

Analyzing Consumer Markets and Buyer Behavior towards Adidas

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ABSTRACT : *The objective of marketing segmentation is to meet and satisfy target customers' needs and wants. The field of consumer behavior studies how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and desires. Understanding consumer behavior and knowing consumers is never simple. The aim of this paper is to analyze the consumer markets and buying behavior towards Adidas product.*

KEYWORDS –*Consumer markets, buying behavior, Adidas, Marketing Strategies, Market Segmentation*

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I INTRODUCTION

Sports and games have become one of the most essential elements of human life as it contributes to both the physical as well as mental fitness. Nowadays people are trying to get involved in any sports activities to build their team spirit, mental strength, constructive use of time, confidence and decision making. This in turn has created a rise for the sports goods industries like Adidas.

Adidas is a global brand in the sports clothing manufacturer from Germany since 1949. Adidas have a great range for both gender from shoes, hats, cloth to assortment of accessories. Because of its position in the market, Adidas has millions of customers that go through the consumer decision making process on a daily basis and most people often decide to buy Adidas products. For a sports industry building a powerful brand is all about creating the strongest positive perception in the minds of the customers.

Understanding the consumer buying behavior is rather important if company wants to success in the marketing place. The consumer market relates to buyers who purchase goods or services for consumption rather than resale. Kotler (2016) claims that consumer behavior is the study of how consumer select, buy, use and dispose of goods or services in satisfying their needs and wants. It study the characteristic of consumers differences in taste and preferences which is influenced by various demographic, psychographics and behavioral variables (Derakhshide & Emadzadeh, 2012). Furthermore, those factors are beyond the hands of the company but they still have to be considered while trying to understand the unique behavior of the consumers. The purpose of this study is to contribute to a better knowledge of understanding consumer markets and the buying behavior towards purchasing Adidas products. The primary objective would be to study how consumers are influenced by the impact of brand perception which involved the consumer buying behavior in sportswear industry.

II ADIDAS

Adidas is leading globally in the sportswear industry. Their products are available in almost every country all around the world. Adidas produces variety range products such as shoes, shirts, watches, eyewear, bags and other sports-related goods. Adidas is the preferred manufacturer for many famous athletes because the products they produced are some of the best in the world. Adidas brand is based on the passion for distinction in sports and creative for athletes perform to as best to their ability. Youngsters are the one who follow sports more actively and are as such a brand face for them (Qayyum et al 2010). As an example when the name Adidas is recalled the only thing that comes in your mind are sports, youth and a lot of energy this happens because it has positioned itself in the market as a brand that has supported many iconic athletes to achieve great things.

Adidas has taken a smart move by targeting most of its efforts on one direction as it knows that it is better to focus your entire money and resources on pleasing and offering those customers who expect innovatively and creativity from it rather than diversifying into different segments (Belzer, 2015). In the world of globalization it is necessary that the products are tailored to a specific customer who makes up revenue for the company. The market segmentation allowed Adidas to reach a consumer having specific needs and wants

and who associated with it. In the long run, this has benefited Adidas as though it is able to use its corporate resources in an effective manner and has taken better strategic decisions (Bose, 2012).

III CONSUMER BUYING BEHAVIOR OF ADIDAS

According to Kotler (2016) consumer markets is companies selling mass consumer goods and services established a strong brand image by developing a superior products or services, ensuring its availability, and backing it with engaging communication and reliable performance. Understanding the consumer decision-making is very important for companies and marketers in coming up with an appropriate marketing strategies that suit their target groups. In this relation, personal factors, such as age, lifestyle, economic situation, occupation, personality and self-concept have been identified in many literatures as the factorsthat influence consumer shopping behavior (Kotler et. al 2016). It has also been identified as anessential marketing segmentation indicator for companies to meet their customers' needs and wants. Therefore, marketers must always try to understand the differences and similarities in decision-making styles.

Kotler (2016) also mentioned that consumer behavior is a study of how people buy, what they buy, when they buy and why they buy. It is a subcategory of marketing that blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people needs.

Creating Strong Brand Culture. Branding is vital for organizations that wish to make a notable impact, as well as grow and maintain a large market share in today's competitive business environment (Kotler, 2016). A reputable brand is one of the key players for a customer to decide on the purchase. Without doubt, Adidas has an encouraging brand image and merchandise and services that are well-designed and applicable in order to draw the attention from new customers. Having obtained new customers, Adidas have to convey on their trademark promises and provide an affirmative brand experience to retain them. Adidas has indeed identified the company as a brand leader in sports apparel, in particularly running shoes.

Adidas slogan of 'Impossible is Nothing' has been a huge promotion campaign that appeals to customers form the market. It is the essential note of a worldwide brand name movement that Adidas launches to lift the position Adidas shares with athletes around the world. The international trademark of the campaign sets the desire to provide the impossible possible, to push consumers further, to exceed limits and to smash new position. The movement shows the wealthy established of Adidas athletes times of yore and currently, together with the supreme of all point, boxing legend Muhammad Ali, then the long distance runner such as Haile Gebrselassie, the famous football player David Beckham and also the popular NBA Star Tracy McGrady. The move of Having Henrik Larsson or David Beckham as an advertisement name for Adidas football boots actually creates bigger sales of football shoes.Hence, all the emphasize on the football boot has definitely changed the youth's buying behavior towards branded sports shoes, different consumers have got different decision making process. The buyer's ultimate goal is to buy the product of qualitative, quantitative with low/best affordable price (Janoff, 2006).

Women have a much bigger power in all buying than was considered previously and women are obtaining further and added ability in these matters. Women have even entirely taken over several of the typically men acquisition. Reason being is women do not only buy for themselves, they also make the most of procurement for their family members. Women are contributing for about eighty percent of personal consumer spending (Cohan, 2001) and therefore they can no longer be unnoticed by a product of Adidas.Adidas has expanded their collections that resemble more feminist, to attract the women customers. Adidas has been continuously develops and innovate new products to tailor suit the trend and taste for women. Presently, Adidas has also increase the range to toiletries, namely shower gels and perfumes. By doing that, Adidas has been successful in obtaining the market share from the women and to be the leader in the sporting brand in the industry (Janoff, 2006).

The excellent commercial movement used by the Adidas as argued in this report presents the essential use of consumer behavior in marketing. In this situation, the happening as well as the goods of the Adidas brand name was successfully communicated to the potential customers.

IV CONCLUSION

Brand allows consumers to filter out the countless generic items and gives them a reason to buy the product. Brand is essentially the sum of all experiences related to the product, service, and companies that make and deliver the product. Branding is a very powerful component in business as it can make or break business interests, it can destroy corporate image or it can build public trust and credibility. It all depends on how it creates an impact on the consumer's perception.

Brand perceptions are shaped by functional experiences (i.e. design, comfort, quality, price, reliability, ease of use) as well as emotional experiences (i.e. social status, make me feel better, improve my performance,

make my life/job more gratifying or easier) the customer associates with the product and company. Once a customer likes your brand he/she will definitely come back for repeated services or products. The qualities of the product or services are ensured through the customers minds from the brand image. Brand recognition is acquired when a brand is widely known in the market place. The ability of creating and retaining a brand is called brand management.

With the demand in the market for sports goods, various prominent brands are trying their best to satisfy the customers with the help of innovative techniques which causes impact on the perception of the consumers' to change their brands. This changes the buying behavior of the consumers which is a process they use to make purchase decisions as well as the use and disposal of the purchased goods and service.

Adidas has become a world leading producer of sportswear by positioning themselves as high quality, popular and faster. It knows that each customer has different wants, needs and tastes. Customers often want to be the fashion leads. To achieve this, they focus on purchasing certain and specific styles and are willing to pay a premium for it. Most are also shoppers who desire value for money and bargain for best value. The Adidas as an organization faces a dilemma to target the both markets simultaneously with a single product. There are cases where a high priced product may not be so valued by a bargaining customer. The decision making process is influenced by many factors in a consumers life being both internal and external influences and factors. Adidas has established itself as a global brand in such a way that it is prominent in the mind of many consumers when they are at they are seeking to buy sportswear.

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