BRAND IMAGE OF ADIDAS PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Customer behavior makes changes like "yesterday's luxuries are today's necessaries". The market survival depends on consumer satisfaction. The satisfaction need for innovation and new technology will reduce customer's work into simple or convenience to the situation. In the entire process of buying, Customer are driven by influences such as feelings, motivation, income, lifestyle, opinion, culture, personality etc. The purpose of this study is to analyze the importance of brand image from the perspective of brand. The tools used for the study are Percentage Analysis and Chi-Square Test. As a result of this study the goal is to find out the brand image of the Adidas Company and to check the perception of brand image towards Adidas in this Indian market with reference to Coimbatore City.

KEYWORDS: *Marketing, Adidas, Brand Image, Customer*

INTRODUCTION

Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, and selecting distribution channels. It also includes developing and implementing a promotional strategy. In recent years, technology has been dabbling in the fashion world. With the shift from brick-and-mortar retail shopping, technology's impact has been difficult to ignore - especially with e-commerce in full force. As in all sectors, tech is revolutionizing how businesses operate, with the use of data analytics, artificial intelligence, and virtual technology and so on -leading to streamline and efficient processes. In light of these technologies, the retail sector is growing as well as the need for retailers to adapt to the new landscape and embrace the turning point of the fashion world.

REVIEW OF LITERATURE

Arkadi Borowski (2011)[2] "*Adidas Marketing Strategy - An Overview*" This report deals with its marketing strategies and analyses the performance data of Adidas the competitors in the market. The first part of this report is dealing with the current situation of Adidas and is presented by SWOT, PESTLE and USP analysis. Using these methods, a short overview of the company and its business is given. In the second part of the report the suggested strategies will be analysed by using contemporary marketing methods and techniques, such as STP, SMART and 4P´s.Adidas having high-qualified experts and its international network of suppliers make the company a competitive manufacturer of sporting goods.

Nina Krüger, Stefan Stieglitz and Tobias Potthoff (2012)[4] "*Brand communication in twitter – a case study on Adidas*"they concentrate on the awareness aspect and adapted a theoretical model in order to evaluate company related communication in Twitter. Their case study includes 289,513 tweets which were collected on 60 consecutive days. In order to identify genres and to answer the research questions, they manually analyzed 500 randomly chosen tweets as well as all those tweets published by official corporate accounts. They come to the conclusion that communication in social media is indeed of high importance for Adidas. Furthermore, they show that Adidas enters the communication in Twitter strategically to increase the awareness of their products.

OBJECTIVES OF THE STUDY
- ➢ To study the brand image of Adidas.
- ➢ To analyze about brand awareness of Adidas.

RESEARCH METHODOLOGY

Research Design   : Descriptive Research
DesignSource of Data   : Structured Questionnaire
Sampling Technique   : Simple Random Sampling
                             Technique.
Sample Size   : 100 respondents which have
                             been considered for the study
Area of the Study   : Coimbatore city.
Tools Used   : (i) Percentage Analysis,
                             (ii) Chi- Square Test

ANALYSIS AND FINDINGS
ANALYSIS

➢ PERCENTAGE ANALYSIS

S.NO	PARTICULARS		NO. OF RESPONDENTS	PERCENTAGE (%)
1	Gender	Male	55	55
		Female	45	45
2	Age	Below 18 years	15	15
		18 - 40 years	56	56
		41 - 60 years	21	21
		Above 60 years	8	8
3	Educational Qualification	School level	18	18
		Diploma	15	15
		Under graduate	33	33
		Post graduate	34	34
4	Occupation	Employee	30	30
		Business/ Profession	31	31
		Homemaker	10	10
		Students	29	29
5	Monthly income	Below ` 10,000	6	6
		` 10,001 To ` 20,000	21	21
		` 20,001 To ` 30,000	24	24
		Above ` 30,001	10	10
6	Marital Status	Married	56	56
		Unmarried	44	44
7	Type of Family	Joint family	43	43
		Nuclear family	57	57
8	Family Members	2 – 4 members	42	42
		4 – 5 members	24	24
		5 – 7 members	20	20
		Above 7 members	14	14
9	Preference	Nike	4	4
		Adidas	89	89
		Puma	7	7
10	Awareness	Yes	100	100
11	Products Purchased	Shoes	33	33
		Cloths	34	34
		Accessories	18	18
		Sports items	15	15
12	Reason for Selecting Branded Product	Status	12	13
		Craziness	11	12
		Brand image	19	21
		Quality	50	54

Source: Primary Data

➢ CHI-SQUARE TEST

H_o: There is no significance relationship between gender and the level of satisfaction.

FACTORS	LEVEL OF SATISFACTION	TABLE VALUE	D.F	ASSUMPTION-SIGNIFICANCE
Gender	Price	3.136[a]	3	.371
	Varity	1.808[a]	3	.613
	Quality	9.612[a]	2	.008
	Availability	3.014[a]	2	.222
	Durability	7.326[a]	2	.026
	Trendy	5.991[a]	2	.050
	Comfort	5.637[a]	3	.131
	Design	1.258[a]	2	.533
	Customer service	4.392[a]	3	.222

Source: Primary Data

FINDINGS

- ➢ Majority (55%) of respondents are male.
- ➢ Majority (56%) of the respondents are between the age group of 18 - 40 years.
- ➢ 34% of the respondents are postgraduate.
- ➢ 43% of the respondents are employees.
- ➢ 24% of the respondents monthly income is between ' 20,001 – ' 30,000.
- ➢ Majority (56%) of the respondents are married.
- ➢ Majority (57%) of the respondents are nuclear family.
- ➢ 42% of the respondents have 2 – 4 members in their family.
- ➢ Majority (89%) of respondents prefer to purchase Adidas.
- ➢ Majority (100%) of the respondents are aware of Adidas brand.
- ➢ 34% of the respondents are purchase garments.
- ➢ Majority (50%) of respondents are selecting branded product for product quality.
- ➢ There is no significant relationship between gender and the level of satisfaction.

CONCLUSION

Fashion industry is a global industry and one of the fastest emerging industries in India. The industry has made an outstanding performance in the recent years and has the potential to make a mark internationally. Adidas not only depend on the marketing strategy in the form of advertising, but it is also using celebrity endorsements which in turn can makes strong purchase intention to consumers. The respondents are satisfied with the quality, brand name, price, availability and features of the products.

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