



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ADIDAS PRODUCT IN MADURAI CITY

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Abstract

Consumer buying behaviour plays a vital role in marketing strategy and brand success. The study focuses on analysing the buying behaviour of consumers towards Adidas products. The research examines factors influencing purchase decisions such as brand image, product quality, price, design, promotional strategies, and customer satisfaction. Primary data was collected through a structured questionnaire distributed among consumers in Madurai city. The study identifies the major determinants that influence customers to prefer Adidas over competing brands. The findings reveal that quality, brand reputation, comfort, and product durability are the most significant factors affecting purchase decisions. The study also suggests measures to improve customer satisfaction and brand loyalty.

Keywords: Consumer behaviour, Brand preference, Buying decision, Customer satisfaction, Sportswear market.

Introduction

Consumer buying behaviour is a crucial concept in marketing, as it explains how individuals select, purchase, use, and dispose of products and services to satisfy their needs and desires. In today's dynamic and competitive business environment, understanding consumer behaviour has become essential for organizations to design effective marketing strategies and gain a competitive advantage.

The sportswear industry has witnessed significant growth due to increasing health awareness, lifestyle changes, and the rising influence of sports, fitness, and fashion trends among consumers. Sportswear is no longer limited to athletic activities; it has become an



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integral part of casual and lifestyle fashion, especially among youth and urban consumers. As a result, consumer expectations regarding comfort, quality, durability, design, and brand image have increased substantially.

Statement of the Problem

The sportswear market has become highly competitive due to the entry of numerous national and international brands offering a wide variety of products with similar features, quality, and pricing strategies. Consumers today are more informed, quality-conscious, and brand-sensitive, making their buying behaviour complex and dynamic. Their purchase decisions are influenced by multiple factors such as brand image, product quality, price, comfort, design, promotional activities, and post-purchase satisfaction.

Adidas, being one of the leading global sportswear brands, enjoys strong brand recognition and customer loyalty. However, the brand faces intense competition from other sportswear companies in attracting and retaining customers, particularly in emerging urban markets like Madurai city. Changes in consumer preferences, increasing availability of alternative brands, and growing expectations regarding value for money pose challenges to maintaining customer satisfaction and brand loyalty.

Objectives of the Study

- To study the buying behaviour of consumers towards Adidas products.
- To identify the key factors influencing consumers’ purchase decisions, such as quality, price, design, and brand image.
- To analyse the level of customer satisfaction with respect to Adidas products.
- To suggest suitable measures to improve customer satisfaction and enhance brand loyalty towards Adidas.

Methodology

The present study is descriptive in nature and aims to analyse the consumer buying behaviour towards Adidas products in Madurai city. The research design adopted for this study helps in understanding consumer preferences, satisfaction levels, and factors influencing purchase decisions.

Data Analysis

Table 1: Factors Influencing Purchase of Adidas Products

Response	No. of Respondents	Percentage
Yes	57	95%
No	3	5%
Total	60	100%

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Interpretation

The above table show that 95% of the respondents said Yes for influence purchase decision to buying Adidas product. 5% of the respondents said No for influence purchase decision to buying Adidas product.

What factors influence your purchase decision when buying Adidas products? (e.g. price, quality, brand reputation)
60 responses

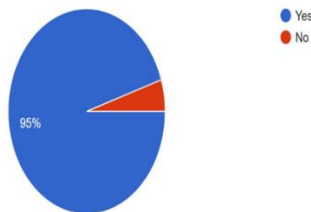


Fig 1: Factors Influencing Purchase of Adidas Products

Table 2: Showing the Overall Experience with Adidas Products

Response	No. of Respondents	Percentage
Very satisfied	41	68.3
Satisfied	11	18.3
Neutral	4	6.7
Dissatisfied	4	6.7
Total	60	100%

Interpretation

The above table show that 70% of the respondents are said overall experience with Adidas product is very satisfied. 20% of the respondents said overall experience with Adidas product is satisfied. 5% of the

respondents said overall experience with Adidas product is neutral. 5% of the respondents said overall experience with Adidas product is dissatisfied.

How satisfied are you with your overall experience with Adidas products?
60 responses

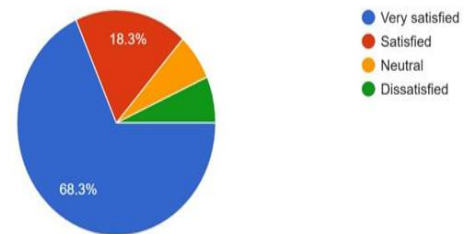


Fig 2: Showing the Overall Experience with Adidas Products

Findings

- 95% of the respondents said Yes for influence purchase decision to buying Adidas product
- 81.7% of the respondents said to purchase Adidas products online.
- 70% of the respondents are said overall experience with Adidas product is very satisfied.

Conclusion

The present study concludes that consumer buying behaviour towards Adidas products is strongly influenced by product quality, brand image, and comfort. Among these factors, product quality emerges as the most significant determinant in shaping consumers' purchase decisions, indicating that



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customers associate Adidas with reliability and superior performance. Overall, the study highlights that Adidas enjoys steady demand and strong consumer preference in the sportswear market. However, there is scope for the company to convert occasional buyers into frequent customers through improved promotional strategies, competitive pricing, and enhanced customer engagement. The study provides valuable insights that can help marketers strengthen customer relationships and sustain long-term brand loyalty.

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