

# **Project Dissertation**

**On**

## **“CONSUMER ATTITUDE TOWARDS BRAND ADIDAS”**

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**JAN- MAY 2017**

## CERTIFICATE FROM THE INSTITUTE

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This is to certify that the Project dissertation titled '**CONSUMER ATTITUDE TOWARDS BRAND ADIDAS**', is a bona fide work carried out by Mr. Rijul Chatterjee, of MBA 2015-17 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

(Seal of Head)

Place:

Date:

## DECLARATION

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I, Rijul Chatterjee, student of MBA 2015-17, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the Summer Internship report on 'CONSUMER ATTITUDE TOWARDS BRAND ADIDAS', submitted in partial fulfilment of Degree of Masters of Business Administration, is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Rijul Chatterjee

Place:

Date:

## ACKNOWLEDGEMENT

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I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project in ‘**Consumer Attitude towards Brand Adidas**’. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

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In the end, I would like to extend my gratitude to my family and friends for their support and cooperation during this project.

Rijul Chatterjee

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## EXECUTIVE SUMMARY

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The global sportswear market is highly competitive, and is one of the most heavily branded areas in the global apparel market (Tong and Hawley, 2009). The sportswear brands are dedicated to create strong brand equity and build brand loyalty through creating strong and distinctive brand personality. Sportswear brand personality enhances the effectiveness of marketing communications efforts (Arora and Stoner, 2009; Brakus *et al.*, 2009).

In India, sportswear brands such as Nike, Adidas, Reebok, Puma, Umbro and Fila are popular among sportswear consumers. Sportswear has become a common and popular category among young people as it identifies them with a more relaxed lifestyle, greater versatility and comfort. This has prompted manufacturers like Nike and Adidas to start expanding their business particularly in Asia as it has the potential to give them higher volume of sales for their products (Wong, Foong Yee and Sidek, Yahyah, 2008).

In this paper, we are going to observe the consumer attitude towards brand adidas. An attitude in marketing terms is defined as a general evaluation of a product or service formed over time (Solomon, 2008). An attitude satisfies a personal motive—and at the same time, affects the shopping and buying habits of consumers. Dr Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioural intentions toward some object within the context of marketing. A consumer can hold negative or positive beliefs or feelings toward a product or service. A behavioural intention is defined by the consumer's belief or feeling with respect to the product or service.

Perhaps the attitude is formed as the result of a positive or negative personal experience. Maybe outside influences of other individuals persuaded the consumer's opinion of a product or service. Attitudes are relatively enduring (Oskamp & Schultz, 2005, p. 8). Attitudes are a learned predisposition to proceed in favour of or opposed to a given object. In the context of marketing, an attitude is the filter to which every product and service is scrutinized.

On the basis of the above discussion, we have identified five independent variables on which consumer attitude is dependent. The five variables being-

1. Brand Experience
2. Brand Image
3. Brand Familiarity
4. Brand Satisfaction and,
5. Brand Loyalty

The purpose of this research is to investigate the respondents' attitude towards a particular sportswear brand i.e. adidas. Questionnaires were distributed to 300 respondents in Delhi/NCR. The final analysis is done with the help of Bar-Graphs, Pie charts, Use of SPSS (T-test, Anova, Regression, Post-Hoc etc.) to understand what factors are responsible for a consumer's attitude towards a particular brand.

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INTRODUCTION

**1. Industry Profile**

The sportswear market, globally, is trending with introduction and growth of new products and technologies, increasing health mindfulness, popularity of athlesiure, mixture of smart clothing and advent of functional clothing. However, the market growth will be held up by imitation product obtainability, increase in labour cost and low negotiation power of buyers.

A high increase in attractiveness of sports, weight direction and athletics has been seen in the middle-old age and aging population over the years. Vigorous lifestyle has become significant for bit of masses, and in order to achieve this, people are keeping themselves busy in physical exercises, thus creating a huge demand for sportswear around the world.

Sports-wears entail apparel and footwear which are worn during taking part in any kind of physical activity. People are asking for technology-involved apparels and footwear so that it can augment their workout demands. As the demand is increasing, the sportswear manufactures are ready for the announcement of a new range of sportswear products.

The global sportswear market growth will be determined by rise in per capita spending on sports, popularity of outdoor recreational actions, increase in number of yoga participation, increase in fitness club membership and growing youth population.

The major trends of the market show growing health cognizance, merchandise innovation, popularity of athletic-leisure and mixture of smart habiliment and activewear. The competition in the market will majorly be dominated by big firms.

**1.1 Indian Market Overview**

The sportswear market in India, which was initially a niche segment, has progressed. Initially, it was marketed exclusively towards sportsperson. But now, to a growing consumer sector. The industry has observed speedy development over the previous years, determined by a rise in income, altering life styles and the arrival of foreign players post liberalization.

The growing popularity of cricket, football, tennis, etc. has donated to the rise of the functional sportswear market in our nation.

Along with this, the tendency of wearing sports apparels as casual wear has increased the description of target consumers for leading brands. Some brands also offer bundles to provide to this demand for casual wear (EY, Sportswear Retail, 2015)

In India, the retail sportswear market is estimated at INR565.8 billion and is growing at a robust CAGR of 34% during 2012–2016 (Sportswear Retail, 2015). The market consists of sports apparel, footwear and accessories, where the largest segment is footwear, which accounts for almost 60% of the total market.

India's sportswear division is mostly unorganized with organized players being 30% of the market. Multi Brand Outlets (MBOs) and Franchised Exclusive Brand Outlets (EBOs) constitute the core retail channels for sports apparels in India.

In 1994, Nike arrived the Indian market via Sierra Industrial Enterprises Private Limited, using a licensing agreement. The company then started a fully owned subsidiary in 2004.

Now, the organized sportswear market, is dominated by Nike, adidas, Puma, Reebok with more than eighty percent of the market share of the organized market, wherein others such as New Balance and Skechers making their presence felt.

The competition to these brands is in the form of MBO retailers like Royal Sporting House (RSH), Planet Sports etc.

## **1.2 Objective of the Study**

The study has been conducted for gaining practical knowledge about the consumers' attitude towards brand adidas.

Almost every major sports brand such as Nike, Adidas, Puma, Under-Armor have adopted marketing techniques, and have spent billions of dollars on their marketing campaigns. The objective of this study is to research how much of their marketing campaign has been successful in achieving a positive attitude of the consumers towards the brand.

By analysing the consumer's views on certain pre-defined independent variables, in the form of a questionnaire, the consumer's attitude can be found out towards brand adidas, which can be further used by the brand, in the form of feedback.

#### 2.1 Organisational Profile

**Adidas AG** is a MNC from Germany, that plans and fabricates sports shoes, apparels and accessories with their headquarters located in Herzogenaurach, Bavaria. It is the biggest manufacturer of sportswear in Europe and in the world, it ranks second (Wikipedia).

For the adidas Group, the holding company consists of Reebok, Taylor Made-Adidas golf company (that includes Ashworth), 9.1% of FC Bayern Munich, the biggest German football club and Runtastic, which is an Austrian fitness technology company. The revenue for adidas in 2016 was stated to be €19.29 billion.

On 18 August 1949, Adidas was registered by Adolf Dassler, after a dispute with the family at the Gebrüder-Dassler-Schuhfabrik Company between him and his elder brother Rudolf. Rudolf'd already started Puma, which had become the business rival of Adidas, also having their headquarters in Herzogenaurach. adidas' apparel and shoes usually feature the three stripes, and the same motif is unified into Adidas's current official logo. The brand name is un-capitalized, with a lower case "a".

#### 2.2 Products

Adidas repertoire consists of the following products-

- a) Apparel
- b) Running
- c) Association football
- d) Tennis
- e) Golf
- f) Cricket
- g) Basketball

- h) Volleyball
- i) Rugby
- j) Gymnastics
- k) Skateboarding

Of the above, the major revenue of adidas comes from their apparel, footwear and accessories division, with football being the major sport- revenue generator for the brand.

### **2.3 Marketing**

During the mid- late 1990s, the brand got divided into three domains with each having a separate identity: Adidas Performance was created for the athlete; Adidas Originals as a lifestyle brand, and adidas Neo, being the 'funky' counterpart of the other two divisions.

"Adidas is all in" is the current marketing slogan for Adidas Globals. The slogan views to tie all the divisions together, showing a unified image to the world having an interest in sports, fashion, street, music and pop culture.

Launched in 2004, "Impossible is Nothing" is the company's most remarkable campaigns.



### 3.1 Significance of the Study

- i) To observe the consumer's attitude towards a particular brand, in this case, adidas.
- ii) To determine the factors that are responsible for the consumer's attitude.
- iii) To analyse the output and use it as feedback to improve certain services provided by the company.

This has been done by integrating the following independent variables:

- i) H1- Brand Experience
- ii) H2- Brand Image
- iii) H3- Brand Familiarity
- iv) H4- Brand Satisfaction
- v) H5- Brand Loyalty

Many useful theories and extents have been established lately in the branding literature, consisting of brand personality, brand image, brand satisfaction, brand loyalty, and brand love (Carroll and Ahuvia 2006, Aaker 1997; Delgado-Ballester, McAlexander, Schouten, and Koenig 2002; Munuera-Alemán, and Yagüe-Guillén 2003; Thomson, MacInnis, and Park 2005).

### 3.2 Study of the independent variables

#### H1- Brand Experience

Brand experience is abstracted as sensations, feelings, cognitions, and behavioral responses (J. Josko Brakus, Bernd H. Schmitt, & Lia Zarantonello, 2009). Product familiarities happen when consumers interrelate with products—for example, when consumers pursue products and examine and assess them (Hoch 2002).

The brand experience of the product, can be direct when there is bodily contact(Hoch and Ha 1986) or indirect when a product is shown virtually or in other advertisements (Hoch and Ha 1986; Kempf and Smith 1998).

As time progresses, these eternal brand experiences, stowed in memory of the consumer, affects loyalty, consumer satisfaction, and, consumer attitude (Reicheld 1996, Oliver 1997).

## **H2- Brand Image**

Brand image of a product can be defined as perceptions the the consumer makes about a brand, according to the brand associations(Keller, 1993, p. 3). These brand associations yields relevant attitudes that allocate to the product. Thus, the better the brand image, better is the consumer attitude towards the product and its attributes(M. Aghekyan-Simonian et al., Journal of Retailing and Consumer Services, 2012).

Brand image influences perceptions of the consumer towards the the attributes of the product (Kwon and Lennon, 2009; Chattopadhyay and Basu, 1990) i.e., the assessment of the attributes of the product can be prejudiced by the impression the consumer has of the brand image (Beckwith et al., 1978). Hence, a strong brand image can positively affect impression of the consumer towards the attributes of the product.

## **H3- Brand Familiarity**

Brand familiarity for different products and services can be derived from the number of experiences that the consumer has had over the time, regarding the brand. Baker et al. (1986), Alba and Hutchinson, 1987) have defined brand familiarity as a uni-dimensional construct that is equivalent to the time spent to understand information about the brand. Hoch and Deighton (1989) say that familiarity is the number of experiences with the product that the consumer has gained.

## **H4- Brand Satisfaction**

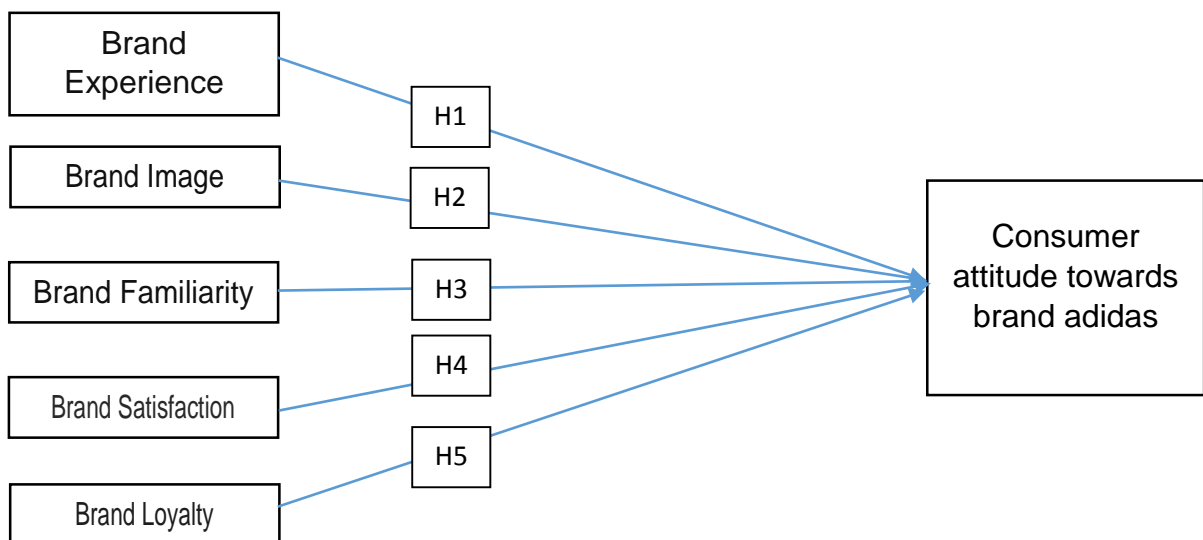
There is no general concept as to how Brand Satisfaction can be explained (Rogers et al., 1992). Oliver (1997) describes satisfaction as the response of the consumer towards fulfilment. It is a conclusion that a product feature provides an enjoyable level of satisfaction, post consumption. This absence of a succinct definition further authenticates the theory that for everyone, satisfaction is not the same (Oliver, 1980).

## H5- Brand Loyalty

Brand loyalty defines a number of singularities in the field of marketing. Brand loyalty is identified as having a multifaceted mixture of attitude and behaviour. Definitely, brand loyalty can be explained as relationship marketing, where the customer has an attachment with the brand that is psychological (M. Punniyamoorthy, M. Prasanna Mohan Raj, 2007).

### 3.3 Research Design

Research design is the procedure, structure, and methodology of examination made up in order to get answers to study questions. Research design is absolutely a system or an arrangement for study that aides in the gathering of information. Distinct Research design is embraced for breaking down the information.



**Fig3.1: Conceptual Model of the Study**

### 3.4 Research Instrument

The survey questionnaire is divided into 3 parts. The first part consisted of the consumer's demographics including gender, age, educational qualifications and household income. The second part consisted of the consumer's history with the brand

that included previous purchase details. The third part of the questionnaire consisted of items that measure of the consumer's feelings towards different aspects of the brand. All the variables selected for the study have been used in previous consumer attitude literature, but a few of them were modified to suit the sportswear industry, and the adidas brand in particular. 20 items of measurement were found about the dimensions to be studied. These were further polished with the help of experts relating to the field of study. The questionnaire was initially tested on doctoral students, faculty members, sportspeople and common people having knowledge about the brand adidas.

### **3.5 Source Of Data**

#### **3.5.1 Primary Data**

Important information has been gathered specifically from clients through organized questionnaires (Individual sample units)

#### **3.5.2 Secondary Data**

Secondary data has been collected from research papers, journals, official adidas website etc.

### **3.6 Sampling Technique**

The populace incorporates male and female students of MBA colleges, graduate colleges, sportspeople having heterogeneous demographics. In this project convenience sampling method is followed.

#### **3.6.1 Sample Size**

The population sample was taken from Delhi/NCR. Our Sample size was 300, out of which 255 responses were found to be suitable for analysis.

#### **3.6.2 Data collection**

Self-administered Personal survey method was used to collect the necessary data. For this purpose appropriate questionnaires were designed. This questionnaire was then forwarded through various social media channels such as WhatsApp, Facebook etc. and also forwarded through mails.

### **3.6.3 Data collection instrument**

Appropriately planned questionnaires to encourage self-directed studies with basic standard inquiries were utilized to gather information.

### **3.6.4 Structure of Questionnaire:**

The questions defined were organized and non-camouflaged. The questions were designed in such a way to get all the fundamental data and to see that the respondents could answer them with ease. This pattern helped in dissecting the information.

Multiple choice questions were asked. In this, many choices of responses are given and the respondent chooses one response. The advantage of this type is easy tabulation and quick response by the respondent.

## **3.7 TESTS USED**

### **3.7.1 T-test**

T-test is a study of 2 populace methods using accurate examination; a t-test with two specimens is ordinarily applied with little sample sizes, testing the difference between the samples when the fluctuations of two ordinary appropriations are not known.

A t-test takes a look at the t-statistic, the t-dispersion and degrees of freedom to decide the likelihood of contrast between populaces; the test measurement in the test is known as the t-statistic.

In this dissertation we have used the **Independent Samples T-test**.

The independent samples t-test is utilized when two separate arrangements of autonomous and indistinguishably dispersed examples are acquired, one from each of the two populaces being looked at.

### **3.7.2 ANOVA**

Analysis of variance (ANOVA) is an investigation device utilized as a part of insights that parts the total fluctuation found inside an informational collection into two sections: systematic factors and random factors. The systematic factors affect the given informational collection, yet the random factors don't.

Experts utilize the analysis of the variance test to decide the outcome autonomous factors have on the needy variable in the midst of a regression study.

Analysis of variance is useful for testing at least three factors. There are two sorts of examination of variance: one-way (or unidirectional) and two-way. A restricted or one-way ANOVA assesses the effect of a sole component on a sole reaction variable. It decides if every one of the samples are the same.

Two-way ANOVA enables an organization to look at specialist profitability in light of two autonomous factors. It is used to watch the cooperation between the two variables. It tests the impact of two variables in the meantime.

In this dissertation we have used the **One-Way ANOVA**.

### **3.7.3 Regression Analysis**

Regression is a factual measure used to decide the quality of the connection between one dependent variable (more often than not meant by Y) and a progression of other evolving factors (known as independent factors).

The two fundamental sorts of regression are linear regression and multiple linear regression, despite the fact that there are non-linear regression techniques for more confounded information and analysis. Linear regression utilizes one independent variable to clarify or anticipate the result of the reliant variable Y, while multiple utilizes at-least two variables.

$Y = a + bX + u$  is the general form of a linear regression.

Regression takes a gathering of arbitrary variables that are able to anticipate Y, and tries to locate a numerical connection between them. This relationship is a straight line (linear regression) that best approaches all the individual information points.

In this dissertation we have used the **Linear Regression Analysis**.

### **3.7.4 Post-Hoc Analysis**

Practically speaking, post hoc examinations are generally governed towards discovering designs and additional connections between subgroups of inspected populaces that would somehow stay undetected and unfamiliar were an academic group to depend entirely upon a priori statistical strategies. Post hoc examination

fortifies acceptance by constraining the likelihood that critical impacts will appear to have been found between subgroups of a populace when none really exist.

Post hoc investigation is an essential strategy that helps explain regression properly.

In this dissertation we have used the **TUKEY'S RANGE TEST**.

- Tukey's strategy is appropriate for pairwise correlations.
- It undertakes autonomy of the perceptions being tested, and also, equal variation through observations (homoscedasticity).

**4.1 DEMOGRAPHICS-**

| <b>Customer Mode</b> |                           |                   |
|----------------------|---------------------------|-------------------|
| <b>Gender</b>        | <b>No. of respondents</b> | <b>Percentage</b> |
| Male                 | 183                       | 72                |
| Female               | 72                        | 28                |
| <b>Total</b>         | <b>255</b>                | <b>100</b>        |

TABLE No 4.1

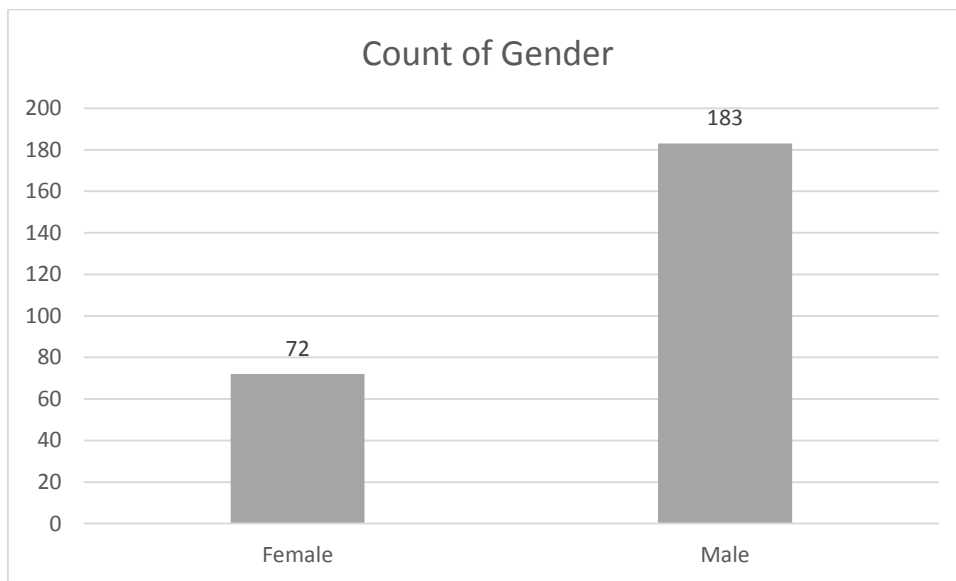
**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR GENDER**

Figure 4.1

**Inference-**

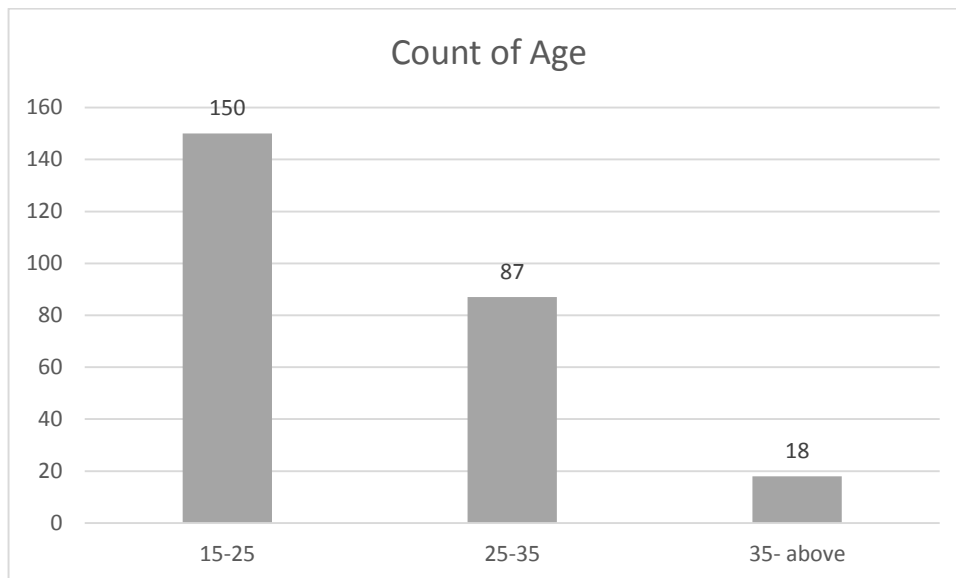
From the above table and figure, we can observe that 72% of the respondents were male and 28% of them were females.



| <b>Customer Mode</b> |                           |                   |
|----------------------|---------------------------|-------------------|
| <b>Age</b>           | <b>No. of respondents</b> | <b>Percentage</b> |
| 15-25                | 150                       | 59                |
| 25-35                | 87                        | 34                |
| 35- above            | 18                        | 7                 |
| <b>Total</b>         | <b>255</b>                | <b>100</b>        |

**TABLE No 4.2**

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR AGE**



**Figure 4.2**

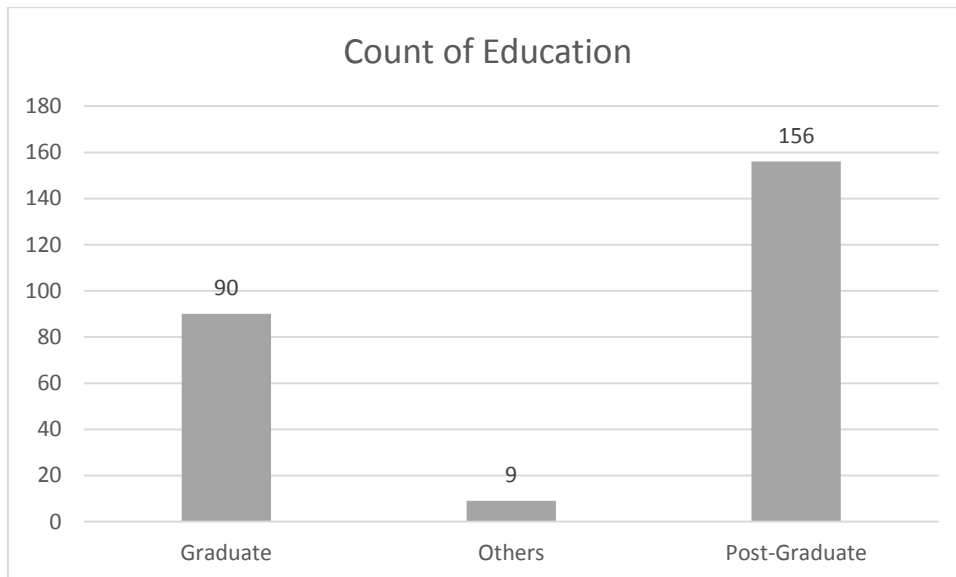
**Inference-**

From the above table and figure, we can observe that 59% of the respondents belonged to 15-25 age group, 34% belonged to 25-35 age group and 7% belonged to 35 and above age group category.

| <b>Customer Mode</b> |                           |                   |
|----------------------|---------------------------|-------------------|
| <b>Education</b>     | <b>No. of respondents</b> | <b>Percentage</b> |
| Graduate             | 90                        | 35                |
| Post- Graduate       | 156                       | 61                |
| Others               | 9                         | 4                 |
| <b>Total</b>         | <b>255</b>                | <b>100</b>        |

**TABLE No 4.3**

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR EDUCATION**



**Figure 4.3**

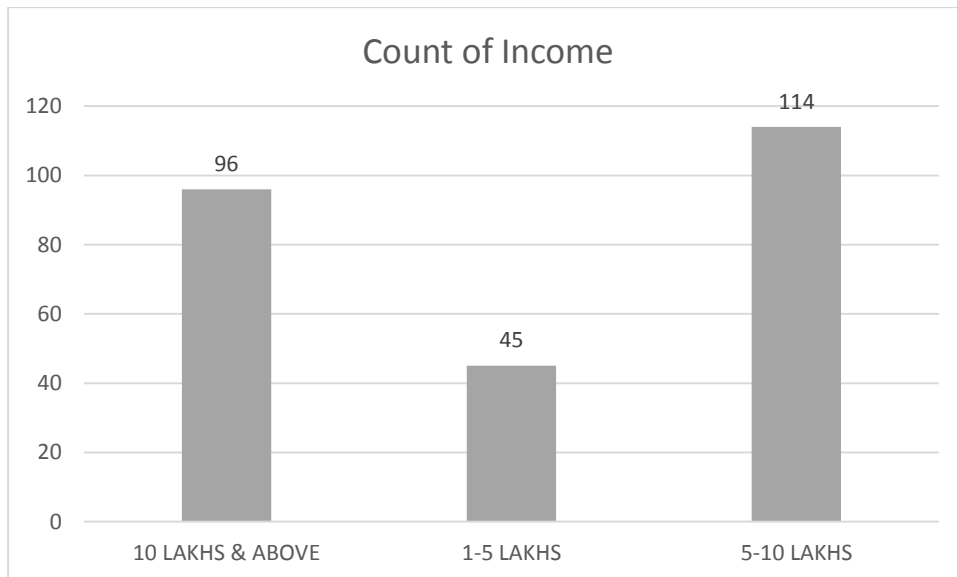
**Inference-**

From the above table and figure, we can observe that 35% of the respondents are graduates, 61% of the respondents are post graduates, while 4% of the respondents belonged to the Others category.

| <b>Customer Mode</b> |                           |                   |
|----------------------|---------------------------|-------------------|
| <b>Income</b>        | <b>No. of respondents</b> | <b>Percentage</b> |
| 1-5L                 | 45                        | 18                |
| 5-10L                | 114                       | 48                |
| 10L- above           | 96                        | 34                |
| <b>Total</b>         | <b>255</b>                | <b>100</b>        |

**TABLE No 4.4**

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR  
HOUSEHOLD INCOME**



**Figure 4.4**

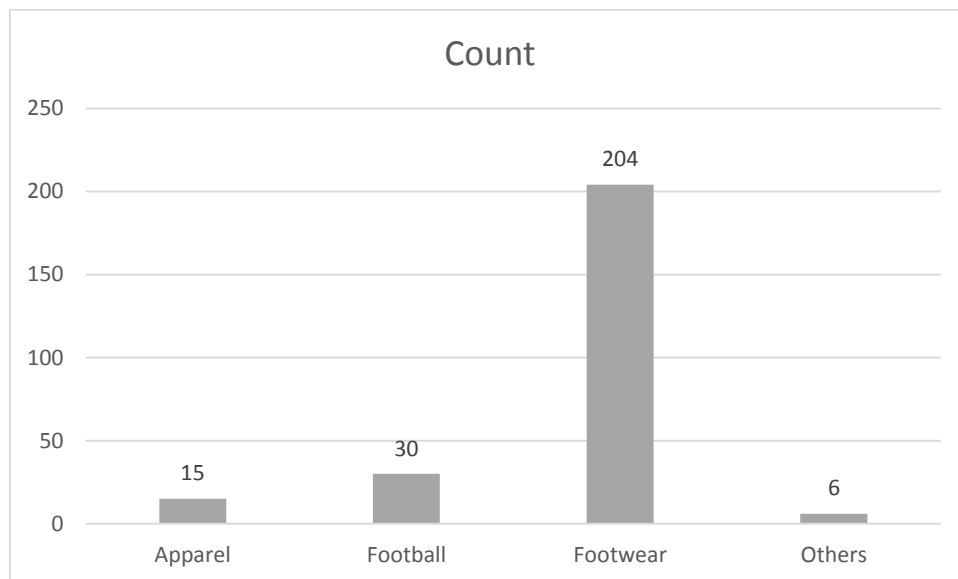
**Inference-**

From the above table and figure, we can observe that 18% of the respondents belong to the 1-5L income category, 48% belong to the 5-10L category and 34% belong to the 10L and above income category.

| <b>Customer Mode</b> |                           |                   |
|----------------------|---------------------------|-------------------|
| <b>Label</b>         | <b>No. of respondents</b> | <b>Percentage</b> |
| Apparel              | 15                        | 6                 |
| Football             | 30                        | 12                |
| Footwear             | 204                       | 80                |
| Others               | 6                         | 2                 |
| <b>Total</b>         | <b>255</b>                | <b>100</b>        |

**TABLE No 4.5**

**DISTRIBUTION OF RESPONDENTS ACCORDING TO WHAT COMES TO THEIR MIND WHEN THEY THINK OF ADIDAS**



**Figure no 4.5**

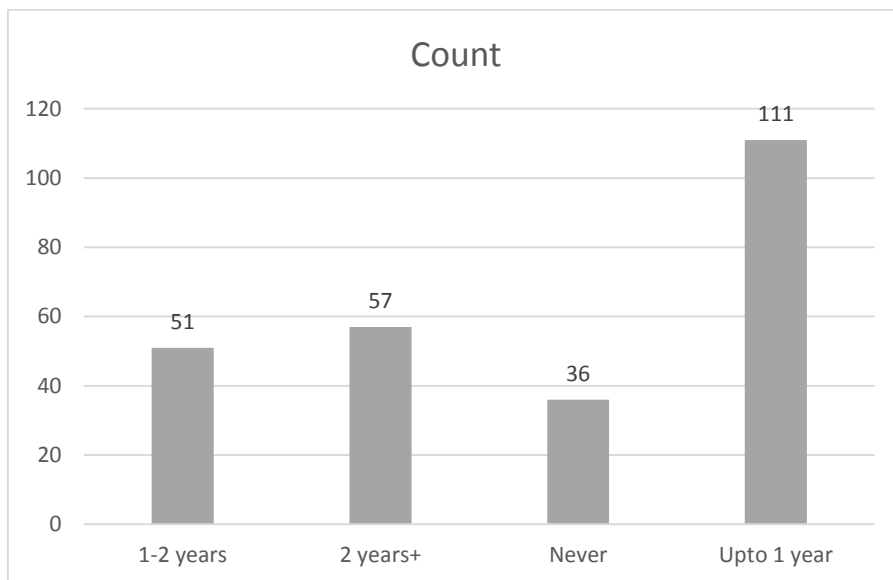
**Inference-**

From the above table and figure, we can observe that 6% of the respondents think of Apparels first, when they think about adidas, 12% think about Football, 80% think about Footwear, while 2% of the respondents think of Others, when they think of adidas.

| <b>Customer Mode</b> |                           |                   |
|----------------------|---------------------------|-------------------|
| <b>Label</b>         | <b>No. of respondents</b> | <b>Percentage</b> |
| 1-2 years            | 51                        | 20                |
| 2 years +            | 57                        | 22                |
| Never                | 36                        | 14                |
| Upto 1 year          | 111                       | 44                |
| <b>Total</b>         | <b>255</b>                | <b>100</b>        |

**TABLE No 4.6**

**DISTRIBUTION OF RESPONDENTS ACCORDING TO WHEN WAS THEIR LAST ADIDAS PRODUCT PURCHASED**



**Figure 4.6**

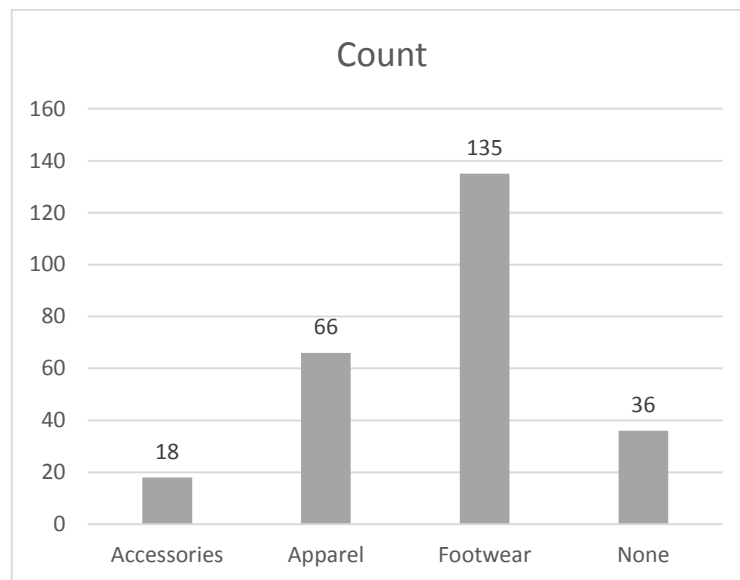
**Inference-**

From the above table and figure, we can observe that 20% of the respondents bought their last adidas product within 1-2 years, 44% have bought it within the last year, 22% bought it last 2 years, while 14% of the respondents have never purchased an adidas product.

| <b>Customer Mode</b> |                           |                   |
|----------------------|---------------------------|-------------------|
| <b>Label</b>         | <b>No. of respondents</b> | <b>Percentage</b> |
| Accessories          | 18                        | 7                 |
| Apparel              | 66                        | 26                |
| Footwear             | 135                       | 53                |
| None                 | 36                        | 14                |
| <b>Total</b>         | <b>255</b>                | <b>100</b>        |

**TABLE No 4.7**

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR LAST ADIDAS PRODUCT PURCHASED**



**Figure 4.7**

**Inference-**

From the above table and figure, we can observe that 7% of the respondents purchased accessories as their last adidas product, 26% bought apparels, 53% bought footwear while 14% have never purchased an adidas product.

## 4.2 Regression Analysis

| IV | DV | R SQUARE | P VALUE | BETA VALUE | ALTERNATE HYPOTHESIS |
|----|----|----------|---------|------------|----------------------|
| BE | CA | .702     | .136    | .068       | REJECTED             |
| BI |    |          | .007    | .143       | ACCEPTED             |
| BF |    |          | .000    | .233       | ACCEPTED             |
| BS |    |          | .002    | .153       | ACCEPTED             |
| BL |    |          | .000    | .396       | ACCEPTED             |

**Table 4.8: Regression analysis between independent and dependent variables**

### Inference-

- R-Square value is 0.702 ( $>0.25$ ) This means that 70.2 percent of the Dependent Variable can be explained by the coefficients of Significance (Independent Variables).
- According to P value, alternate hypothesis is accepted in case of Brand Image, Brand Familiarity, Brand Satisfaction and Brand Loyalty (P value $<0.05$ ) meaning that these variables have a significant contribution towards consumer attitude. Null hypothesis is rejected for Brand Experience (P value $>0.05$ ).
- From the Beta Value, it can be seen that Brand Loyalty is the most impactful contributor in the consumer attitude towards brand adidas ( $\beta=0.396$ ).

## 4.3 Hypothesis of the study

**H<sub>01</sub>:** There is no difference in Males' and Females' perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**H<sub>A1</sub>:** There is significant difference in Males' and Females' perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**H02:** There is no difference in Age and perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**HA2:** There is significant difference in Age and perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**H03:** There is no difference in Education and perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**HA3:** There is significant difference in Education and perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**H04:** There is no difference in Income List and perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**HA4:** There is significant difference in Income List and perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**H05:** There is no difference in Annual Household Income and perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.

**HA5:** There is significant difference in Annual Household Income and perception for Brand Experience, Brand Image, Brand Familiarity, Brand Satisfaction, Brand Loyalty and Consumer Attitude towards brand adidas.



#### 4.4 T- TEST Analysis

| DEPENDENT VARIABLE | INDEPENDENT VARIABLES | SIGNIFICANCE LEVEL | ALTERNATE HYPOTHESIS |
|--------------------|-----------------------|--------------------|----------------------|
| Gender             | Brand Experience      | 0.985              | REJECTED             |
|                    | Brand Image           | 0.007              | ACCEPTED             |
|                    | Brand Familiarity     | 0.085              | REJECTED             |
|                    | Brand Satisfaction    | 0.007              | ACCEPTED             |
|                    | Brand Loyalty         | 0.821              | REJECTED             |
|                    | Consumer attitude     | 0.581              | REJECTED             |

**Table 4.9: T-Test analysis between GENDER and Independent Variables**

#### INFERENCE:

After doing the T-test, it can be inferred from the table that **Males' and Females'** perception for Brand Experience, Brand Familiarity, Brand Loyalty and Consumer Attitude towards brand Adidas are same (Value of  $P > 0.05$ ), while Brand Image and Brand Satisfaction are different (Value of  $P < 0.05$ )

#### 4.5 ANOVA ANALYSIS

| DEPENDENT VARIABLE | INDEPENDENT VARIABLES | SIGNIFICANCE LEVEL | ALTERNATE HYPOTHESIS |
|--------------------|-----------------------|--------------------|----------------------|
| Age                | Brand Experience      | .116               | REJECTED             |
|                    | Brand Image           | .660               | REJECTED             |
|                    | Brand Familiarity     | .253               | REJECTED             |
|                    | Brand Satisfaction    | .297               | REJECTED             |
|                    | Brand Loyalty         | .023               | ACCEPTED             |
|                    | Consumer attitude     | .001               | ACCEPTED             |

**Table 4.10: ANOVA between AGE and Independent Variables**

### **INFERENCE-**

After doing the ANOVA test, it can be inferred that AGE and Brand Experience, Brand Image, Brand Familiarity and Brand Satisfaction are same (Value of  $P > 0.05$ ), while in case of Brand Loyalty and Consumer attitude towards brand adidas are different (Value of  $P < 0.05$ ). Further Tukey Test was applied on both Brand Loyalty and Consumer Attitude and it was found that there was significant difference between 15-25 and 35-above for Brand Loyalty, and 15-25 and 25-35 for Consumer Attitude.

| <b>DEPENDENT VARIABLE</b> | <b>INDEPENDENT VARIABLES</b> | <b>SIGNIFICANCE LEVEL</b> | <b>ALTERNATE HYPOTHESIS</b> |
|---------------------------|------------------------------|---------------------------|-----------------------------|
| Income Groups             | Brand Experience             | .081                      | REJECTED                    |
|                           | Brand Image                  | .304                      | REJECTED                    |
|                           | Brand Familiarity            | .327                      | REJECTED                    |
|                           | Brand Satisfaction           | .040                      | ACCEPTED                    |
|                           | Brand Loyalty                | .049                      | ACCEPTED                    |
|                           | Consumer attitude            | .024                      | ACCEPTED                    |

**Table 4.12: ANOVA between Income Group and Independent Variables**

### **INFERENCE-**

After doing the ANOVA test, it can be inferred that Income Group and Brand Experience, Brand Image and Brand Familiarity are same (Value of  $P > 0.05$ ), while in case of Brand Satisfaction, Brand Loyalty and Consumer attitude towards brand adidas are different (Value of  $P < 0.05$ ). Further Tukey Test was applied on Brand Satisfaction, Brand Loyalty and Consumer Attitude and it was found that there was significant difference between 1-5L and 10L and above for Brand Satisfaction, Brand Loyalty, and between 1-5L, 5-10L and 10L and above for Consumer Attitude.

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FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 FINDINGS

With the help of literature review, 5 factors were identified and 27 questions were taken. These factors are the dimensions of Consumer Attitude towards brand adidas. There was one dependent factor on consumer attitude.

ANOVA, T-test, Regression and Post-hoc was applied to these factors to understand their influence on consumer attitude.

**Factor 1:** The first factor has four variables, which deals with Brand Experience. From regression, it was found to have a P value of 0.136 which means Null Hypothesis was accepted. Thus, it did not have a significant contribution towards Consumer Attitude.

**Factor 2:** The second factor has three variables, which deals with Brand Image. From regression, it was found to have a P value of 0.007 which means Null Hypothesis was rejected and alternate hypothesis was accepted. Thus, it had a significant contribution towards Consumer Attitude.

**Factor 3:** The third factor has three variables, which deals with Brand Familiarity. From regression, it was found to have a P value of 0.00 which means Null Hypothesis was rejected and alternate hypothesis was accepted. Thus, it had a significant contribution towards Consumer Attitude.

**Factor 4:** The fourth factor has three variables, which deals with Brand Satisfaction. From regression, it was found to have a P value of 0.002 which means Null Hypothesis was rejected and alternate hypothesis was accepted. Thus, it had a significant contribution towards Consumer Attitude.

**Factor 5:** The fifth factor has three variables, which deals with Brand Loyalty. From regression, it was found to have a P value of 0.000 which means Null Hypothesis was rejected and alternate hypothesis was accepted. Thus, it had a significant contribution towards Consumer Attitude.

- a) Most of the respondents were either graduate/post graduate students, working professionals and basically people having an interest in sports.
- b) 72% of the respondents were Males and 28% of the respondents were females.
- c) 59% of the respondents belonged to 15-25 age group, 34% belonged to 25-35 age group and 7% belonged to 35 and above age group category.
- d) 35% of the respondents are graduates, 61% of the respondents are post graduates, while 4% of the respondents belonged to the Others category.
- e) 18% of the respondents belong to the 1-5L income category, 48% belong to the 5-10L category and 34% belong to the 10L and above income category.
- f) 6% of the respondents think of Apparels first, when they think about adidas, 12% think about Football, 80% think about Footwear, while 2% of the respondents think of Others, when they think of adidas.
- g) 20% of the respondents bought their last adidas product within 1-2 years, 44% have bought it within the last year, 22% bought it last 2 years, while 14% of the respondents have never purchased an adidas product.
- h) 7% of the respondents purchased accessories as their last adidas product, 26% bought apparels, 53% bought footwear while 14% have never purchased an adidas product.

## **5.2 CONCLUSIONS**

The review uncovered that while observing and analyzing the consumer attitude towards a particular sports brand, in this case, adidas, the consumers tend to have a very low brand loyalty and brand familiarity. In this day and age of scores of sportswear brands, maintaining loyalty towards a particular brand is very difficult. With adidas being a high price range brand, most of the consumers have made purchases of this brand in very low numbers compared to other brands which offer similar services, but at a low price.

In terms of Brand Familiarity, adidas being a German brand, have not undertaken resolutions so that more and more people get aware of the brand, the technology involved behind their products and the knowledge of the release of new products. Besides the occasional sponsorships and sports events, and advertising in the form of print and digital media, adidas have not invested in proper branding activities that

incorporate the Indian athletes and the common people, in their TV ads, have not sponsored the sports teams and many other techniques that can be adopted by the brand. Due to these factors, the brand loyalty and brand familiarity towards this brand is low.

After the regression analysis, it was found that Brand Experience did not have a significant contribution towards the consumer attitude towards the brand, while Brand Image, Brand Familiarity, Brand Satisfaction and Brand Loyalty had a significant contribution towards the consumer attitude towards brand adidas. Also the  $\beta$  value is highest for Brand Loyalty, followed by Brand Familiarity, which means that these two factors are majorly responsible and have a major contribution towards the consumer attitude. Also, the T-Test and the ANOVA tests tell us the certain demographics that contribute towards the attitude of the consumer.

Hence, by focussing on these variables, the consumer attitude towards the brand can be improved dramatically.

### **5.3 RECOMMENDATIONS**

Adidas as a brand, should adopt certain marketing techniques that include the Indian individual as their primary consumer. Only by doing this can the variables Brand Familiarity, Brand Loyalty and the other demographics be improved. With Brand Experience, Brand Image and Brand Satisfaction, scoring high in the consumers' responses, it can be observed that existing consumers are majorly satisfied with the brand. The only concern that the brand faces is attaining new consumers and keeping the existing consumers loyal to their brand, which can be done, by offering certain personalised features; a Customer Loyalty Program(CLP), for example.

Besides all the above factors, the brand has done a brilliant job in creating a niche for itself in the price and quality-sensitive Indian consumer market. As can be observed from the respondents' outputs, adidas products score very high when it comes to visual appeals, reliability and satisfaction with the product, post- purchase.

By adopting the analysis and the recommendations mentioned in this paper, the brand can definitely, successfully overcome their shortcomings, and become the #1 sportswear brand in India.

**6.1 Questionnaire**

**THE STUDY OF CONSUMER ATTITUDE TOWARDS BRAND ADIDAS**

1. Gender

- Male
- Female

2. Age

- 15-25
- 25-35
- 35- above

3. Education

- Graduate
- Post-Graduate
- Others

4. Annual Household Income

- 1-5 LAKHS
- 5-10 LAKHS
- 10 LAKHS & ABOVE

5. What is the first thing that comes to your mind, when you think of adidas? \*

- Footwear
- Apparel
- Football
- Others

6. When was the last time you purchased an adidas product? \*

- Upto 1 year
- 1-2 years

- 2 years+
- Never

7. What was your last adidas product purchased? \*

- Footwear
- Apparel
- Accessories
- None

Please answer the following questions by marking the appropriate response on the following scale-

1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree, 5- Strongly agree

### **Brand Experience**

8. I believe that adidas products are visually attractive
9. I feel that adidas products are really comfortable
10. I believe that adidas products are durable and stand the test of time
11. I feel, adidas products are reliable

### **Brand Image**

12. I believe that adidas products are price effective i.e. you get what you paid for
13. I feel that adidas offers good promotions and high discounts on their products
14. For me, the looks and appearances of adidas products are top notch

### **Brand Familiarity**

15. adidas offers the best technology, for that industry, available in the market
16. I know about the technology involved in an adidas product
17. I am aware of the new products launched by adidas

### **Brand Satisfaction**

18. I believe that people are satisfied with their adidas product(s)
19. The purchasing experience of an adidas product was to my liking

20. During purchase, the store staff understood my needs and suggested me a good product

**Brand Loyalty**

21. I have knowledge about the promotional activities initiated by adidas

22. I have an emotional attachment with my adidas product

23. I am committed to buying adidas products only and not of any other brand

**Consumer attitude**

24. Buying adidas products makes me feel good

25. Considering value for money, I prefer adidas products to other brands

26. In general, adidas products are high quality products

27. I will recommend adidas to my friends

**6.2 Variables and their sources**

| <b>FACTORS</b>          | <b>ITEMS</b>             | <b>SOURCES</b>   |
|-------------------------|--------------------------|--|
| <b>Brand Experience</b> | <b>X1: Visual Factor</b> | Nadine Walter, Grandy Chu and Thomas Cleff (2013)  |
|                         | <b>X2: Ease of use</b>   | Nadine Walter, Grandy Chu and Thomas Cleff (2013), J. Josko Brakus, Lia Zarantonello, Bernd H. Schmitt, 2009 |
|                         | <b>X3: Durability</b>    | Nadine Walter, Grandy Chu and Thomas Cleff (2013), J. Josko Brakus, Lia Zarantonello, Bernd H. Schmitt, 2009 |



|                           |   |   |
|---------------------------|---|---|
|                           | <b>X4: Reliability</b>                                    | Nadine Walter, Thomas Cleff and Grandy Chu(2013)                                |
| <b>Brand Image</b>        | <b>X5: Price Efficiency</b>                               | M. Aghekyan-Simonian et al. , Journal of Retailing and Consumer Services (2012) |
|                           | <b>X6: Promotions and discounts</b>                       | M. Aghekyan-Simonian et al. , Journal of Retailing and Consumer Services (2012) |
|                           | <b>X7: Looks and appearances</b>                          | M. Aghekyan-Simonian et al. , Journal of Retailing and Consumer Services (2012) |
| <b>Brand Familiarity</b>  | <b>X8: Technology used in the product</b>                 | Hong-Youl Ha, Helen Perks (2005)  |
|                           | <b>X9: Information about the brand</b>                    | Hong-Youl Ha, Helen Perks (2005)  |
|                           | <b>X10: Reputation and awareness about new products</b>   | Hong-Youl Ha, Helen Perks (2005)  |
| <b>Brand Satisfaction</b> | <b>X11: Satisfaction with the products, post purchase</b> | Hong-Youl Ha, Helen Perks (2005)  |
|                           | <b>X12: Purchasing experience</b>                         | Hong-Youl Ha, Helen Perks (2005)  |
|                           | <b>X13: Customer Service</b>                              | Hong-Youl Ha, Helen Perks (2005)  |
| <b>Brand Loyalty</b>      | <b>X14: High level of involvement</b>                     | M. Punniyamoorthy, M. Prasanna Mohan Raj, (2007)                                |

|                          |  |   |
|--------------------------|--|---|
|                          | <b>X15:</b> Emotional Value  | M. Punniyamoorthy, M. Prasanna Mohan Raj, (2007)                      |
|                          | <b>X16:</b> Commitment towards the brand                                   | M. Punniyamoorthy, M. Prasanna Mohan Raj, (2007)                      |
| <b>Consumer attitude</b> | <b>X17:</b> Buying adidas products makes me feel good                      | Burton, Lichtenstein et al. (1998), Faircloth, Capella et al. (2015)  |
|                          | <b>X18:</b> Considering value for money, I prefer adidas over other brands | Burton, Lichtenstein et al. (1998), Faircloth, Capella et al. (2015)  |
|                          | <b>X19:</b> In general, adidas products are high quality products.         | Burton, Lichtenstein et al. (1998), Faircloth, Capella et al. (2015)  |
|                          | <b>X20:</b> I will recommend adidas to my friends.                         | Burton, Lichtenstein et al. (1998), Faircloth, Capella et al. (2015). |

**Table 6.2 Variables and their factors**

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