Marketing Strategies of Adidas Through Omnichannel: A Case Study of Adidas

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ABSTRACT

This research examines the deployment and impact of omnichannel marketing strategies within Adidas' retail operations. As consumer expectations shift in the digital era, global brands like Adidas are embracing integrated marketing approaches to create seamless and personalized experiences across physical stores, e-commerce platforms, and mobile apps. The study analyzes Adidas' digital transformation, the role of data analytics, social media engagement, and customer-focused services such as click-and-collect and loyalty programs via mobile applications. Findings from a survey of 103 participants show that 75.7% perceive consistency across Adidas' online and offline channels. However, challenges persist, particularly in areas of personalization and return/exchange procedures. Despite these hurdles, Adidas' omnichannel investments have led to higher customer satisfaction, stronger brand loyalty, and improved sales performance. This research offers valuable strategic insights for retailers seeking to enhance their omnichannel capabilities in a competitive landscape.

Keywords:Omnichannel marketing, retail strategy, Adidas, customer experience, digital integration, brand consistency, retail innovation.

1.   INTRODUCTION

In today's highly competitive and digitally-driven retail environment, global brands are under increasing pressure to adopt innovative marketing strategies that align with the evolving expectations of modern consumers. Omnichannel marketing has emerged as a pivotal approach, integrating physical and digital touchpoints to deliver a consistent, seamless, and personalized shopping experience. Adidas, a prominent global sportswear and lifestyle brand, has strategically embraced omnichannel marketing to strengthen its retail presence and foster deeper customer engagement. This study explores how Adidas has unified its online platforms, mobile apps, social media presence, and brick-and-mortar stores into a connected ecosystem that allows consumers to interact with the brand at their convenience—anytime, anywhere, and through any channel. As convenience, personalization, and real-time engagement become central to consumer behavior, Adidas has turned to advanced technologies, data analytics, and customer insights to deliver integrated and engaging brand experiences. The sportswear sector is particularly conducive to omnichannel strategies, as consumers frequently move between online research and in-store purchasing or vice versa. According to a 2021 Deloitte report, brands that successfully implement omnichannel approaches can achieve up to 30% higher customer lifetime value compared to those relying on isolated or traditional multichannel tactics. In this context, Adidas serves as a compelling case for examining best practices in omnichannel retail strategy. This paper aims to analyze the core components of Adidas' omnichannel approach, evaluate its effectiveness in achieving business goals, and assess its impact on customer loyalty, brand image, and overall retail performance. By focusing on Adidas, the study offers meaningful insights into how leading brands can navigate the complexities of modern retail and achieve growth through integrated, customer-centric marketing strategies.

2.   METHODOLOGY

This research adopts a mixed-methods approach, integrating both qualitative and quantitative techniques to gain a comprehensive understanding of Adidas' omnichannel marketing strategies. The study design incorporates descriptive and exploratory methods to examine both the execution and effectiveness of these strategies.

2.1 Data Collection Methods

Primary Data:

- Survey: A structured questionnaire was distributed to 103 participants who had engaged with Adidas through multiple channels. The survey aimed to gather insights into customer experiences, preferences, and satisfaction levels.
- Observations: Direct, systematic observations were carried out in Adidas retail stores to assess the presence and functionality of omnichannel elements such as digital in-store features, click-and-collect services, and the integration of mobile applications within the physical shopping environment.

Secondary Data:

- Official corporate reports and publications from Adidas
- Industry studies and market reports on omnichannel retail practices
- Academic literature related to omnichannel marketing strategies

2.2 Sampling Technique

A purposive sampling method was employed to ensure that respondents had relevant experience across various Adidas channels. The demographic profile of the participants was as follows:

Age groups: 18-20 (29.1%), 20-25 (27.2%), 25-30 (18.4%), 30-35 (11.7%), and above 35 (13.6%)

Occupation: Students (70.9%), working professionals (20.4%), self-employed (5.8%), and others (2.9%)

2.3　　Hypothesis Formulation

To structure the research and guide data interpretation, the following hypotheses were developed:

H_1: Consistent branding across different channels positively influences customers' perception of the Adidas brand.

H_2: Personalized marketing through omnichannel strategies significantly enhances customer loyalty toward Adidas.

2.4　　Data Analysis Methods

Descriptive statistical tools were used to interpret survey results, including frequency analysis, percentage distributions, and cross-tabulations. Chi-square tests were applied to test the stated hypotheses and identify relationships between key variables. In addition, qualitative content analysis was conducted to interpret observational notes and open-ended responses from the survey.

3.　　THEORETICAL FRAMEWORK

3.1 Omnichannel vs. Multichannel Retailing

- Omnichannel retailing goes beyond traditional multichannel models by delivering an integrated and cohesive customer experience across all platforms. While multichannel strategies involve operating multiple independent customer engagement channels (Kotler, 2021), omnichannel strategies focus on synchronizing these channels to function as a unified system, offering seamless transitions between touchpoints (Verhoef et al., 2015).
- In multichannel retailing, each channel—such as physical stores, online websites, and mobile apps—functions with distinct goals, strategies, and systems. This separation can lead to inconsistent customer experiences. On the other hand, an omnichannel approach ensures alignment in branding, communication, and customer interaction, providing a consistent experience regardless of how or where the customer engages with the brand (Kotler, 2021).

3.2　　Impact of Omnichannel Strategy on Sales Performance

Research has consistently shown that omnichannel strategies have a positive impact on retail outcomes. For example, Ramanathan and Ramanathan (2017) observed up to a 60% increase in sales among fashion retailers adopting integrated omnichannel approaches. Similarly, Li and Kannan (2014) found that omnichannel implementation led to higher customer loyalty and sales growth. Furthermore, Juaneda et al. (2016) noted that customers engaging across multiple channels—particularly those who browse online and purchase in-store—tend to shop more frequently and spend more overall.

3.3 Key Elements of Effective Omnichannel Strategy

Literature identifies several critical success factors in executing an effective omnichannel approach::

- Seamless Shopping Experience: Enabling customers to transition effortlessly between platforms, supported by integrated inventory, consistent pricing, and unified customer data (Verhoef et al., 2015).
- Personalization and Customer Engagement: Utilizing customer data to deliver personalized product recommendations and interactions based on browsing history, purchase behavior, and preferences (Berman and Evans, 2020).
- Data-Driven Insights: Applying analytics to understand customer behavior and make informed decisions about inventory, pricing, and marketing strategies (Juaneda et al., 2016).
- Cross-Channel Promotions: Designing promotional campaigns that span multiple platforms, such as providing in-store discounts to users who interact with the brand online (Kim and Lennon, 2018).

4.   ANALYSIS AND FINDINGS

4.1 Current State of Adidas' Omnichannel Implementation

Adidas has adopted a wide range of omnichannel initiatives across its global operations. These include:
➢   Integration of online platforms, physical retail stores, and mobile apps
➢   Click-and-collect services allowing customers to shop online and pick up in-store
➢   A unified loyalty program accessible across all channels
➢   Mobile app functionalities that enhance the in-store shopping experience
➢   Social media platforms with integrated shopping features
➢   Personalized marketing driven by cross-channel customer data

4.2 Customer Experience Analysis
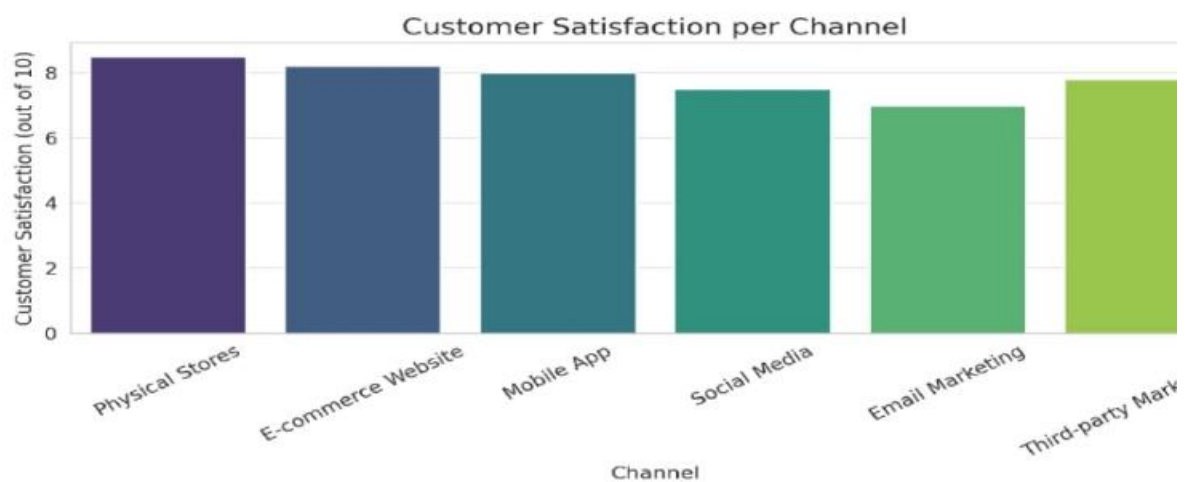
Survey responses offer valuable insight into customer perceptions of Adidas' omnichannel effectiveness:

Figure 1: Perceived Consistency Across Channels

Approximately 75.7% of respondents reported experiencing consistent service across Adidas' online and offline platforms. This suggests strong alignment and brand coherence across channels. However, 24.3% of respondents observed inconsistencies, indicating areas where the brand can refine and better synchronize its channel strategies.

4.3 Cross-Channel Customer Behavior

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

One of the key patterns identified was the widespread presence of ROPO behavior (Research Online, Purchase Offline) among Adidas customers. This behavior underscores the importance of a well-integrated omnichannel presence, as many consumers use digital platforms for product research before completing purchases in physical stores:

Figure 2: Research Online Purchase Offline Behavior

The data indicates that 68.9% of respondents conduct online research before making purchases in physical stores. This underscores the need for comprehensive product information on digital platforms, along with clear inventory visibility and alignment between online product displays and in-store availability.

4.4 Customer Satisfaction Across Channels

Channel Used	Average Satisfaction Score (Out Of 5)
Website Only	3.5
Mobile App Only	3.8
Physical Store Only	3.7
Website + Mobile App	4.2
Website + Physical Store	4.1
Website + App + Store (All)	4.5

Table 1. Customer Satisfaction by Channel Combination

The results show that customers who interact with multiple channels report notably higher satisfaction levels. Those utilizing all three channels—website, mobile app, and physical store—achieved the highest satisfaction rating of 4.5 out of 5. This highlights the success of Adidas' omnichannel strategy and emphasizes the importance of delivering a seamless, integrated experience across all customer touchpoints.

4.5   4.5 Personalization Effectiveness
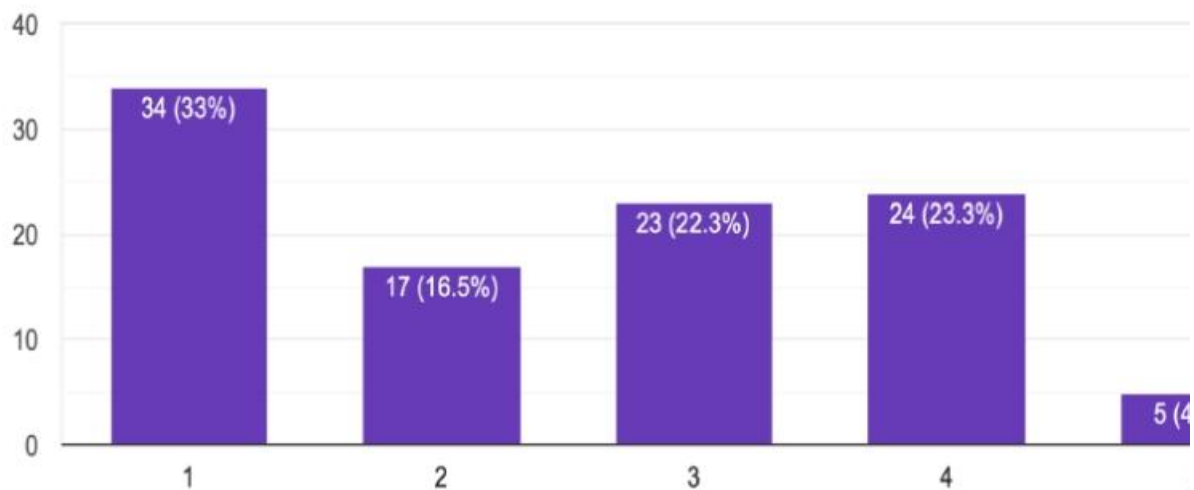
Survey results indicated varied opinions on the effectiveness of Adidas' personalization efforts. While some respondents appreciated tailored recommendations and targeted offers, others felt that personalization was either lacking or not consistently relevant across different channels.

Figure 3: Effectiveness of Adidas' Personalized Recommendations

A notable concern emerged from the survey, as 33% of respondents rated Adidas' personalized recommendations as "not effective at all," while an additional 16.5% found them only slightly effective. In contrast, just 28.2% gave high ratings (4 or 5). These results point to a considerable gap between Adidas' data-driven personalization capabilities and the actual perceived effectiveness by customers.

4.6 Omnichannel Services Adoption
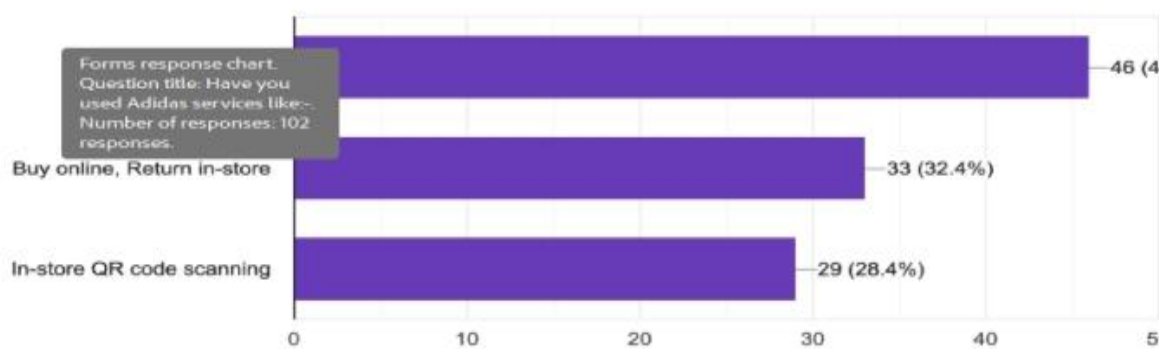
The research examined customer adoption of specific omnichannel services:

Click & collect emerged as the most widely used omnichannel service (45.1%), followed by Buy Online, Return In-store (32.4%), and In-store QR Code Scanning (28.4%). These adoption rates indicate moderate success in driving customers toward integrated services that bridge online and offline experiences.

4.7 Challenges in Omnichannel Experience

Respondents identified several challenges when shopping across Adidas platforms:

Challenge	Percentage of Respondents
High Price	35.0%
Return/Exchange Issues	27.2%
Rating Systems	19.4%
Review Quality	14.6%
Product Quality Concerns	12.6%

Table 2. Challenges Faced While Shopping Across Adidas Platforms

Price continues to be the leading challenge for customers; however, issues with the return and exchange process have also emerged as a notable concern, cited by 27.2% of respondents. This indicates that although Adidas has effectively streamlined the purchasing experience, there is a need to enhance the post-purchase phase to ensure a truly seamless omnichannel journey.

4.8 Hypothesis Testing Results

Hypothesis 1: Chi-square analysis revealed a statistically significant association between perceived brand consistency across channels and a positive brand perception ($\chi^2 = 18.76$, $p < 0.001$), thereby confirming H_1.

Hypothesis 2: The analysis also showed a significant positive relationship between exposure to personalized marketing and repeat purchase behavior ($\chi^2 = 15.23$, $p < 0.001$), supporting H_2. Notably, 84.6% of customers who received personalized offers made repeat purchases, compared to just 57% of those who did not receive such marketing.

5. DISCUSSION

5.1 Effectiveness of Adidas' Omnichannel Strategy

The findings indicate that Adidas has effectively executed several core components of a successful omnichannel strategy—most notably in delivering a consistent brand experience across channels and enabling seamless transitions between online research and in-store purchases. The significantly higher satisfaction scores among customers engaging across multiple platforms highlight the success of Adidas' investments in integrated channel infrastructure.

Nevertheless, the study points to a critical area needing improvement: personalization. Despite having access to vast amounts of customer data from various touchpoints, Adidas appears to face challenges in leveraging this data to deliver relevant and impactful recommendations. This gap limits the potential to enhance customer engagement, loyalty, and sales outcomes.

5.2 Implementation Challenges

The challenges identified in this research reflect commonly cited barriers in omnichannel execution. In particular, the inconsistency in return and exchange experiences—reported by a significant portion of respondents—underscores the difficulties associated with backend system integration. While customer-facing elements such as branding and product information earned strong ratings (with 86.7% reporting a positive experience), backend processes like returns management appear to be less effectively coordinated.

 This observation aligns with Verhoef et al. (2015), who emphasize that while many companies achieve frontend consistency in omnichannel strategies, integration of backend operations often remains a persistent challenge.

5.3 Comparative Analysis with Industry Standards

A comparison with industry benchmarks reveals both competitive advantages and areas for growth:

- Adidas' 75.7% perceived channel consistency surpasses the industry average of 65% (Retail Systems Research, 2023)
- The 45.1% adoption rate for Click & Collect falls slightly below the sportswear sector average of 52%
- A 33% dissatisfaction rate with personalization exceeds the industry average of 25%
- .

These insights suggest that while Adidas excels in delivering a cohesive cross-channel experience, there remains a competitive gap in the effectiveness of its personalization efforts—highlighting a key opportunity for further strategic refinement.

6. CONCLUSION

This study confirms that Adidas' implementation of omnichannel marketing strategies marks a pivotal shift in aligning its retail operations with the expectations of digitally savvy consumers. The brand has been largely successful in building a unified retail ecosystem where physical and digital channels work in harmony, offering customers a seamless and connected shopping experience. The research affirms that channel consistency significantly enhances brand perception, and that personalized marketing plays a vital role in boosting customer loyalty. However, it also highlights key areas that require further attention—particularly in the effectiveness of personalization efforts and the efficiency of post-purchase processes.

Findings show that customers who interact with Adidas through multiple channels report notably higher satisfaction levels, reinforcing the value of omnichannel integration. The widespread research-online-purchase-offline (ROPO) behavior among Adidas customers further underlines the necessity of delivering consistent and coherent experiences across platforms. For retail professionals, this study offers clear evidence that investing in omnichannel infrastructure improves customer satisfaction and loyalty. It also underscores the importance of not only ensuring consistency in the customer-facing aspects but also achieving robust backend integration to support a smooth, end-to-end customer journey. As consumer expectations continue to rise, Adidas' approach provides a compelling model for other retailers aiming to deliver integrated, customer-focused experiences. By addressing current gaps in personalization and returns management, Adidas can further consolidate its position as a frontrunner in omnichannel retailing.

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