.68 billion.

Marketing Expenditure:

1. 2023:- Adidas reduced its marketing and point-of-sale expenses by 8% to €2.53 billion, aiming to limit investments amid high promotional activity in the marketplace. Despite this reduction, the company continued to invest in brand campaigns around major sporting events.
2. 2024:- In the second quarter, Adidas increased its marketing spend by 15% to €707 million, partly due to investments in the 'You Got This' campaign during the Men's Euros and Copa América tournaments. This strategic investment contributed to a near doubling of operating profit in that quarter to €346 million.

Analysis:-

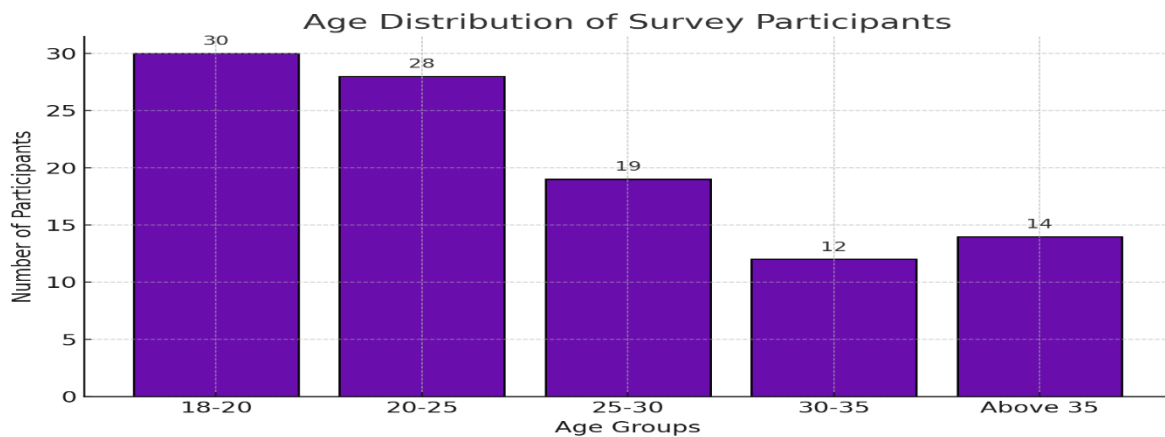
The data indicates a strategic correlation between Adidas's marketing investments and its financial outcomes. The reduction in marketing expenditure in 2023 coincided with a net loss, while the increased investment in 2024 aligned with a significant profit rebound. This suggests that targeted marketing initiatives, especially those leveraging major sporting events and popular product lines, can effectively enhance brand momentum and drive sales. Adidas's focus on retro footwear and strategic marketing campaigns has proven successful in revitalizing its market position and financial performance.

TABLE

- Age Distribution of survey participants:-

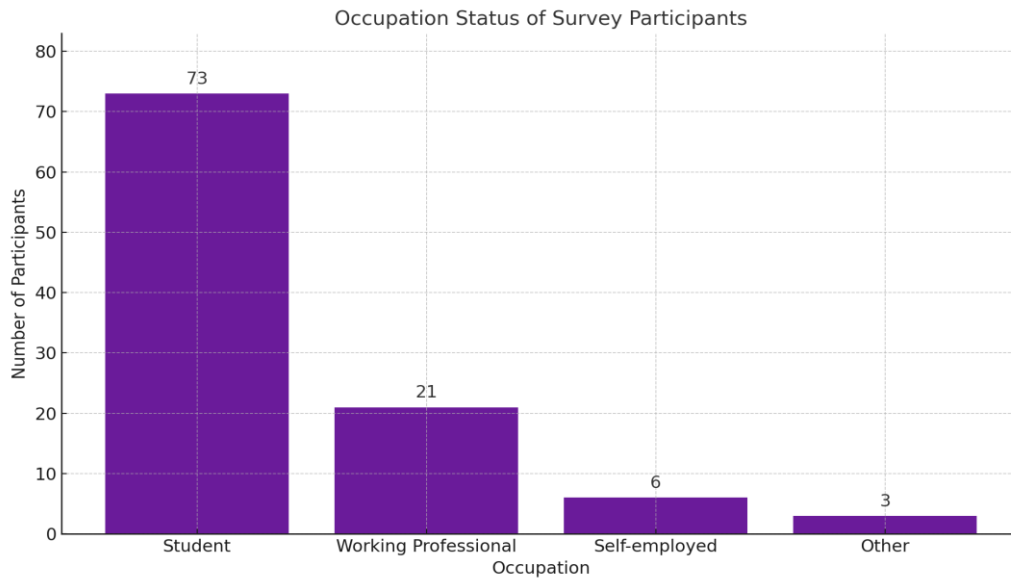
Age	% Survey participants	No of participants
18-20	29.1%	30
20-25	27.2%	28
25-30	18.4%	19
30-35	11.7%	12
Above 35	13.6%	14

- 29.1% of respondents that a significant share of your audience is quite young, possibly students or early-stage consumers.
- 27.2% of participants are under 25-making young adults the dominant demographic.
- 18.4% surveyed are still a considerable number but showing a decline as age increases.
- 11.7% of participants fall into this category, indicating less engagement from older millennials.
- 13.6% of participants are aged above 35, showing moderate participation from older adults.

**TABLE**

- Occupation status of the survey participants:-

Occupation	% Survey Participants	No of participants
Student	70.9%	73
Working Professional	20.4%	21
Self- Employed	5.8%	6
Others	2.9%	3

**Interpretation:**

- 70.9% of the participants are enrolled as students.
- 20.4% of the respondents identify as working professionals.
- 5.8% of the surveyed individuals work in the self- Employed.
- 2.9% of the participants are engaged as others.

Survey Participant Table

Question 1:- Do you feel that your experience is consistent across Adidas online and offline channels?

Answer :- Yes - 75.7%

No - 24%

Interpretation:-

75.7% responded with "Yes," reflecting that their Adidas experience is consistent across channels both online and offline.

24.3% replied "No," indicating that they felt inconsistencies between Adidas' digital channels and retail stores.

Conclusion:-

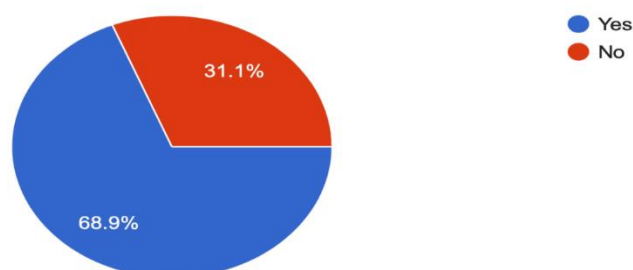
It demonstrates that most of their consumers feel that there is a cohesive and integrated brand experience no matter which channel they use.

Question 2:- Have you ever researched a product online and purchased it in-store?

Answer :-

Yes - 68.9%

No - 31.1%

**Interpretation:-**

A majority of respondents (almost 69%) have researched a product online before buying it in a physical store. This highlights a common consumer behavior known as **ROPO (Research Online, Purchase Offline)**. It indicates that Adidas' online presence significantly influences in-store purchasing decisions.

Conclusion:

The chart shows that 68.9% of respondents have researched a product online and then purchased it in-store, while 31.1% have not. This indicates that a large portion of customers rely on online research before making offline purchases.

Question 3:- Do you find Adidas' promotions consistent across different platforms?

Answer - Yes - 78.2%

No 21.8% -

Interpretation:

78.2% believe that Adidas' promotions are consistent across different platforms (like website, app, and social media).

21.8% do not find the promotions consistent.

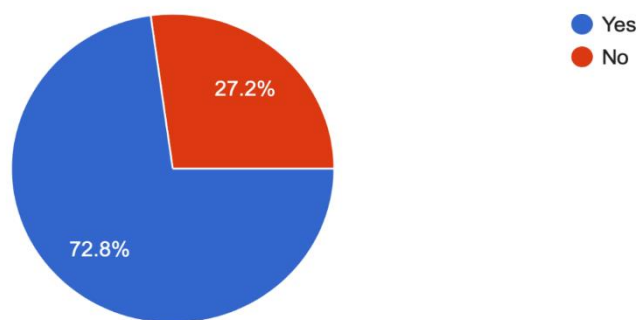
Conclusion:-

This indicates that a large majority of customers perceive Adidas as maintaining a uniform promotional strategy regardless of the platform, which is crucial for brand credibility and consumer trust.

Question 4:- Does Adidas recommend products based on your past purchases or browsing behavior?

Answer :- Yes - 72.8%

No - 27.2%

**Interpretation:**

72.8% answered **"Yes"**, stating that Adidas recommends products based on their past purchases or browsing behavior.

27.2% answered **"No"**, indicating they do not receive personalized recommendations.

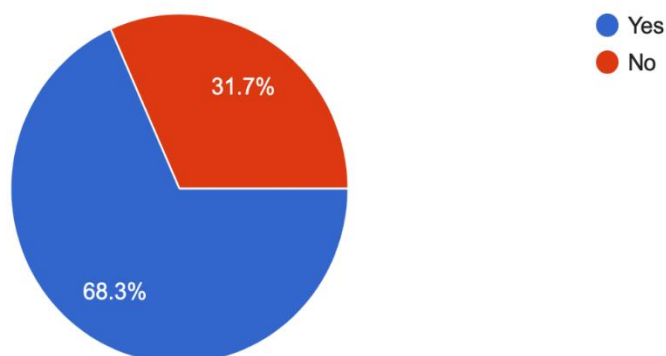
Conclusion:-

This suggests that a majority of users notice some form of personalization in their shopping experience with Adidas, most likely through tailored product suggestions.

Question 5:- Was your issue handled smoothly across channels?

Answer :- Yes - 68.3%

No - 31.7%

**Interpretation:**

68.3% said **"Yes"**, indicating that their issues were handled smoothly across Adidas' channels.

31.7% said **"No"**, meaning nearly a third faced challenges or inconsistencies in issue resolution.

Conclusion:

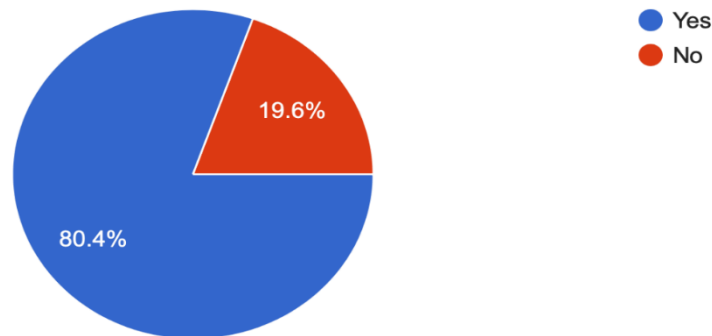
While Adidas is generally successful in resolving customer issues efficiently across channels, there is room for improvement. The 31.7% dissatisfaction

rate signals a need to streamline and better integrate customer service operations.

Question 6:- Do you feel Adidas provides a more integrated shopping experience than other sportswear brands?

Answer:- Yes - 80.4%

No - 19.6



Interpretation:-

80.4% believe that Adidas provides a more integrated shopping experience compared to other sportswear brands.

19.6% disagreed, indicating they feel other brands offer a more cohesive or competitive experience.

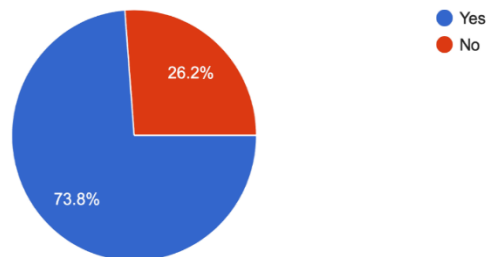
Conclusion:

Adidas is perceived as a leader in offering an integrated shopping experience among sportswear brands.

Question 7:- Do you feel Adidas provides a more integrated shopping experience than other sportswear brands?

Answer:- Yes - 73.8%

No - 26.2%



Interpretation:-

73.8% feel that Adidas provides a more integrated shopping experience compared to other sportswear brands.

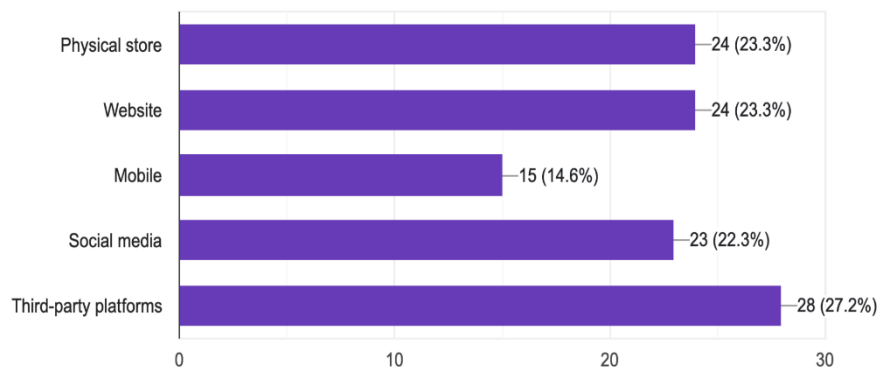
26.2% do not agree with this statement.

Conclusion:

The results show that Adidas is largely successful in delivering a seamless and integrated shopping experience. However, the 26.2% of respondents who disagreed point to a need for further improvement.

Question 8:- How often do you shop from Adidas via the following channels?

Answer :-



Interpretation:

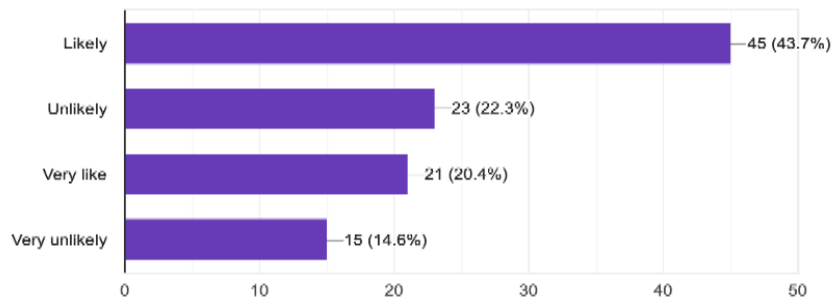
- Third-party platforms: 28 respondents (27.2%)
- Physical stores: 24 respondents (23.3%)
- Website: 24 respondents (23.3%)
- Social media: 23 respondents (22.3%)
- Mobile app: 15 respondents (14.6%)

Conclusion:

Adidas customers tend to shop across multiple platforms, but there's a strong reliance on third-party platforms, possibly due to offers, convenience, or availability.

Question 9:- How likely are you to use “Click & Collect” or “Buy Online, Pick Up In-Store” services?

Answer :-

**Interpretation:**

Out of 103 respondents, here's how likely people are to use “Click & Collect” or “Buy Online, Pick Up In-Store” services.

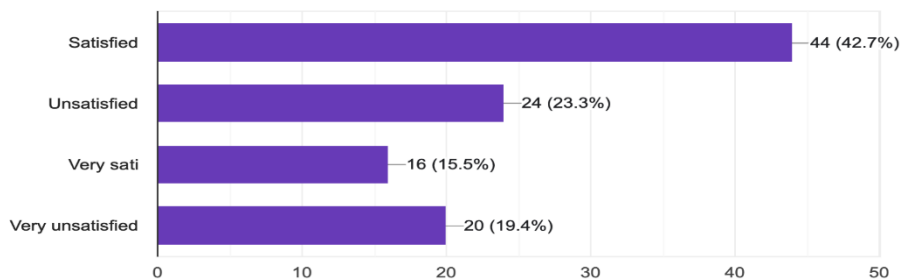
- Likely: 45 responses (43.7%)
- Very likely: 21 responses (20.4%)
- Unlikely: 23 responses (22.3%)
- Very unlikely: 15 responses (14.6%)

Conclusion:

The majority of customers show a positive inclination towards using "Click & Collect" or "Buy Online, Pick Up In-Store" services, suggesting that Adidas could benefit from expanding and promoting these hybrid shopping options.

Question 10:- How satisfied are you with your shopping experience across these channels?

Answer :-

**Interpretation:**

This chart shows how satisfied customers are with their shopping experience across different Adidas channels. Out of 103 responses:

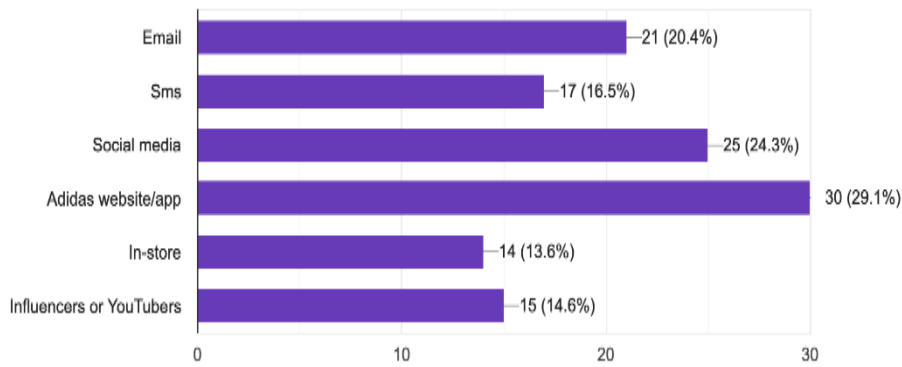
- Satisfied: 44 respondents (42.7%)
- Very satisfied: 16 respondents (15.5%)
- Unsatisfied: 24 respondents (23.3%)
- Very unsatisfied: 20 respondents (19.4%)

Conclusion:

The majority of customers are generally satisfied with their shopping experience through Adidas channels, which reflects positively on the brand's performance.

Question 11:- Where do you typically hear about Adidas promotion or new releases first?

Answer :-



Interpretation:

This chart represents how customers typically hear about Adidas promotions or new releases first. Out of 103 responses:

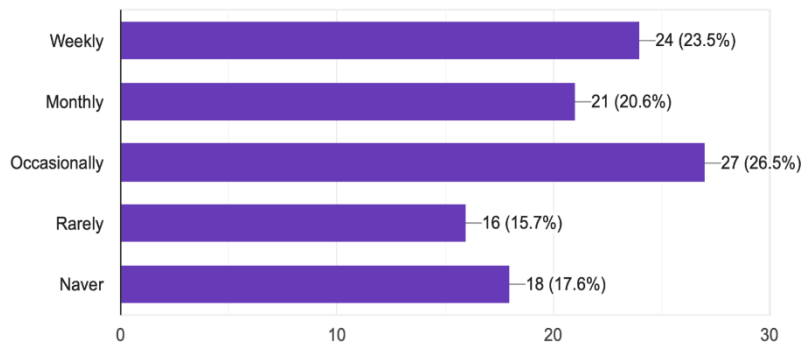
- Adidas website/app is the top source with 30 responses (29.1%)
- Social media follows with 25 responses (24.3%)
- Email: 21 responses (20.4%)
- SMS: 17 responses (16.5%)
- Influencers or YouTubers: 15 responses (14.6%)
- In-store: 14 responses (13.6%)

Conclusion:

The Adidas website/app is the most effective channel for delivering promotional or product launch information, followed closely by social media and email. This suggests a strong digital engagement with Adidas' own platforms and online communities.

Question 12:- How frequently do you shop at Adidas?

Answer :



Interpretation:-

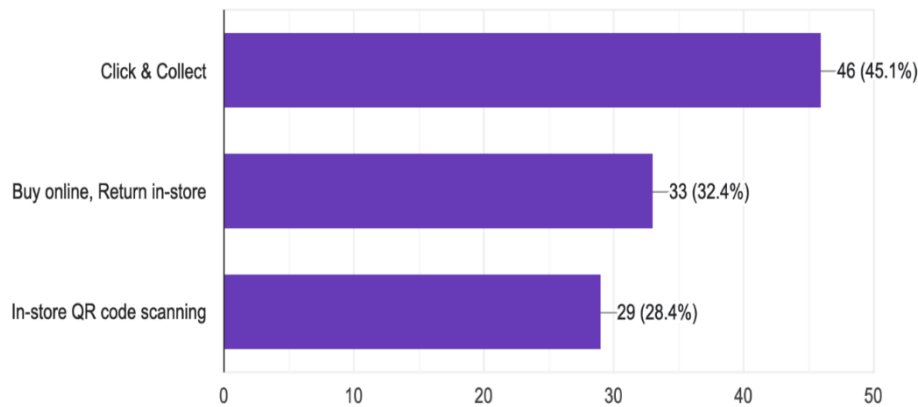
The chart displays how frequently 102 respondents shop at Adidas. Here's a breakdown of the responses:

- Occasionally (27 responses | 26.5%) – The most common frequency. Over one-fourth of respondents shop at Adidas occasionally.
- Weekly (24 responses | 23.5%) – A significant portion of respondents are frequent, weekly shoppers.
- Monthly (21 responses | 20.6%) – Nearly one-fifth shop monthly.
- Never (18 responses | 17.6%) – Some respondents don't shop at Adidas at all.
- Rarely (16 responses | 15.7%) – A smaller group shops very infrequently.

Conclusion

The data suggests that Adidas enjoys a good level of customer engagement, with over 70% (72.5%) of respondents shopping occasionally, monthly, or weekly. Only a minority (33 out of 102 or 32.3%) rarely or never shop there.

Question 13:- When you're shopping, do you typically check multiple channels before making a purchase?



Answer :-

Interpretation:-

This chart illustrates how often 103 respondents check multiple channels (such as websites, stores, apps, or reviews) before making a purchase:

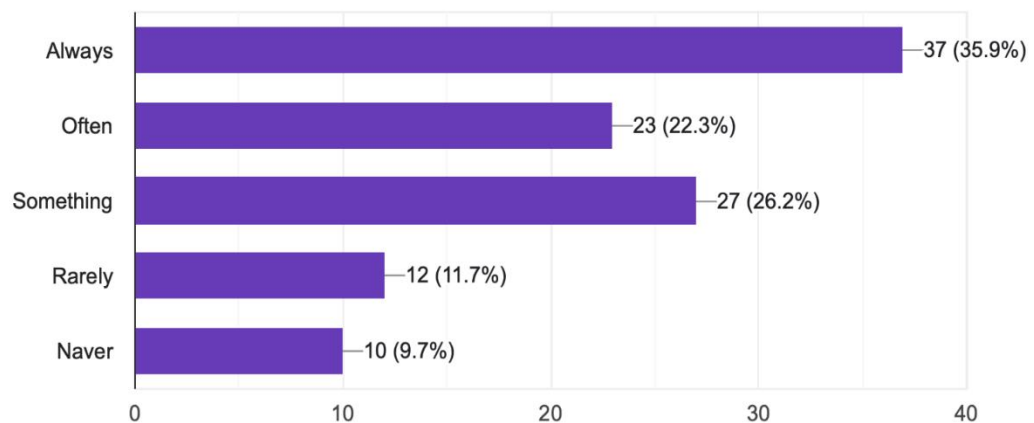
- Always – 37 responses (35.9%): The largest group consistently compares across multiple sources before buying.
- Sometimes – 27 responses (26.2%): Over a quarter of respondents check channels occasionally.
- Often – 23 responses (22.3%): A sizable group frequently checks multiple channels.
- Rarely – 12 responses (11.7%) and Never – 10 responses (9.7%): These are the least likely to compare before purchasing.

Conclusion

The majority of respondents (84.4%) check multiple channels at least sometimes before making a purchase, with 35.9% always doing so.

Question 14:- Have you used Adidas services like:-

Answer :-



Interpretation:-

The chart reflects responses from 102 participants regarding their use of specific Adidas services:

Click & Collect – **46 responses (45.1%)**

This is the most popular service, used by nearly half of the respondents. It shows strong interest in convenient online ordering with store pickup.

- Buy Online, Return In-store – 33 responses (32.4%)

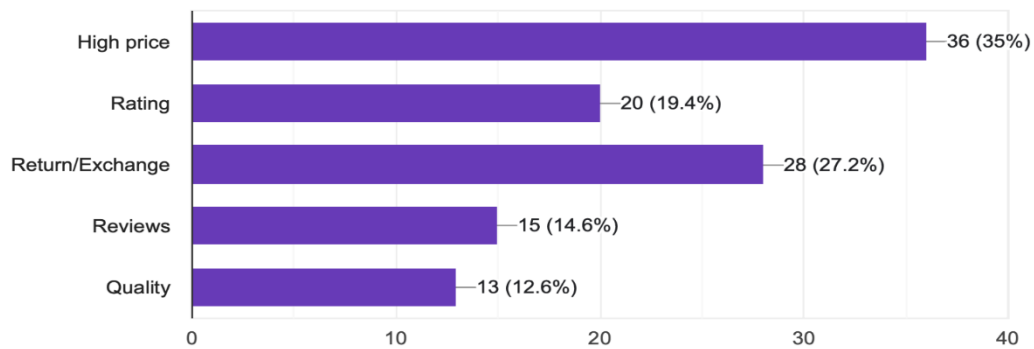
Conclusion:-

A significant number of respondents have used this omnichannel service, indicating a preference for flexible return options.

In-store QR Code Scanning – **29 responses (28.4%)**

This is the least-used service, though still adopted by over a quarter of respondents. It shows growing but moderate engagement with digital in-store experiences.

Question 15:- What challenges have you faced while shopping across Adidas platforms?

Answer**Interpretation:-**

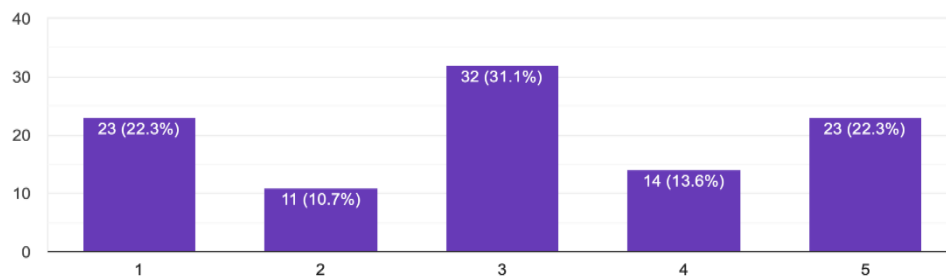
- This chart presents challenges faced by 103 respondents while shopping on Adidas platforms:
- High Price – 36 responses (35%)
- The most reported issue, indicating that many customers feel Adidas products are expensive.
- Return/Exchange – 28 responses (27.2%)

Conclusion

The primary concerns shoppers face with Adidas platforms are high pricing and return/exchange difficulties. These two areas could negatively impact customer satisfaction and brand loyalty.

Question 16:- How would you rate the return/exchange experience across Adidas channels?

Answer :-

**Interpretation:-**

This chart shows how 103 respondents rated their return/exchange experience with Adidas on a 1 to 5 scale:

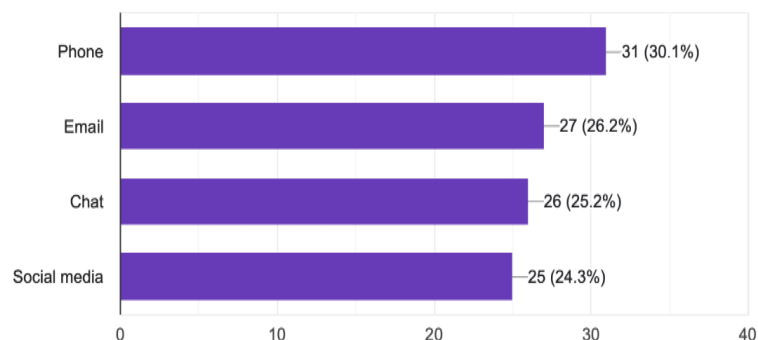
- Rating 3 (Neutral) – 32 responses (31.1%)
- The majority gave an average rating, indicating a neutral or mixed experience.
- Rating 1 (Very Poor) – 23 responses (22.3%)
- A significant portion had a very poor experience with returns/exchanges.
- Rating 5 (Excellent) – 23 responses (22.3%).

Conclusion

Return/exchange experiences across Adidas channels are highly varied and polarized. While a large number of customers rated their experience as average or better, over 30% rated it as poor or very poor, signaling that the return/exchange process still needs significant improvement.

Question 17:- Have you contacted Adidas customer support through multiple channels?

Answer :-



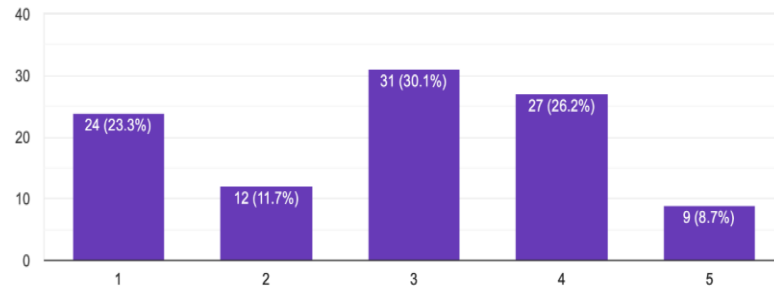
Interpretation:-

- This chart shows how 103 respondents contacted Adidas customer support across different channels:
- Phone – 31 responses (30.1%)
- Most users preferred contacting customer support through phone, making it the most used channel.

Conclusion

Customers use multiple and diverse channels to reach Adidas support, with no single channel dominating overwhelmingly. While phone support is slightly preferred, chat, email, and social media are almost equally used. This highlights the need for Adidas to maintain a consistent and efficient support experience across all platforms to meet customer expectations and improve satisfaction.

Question 18:- How likely are you to use “Click & Collect” or “Buy Online, Pick Up In-Store” services?

**Interpretation:-**

This chart reflects how likely 103 respondents are to use “Click & Collect” or “Buy Online, Pick Up In-Store” services:

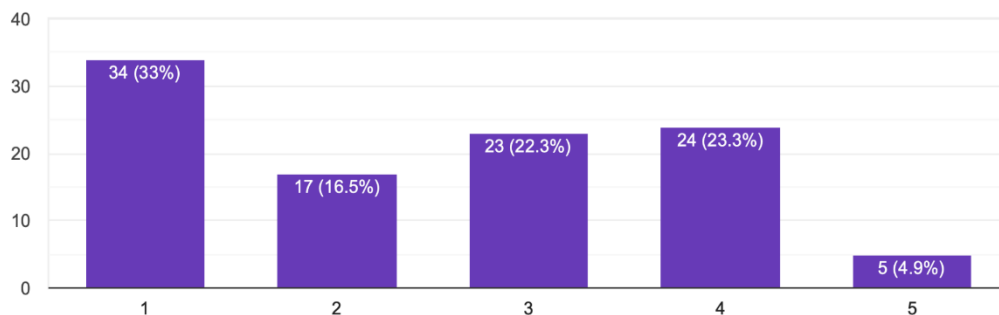
- Rating 3 (Neutral) – 31 responses (30.1%)
- The majority of respondents feel neutral about using these services, suggesting they may need more incentive or information.
- Rating 4 – 27 responses (26.2%)
- A good portion is likely to use the service, showing some interest and satisfaction.
- Rating 1 (Not likely) – 24 responses (23.3%)

Conclusion

The data shows mixed interest in using “Click & Collect” or “Buy Online, Pick Up In-Store” services. While about one-third are neutral and another third show some level of interest, only a small percentage are highly enthusiastic.

Question 19:- How effective are Adidas’ personalized recommendations?

Answer :-

**Interpretation:-**

This chart analyzes how 103 respondents rated the effectiveness of Adidas’ personalized recommendations:

- Rating 1 (Not effective at all) – 34 responses (33%)
- A large portion of users find the recommendations ineffective, indicating a potential disconnect between user preferences and suggested products.
- Rating 2 – 17 responses (16.5%)
- Somewhat ineffective – reinforces the above issue, though not as strong.
- Rating 3 (Neutral) – 23 responses (22.3%).

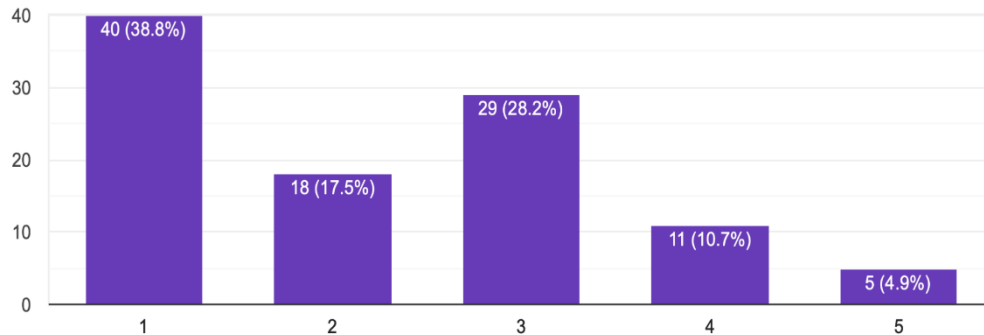
Conclusion

The data reveals a clear gap in the effectiveness of Adidas’ personalized recommendations. Over 49% of respondents rate it as ineffective (ratings 1 and

2), while only 28.2% find them useful (ratings 4 and 5).

Question 20:- If yes, how satisfied are you with the benefits across different channels?

Answer :-



Interpretation:-

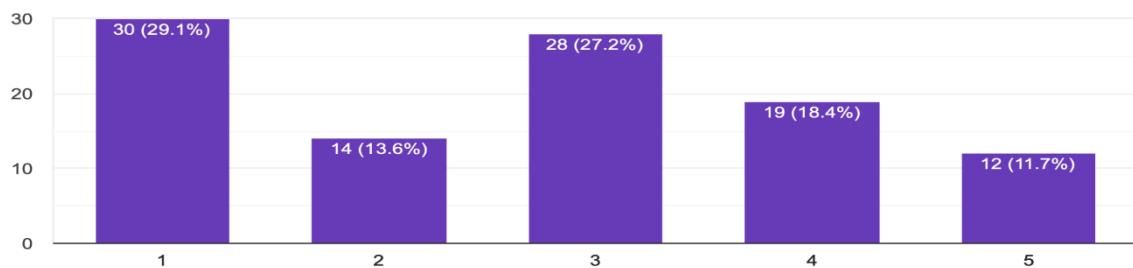
The chart reflects how 103 respondents rated their satisfaction with benefits across different Adidas channels:

- Rating 1 (Very Dissatisfied): 40 responses (38.8%)
- A significant portion of respondents are highly dissatisfied, indicating major gaps in perceived value or consistency across channels.
- Rating 2: 18 responses (17.5%)
- Adds to the dissatisfaction group—over half (56.3%) rated satisfaction as low (1 or 2).
- Rating 3 (Neutral): 29 responses (28.2%)

Conclusion

The data clearly signals dissatisfaction with the benefits offered through Adidas' different channels. A combined 56.3% of respondents rated their experience at 1 or 2, while only 15.6% gave a positive rating (4 or 5). This suggests a lack of consistent value or appealing perks across platforms.

Question 21:- How would you discover the usability of Adidas app and website?



Interpretation:-

This chart shows how 103 respondents rated the usability of the Adidas app and website:

- Rating 1 (Very Poor): 30 responses (29.1%)
- A significant number of users found the usability very poor, which raises concerns.
- Rating 2: 14 responses (13.6%)
- Adds to the negative feedback, with 42.7% of users rating usability poorly (1 or 2).
- Rating 3 (Neutral): 28 responses (27.2%).

Conclusion

The responses indicate room for significant improvement in the usability of Adidas' digital platforms. With nearly 43% of users reporting poor usability (ratings 1 and 2), and only 30% giving a positive rating (4 or 5), there is a clear gap between user expectations and their experience.

FINDINGS

Customer Analysis:-Customer analysis is the act of comprehending and extrapolating customer behavior in order to pinpoint the needs, desires, driving forces, and purchasing tendencies of the target market. Customer analysis seeks to learn about the characteristics, preferences, and behaviors of the target market in order to develop successful marketing strategies.

PESTEL Analysis

- a) **Political Factor** - Political concerns have a tremendous impact on the business environment for companies such as **La Omvi**. These elements include the rules, regulations, and government policies that have an impact on the Discretionary retail industry.
- b) **Economic Factor** - Economic variables can have a big impact on the company's operations and sales performance. Economic fluctuations, shifts in purchasing power, and changes in customer spending patterns are all factors that can impact **La Omvi's sales income and profitability**.
- c) **Sociocultural Factor** - Sociocultural elements have an important part in establishing **La Omvi's** commercial climate. These elements include the local population's social and cultural conventions, values, beliefs, and lifestyle preferences.
- d) **Technological Factor** - Technological factors shape the business environment for **La Omvi**, influencing its operations and market potential. **La Omvi** may face both opportunities and challenges as a result of the integration of technology in the Discretionary retail industry.
- e) **Environmental Factor** - One environmental factor is the growing customer desire for environmentally friendly and sustainable Discretionary products. Consumers are becoming more aware of the environmental impact of the Discretionary business.
- f) **Legal Factor** - Legal factors have a considerable impact on **La Omvi's business environment**. **La Omvi's operations**, compliance obligations, and general business strategy may be influenced by the legal framework in which it operates. The regulatory environment governing the Discretionary retail industry in Indonesia is a critical legal factor.

CONCLUSION

In-depth and impactful conclusion for your report on “Omnichannel Marketing Strategies for the Retail Business of Adidas” going beyond just a summary to include insights and implications.

‘Adidas’ adoption of omnichannel marketing strategies marks a transformative step in aligning its retail operations with the demands of modern, digitally empowered consumers. Rather than treating online and offline channels as separate entities, **Adidas** has created a cohesive ecosystem where each channel complements the other, providing customers with a seamless and personalized brand journey.

From enabling click-and-collect services, real-time inventory visibility, and mobile-first shopping experiences, to integrating cutting-edge technologies like **AI-powered** recommendations and **AR try-ons**, Adidas demonstrates a forward-thinking approach to customer engagement. The brand’s ability to maintain a consistent voice and user experience across websites, mobile apps, social media, and physical retail stores underscores its commitment to innovation and customer satisfaction.

LIMITATIONS

1. Channel Integration Complexity:

Challenge: Adidas boasts both brick-and-mortar shops, a worldwide online store, mobile apps, and social media presence.

Limitation: Maintaining real-time synchronization of data (customer activity, inventory, campaigns) across every platform is technically infeasible and expensive.

2. Data Privacy and Security Concerns:

Challenge: Omnichannel initiatives depend greatly on customer data to deliver personalized experiences.

Limitation: Maintaining and keeping the data safe in line with GDPR and other laws is a heavy burden, in particular in several markets.

3. Excessive Implementation and Maintenance Fees:

Challenge: Creating frictionless customer experiences across digital and in-store touch points needs highly advanced technology (CRM, Point-of-Sale systems, AI, etc.).

Limitation: Even for a big brand like Adidas, the cost of investing in infrastructure, technology, and training can prove to be quite high.

4. ROI Measurement Challenges:

Challenge: Customers can browse on a mobile, test in a store, and buy subsequently online.

Limitation: Following these trips and allocating sales to the correct channels is complicated, and it is difficult to assess the actual return on investment.

5. Inconsistent Customer Experience:

Challenge: Creating a consistent brand presence globally.

Limitation: Inconsistent customer experiences due to different store layouts, stock levels, delivery timeframes, and geography-based promotions can cause challenges.

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