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A STUDY ON BRAND AWARENESS AND CUSTOMER LOYALTY TOWARDS ADIDAS

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ABSTRACT
This study looks into Coimbatore consumers' brand awareness and commitment to Adidas. The primary goals are to determine the degree of consumer awareness of Adidas and to examine their brand loyalty. Convenience sampling was used to gather primary data from 70 respondents via a standardised questionnaire. Journals, publications, and internet resources were used to gather secondary data. For data interpretation, the study employs tabular presentation and percentage analysis. The results demonstrate that most respondents are quite familiar with Adidas and exhibit a high degree of brand happiness and loyalty. The two main sources of brand exposure are social media and TV commercials. The study comes to the conclusion that increasing consumer loyalty to Adidas is significantly influenced by high brand awareness.

Keywords: Brand Awareness, Customer Loyalty, Adidas, Consumer Behavior, Brand Equity, Purchase Decision, Customer Satisfaction

INTRODUCTION
Adidas is killing it in Coimbatore's sportswear scene! They're all about giving people what they want - stylish, comfy gear that performs. And they're doing it with flair, partnering with local gyms, sports teams, and influencers to get the vibe right. Whether it's cricket, football, or running, Adidas is part of the action, sponsoring local tournaments and supporting fitness enthusiasts.

In Coimbatore, Adidas is big on comfort, quality, and sustainability. People love their shoes for gym sessions, stylish outfits for casual hangs, and gear that lasts. Prices are competitive, and folks appreciate their eco-friendly efforts. The Adidas store on Avinashi Road is a hotspot for fresh designs and solid quality, and their social media game is on point, sharing local stories and fitness tips that resonate with Coimbatore.

Adidas is leveraging local connections, sponsoring sports events, and rocking social media to stay top-of-mind. They're part of the city's fitness journey, and it shows. With Coimbatore's sportswear market booming, Adidas is staying ahead by innovating and engaging with the community. Their focus on community engagement, like collaborating with local fitness influencers and supporting sports initiatives, is strengthening their bond with Coimbatore.

HISTORY AND DEVELOPMENT
We're chatting with people in Coimbatore to get their vibe on Adidas. What's the story with the brand here? Folks seem to dig it for its style, comfort, and global feel. We're talking to youngsters, fitness enthusiasts, students, and working pros - what's driving their choice? Is it the brand's rep, quality, or something else

We're digging into what makes Adidas work in Coimbatore. Is it their marketing, influencer game, or something more. Do people see Adidas as part of their lifestyle? Are they buying it for everyday wear, sports, or just because it's cool! We're checking out local stores, talking to customers, and getting the scoop.

From Avinashi Road to local sports shops, we're figuring out Adidas' place in Coimbatore. Is it a status symbol, fitness essential, or just another brand? We're crunching numbers and spotting patterns to understand Adidas in Coimbatore.

OBJECTIVE OF THE STUDY
1.To study the brand awareness of Adidas among Coimbatore consumers.

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2.To analyses customer loyalty towards Adidas in Coimbatore.

REASEARCH METHODOLOGY

The research methodology shown in the image includes four main sections:

1. Source of Data: The study uses both primary and secondary data.

2. Data Collection Method:

Primary data is collected through a structured questionnaire with 20 close-ended questions, distributed to 100 respondents using Google Forms.

Secondary data is gathered from journals, research articles, case studies, and online sources related to online reviews, ratings, and consumer purchase decisions.

3. Area of the Study: Coimbatore district

4. Sampling Technique and Size: The study employs convenience sampling, a non-probability sampling method. The sample size is 100 participants, chosen for ease of data collection among online consumers, Percentage analysis

LIMITATION OF STUDY

This study on brand awareness and customer loyalty towards Adidas has certain limitations. The research is based on a limited sample size, which may not represent the opinions of all Adidas customers. The study is confined to a specific geographical area, restricting broader generalization of the results. Responses are collected through questionnaires and depend on the honesty and awareness level of respondents, which may lead to biased information. Time constraints also limited deeper analysis. Additionally, only selected variables were considered, while other factors influencing loyalty were not included.

Analysis and Interpretation

TABLE 1

Age of the respondence

Age	Number of responses	Percentage
Below 18	13	12.9%
18 – 25	34	34.3%
26 – 35	24	24.3%
36 – 45	17	17.1%
Above 45	11	11.4%
Total	100	100%

Interpretation:

The table shows that the majority of respondents belong to the 18–25 age group 34.3%, followed by 26–35 years 24.3%, indicating higher participation from young adults. A smaller proportion of respondents are below 18 12.9% and above 45 11.4%, suggesting comparatively lower representation from these age groups.

TABLE 2

Educational Qualification

Educational Qualification	Number of responses	Percentage
School	19	18.6%
College	54	54.3%
Other	27	27.1%
Total	100	100%

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Interpretation:
The table shows that most respondents 54.3% have a college-level education, while 27.1% fall into the "other" category, such as vocational or alternative qualifications. Only 18.6% have a school-level education, indicating that the majority of participants are college educated

TABLE 3
Occupation

Occupation	Number of responses	Percentage
Student	37	37.1%
Employed	29	28.6%
Business	27	27.1%
Other	7	7.1%
Total	100	100%

Interpretation:
The table shows that students make up the largest group, accounting for 37.1% of the respondents. This is followed by employed individuals at 28.6%, while business-related respondents represent 27.1%. The smallest group is others, comprising only 7.1% of the total. Overall, the data indicates that the majority of participants are students, with a nearly equal share of employed and business individuals, and a small portion belonging to other occupations.

TABLE 4
Level of familiarity of Adidas products

How familiar	Number of responses	Percentage
Very familiar	39	38.6%
familiar	31	31.4%
Neutral	24	24.3%
Not familiar	6	5.7%
Total	100	100%

Interpretation:
The table indicates that most respondents are familiar with Adidas products, with 38.6% being very familiar and 31.4% familiar, showing strong brand awareness. Only a small proportion 5.7% are not familiar, suggesting wide market recognition of the brand.

TABLE 5
Source of awareness

Source of awareness	No of responses	Percentage
Social media	33	32.9%
Television Advertisement	23	22.9%
Friends/ Family	21	21.4%
Sports Events/ Sponsorship	13	12.9%
Retail stores	10	10.0%
Total	100	100%

Interpretation:
The data reveals that social media is the primary source of awareness about Adidas, accounting for 32.9% of respondents. This is followed by television advertisements 22.9% and friends or family 21.4%, indicating the strong influence of both digital media and word-of-mouth on brand awareness.

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TABLE 6
Product category

Product category	Number of responses	Percentage
Footwear	23	22.9%
Clothing	21	21.4%
Sports accessories	31	31.4%
All of these above	24	24.3%
total	100	100%

Interpretation:
The table shows that sports accessories are the most widely recognized Adidas products, with 31.4% of respondents aware of them. This is followed by all product categories, selected by 24.3%, indicating that a significant portion of people are familiar with the full Adidas range. Footwear awareness stands at 22.9%, while clothing is the least recognized category at 21.4%. Overall, the data suggests that Adidas is most strongly associated with sports accessories, while awareness of their clothing line is comparatively lower.

TABLE 7
Satisfaction level of Adidas products

Satisfaction level	No. of responses	Percentage
Highly satisficed	34	34.3%
Dissatisfied	29	28.6%
Neutral	17	17.1%
Satisfied	10	10.0%
Highly satisfied	10	10.0%
Total	100	100%

Interpretation:
The table indicates that a majority of respondents are satisfied with Adidas products, with 34.3% being highly satisfied and 28.6% satisfied. Only 20% of respondents express dissatisfaction, showing an overall positive level of customer satisfaction towards Adidas.

TABLE 8
Improvements Suggested for Adidas Products

Suggest improvement	No. of responses	Percentage
Price reduction	29	28.6%
More variety	27	27.1%
Better quality	23	22.9%
Better availability	13	12.9%
Better availability	8	8.6%
Total	100	100%

Interpretation:
The table shows that price reduction is the most suggested improvement by respondents 28.6%, followed closely by the need for more product variety 27.1%. Better quality 22.9% is also an important expectation, while better availability and promotions are suggested by a comparatively smaller proportion of respondents. Overall, the results indicate that pricing and product range are key areas for improvement.

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REVIEW OF LITERATURE

1. Brand Awareness, Brand Image, and Brand Loyalty as Brand Equity Predictors (2020) Happy Darmawan and Novia Agnes (2020) This study looked at how brand equity for Adidas customers in Jakarta is predicted by brand awareness, brand loyalty, and brand image.
2. Brand Loyalty and Awareness's Impact on Purchase Decisions(2021) Deden Muhammad Adam, Muhamad Bayu Hasan Basri, and Adam Aditya Mandala (2021) examined how Bandung Adidas fans' decisions to buy sports shoes are influenced by brand.
3. Customer satisfaction as a mediator between brand equity and brand loyalty (2023) Maria Isabel Clarisa, Lena Ellitan, and Visi Saujaningati Kristiyanto (2023) examined how consumer happiness and brand equity, which includes awareness, affect Adidas brand loyalty.
4. Price, Brand Awareness, Perceived Quality, and Brand Loyalty's Effect on Consumer Purchase Intention (2024) Ahmad Alghaniyu and Effed Darta Hadi (2024) investigated the connection between Shopee customers' purchase intentions for Adidas shoes and brand awareness and brand loyalty.
5. Branding Loyalty's Effect on Consumer Sportswear (2025) Mohamed Shoffian et al.'s (2025) case study on Adidas examines the elements that affect sportswear buyers' brand loyalty.

CONCLUSION

The survey comes to the conclusion that Coimbatore customers, especially young individuals, have a high level of brand awareness for Adidas. Customer loyalty is positively impacted by the majority of respondents' familiarity with the brand and high levels of pleasure with Adidas merchandise. Television and social media are crucial for raising awareness and influencing consumer choices. The results imply that increasing brand knowledge has a major role in fostering consumer loyalty. Nonetheless, price and product diversity improvements have been recommended by responders. All things considered, Adidas has a significant market presence in Coimbatore. By meeting consumer expectations, the business may increase customer loyalty and gain a competitive edge.

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