



A study on consumer preference towards the international sportswear brand Adidas

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ABSTRACT

In the highly competitive global sportswear industry, Adidas has established itself as a leading international brand known for innovation, quality, and performance. This study examines consumer preference towards Adidas and identifies the key factors influencing purchase decisions. The research focuses on understanding buying behaviour, satisfaction levels, and the impact of attributes such as comfort, quality, price, style, and brand image. Data was collected through a structured questionnaire from 150 respondents to analyse consumer perceptions and preferences. The findings reveal that comfort and quality are the most influential factors affecting purchase decisions, while consumers across different age and income groups show similar buying patterns. The study concludes that Adidas maintains a strong market position due to its consistent product performance and brand recognition. However, continuous innovation, competitive pricing strategies, and enhanced customer engagement can further strengthen consumer preference and brand loyalty.

Keywords: Adidas Consumer, Preference, Sportswear Industry, Brand Image, Comfort, Quality, Purchase Behaviour.

INTRODUCTION

In today's globalized and highly competitive marketplace, the sportswear industry has emerged as one of the fastest-growing segments in the fashion and lifestyle sector. Changing lifestyles, increasing health awareness, rising disposable income, and the growing influence of sports and fitness culture have significantly contributed to the expansion of the global sportswear market. Consumers are no longer purchasing sportswear only for athletic purposes; instead, it has become an essential part of casual wear, fashion statements, and personal identity. In this dynamic environment, understanding consumer preference plays a vital role in determining the success of a brand. One of the most recognized and influential international sportswear brands in the world is Adidas. Founded in 1949 in Germany, Adidas has grown into a global leader in designing, manufacturing, and marketing sports apparel, footwear, and accessories. The brand is known for its innovation, quality, performance-oriented products, and iconic three-stripe logo. Over the years, Adidas has built a strong brand image through technological advancements, athlete endorsements, sponsorships of international sporting events, and strategic marketing campaigns.



Consumer preference refers to the choices and priorities that individuals show when selecting one product or brand over another. These preferences are influenced by several factors such as product quality, price, design, brand image, comfort, durability, availability, advertising, peer influence, and personal lifestyle. In the case of Adidas, consumer preference may be shaped by its global reputation, innovative product features, celebrity endorsements, sustainability initiatives, and association with major sports events. The modern consumer is more informed and selective than ever before. With easy access to information through digital platforms and social media, customers compare brands based on multiple parameters before making purchasing decisions.

OBJECTIVES

- To study the buying behaviour and purchase patterns of consumers towards Adidas products.
- To identify the key factors influencing consumer choice of Adidas product (Price, Quality, Style, and Brand image).
- To analyse the level of consumer satisfaction with Adidas products.
- To suggest strategies for Adidas to enhance customer preference and brand loyalty.

REVIEW OF LITERATURE

Wang and Li (2025) studied the impact of global brand perception on consumer purchase intention. The study concluded that brands perceived as globally recognized and premium tend to generate higher trust and willingness to pay. The researchers noted that global sports brands maintain strong consumer preference through consistent quality and innovation. This finding is directly relevant to Adidas's global brand positioning.

Singh and Rao (2025) examined the influence of promotional strategies and digital engagement on sportswear consumers. The study found that limited edition collaborations, influencer campaigns, and online reviews significantly shape purchase decisions. The research suggested that digital transformation plays a crucial role in strengthening brand preference and competitive advantage.

Brown and colleagues (2024) examined the relationship between brand recognition and customer satisfaction in multinational sports brands. The study revealed that strong brand visibility through sponsorships and athlete endorsements significantly increases consumer confidence. The research emphasized that global recognition positively affects repeat purchase behavior, supporting the importance of sponsorship strategies adopted by Adidas.

Kumar (2024) Analysed consumer loyalty in the sports footwear segment. The study found that perceived product durability, comfort, and technological innovation are key drivers of brand loyalty. It also highlighted that satisfied customers are more likely to recommend the brand to others. These findings are important in understanding long-term consumer preference towards Adidas footwear.

RESEARCH GAP

Most previous studies have examined general consumer behaviour and brand preference in the sportswear industry, but limited research specifically focuses on consumer preference towards Adidas by analysing multiple influencing factors such as comfort, quality, price, style, and brand image together. While global studies highlight brand equity and loyalty, there is comparatively less research conducted in the Indian context to understand how these factors shape purchase decisions and satisfaction levels. Additionally, limited attention has been given to the relationship between demographic variables and consumer perception of Adidas products. Therefore, this study seeks to fill this gap by providing a focused analysis of the key determinants influencing consumer preference towards Adidas and their impact on brand loyalty and market position.



METHODOLOGY

This research is based on primary data collected to understand consumer preference towards the international sportswear brand Adidas. The information is obtained directly from respondents who have experience purchasing or using Adidas products. A structured questionnaire is used as the main tool for collecting data. The questionnaire focuses on key factors such as product quality, comfort, price perception, style, brand image, purchase frequency, and overall satisfaction level. It also examines the influence of demographic variables like age and income on consumer preference. The collected data is analysed to identify the major determinants shaping purchase decisions and to evaluate the level of customer satisfaction and brand loyalty towards Adidas.

ROLE OF BRAND FACTORS IN INFLUENCING CONSUMER PREFERENCE TOWARDS ADIDAS

Brand-related factors play a crucial role in shaping consumer preference towards Adidas in the highly competitive sportswear industry. As an international sportswear brand, Adidas attracts consumers through its strong brand image, product innovation, and global recognition. Consumers often associate Adidas with quality, performance, and style, which significantly influences their purchasing decisions. One of the major factors influencing consumer preference is product quality and performance. Adidas products are known for their durability, comfort, and advanced technology, especially in footwear and sports apparel. Customers prefer brands that offer reliability and long-lasting performance, particularly in sports and fitness activities.

Price perception also plays an important role in influencing buying behaviour. While Adidas is positioned as a premium brand, consumers evaluate whether the price matches the quality, design, and brand value offered. Discounts, seasonal offers, and promotional pricing strategies further impact purchase decisions. Brand image and reputation strongly affect consumer preference. Adidas has built a powerful global identity through consistent branding, innovative product designs, and association with sports excellence. Sponsorships of major sports events and teams, including the Indian cricket team, enhance brand visibility and credibility.

Marketing and promotional strategies also contribute to consumer preference. Advertising campaigns, celebrity endorsements, social media engagement, and influencer collaborations help create awareness and emotional connection with customers. These strategies strengthen brand loyalty and attract new buyers. Availability and accessibility of products through brand outlets, retail stores, and online platforms further influence purchasing decisions. Easy access to products improves customer convenience and satisfaction. Moreover, consumer satisfaction and positive word-of-mouth significantly impact brand preference. When customers experience comfort, style, and value for money, they are more likely to repurchase and recommend Adidas to others. Thus, factors such as product quality, price, brand image, marketing efforts, availability, and customer satisfaction collectively play a vital role in influencing consumer preference and strengthening Adidas' global recognition in the sportswear industry.

STATEMENT OF THE PROBLEM

The global sportswear industry is highly competitive, with many international brands offering similar products in terms of quality, design, and performance. Although Adidas holds a strong global reputation, consumer preferences are constantly influenced by factors such as price numerous alternatives available, attracting and retaining customers has become increasingly challenging. Therefore, this study aims to identify and analyse the key factors—such as product quality, price, brand image, marketing efforts, and consumer loyalty—that influence consumer preference towards Adidas and examine how these factors contribute to its global recognition and competitive position.

SCOPE OF THE STUDY

This study aims to provide a comprehensive analysis of the factors influencing consumer preference towards Adidas in the sportswear and apparel industry. It examines the current trends, growth, and competitive environment of the global sportswear market to understand the brand's position. The study identifies key consumer segments by analysing demographic, lifestyle, and behavioural characteristics that affect purchasing decisions. It assesses consumer perception towards Adidas in terms of quality, comfort, design, price, and brand image, highlighting the



brand's strengths and weaknesses. The research also evaluates the effectiveness of Adidas' marketing and promotional strategies, including advertising campaigns, sponsorships, and social media presence. Further, it analyses product availability and distribution channels such as retail stores, brand outlets, and online platforms, and how they influence consumer preference. Finally, the study explores the major factors contributing to Adidas' global recognition and sustained popularity in the international sportswear industry.

LIMITATIONS

- The study is limited to a sample size of 150 respondents, which may not fully represent the entire population of Adidas consumers.
- The research focuses only on consumer preference towards Adidas and does not include detailed comparison with other competing sportswear brands.
- The data collected is based on respondents' personal opinions and perceptions, which may be subject to bias.
- The study is conducted within a limited time period, and changes in consumer preferences over time are not considered.
- External factors such as economic conditions, market trends, and promotional campaigns during the study period are not examined in detail.

ANALYSIS AND INTERPRETATION

1.1 PERCENTAGE ANALYSIS

1.1.1 AGE GROUP OF THE RESPONDENTS

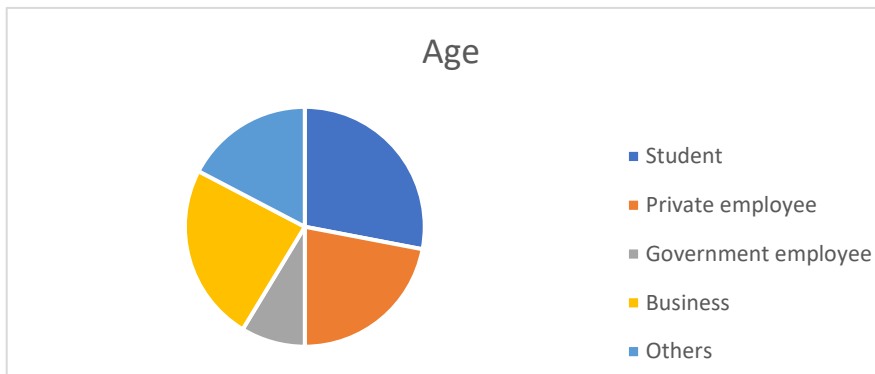
S.NO	AGE GROUP OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Below 20 years	15	10
2	21- 30 years	64	42.7
3	31- 40 years	25	16.7
4	41- 50 years	27	18
5	Above 50 years	19	12.7
	TOTAL	150	100

Interpretation

The above table shows that 10% of the respondents belong to the age group below 20 years, 42.7% of the respondents belong to the age group between 21- 30 years, 16.7% of the respondents belong to age group between 31- 40 years, 18% of the respondents belong to the age group between 41- 50 years and 12.7% of the respondents belong to age group above 50 years.



Majority 42.7% of the respondents belong to the age group between 21- 30 years



Chi square Analysis

Null Hypothesis: There is no significant association between age of the respondents and frequency of purchasing Adidas products.

Alternative Hypothesis: There is a significant association between age of the respondents and frequency of purchasing Adidas products.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * How often do you purchase Adidas products?	151	100.0%	0	0.0%	151	100.0%

Age * How often do you purchase Adidas products? Crosstabulation							
Count		How often do you purchase Adidas products?					Total
		Once a year	Twice a year	Once in 6 months	Quarterly	Monthly	
Age	Below 20 years	11	5	0	0	0	16
	21-30 years	41	14	7	1	1	64
	31-40 years	13	6	6	0	0	25
	41-50 years	17	8	1	1	0	27
	41-50 years	11	7	1	0	0	19
Total		93	40	15	2	1	151

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)



Pearson Chi-Square	13.641 ^a	16	.625
Likelihood Ratio	14.948	16	.528
Linear-by-Linear Association	.043	1	.836
N of Valid Cases	151		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .11.			

INTERPRETATION

The chi-square test was conducted to examine the association between age of the respondents and the frequency of purchasing products from the international sportswear brand Adidas. The Pearson Chi-Square value is 13.641 with a significance value of 0.625. Since the p-value (0.625) is greater than the standard significance level of 0.05, the null hypothesis is accepted and the alternative hypothesis is rejected. This indicates that there is no significant association between the age of the respondents and their frequency of purchasing Adidas products. Thus it is inferred that consumers across different age groups show similar purchasing frequency towards Adidas products.

RANKING ANALYSIS

Important factors while purchasing Adidas products

Strategies	5	4	3	2	1	Total	Weighted Average	Rank
Comfort	66	17	17	26	25	526/151	3.48	I
	330	68	51	52	25			
Price	17	41	43	32	16	458/151	3.03	III
	85	164	129	64	16			
Quality	32	24	47	22	26	467/151	3.09	II
	160	96	141	44	26			
Durability	33	19	29	50	20	448/151	2.96	IV
	165	76	87	100	20			
Style	28	20	23	34	46	403/151	2.66	V
	140	80	69	68	46			

Interpretation

The ranking analysis was conducted to identify the most important factors influencing consumers while purchasing products from Adidas. The results show that comfort received the highest weighted average score of 3.48 and was ranked first, indicating that consumers consider comfort as the most important factor when purchasing Adidas products. Quality secured the second rank with a weighted average score of 3.09, suggesting that product quality also plays a major role in influencing purchase decisions. Price was ranked third with a weighted average of 3.03, showing that affordability is an important but slightly less dominant factor compared to comfort and quality. Durability obtained the fourth rank with a score of 2.96, indicating moderate importance among respondents. Style



received the lowest weighted average score of 2.66 and was ranked fifth, suggesting that design and appearance are considered less important compared to functional factors such as comfort and quality when consumers purchase Adidas products.

REGRESSION

Null Hypothesis: style do not significantly influence consumer purchase decision of Adidas products.

Alternative Hypothesis: style significantly influence consumer purchase decision of Adidas products.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.194 ^a	.038	.031	1.33964
a. Predictors: (Constant), Style				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.454	1	10.454	5.825	.017 ^b
	Residual	267.401	149	1.795		
	Total	277.854	150			
a. Dependent Variable: What mainly influences your final purchase decision?						
b. Predictors: (Constant), Style						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.471	.268		12.970	.000
	Style	-.177	.073	-.194	-2.413	.017
a. Dependent Variable: What mainly influences your final purchase decision?						

Interpretation

A regression analysis was conducted to examine whether style influences the consumer purchase decision of products from Adidas. The ANOVA results show that the significance value is 0.017, which is less than the standard significance level of 0.05. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that style has a significant influence on the consumer purchase decision of Adidas products. This suggests that style plays a statistically significant role in influencing purchase decisions among consumers. Hence, it can be concluded that the style of Adidas products significantly affects consumers' final purchase decisions.



ANOVA

Null Hypothesis: There is no significant difference in perception towards Unilever’s global brand image among different income groups.

Alternative Hypothesis: There is no significant difference in perception towards Unilever’s global brand image among different income groups.

Descriptives								
How satisfied are you with Adidas product finishing?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below ₹20000	45	2.0667	.88933	.13257	1.7995	2.3339	1.00	5.00
₹20001 - ₹40000	33	2.1818	.84611	.14729	1.8818	2.4818	1.00	5.00
₹40001 - ₹60000	30	2.1333	.89955	.16424	1.7974	2.4692	1.00	5.00
₹60001 - ₹80000	17	2.7059	1.21268	.29412	2.0824	3.3294	1.00	5.00
Above 80000	26	2.1923	.89529	.17558	1.8307	2.5539	1.00	5.00
Total	151	2.1987	.93109	.07577	2.0490	2.3484	1.00	5.00

ANOVA					
How satisfied are you with Adidas product finishing?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.296	4	1.324	1.550	.191
Within Groups	124.744	146	.854		
Total	130.040	150			

Interpretation

An ANOVA test was conducted to examine whether there is a significant difference in the level of satisfaction towards Adidas product finishing among different income groups. The results show that the significance value is 0.191, which is greater than the standard significance level of 0.05. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected. This indicates that there is no significant difference in satisfaction levels towards Adidas product finishing among respondents belonging to different income groups. Hence, it can be concluded that respondents across various income groups share a similar level of satisfaction regarding Adidas product finishing.



FINDINGS

PERCENTAGE ANALYSIS

- 42.7% of the respondents belong to the age group between 21- 30 years
- 50% of the respondents are Postgraduates.
- 42.7% of the respondents are Private employee.
- 30% of the respondents have a monthly income below ₹20,000.
- 34% of the respondents are Preferred Sports shoes among Adidas products.
- 62% of the respondents purchase Adidas products once a year.

CHI-SQUARE ANALYSIS

The Chi-square test result shows that the p-value (0.625) is greater than 0.05. Hence, there is no significant association between age of respondents and frequency of purchasing Adidas products. This indicates that purchase frequency does not depend on age group. Consumers across different age categories show similar buying behaviour. Therefore, age does not significantly influence how often Adidas products are purchased.

RANKING ANALYSIS

The ranking analysis shows that comfort is the most important factor influencing purchase decisions with the highest weighted average score of 3.48. This indicates that consumers prioritize comfort over other attributes. Quality ranks second with a weighted average of 3.09, showing that functional benefits are highly valued. Consumers prefer Adidas mainly for comfort and quality performance.

REGRESSION ANALYSIS

The regression analysis shows a significance value of 0.017, which is less than 0.05. Therefore, style has a statistically significant influence on consumer purchase decisions. The null hypothesis is rejected and the alternative hypothesis is accepted. This confirms that style plays an important role in influencing buying decisions.

ANNOVA

The ANOVA test result shows that the significance value is 0.191, which is greater than 0.05. Hence, there is no significant difference in satisfaction towards Adidas product finishing among different income groups. The null hypothesis is accepted. Satisfaction levels remain similar across income categories.

SUGGESTIONS

- Focus on Enhancing Product Comfort
- Maintain High Quality Standards
- Offer Competitive Pricing Strategies
- Strengthen Digital Marketing Efforts
- Expand Product Variety and Style Options
- Improve Customer Relationship Management
- Enhance In-Store and Online Experience
- Focus on Sustainable Practices
- Strengthen Brand Awareness Across All Age Groups
- Conduct Regular Consumer Feedback Surveys
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CONCLUSION

The present study examined consumer preference towards the international sportswear brand Adidas and identified the major factors influencing purchase decisions. The findings reveal that comfort, quality, and price are the primary determinants of consumer choice. Among these factors, comfort plays a dominant role, indicating that consumers prioritize functionality and performance over purely aesthetic aspects. Quality is also a significant factor, reflecting the importance of durability and reliability in sportswear products. By maintaining high standards and adapting to changing consumer expectations, Adidas can enhance customer satisfaction and long-term brand loyalty.

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