



# FACTORS INFLUENCING BRANDING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO ADIDAS

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## ABSTRACT

This study concluded that the brand is a factor which has a greater impact on the consumer's purchase decision making process. Quality becomes the major factor that influences consumers the most while buying a branded product. Not to mention about the Brand name, many consumers buy the branded products because of their brand name also. Suitable forms of marketing activities as a whole can create a positive association and start a purchase action of positively seen brands.

**KEY WORDS:** Branding, Consumer Buying Behavior, Adidas

## INTRODUCTION

Consumers are the ones who buy various products based on their requirements, and consumers are those for whom products are made. They consume those goods to meet their needs and desires. Consumer buying decisions is a process that involves different steps like the recognition of need, search for the information, evaluation of alternatives, selection and in the last post purchase behavior. There are lots of factors affect the consumer behavior and those factors lead him towards purchasing. Consumer behavior is the study of people and their products that helps to shape their identities. While there is variation among consumers, there is also a wide range of marketers. Everyone reflects their own image in their behavior, which is a mirror. The new role of brand management as an integral component of holistic marketing is more crucial than ever due to the continuously shifting market conditions.

Brand image can be positive and creates many customers and builds strong customer relationship with them and maintain loyalty. So, firms pay the huge investment on advertisement to maintain the brand image and brand equity management programs. The buying patterns and behaviors of the consumers will be impacted by the brand association. These associations will affect the decision positively if the brand image is positive, from this way the consumer purchase the product again and again and repeat its purchase. Brands are mostly used by

the rich people to show off their wealth and high-class status. It is a trend in India to increase the number of brands and fashion that if one is rich, they cannot buy the unbranded products.

Adidas has been a global brand of German sportswear manufacturers since 1949. Adidas has a wide range of products regardless of gender from shoes, hats, fabrics to accessories. Because of its position in the market, Adidas has millions of customers that go through the consumer decision making process on a daily basis and the most people often decide to buy Adidas products. The aim of this work is to study how branding affect the consumers behavior and its gradual involvement during the purchase of the products with the help of the Adidas Brand. There are lot of brands all around the world that are better in quality and are more expensive than the Adidas Products. Even though, there are lot more brands like Puma, Nike, Reebok out there in the market, Adidas brand was chosen because in India many people even though they many not have purchased its products but knows about the brand.

## **STATEMENT OF THE PROBLEM**

Research in consumer shows that we have a consumer driven society where the ultimate motive of business products and services is to satisfy the consumer expectations makes them happy and remain loyal to the brand. So, the general public thinks that the branded products are for the people who has higher status and the branded products are way better in quality than the unbranded products. Though the people buy the unbranded products, they always thinks that the branded products are used to enhance the status and this had always been a problem. Because of this problem, the purpose of this study is to know how branding affects the consumer's purchasing decision with the special reference to Adidas brand.

## **SCOPE OF THE STUDY**

Young people's marketplace is fast-moving and characterised by an increasingly sophisticated and brand-aware audience. The main cause for learning consumer behaviour is the big role it plays in our lives. In this competitive era, marketer must be fully aware about the customer what are they expecting from a brand, factors which push them to purchase a product from a particular brand to attain a competitive edge. The aim of the study is to focus on the variables that influences the consumer's purchasing decision because of branding.

## **LIMITATIONS OF THE STUDY**

- The study is confined to Coimbatore city only and hence the results cannot be generated to other areas.
- Respondents' internal bias is a limitation of the study.
- The respondents' views and opinions may in the fields of good for the time being and may vary in the future.
- The duration of the study is limited.

## **OBJECTIVES OF THE STUDY**

- To study the factors influencing the buying behavior of the consumers towards the branded products.
- To determine the market trends on Adidas products.
- To analyze the impact of branding on consumer behavior in Adidas.

## RESEARCH METHODOLOGY

Research methodology is defined as a systematic way to solve a research problem by collecting data using various techniques, providing an interpretation of the collected data, and drawing conclusions about the study data. A research methodology is basically the plan of the study or research.

## STATISTICAL TOOLS USED FOR ANALYSIS

The following tools were employed in time with the objectives of the study:

- Simple Percentage Analysis
- Average Rank Analysis
- Weighted Average Analysis

## REVIEW OF LITERATURE

**Bhadrapa Haralayya (2021)**, had stated that in today's automated world many people prefer branded products, from lower level to the top level. According to many views branding teaches us to live life with respect and branding can change a person's lifestyle. Differentiation is the key in the market. The usual opinion about the merchandise is that they are highly price sensitive. In an ideal economic world, the price-volume sensitivity exists. The majority of respondents used to prefer status symbols.

**K.C. Silva, A.A.L. Madhushani & S.D.S. Jayalath (2020)**, had stated that brand loyalty dimensions have a positive impact on customer purchase decisions while brand image is the highest impacting factor for customer purchase decision and brand experience. It shows that brand image is the most influential factor which leads to brand loyalty for basketball shoe brands when customers decide what to purchase. They should have a good understanding about the perceptions of customers and to see their requirements. A customer-driven quality strategy should be adopted because many of the companies use this method as a strategic weapon. Therefore, their study concluded that brand loyalty impacts customer purchase decisions.

**Vishu Singhvi & Prateek Srivastava (2019)**, had stated that sports apparel is very much common amongst the young generation people since it provides people with greater flexibility, comfort and ease to use. This prompted bigger multi-national companies of sports brands like Nike, Adidas, Puma, Reebok and Fila to increase their business and growth options in Asia and specifically in India. Sports brands' apparel has essentially become an inevitable part of any sports person at any level.

**Lakshminarayana K & Sreenivas D L (2018)**, had stated that consumers are brand-conscious now a days. They purchase apparel on the basis of brand image and uniqueness of the brand. So companies may increase their market share by creating a point of difference from their competitors and developing a good brand image in the minds of the consumers. Consumers are less loyal towards national brands as compared to international brands so national brands have to improve the brand image among the consumers of branded apparel.

**Muhammad Ashraf, Madiha Naeem, Mehwish Shahzadi (2017)**, had stated that advertisement creates the brand image and increases the preference and suggestion towards purchase during purchase decision. Same the impact of brand image, brand loyalty and brand association has a significant impact on consumer buying behavior. The impact of advertisement in the narrow market is low but it is significant and has a greater impact.

on the consumer behavior in Punjab. In consumer behavior consumer shows the attitude towards the product experience, ideas and services.

## **ADIDAS – COMPANY PROFILE**

Adidas is a company that manufactures shoes and sport apparel. The founder is Adolf Dassler who was German. The name was created by combination of the name and surname Adi Dassler, who started producing shoes in 1920s with the help of his brother Rudolf Dassler. To recognize Adidas, there are three parallel stripes of the same color. Its slogan is “Impossible is nothing”. Adidas group produces sportswear and sports equipment. Adidas offers its products through three brands, including Adidas, TaylorMade-Adidas Golf, and Reebok. The company operates in Europe, the Americas and Asia and its headquarter is in Herzogenaurach in Germany.

Adidas is leading globally in the sportswear industry. Their products are available in almost every country all around the world. Adidas produces variety range products such as shoes, shirts, watches, eyewear, bags and other sports-related goods. Adidas is the favorite manufacturer of many famous athletes because the products they make are among the best in the world. Adidas brand is built around a passion for sports and creativity for athletes to reach their full potential. Youngsters are the one who follows sports more actively and are as such a brand face for them. As an example, when the name Adidas is recalled the only thing that comes in your mind are sports, youth and a lot of energy this happens because it has positioned itself in the market as a brand that has supported many iconic athletes to achieve great things.

## **CONSUMER BUYING BEHAVIOR OF ADIDAS**

According to Kotler, consumer markets is companies selling mass consumer goods and services established a strong brand image by developing a superior products or services, ensuring its availability, and backing it with engaging communication and reliable performance. Understanding the consumer decision making is very important for companies and marketers in come up with an appropriate marketing strategy that suit their target groups. In this relation, personal factor, such as age, lifestyle, economic situation, occupation, personality and self-concept have been identified in many literatures as a factor that influence the buying behaviour of consumers. It has also been identified as an essential marketing segmentation indicator for companies to meet the needs and wants of their consumers. Therefore, marketers should always try to learn the differences and similarities in decision-making styles.

Adidas has indeed identified the company as a brand leader in sports apparel, especially in running shoes. Adidas slogan of “Impossible is Nothing” has been a large advertising campaign that appeals to customers form the market. It is the essential note of a worldwide brand name

movement that Adidas launches to lift the position Adidas shares with athletes around the world. The international characteristics of the campaign sets the desire to enable the impossible possible, to push the boundaries, to exceed limits and to conquer new position.

## **DATA ANALYSIS AND INTEDRPRETATION**

The analysis and interpretation of the Factors Influencing Branding on Consumer Buying Behavior with Special reference to Adidas is based on the information supplied by a sample of 125 respondents selected from Coimbatore city.

- Simple Percentage Analysis of collected data.
- Weighted Average Analysis.
- Average Ranking Analysis.

## SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of the primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the city.

The simple percentage can be calculated by the following formula,

$$\frac{\text{Actual respondents}}{\text{Total number of respondents}}$$

### DO YOU THINK BRANDED PRODUCTS ARE BETTER THAN UNBRANDED PRODUCTS?

S.NO	BRANDED PRODUCTS BETTER THAN UNBRANDED PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	104	83.2%
2	No	21	16.8%
	<b>TOTAL</b>	<b>125</b>	<b>100</b>

**SOURCE:** Primary Data

#### INTERPRETATION

The above table reveals the branded products are better than the unbranded products, 83.2% of the respondents says that branded products are better than the unbranded products and 16.8% of the respondents says that branded products are not better than the unbranded products.

#### INFERENCE

Here, mostly 83.2% of the respondents says that branded products are better than the unbranded products.

### FACTORS INFLUENCEING THE MOST WHEN BUYING A BRANDED PRODUCT

S.NO	INFLUENCE THE MOST	NO. OF RESPONDENTS	PERCENTAGE
1	Brand Name	20	16%
2	Quality	79	63.2%
3	Durability	24	19.2%
4	Price	2	1.6%
	<b>TOTAL</b>	<b>125</b>	<b>100</b>

**SOURCE:** Primary Data

## INTERPRETATION

The above table reveals the most influencing while buying a branded product, 63.2% of the respondents says quality, 19.2% of the respondents says durability, 16% of the respondents says brand name and 1.6% of the respondents says that price influences them more while buying a branded product.

## INFERENCE

Here, mostly 63.2% of the respondents are influenced by the quality while buying a branded product.

## INFLUENCE OF ADIDAS BRAND ON THE PURCHASING DECISION

S.NO	INFLUENCE	NO. OF RESPONDENTS	PERCENTAGE
1	Agree	89	71.2%
2	Disagree	20	16%
3	Strongly agree	13	10.4%
4	Strongly disagree	3	2.4%
	<b>TOTAL</b>	<b>125</b>	<b>100</b>

**SOURCE:** Primary Data

## INTERPRETATION

The above table reveals the influence of Adidas brand on the purchasing decision, 71.2% of the respondents agree, 16% of the respondents disagree, 10.4% of the respondents strongly agree and 2.4% of the respondents strongly disagree.

## INFERENCE

Here, mostly 71.2% of the respondents agree that they are influenced by the Adidas brand on their purchasing decision.

## WEIGHTED AVERAGE ANALYSIS

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researchers total the weights which are given to each item. The weighted score is ranked first and correspondingly the other ranks are assigned.

## MAIN REASON FOR PURCHASING ADIDAS

REASON	PERCENTAGE	NO. OF RESPONDENTS	TOTAL NO. OF RESPONDENTS	MEAN SCORE
Price	37.6	47	125	0.3
Quality	86.4	108	125	0.69
Variety	28	35	125	0.32
Availability	27.2	34	125	0.217
Design	28	35	125	0.22
Colors	20	25	125	0.16

### INTERPRETATION

The above table justifies the main reason for the purchase of Adidas Products. The highest mean score or average arises to 0.69 for Quality.

### AVERAGE RANKING ANALYSIS

The average rank analysis is performed in the study to identify the priority of the different category of customers on various aspects considered for the study.

Under this method the respondents are asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the factors that makes them to prefer Adidas from 1,2,3,4, and 5. It does not matter which way the items are ranked, item number one may be the largest or it may be the smallest.

## WHAT MAKES YOU PREFER ADIDAS?

PREFERENCE	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Quality	13	3	17	56	36	125	V
	65	12	51	112	36	276	
Price	14	22	54	28	7	125	I
	70	88	162	56	7	383	
Product Range	6	16	43	48	12	125	III
	30	64	129	96	12	331	
Discount & Offers	6	22	49	38	10	125	II
	30	88	147	76	10	351	
Durability	5	5	25	46	44	125	IV
	25	20	75	92	44	256	

### INTERPRETATION

The above table shows the factors that makes the respondents prefer Adidas. From the analysis it is understood that the respondents have given 1<sup>st</sup> rank to price, 2<sup>nd</sup> rank to discounts & offers, 3<sup>rd</sup> rank to product range, 4<sup>th</sup> to the durability and 5<sup>th</sup> to the quality.

Hence, it is concluded that the price is the preference of the respondents.

### FINDINGS, SUGGESTIONS AND CONCLUSIONS

#### SIMPLE PERCENTAGE ANALYSIS

- ❖ Majority (83.2% of the respondents thinks that the branded products are better than the unbranded products.
- ❖ Majority (63.2%) of the respondents says that quality influences them the most while buying a branded product.
- ❖ Majority (71.2%) of the respondents agrees that Adidas brand influence them on their purchasing decision.

#### WEIGHTED AVERAGE ANALYSIS

It is concluded from the analysis that majority of the respondent's main reason for the purchase of Adidas Products is for their Quality.

## AVERAGE RANKING ANALYSIS

It is observed from the ranking table the factors that makes the respondents prefer Adidas is Price ranked first, Discounts & Offers is ranked second, Product range is ranked third, Durability is ranked fourth and Quality ranked fifth.

## SUGGESTIONS

The brand is a guarantee and guarantees the defined quality standards for the first time and forever. Names and logos will always be in the heart of the consumers. Brands do not compete in the product space, but in the customer's thinking space.

Due to increase in the purchasing power of consumers, and they spend much on the shopping. The brand market had always generated the thinking that the branded products are always better than the unbranded products and this statement is also true. Therefore, the market for the branded products will increase significantly and the companies need to set their strategies to keep the consumers loyal to their brands so that the consumers will not switch to other brands.

## CONCLUSIONS

From this study it has become clear that the fact, the brand is a factor which has a greater impact of on the consumer's purchase decision-making process. Brands provide information about the products and gives distinct individuality to a product. It also creates associations that affect the mind of the consumer in purchase process.

Very important category of consumer behavior research on brand is brand awareness. Suitable forms of marketing activities as a whole can create a positive association and start a purchase action of positively seen brands. Brands represents a certain value in the minds of the consumers. Branding ensures a particular level of quality of the product.

Advertisement plays an important role in the marketing of the branded products. From the research more than half of the respondents had said that they came to know about the Adidas products through the advertisement. Hence, the branded products had made an impact on the consumer's purchasing decision through their good quality, durability and through their brand image.

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