



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

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS ADIDAS PRODUCT IN MADURAI CITY

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### Abstract

Adidas is a globally recognized sportswear and lifestyle brand known for its innovation, performance-driven design, and strong cultural influence. Founded in 1949 in Germany, the company has grown into one of the world's leading manufacturers of athletic footwear, apparel, and accessories. Adidas combines advanced sports technology with contemporary fashion, serving professional athletes, sports teams, and consumers worldwide. The brand is distinguished by its iconic Three Stripes logo and its commitment to performance, creativity, and sustainability. Through continuous product innovation such as high-performance running shoes, football boots, and lifestyle sneakers Adidas has

strengthened its position in both competitive sports and street wear culture.

### 1.1 Introduction

Customer preferences play a vital role in determining the success of a brand in any market. In the highly competitive sportswear and footwear industry, understanding what drives consumer choices can offer companies a competitive edge. Adidas, one of the world's leading sportswear brands, has carved out a significant market share through its innovative designs, superior quality, and strategic marketing. However, to remain competitive, Adidas must continuously monitor and adapt to the specific preferences of consumers in different regions. This study explores consumer preferences for Adidas



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sportswear and footwear in Madurai District, a region with its own unique consumer behaviors and market dynamics. In recent years, the global sportswear and footwear market has experienced significant growth, driven by increased awareness of fitness, fashion, and lifestyle trends. Brands like Adidas have leveraged their strong global presence and innovative products to meet consumer demands. However, preferences can vary widely based on geographic, cultural, and economic factors.

**Objectives**

- To analyze the factors influencing consumer preferences for Adidas sportswear and footwear in Madurai District.
- To assess the impact of brand loyalty on Adidas product purchases among consumers in Madurai.
- To understand the role of pricing in shaping consumer choices for Adidas products in Madurai.
- To explore the influence of fashion trends on the demand for Adidas sportswear and footwear in Madurai.

**Methodology**

The data for this study on customer preferences for Adidas products in Madurai district has been gathered from both primary and secondary sources.

**Primary Data**

The primary data has been collected directly from the 50 respondents of Madurai district through questionnaire.

**Secondary Data**

Secondary data for this study was obtained from company reports, journal publications, articles, magazines and websites.

**Sampling Design**

Data had been collected from fifty respondents based on convenience sampling method with the help of questionnaire.

**Tools Used for Analysis**

Percentage analysis: Percentage analysis was used to classify and interpret the responses of the respondents, enabling the researcher to understand the distribution of opinions and the relative importance of different factors influencing customer satisfaction.

**Data Analyze:**

**Table 1: Decision Influence Factor**

Decision Influence Factor	No of Respondents	Percentage
Brand reputation	27	54
Price	9	18
Product features	12	24

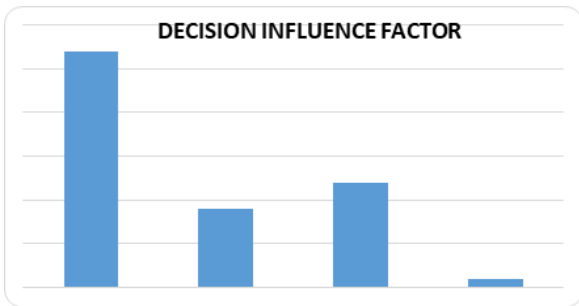
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Fashion trends	1	2
Total	50	100

**Source: Primary data**

Table 4.4 reveals that 54% of respondents are brand reputation, 24% of respondents are products features, 18% of respondents are price and 2% of respondent



**Fig 1: Decision Influence Factor**

**Findings:**

- 54% of respondents are brand reputation.
- 52% of respondents are footwear.
- 46% of respondents are expensive.

**Suggestions**

- Develop targeted marketing campaigns that resonate with the local culture and values of consumers in Madurai. Collaborating with local influencers and athletes can enhance brand visibility and reliability.
- Introduce a diverse range of products at various price points to cater to

different consumer segments. Offering affordable options alongside premium products can attract a broader audience in Madurai.

- Improve the in-store experience by providing knowledgeable staff, interactive displays, and personalized services. Creating an engaging shopping environment can enhance customer satisfaction and loyalty.
- Promote Adidas' commitment to sustainability by highlighting eco-friendly products made from recycled materials. This aligns with the growing consumer demand for environmentally responsible brands.
- Organize local sports events, fitness challenges, or workshops to engage with the community. Building a strong community presence can foster brand loyalty and encourage consumers to choose Adidas for their sportswear needs.

**Conclusion**

Understanding consumer preferences for Adidas sportswear and footwear in Madurai District is crucial for the brand's sustained growth and market penetration. The research indicates that while Adidas enjoys a strong global reputation, local factors such as cultural influences, pricing sensitivity, and competition from regional brands significantly shape consumer choices. By analyzing these



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factors, Adidas can tailor its marketing strategies to better align with the unique preferences of Madurai consumers, enhancing brand loyalty and driving sales. The study highlights the importance of product diversification and community engagement in fostering consumer preference. Offering a wider range of products at different price points will enable Adidas to cater to the diverse demographics of Madurai, ensuring that both budget-conscious and premium-seeking consumers find appealing options. Furthermore, by actively participating in local events and initiatives, Adidas can strengthen its connection with the community, positioning itself as a brand that values and supports local culture and sports.

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