

# Factors that Influence Customer Intention to Buy Adidas Product

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## Abstract

The changing nature of the sportswear market is marked by tough competition and rapid advancements pushing brands to constantly adjust to evolving consumer tastes and market shifts. Adidas, a player, in this field, has built a brand presence through smart marketing strategies, innovative product designs and a well-established global distribution network. However, delving into the factors that drive customers to choose Adidas products is an area of focus for maintaining a competitive edge and fostering business growth. Customer purchase intention to buy adidas products, often viewed through the lens of consumer behaviour theory is influenced by factors such as price, marketing communication, product quality, quality service and brand image These elements interact in ways that impact consumer choices and brand loyalty. In a market like the one Adidas operates understanding these drivers is vital, for customizing marketing approaches improving customer interactions and ultimately increasing sales.

This study attempts to investigate and clarify the determinants of customer's purchase intentions on Adidas products. The study looks to offer an in-depth knowledge of consumer mindsets and behaviours by hand-in-hand applying themselves a broader approach, utilizing both qualitative and quantitative research techniques. It will specifically consider the measurement of brand image, product attributes, perceived value, advertising campaigns and strength of social media in exerting a purchase intention In addition, the research will investigate demographic variables such as age, gender, and income level to shed light on differences in purchasing behaviour among different consumer segments. This form of multifaceted analysis not only adds to our understanding of how consumers behave in relation to sportswear but also provides Adidas with practical advice on how to better focus its marketing strategies and increase its competitive advantage.

Given how customers are transforming more quickly than ever, there is importance in learning aspects that mediate intention to buy Adidas. Adidas will then be able to know what factors are most important to its consumers and plan its product offerings and marketing activities accordingly to build stronger and enduring customer relationships for long-term business success.

## Keywords

Price, Marketing Communication, Product Quality, Quality Service, Brand Image

## 1. Introduction

### 1.1 Background of the Study

The changing nature of the sportswear market is marked by tough competition and rapid advancements pushing brands to constantly adjust to evolving consumer tastes and market shifts. Adidas, a player, in this field, has built a brand presence through smart marketing strategies, innovative product designs and a well-established global distribution network. However, delving into the factors that drive customers to choose Adidas products is an area of focus for maintaining a competitive edge and fostering business growth. Customer purchase intention to buy adidas products, often viewed through the lens of consumer behaviour theory is influenced by factors such as price, marketing communication, product quality, quality service and brand image These elements interact in ways that impact consumer choices and brand loyalty. In a market like the one Adidas operates understanding these drivers is vital, for customizing marketing approaches improving customer interactions and ultimately increasing sales.

This study attempts to investigate and clarify the determinants of customer's purchase intentions on Adidas products. The study looks to offer an in-depth knowledge of consumer mindsets and behaviours by hand-in-hand applying themselves a broader approach, utilizing both qualitative and quantitative research techniques. It will specifically consider the measurement of brand image, product attributes, perceived value, advertising campaigns and strength of social media in exerting a purchase intention In addition, the research will investigate demographic variables such as age, gender, and income level to shed light on differences in purchasing behaviour among different consumer segments. This form of multifaceted analysis not only adds to our understanding of how consumers behave in relation to sportswear but also provides Adidas with practical advice on how to better focus its marketing strategies and increase its competitive advantage.

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## 1.2 Strengths and Weaknesses

Strengths of the company are, for starters, they focus on what the athlete or the person that wants to wear the shoe wants. This is why we find many Olympic athletes using and promoting their brands. Soccer is the most widely played sport in the world, and I can first-hand say that many of those athletes wear the brand, not just because they must so they can get a good endorsement deal but because they like the feel. Another strength is that it has the largest market share in Europe and has a very well-known presence in the world in over 200 countries. This helps them in revenue [1].

Weaknesses that Adidas has are that they have poor customer service. No one wants to buy a product or attempt to solve an issue with employees who don't know how to communicate properly with customers. Adidas also has a limited budget that they are allowed to spend to advertise the product. If people don't know the new products coming out or what products you carry there is no way you will gain a larger customer base. Even with the money that they do have their actual ad agency is poor in terms of getting customer attention.

Opportunities and Threats: For Adidas threats will be counterfeiting through China and losing market share to Nike. Some of the opportunities for Adidas include expanding greatly in the "international market" through e-commerce, and retail channels. Also, they could get a boost in marketing and sales to be on the higher side for technology-driven ones. They can also grow endorsement programs. The threats are simply that big companies just have a lot more money (budget) to market their product and have more aggressive marketing. But even newer competitors, meanwhile, have spent a far larger percentage of their budgets on TV advertising.

## 1.3 Problem Statement

Adidas is a major participant in the sportswear business, the company must understand the elements that impact customer intent to purchase its products. This understanding is critical for Adidas to build efficient marketing tactics, improve consumer happiness, and retain a market competitive edge. However, there is a scarcity of detailed research that focuses especially on the elements that influence customer intent to purchase Adidas items. As a result, there is a need for research that fills this need while also providing useful insights into the major determinants influencing client purchase decisions about Adidas. Like customers in the United States and Europe, Chinese purchasers are gradually growing their preference for sportswear as an everyday uniform. According to Colin Curie, Adidas's Managing Director for Greater China, Chinese shoppers like clothing that can be worn for both social gatherings and athletics. She even stated that attending a wedding or working at Adidas is acceptable in China's smaller cities. According to Nike Inc.'s Fiscal Report, there is a reported rise of roughly 9.5%, however, Adidas' Annual Report said that their sales increased by 22% in 2015 [2].

Furthermore, Limited research has specifically examined the factors influencing customer intention to buy Adidas products within the sportswear industry context. Existing studies often focus on general factors without a specific emphasis on Adidas, hindering a comprehensive understanding of customers' decision-making processes. Moreover, in Marketing strategy development is the organization does not have a comprehensive grasp of the elements that drive consumer intent to purchase Adidas products, it may struggle to build focused marketing campaigns. This might lead to poor advertising activities and a loss of market share and client loyalty. The sportswear industry has never been more prosperous. The sportswear market in China is already enormous, and it is just growing. China's demographics include over 415 million millennials is the world's largest middle-class sector, and the list goes on. Sportswear sales in China have climbed 11% in 2017, according to Euro Monitor. Given the rise of the sportswear market in China, the United States, and Europe, which adds to the leisurewear trend, Malaysians are likely to follow suit, since there is a shown strong demand for sportswear globally. Conducting a study to investigate the elements that influence customer intent to purchase Adidas merchandise will fill a research gap and provide valuable insights for academics and industry experts alike. The outcomes of such research will guide marketing tactics, product development, and customer engagement initiatives, allowing Adidas to maintain a competitive edge and encourage consumer loyalty in the changing sportswear industry.

## 1.4 Importance of Study

The importance of studying why a study on factors that influence customer intention to buy Adidas products is to understand customer behaviour. Researchers can learn about the elements that influence customer inclinations to buy Adidas items, for example, price range because during events days Adidas company promotions prices. Companies like Adidas may use this information to better understand their target market and modify their marketing efforts appropriately. It assists businesses in identifying the factors that influence consumer decisions, which is critical for developing effective marketing campaigns and fostering client loyalty. Moreover, increasing customer satisfaction by using product quality can assist Adidas in better understanding the aspects that drive consumer purchasing behaviour. Adidas can better match their consumers' demands and preferences by knowing their target market's motivations and preferences. Furthermore, increasing sales and understanding people buy Adidas items may lead to higher sales and

income because the quality service good example Adidas may boost sales performance and attract new customers by directing marketing efforts on aspects that influence customer decision-making.

### 1.5 Scope of the Study

The study's scope is established as a work of research, and a certain operational parameter will be used. These studies specifically target Adidas buyers, whether they are purchasing Adidas products. The preferred target age group from the demographic is 16 years old and above. Both genders will also be the focus of the study as each of them also have purchased many different types of products. The study also focuses on those who intend to buy Adidas products such as apparel Adidas shop, it is anticipated that the research will be conducted between two to four weeks. 200 individuals are expected to complete the questionnaire for the study via social media such as 'Facebook', 'WhatsApp', 'Instagram' and others by filling up the survey form that has been prepared. The research will only pay high attention to the factors that influence employees towards job dissatisfaction in the retail industry.

### 1.6 Research Objectives

#### General Research Objectives

- To study factors that influence customer intention to buy Adidas products.

#### Specific Research Objective

- To investigate if price has a significant influence on customer intention to buy Adidas products.
- To investigate if marketing communication has a significant influence on customer intention to buy Adidas products.
- To investigate if product quality has a significant influence on customer intention to buy Adidas products.
- To investigate if quality of service has a significant influence customer intention to buy Adidas products.
- To investigate if the brand image has a significant influence on customer intention to buy Adidas products.

### 1.7 Research Questions

- Does price have a significant influence on a customer's intention to buy Adidas products?
- Does marketing communication have a significant influence customer's intention to buy Adidas products?
- Does product quality have a significant influence customer's intention to buy Adidas products?
- Does quality service have a significant influence on a customer's intention to buy Adidas products?
- Does brand image have a significant influence on customer's intention to buy Adidas products?

### 1.8 Summary

This chapter explains what the definition of Customer Intention to buy Adidas Products and what are the factors that may have occurred from their purchase experience in the Adidas shop. Here also included the problems that have been stated in relation to those aspects, as well as the importance and the scope of the research, which it also aimed to target the customers that are aged 16 and above who purchase in Adidas shop. Research objectives and questions are also included in it whereby it could provide a prompt for the readers to obtain an idea about the genuine purpose of this study.

## 2. Literature Review

This chapter contains the summary of the previous research on the topic as evidence for the 5 main variables that are used in this research which are Price, Marketing communication, Product quality, Quality service, Brand image.

### 2.1 Independent Variable: Price

Pricing methods influence client purchasing decisions. According to studies, shoppers consider Adidas items to be more valuable for the price paid, which might influence purchase intentions. However, it is critical to achieve a balance between perceived value and cost, as exorbitant prices might turn off buyers. Adidas has always used one of two price strategies: competitive pricing or skimming pricing [3]. Its usual items are competitively priced, considering the cost of other firms such as Nike and Puma. When Adidas releases a cutting-edge product that is more sophisticated than competitors' offerings, the skimming price technique is applied. Adidas primarily caters to high-end clientele who are prepared to pay a premium for quality; hence, premium prices are common for Adidas items. The items' outstanding quality warrants a high price tag.

However, these high costs unwittingly serve another goal, which is to reassure upper-class clients that they are acquiring a superior product. The problem with high prices is that they keep items out of reach of the average populace, particularly in developing nations. Many average folks settle for poor imitations of the Adidas emblem since they

cannot afford the genuine thing. This does not necessarily hurt the company's sales because the target customers are willing to pay the higher pricing, but it does make Adidas a more elitist brand. Owning an Adidas item is a status signal for many people, not just a preference for quality [4]. Adidas' Performance line products usually cost more primarily because they utilize good-quality materials, advanced technology designs, and extensively researched and developed patterns. Apart from those, other factors that can add to the cost of these products include are demand for precisely fitted gear and customizability. These products target those who are passionate about sports, especially professional athletes who need specialized gear or footwear. Customizability from Adidas is another factor that can make their running shoes that use innovative cushioning technology that much utilizable, costly. For instance, Boost running shoes are preferred among Adidas's cushioning technology that is bound to make these shoes price high. However, the exact price of these shoes can start from a reasonable cost to a high amount, depending on the model of the shoe

## 2.2 Independent Variable: Marketing Communication

Adidas keeps its marketing fresh and exciting, just like its target audience. They use a variety of methods, like sponsorships, social media, celebrity endorsements, and catchy ads, to convince people that Adidas products are the best choice. Their marketing highlights the unique features and advantages of Adidas, making people want to buy them. It effectively blends conventional advertising strategies with cutting-edge digital tactics to engage consumers, build brand recognition, and sway purchasing choices. Adidas still relies on conventional advertising channels, such as print publications, outdoor billboards, and television. These platforms assist the brand in efficiently communicating its marketing messaging and keeping a high profile among the public. Digital marketing: Adidas has greatly increased its digital marketing efforts in light of the growth of the internet and social media. It uses social media sites like YouTube, Facebook, Instagram, and Twitter to interact with its clientele, especially the younger set. Through original content like fitness challenges, product launches, motivational tales, and influencer partnerships [5]. Influencer marketing Adidas has employed one of its most prominent marketing strategies: the use of influencers. Celebrities, athletes, and social media influencers are partnered with the company to promote its products. Because of these individuals' massive fan networks and well-known reputation, Adidas can reach more people and make its brand seem more appealing. Significant sums of money are also invested by Adidas in sponsorship deals with teams and events in sports. International sporting events like the Olympics and FIFA World Cup are regularly sponsored by the firm. Similar to this, it has other team sponsorship agreements with football teams that are well-known throughout the world. Adidas's brand positioning is strengthened by these sponsorships since they associate the company with high-performance sports and garner significant media coverage. Sales Promotions Adidas's marketing strategy also heavily relies on these activities.

Besides that, the company frequently offers sales and discounts on its website and in-store to entice budget-conscious customers and free up inventory for upcoming seasons. Adidas incorporates corporate social responsibility (CSR) into their marketing strategy since they firmly believe in it. In an attempt to boost its standing, the business actively highlights in its marketing materials all of its numerous initiatives related to diversity, sustainability, and social welfare. Adidas's entire marketing approach is centred on developing an engaging brand story that appeals to its target market. Customers are successfully informed about the brand's values, goods, and mission by means of a range of channels and strategies.

## 2.3 Independent Variable: Product Quality

Adidas produces a wide variety of gear and apparel, but its athletic footwear is its most well-known product. Adidas is a major player in the sports shoe industry, ranking second globally. In 2021, the brand boasted a value of US\$14.3 billion, with sales exceeding US\$11.6 billion that year, with footwear being a significant contributor. Following are some of the most iconic Adidas shoes of all time the perception of great product quality has been recognized as a crucial element in encouraging customer desire to purchase Adidas items on a frequent basis. Customers enjoy long-lasting and dependable sportswear, and pleasant experiences with Adidas products might enhance buying intentions. Adidas is well-known for its emphasis on product quality. Adidas prioritizes quality for their customers. They achieve this by using top-notch materials that ensure durability, performance, and comfort. They constantly push boundaries through research and development (R&D), investing in innovative materials and production techniques. To guarantee their products consistently meet or exceed expectations, Adidas enforces strict quality control throughout manufacturing. Moreover, product quality is the capacity of a business to imbue its goods with personality or distinguishing features that allow the consumer to recognize them. The eight characteristics of a high-quality product are Performance is the key feature that customers look for in a product when making a purchase and is also the main purpose of the product. Features are an added benefit to a product's benefit that are measured objectively by each unique client. Reliability is the capacity of a product to effectively fulfil its intended purpose within a specified time frame. Conformance to specifications refers to how closely a product complies with the predefined requirements depending on the preferences of the consumer [6].

To examine the performance, durability, and safety of its goods, the firm employs stringent testing techniques. Adidas strives to improve its goods and provide novel technologies that provide improved performance and user experience via continuing research and development. Adidas sells a lot more than just sportswear. They have a large variety of clothing, from sweatshirts and hoodies to tracksuits and jackets. They also sell athletic gear like watches, backpacks, sunglasses, and goggles and if that's not enough, they even have some cosmetics and fragrances. Adidas focuses mostly on offering young people and athletes high-quality sporting items. For almost any sport you can imagine, the organization offers a

wide range of programs, including baseball, basketball, skating, gymnastics, jogging, and swimming. Adidas products stand out in all these sports and categories not just for their incredibly stylish appearance but also for their cutting-edge features that cater to consumer wants [7].

#### 2.4 Independent Variable: Quality Service

Adidas places a high value on offering its clients with high-quality service. Throughout the customer journey, the organization aims to provide a good and smooth experience. Here are some of the features of Adidas' service quality. Moreover, Product safety is essential. As a corporation, we must control the risk of selling faulty items, which may cause harm to consumers and/or damage to our reputation. To limit this risk, we have implemented company-wide product safety procedures that guarantee we follow physical, chemical, and conformity criteria uniformly across all the company's brands [8]. All materials and product samples must undergo a stringent compliance process and be tested in line with standardized material and product testing criteria and procedures to assure product quality and customer safety. Dedicated teams monitor the quality of our products at all levels of the supply chain, including rigorous testing prior to production, close collaboration with suppliers throughout the production process, random testing after retail delivery, open communication about defective products, and the prompt resolution of product liability claims when necessary. In addition to guaranteeing safe and ecologically sound goods in our main product lines, we regularly analyse and educate branded product sectors that may have unique risk profiles. Personal protection equipment, electrical gadgets, and children's and babies' clothes are among the sectors covered. We keep up to date on legal developments in the field of product safety.

Not only do Adidas regularly consult with scientists and other experts about new legal requirements, requests from consumer groups or critical materials, they also regularly inform their material suppliers about new scientific findings and developments. They in return must prove that materials comply with our standards by providing test reports from independent external test institutes on a regular basis. Development and production samples are checked randomly. To further strengthen our programs, Adidas is an active member in the Apparel & Footwear International Restricted Substances (RS) Management Working Group (AFIRM), which we co-founded in 2004, together with six other international brands [9].

#### 2.5 Independent Variable: Brand Image

Adidas' strong brand image, which relates to performance, style, and innovation, has been shown to positively affect customer intention to purchase their items. A favourable brand perception may build trust and trustworthiness, boosting the chance of purchase. Furthermore, Brand attributes are traits that elicit a favourable emotional reaction in consumers, and we continuously identify with our brand to guarantee that we can be recognized by customers in terms of personality and characteristics [10]. They are the collection of distinctive fundamentals and features that distinguish the physical, character, and personality aspects of the brand in the market and in the eyes of customers. Adidas has a powerful and well-established brand image that is recognized worldwide. Adidas is known for its innovative and cutting-edge performance technologies. The company is always pushing the envelope in the development of innovative materials, technologies, and designs to improve athletic performance. This drive for innovation has resulted in the development of famous items such as the Boost cushioning system and the upper material, which have acquired recognition and appeal among athletes and customers.

#### 2.6 Dependent Variable: Customer Intention to Buy Adidas Products

Intention of a customer to purchase Adidas goods. Adidas is a well-known international brand in the sports footwear and apparel industry. The firm was formed in Germany in 1948. Key information on their target market and consumer demographics is provided below. As an illustration intended audience Sports enthusiasts who are not athletes make up the Adidas target market, which is rather active. The typical age range of buyers is 14–40. All the same, Adidas has a collection of baby and kid's clothes and shoes. Adidas offers several product lines that appeal to the demands of both men and women [11].

Moreover, the customer chose product categories like a Product Groups with 53% of the company's net sales coming from the footwear category in 2021, Adidas's top product category continues to be footwear. 41% of sales are made up of sports apparel, with items and accessories making up the remaining 6%. Besides that, Digital Shift Adidas understands how important digital is to its overall plan. The company wants to provide customers with an exclusive, tailored, and integrated experience. Adidas keeps an eye on customer behaviour, evaluates new concepts, and adjusts to be competitive in a market that is changing quickly by utilizing data and technology. How consumer insights and digital have led to Adidas' growth-SPONSOR CONTENT FROM GOOGLE [12].

#### 2.7 Summary of the Hypothesis

Set1

H0: All the coefficients are zero.

H1: At least one of the coefficients is not zero.

## Set2

H0: Price has no significant influence on customer intention to buy Adidas products. H1: Price has significant influence on customer intention to buy Adidas products.

## Set3

H0: Marketing communication has no significant influence on customer intention to buy Adidas products.

H1: Marketing communication has significant influences on customer intention to buy Adidas products.

## Set4

H0: Product quality has no significant influence on customer intention to buy Adidas products.

H1: Product quality has significant influences on customer intent to buy Adidas products.

## Set5

H0: Quality of service has no significant influence on customer intention to buy Adidas products.

H1: Quality of service has significantly influenced customer intention to buy Adidas products.

## Set 6

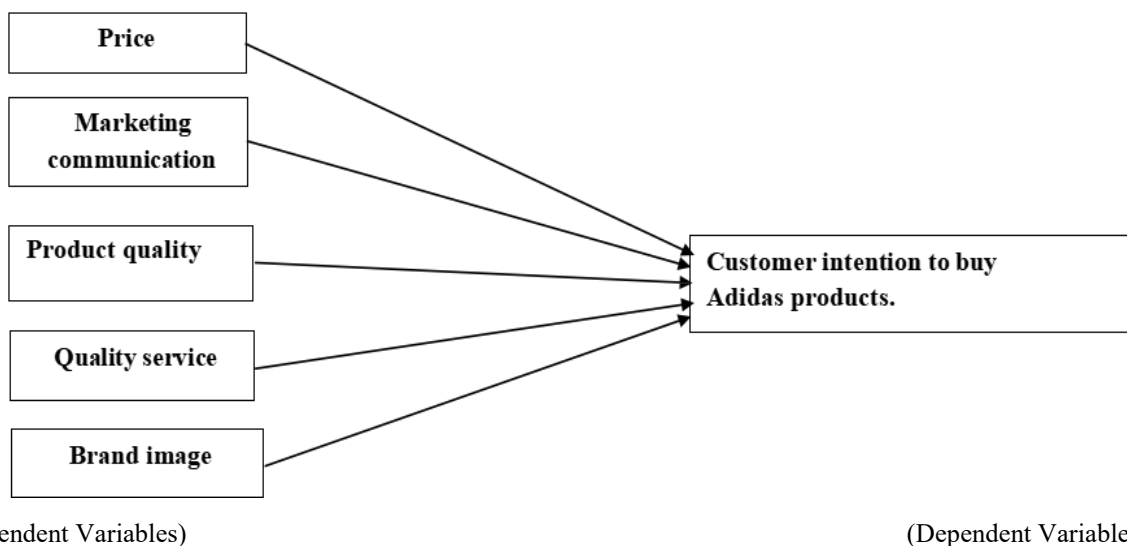
H0: Brand images has no significant influence on customers' intention to buy Adidas products.

H1: Brand images have significant influences on customer intention to buy Adidas products

### 3. Research Methodology

This chapter will cover the procedures that are used in conducting this research as well as the analysis of the data that had been collected from the respondents. Whereby the techniques of using in data collection, sampling methods, research design, questionnaire design and data analysis are also covered in here. This chapter will cover the procedures that are used in conducting this research as well as the analysis of the data that had been collected from the respondents. Whereby the techniques of using in data collection, sampling methods, research design, questionnaire design and data analysis are also covered in here.

#### 3.1 Theoretical Framework



**Figure 1.** Theoretical framework

Figure 1 shows that the five independent variables with one dependent variable.

#### 3.2 Research Design

This research primarily investigates how the dependent variable is related to the independent variables and how their connection might be constructed. Because of the objective of the observation, quantitative research was utilized in this study to reflect what phenomena were discovered during the research, and it is a type of numerical representation and

manipulation of observations. It is described as a type of social study that uses empirical methods and empirical claims to determine what is occurring in the real world rather than what it should be. One of the studies also claimed that quantitative research has provided a definition in which it describes the phenomena using the data it has gathered and to analysis using their mathematically based approaches in specific particular statistics. In addition, correlation also can be used in this study to test the hypotheses.

### 3.3 Data Collection Method

Since the material was gathered directly from the researcher (myself), also known as first-hand details, the study would be carried out utilising primary data. By giving the survey forms made in "Google Forms" to people who buy adidas items, information will be gathered via a questionnaire. Google survey forms will be distributed via WhatsApp, Telegram, Facebook, Instagram, and other Malaysian family and friend groups on social media platforms. This approach would have the benefit of being more affordable because internet surveys are often less expensive than traditional paper-based surveys, and there are no additional costs associated with using "Google Form." Furthermore, the distribution of this online survey is facilitated by its rapidity, which may be attributed to the social media platform described before.

### 3.4 Questionnaire Design

The data collection will be running through an online questionnaire by distributing it to various social media platforms that have indicated above. The online questionnaire is separated into three sections which are Part A, Part B and Part C. Part A will consist of five questions, which are demographic in nature. For example, age, ethnicity, academic level, income level and current employment status. As for Part B, there will be five questions total in each independent variable which are Price, Marketing communications, Product quality, Service quality and Brand Image. While Part C is only contained with five questions, it is mainly focused on the dependent variable for the Customer's intention to buy Adidas products.

Attached below is the format of the Questionnaire.

According to Table 1, the questionnaire will be conducted by using the above format which had mentioned on top.

Additionally, the questionnaire will be designed using a 'Likert Scale' with the following response options: strongly disagree, disagree, neutral, agree, and strongly agree (from the value of 1 to 5). This scale will be used in Sections B and C of the questionnaire where the respondents would be provided with five options of showing how they agree or disagree towards each of the questions that have been asked.

**Table 1.** Questionnaire Design

| Sections  | Number of Questions  |
|---|--|
| Section A:<br>Demographics  | 5 questions  |
| Section B: Independent Variables<br>Price<br>Marketing communication<br>Product quality<br>Service Quality<br>Brand Image | 5 question<br>5 question<br>5 question<br>5 question<br>5 question |
| Section C: Dependent Variables<br>Customer Intention to buy Adidas Products   | 5 questions  |

For example:

According to Figure 2, this is a Likert Scale that had conducted than me.

**Price**

On a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), how much do you disagree or agree?

1 2 3 4 5

Strongly Disagree (1) Disagree (2) Neutral (3) Agree (4) Strongly Agree (5)

1. Adidas products are cheaper than other ...

2. Adidas products are affordable for a nor...

3. Adidas offers great promotions.

4. I am willing to pay the current pricing for ...

5. The pricing of Adidas products justifies t...

6. Add row

**Figure 2.** Likert Scale that used in the Questionnaire

### 3.5 Sampling

Sampling is a technique for choosing research participants. It can also refer to a subset of the entire population chosen from among all the participants in the study. The sample comprises of several approaches such as simple random sample, systematic sampling, convenience sampling, and so on. This study's data will be collected via convenience sampling. Convenience sampling is available to researchers and takes data from anybody who is willing to participate in the study. For example, utilising a Google Forms survey that will be disseminated on social media with the sampling approach known as convenience sampling, which is a non-probability sampling strategy. Sampling is the technique of selecting a subset of a population of interest to make observations and statistical inferences about that group. The convenience sampling method will be used in this research, with a sample size of 200 respondents by using an online questionnaire.

### 3.6 Population and Sample Size

The participants in this study are Malaysians or those who have previously aspect factors that influence customer intention to buy Adidas products. The research will be directed at former and present customers who purchase Adidas products, such as shoes, t-shirts, Jackets and so on. This research paper's population refers to the students, instructors, and staff who will be studying that aspect factors that influence customer intention to buy Adidas products. The sample size for the research will be 200 respondents, and the survey will be done using an internet questionnaire and a social media app to ensure adequate data collection from respondents.

### 3.7 Analysis Method

After acquiring information from respondents, regression analysis will be utilised to analyse the data in this study. Regression analysis is a statistical tool used to investigate the connection between independent variables and their significance. Impact on the dependent variable or not. Independent variables studied in this research are price, marketing communication, product quality, service quality and brand image. While the dependent variable would be the factors that influence customer intention to buy adidas products. After data collection, SPSS software will be used for analysis, testing, statistics, and reporting. SPSS software may generate graphs or charts to illustrate data distribution and help analyses done using the information obtained. The study requires a significance level of less than 0.05.

#### 3.7.1 Frequency Analysis

Section A of the online questionnaire will utilise frequency analysis to analyse demographics such as age, ethnicity, academic level, income, and job status. Frequency analysis is a statistical technique that demonstrates. Show the number of conditions that the responder has picked. The frequency analysis organises demographic data into a tabular format and provides a standard graphical representation for simple viewing.

#### 3.7.2 Descriptive Analysis

Tables, graphs, and charts are made easier to understand by using measurements like mean, median, mode, range, variance, standard deviation, and histograms to help summarise the data analysis. Descriptive analysis is a type of data research that gives an overall picture or a summary of the main characteristics of the data to understand. It may not provide predictions for future research but it does assist the researchers in gaining a better understanding of their own investigating topic.

#### 3.7.3 Reliability

The study uses the Cronbach Alpha test to measure the trustworthiness of obtained data. Reliability analysis assesses the accuracy of measuring scales and their items in the research. It is a method that computes a range of scales that are widely used in measuring. Researchers may use SPSS software to assess reliability and calculate Cronbach's alpha. The coefficient in this portion ranges from 0 to 1. However, negative results may indicate erroneous data.

For example, in the middle of the range.

Table 2 shows that a reliability score of 0.7 or above is regarded as decent, while 0.8 is considered better. A score of 0.9 is considered optimal. In addition, a score of less than 0.49 is regarded as undesirable owing to inconsistent questions, while a score of 0.50 to 0.69 is considered bad and doubtful due to potential poor study quality and negative impact on overall results.

**Table 2.** Measurement of Cronbach's Alpha

| Cronbach's Alpha | Internal Consistency |
|------------------|----------------------|
| 0.90 and above   | excellent            |
| 0.80-0.89        | good                 |
| 0.70-0.79        | acceptable           |
| 0.60-0.69        | questionable         |
| 0.50-0.59        | poor                 |
| Less than 0.49   | Unacceptable         |

### 3.7.4 Regression Analysis

Regression analysis is a basic statistical approach used to examine the relationship between the dependent variable and one or more of the independent variables in order to help researchers forecast and explains the relationship between the two sides of the variables. The data from the questionnaire's parts B and C will be examined using regression analysis. There is a substantial impact on both independent and dependent variables, the dependent variables that are the factors that influence the Customer intention to buy adidas products with examining the variables of price, marketing communication, product quality, quality service, brand image throughout this study. The variance of the dependent variables that are associated will be displayed in the model summary table, and the R-square value will demonstrate how independent factors affect the dependent variables. The R-square value must be higher than 0.7 in order to indicate whether the independent variables selected are important or not.

### 3.7.5 Analysis of Variable Table (ANOVA) & Coefficient

One research tool that may be used to analyze variances across averages of different groups or identify between regular and precision components of visible bundle variability found during data collection is the ANOVA reading. ANOVA and its coefficient. The table that will be included in the regression analysis; for this investigation, the crucial value of 0.05 (Level of Confidence, 95%) was selected. For instance, if the table's significant value is less than 0.05, the alternative hypothesis (H1) will be accepted, and the null hypothesis (H0) would be rejected. However, the coefficient table is also a crucial part of the study since it indicates at what level each of the independent variables would be deemed significant. These coefficients, according to Wooldridge (2015), estimate the size and direction of the effect in the variables. Therefore, there will be a significant impact on the link between the dependent variable and independent factors if the P-value is 0.05 or below

## 4. Statistic Results

This chapter will be devoted to the results from the respondents that took in Google Form survey about how they think of the main five independent variables and the dependent variable. The survey was completed with a total of 200 respondents in this study and the findings gathered are the basis for the analysis in this section. Reliability and regression analysis were performed on the data by using SPSS software. Additionally, there will also be charts and tables with detailed descriptions for the findings and outcomes of the survey.

### 4.1 Frequency Analysis

The demographic data that was used in the online survey by researchers consisted of age, ethnicity, education level, income level and current employment status

#### 4.1.1 Age

According to Table 3, there are six different types of age groups which were the survey whereby the group of 18-24 years old are the biggest survey group throughout this whole research standing at 157 respondents and 78.1% out of 200 respondents. The second largest age group would be 25-34 years old and it is around 17.9% out of 100%. Next would be the age group that holds the amount out of the 200 respondents are 35-44 years old which stands for 4 number of the respondents 2%. In addition, the age group that holds the same amount out of 200 respondents are 45-54 years old and 55 years old which stands for 2 number of the respondents 1%.

**Table 3.** Respondent's Age

| Age Group             | Number of Respondents | Number of Percentages% |
|-----------------------|-----------------------|------------------------|
| 18-24 years old       | 157                   | 78.1%                  |
| 25-34 years old       | 36                    | 17.9%                  |
| 35-44 years old       | 4                     | 2%                     |
| 45-54 years old       | 2                     | 1%                     |
| 55 years old or older | 2                     | 1%                     |

#### 4.1.2 Ethnicity

As shown in Table 4, the ethnic groups are divided into four categories which are Malay, Chinese, Indian and Others. Here, other ethnic groups include Sabahan and Kadazan-Dusun which contains 9 respondents and 4.5% among the 200 respondents. However, the largest ethnic group in this survey are Indian where it has 108 respondents and 53.7% out of 100%. Second largest would be the Chinese ethnic group that holds around 58 number of respondent and 28.9%. Another group would be from Malay, 26 respondents with 12.9%.

**Table 4.** Respondent's Ethnic

| Ethnic Group | Number of Respondents | Number of Percentages % |
|--------------|-----------------------|-------------------------|
| Malay        | 26                    | 12.9%                   |
| Chinese      | 58                    | 28.9%                   |
| Indian       | 108                   | 53.7%                   |
| Others       | 9                     | 4.5%                    |

#### 4.1.3 Education level

Based on Table 5, it could be seen that there are six categories of education level group which are SPM, STPM, Diploma, bachelor's degree, Master's Degree and Doctoral Degree (PHD). 57 out of 200 respondents graduated from SPM which is around 28.4% and those STPM graduates stand for 13 out of 200 respondents (6.5%). While Diploma holders consist of 49 respondents (24.4%) and bachelor's degree respondents have 65 (32.3%). Master's Degree 14 respondents (7%). lastly from Doctoral Degree (PHD) 3 respondents 1.5%.

**Table 5.** Respondent's Education Level

| Education Level   | Number of Respondents | Number of Percentages % |
|-------------------|-----------------------|-------------------------|
| SPM               | 57                    | 28.4%                   |
| STPM              | 13                    | 6.5%                    |
| DIPLOMA           | 49                    | 24.4%                   |
| BACHELOR'S DEGREE | 65                    | 32.3%                   |
| MASTER 'S DEGREE  | 14                    | 7%                      |
| DOCTORAL DEGREE   | 3                     | 1.5%                    |

#### 4.1.4 Income level

According to Table 6, the respondents are categorised in three income level groups which are B40, M40 and T20. The B40 group represents the bottom 40% of the income distribution. This segment includes individuals and households that earn the least among the surveyed population. This group makes up 60.7% of the total respondents. This high percentage indicates that a significant portion of the surveyed population falls within the lower income bracket, highlighting potential socio-economic challenges faced by this group. B40 is one of the household groups that earns a total of around RM3,440. The M40 group stands for the middle 40% of the income distribution. This group includes those who have median-level incomes compared to the overall population. There are 63 respondents in the M40 category. The M40 group comprises 31.3% of the total respondents. This suggests that nearly one-third of the surveyed population has moderate income levels, which might represent a more stable economic status compared to the B40 group. The M40 income is roughly around RM 7,694. T20 would be the highest income level in Malaysia such as their household group earns around RM 15,697. The T20 group represents the top 20% of the income distribution. This segment consists of individuals and households that earn the highest incomes among the surveyed population. Therefore, most respondents are B40, of which there are 255 of them among the 350 respondents and hold for 72.9% throughout this survey. Next would be M40, with a total of 90 respondents and around 25.7%. Then T20 only consists of 5 respondents and only stands for a minimal 1.4% out of 100%.

**Table 6.** Respondent's Income Level

| Income level | Number of Respondents | Number of Percentages% |
|--------------|-----------------------|------------------------|
| B40          | 122                   | 60.7%                  |
| M40          | 63                    | 31.3%                  |
| T20          | 16                    | 8%                     |

#### 4.1.5 Respondent's Current Employment Status

According to Table 7, The most significant category, comprising 56.7% of the respondents, is students. This suggests that the survey sample may have been drawn from a younger demographic, such as university or college attendees, or it could indicate a population heavily engaged in academic pursuits. The next largest group is those employed full-time, making up 23.4% of the respondents. This substantial portion indicates a significant number of individuals who have stable, full-time jobs. The presence of full-time employees can imply that a sizable segment of this population is financially stable and potentially balancing work with other responsibilities, such as further education or family commitments.

**Table 7.** Respondent's Current Employment Status

| Current Employee Status | Number of Respondents | Number of Percentages% |
|-------------------------|-----------------------|------------------------|
| Employed full-time      | 47                    | 23.4%                  |
| Employed part-time      | 22                    | 10.9%                  |
| Self-employed           | 9                     | 4.5%                   |
| Student                 | 114                   | 56.7%                  |
| Retired                 | 2                     | 1%                     |
| unemployed              | 7                     | 3.5%                   |

Part-time employees constitute 10.9% of the respondents it is shown that 15 students (4.3%) are currently working part-time in their respective retail stores This group includes individuals who might be working part-time due to various reasons, such as pursuing education, taking care of family, or possibly seeking full-time employment. The part-time work category often includes people who need flexible working hours or those transitioning between jobs. Self-employed individuals account for 4.5% of the respondents. This category represents those who have taken entrepreneurial paths, possibly run their own businesses or worked as freelancers. The presence of self-employed

respondents indicates a level of entrepreneurial activity within the group, reflecting a segment that values independence and may have unique economic and professional experiences compared to traditionally employed individuals.

Unemployed respondents make up 3.5% of the total. This segment is noteworthy as it reflects the part of the population currently without employment. The reasons for unemployment could be varied, including recent graduates seeking jobs, individuals between jobs, or those affected by economic conditions. This group may face financial challenges and uncertainties regarding their professional futures. Finally, retired individuals form the smallest category, at 1%. This minimal representation suggests that the population surveyed is predominantly younger, with fewer individuals who have exited the workforce. The small number of retirees indicates that the focus of the survey is likely not on older, retired individuals but rather on those in active phases of their careers or education.

Most of the respondents are the current employees from the retail industry which consists of 291 total respondents and 83.1% out of 350 respondents. While those 5 self-employed respondents (1.4%) are those who are currently running their own businesses such as fashion and apparel stores and others. And the 6 retired respondents (1.7%) are those who had worked before in the retail stores before their retirement age and the minimal respondents from this part are the 2 respondents (0.6%) who are currently unemployed due to their termination of contract from their job.

#### 4.2 Reliability Test (Cronbach's Alpha)

All the data gathered from the Google Form by 200 respondents are tested in SPSS system software by going through a reliability test whereby this study also uses Cronbach's Alpha to run the test of reliability alongside the five main independent variables such as price, marketing communication, product quality, service quality and brand image as well as the dependent variable, Customer intention to buy Adidas products. Regarding the results grade, 0.5 to 0.69 are deemed as poor while the acceptable values are between 0.7 to 0.9. Obviously, coefficient values that are more than 0.90 are the most excellent reliability level in the research.

The table 8 shows that the Cronbach's Alpha score for the independent variable price is 0.90 which means is an excellent result under the Cronbach's Alpha's chart.

**Table 8.** Reliability Test: Price

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .90                    | 5          |

Marketing communication table 9 shows that the independent variable marketing communication had scores with a value of 0.96, proving an excellent result from the Cronbach's Alpha reliability test.

**Table 9.** Reliability Test: Marketing Communication

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .96                    | 5          |

Product quality table 10 shows that Cronbach's Alpha score for the independent variable to the product is 0.91 and it is an excellent result as it is more than 0.9.

**Table 10.** Reliability Test: Product Quality

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .91                    | 5          |

Table 11 shows that the independent variable quality service, had a score of 0.92 whereby is also an excellent result as it is more than 0.9 compared to the others.

**Table 11.** Reliability Test: Quality Service

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .92                    | 5          |

Table 12 shows that an excellent result of the reliability level from the second independent variable Brand image, as it scores with 0.98.

**Table 12** Reliability Test: Brand Image

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .98                    | 5          |

### 4.3 Linear Regression Test

This linear regression test is used to analyse whether the five main independent variables such as price, marketing communication, product quality, quality service, brand image as well as the dependent variable customer intention to buy adidas products .the significant impact throughout this whole research by the feedback from all the 200 respondents. The significant level that is chosen for this study should be less than 0.05. Any results that are higher than 0.05 are deemed as failed or rejected, which means they do not agree with the particular statements.

#### 4.3.1 Model of Summary Customer Intention to Buy Adidas Product

According to Table 13, an extremely high positive correlation between the variables is suggested by the summary's R value of 0.93. With a R Square value of 0.86, the model is able to account for 86% of the variability in the dependent variable. A more realistic picture of the model's explanatory ability is given by the Adjusted R Square value of 0.85, which accounts for the number of predictors in the model. Last but not least, the Standard Error of the Estimate at 0.17 shows the average separation between the data points and the regression line and reveals how accurate the model's predictions were. Together, these indicators show that this model is quite effective and has good predictive power.

**Table 13.** Model Summary of Customer Intention to buy Adidas Product

| Model Summary (CIAP) |          |                   |                            |
|----------------------|----------|-------------------|----------------------------|
| R                    | R Square | Adjusted R Square | Std. Error of the Estimate |
| .93                  | .86      | .85               | .17                        |

#### 4.3.2 Analysis of Variances: ANOVA Reading in Regression

Table 14 shows that the ANOVA reading in regression whereby the p-value in the data analysis is helping to determine whether it will be rejecting the null hypothesis or the alternative hypothesis that is mentioned above. The significance level chosen is less than 0.01 and the ANOVA reading here shows that it is only less than 0.000, which means the null hypothesis is rejected and the alternative hypothesis is accepted. As the alternative hypothesis in the ANOVA reading in the regression table is, at least one of the coefficients is not zero.

**Table 14.** ANOVA Customer Intention to buy Adidas Product

| ANOVA (CIAP) |                |     |             |        |      |
|--------------|----------------|-----|-------------|--------|------|
|              | Sum of Squares | df  | Mean Square | F      | Sig. |
| Regression   | 32.46          | 5   | 6.49        | 234.43 | .000 |
| Residual     | 5.37           | 194 | .03         |        |      |
| Total        | 37.83          | 199 |             |        |      |

#### 4.3.3 Coefficients Result

Table 15 is showing the Beta coefficients and the significant value to indicate the p value for each of the variables in the model. The significance level in this study is set at less than 0.01, or less than 0.05 which also meant that a 95% confidence level in the results. The value of beta are important to study in the analysis because it indicate whether relationship between the independent variables and dependent are positive or negative. The higher significant value, the lowest relationship between independent variable and dependent variable, while the lowest significant value resulting in more relationship toward dependent variable. As when the significant value of the variables lower than 0.01, the null hypothesis (0) will be rejected and alternate hypothesis will be accepted, whereas the significant value of the variable is higher than 0.01, the alternate hypothesis (1) will be rejected and would be supporting the null hypothesis (0). Hence based on the results on Table 15, there are 3 variables including Marketing Communication with the significant value of

than 0.000. Following Quality Service with the significant value of than 0.000 and Brand Image with the significant value of 0.000. Meaning this three of variable has the positive impact and has significant influence on customer intention to buy Adidas products when the value are less than 0.01. This is because the researcher requires to reject the null hypothesis (0) and accept the alternative hypothesis (1). However, another 2 variables are Price and Product Quality with the significant value of 0.524 and 0.182 more than 0.001. This means that the alternate hypothesis (1) will be rejected and accept null hypothesis (0) by the researcher. Therefore, there has negative impact and no significant influence on customer intention to buy Adidas products.

**Table 15.** Coefficients Customer Intention to buy Adidas Product

| Coefficients (CIAP)    |                             |            |                           |      |      |
|------------------------|-----------------------------|------------|---------------------------|------|------|
|                        | Unstandardized Coefficients |            | Standardized Coefficients | t    | Sig. |
|                        | B                           | Std. Error | Beta                      |      |      |
| (Constant)             | .02                         | .18        | .00                       | .13  | .896 |
| PRICE                  | .04                         | .06        | .03                       | .64  | .524 |
| MARKETINGCOMMUNICATION | .31                         | .06        | .32                       | 5.04 | .000 |
| PRODUCTQUALITY         | .11                         | .08        | .09                       | 1.34 | .182 |
| QUALITYSERVICE         | .30                         | .08        | .24                       | 3.91 | .000 |
| BRANDIMAGE             | .24                         | .03        | .33                       | 7.78 | .000 |

#### 4.4 Hypothesis Test

##### 4.4.1 Price Hypothesis Test

The P- value of the independent variable price is less than 0.524, showing that it does not has significant impact towards the customer intention to buy Adidas products and the standardised coefficient beta is 0.03, which also means Ho is accepted and rejected H1 which resulting that price negative impacts customer intention to buy Adidas products.

|    |  |
|----|--|
| H0 | Price has no significant influence on customer intention to buy Adidas products. |
|----|--|

##### 4.4.2 Marketing Communication

The P- P-value of the independent variable marketing communication is less than 0.000 showing that it does really have a significant impact, and the standardised coefficient beta is 0.32, which also means that the marketing communication positively impacts customer intention to buy Adidas products. When the marketing communication increases by 1, customer intention to buy Adidas products will also increase by 0.32. Therefore, H1 is accepted as the Marketing communication has significant influences on customer intention to buy Adidas products.

|    |  |
|----|--|
| H1 | Marketing communication has significant influences on customer intention to buy Adidas products. |
|----|--|

##### 4.4.3 Product Quality

|    |  |
|----|--|
| H1 | Product quality has no significant influence on customer intention to buy Adidas products. |
|----|--|

##### 4.4.4 Service Quality

The P -value of the independent variable product quality is 0.182, showing that it has no significant impact towards the customer intention to buy Adidas products and the standardised coefficient beta is 0.09, Hence, H0 is accepted and rejected H1 which resulting product quality negative impacts customer intention to buy Adidas products.

|    |   |
|----|---|
| H1 | Service quality has significantly influenced customer intention to buy Adidas products. |
|----|---|

The P-value of the independent variable quality service is 0.000, showing that it does have a significant impact, and the standardised coefficient beta is 0.24, which also means that quality service positively impacts customer intention to buy Adidas products. When the quality-of-service increases by 1, customer intention to buy Adidas products will also increase by 0.24, therefore, H1 is accepted as Service quality has significantly influenced customer intention to buy Adidas products.

##### 4.4.5 Brand Image

The P-value of the independent variable brand image is 0.000, showing that it does have a significant impact, and the standardised coefficient beta is 0.33, which also means that brand image positively impacts customer intention to buy Adidas products. When the brand image increases by 1, customer intention to buy Adidas products will also increase by 0.33, therefore, H1 is accepted as Brand images have significant influences on customer intention to buy Adidas products.

|    |  |
|----|--|
| H1 | Brand images have significant influences on customer intention to buy Adidas products. |
|----|--|

#### 4.4.6 Summary of Hypotheses Test

| Set | Hypothesis   | Coefficient Sig / P-Value | Accepted or Rejected |
|-----|--|---------------------------|----------------------|
| 1   | H1: At least one of the coefficients is not zero   | 0.001                     | Accepted             |
| 2   | H0: Price has no significant influence on customer intention to buy Adidas products.                 | 0.524                     | Rejected             |
| 3   | H1: Marketing communication has significant influences on customer intention to buy Adidas products. | 0.000                     | Accepted             |
| 4   | H0: Product quality has no significant influences on customer intention to buy Adidas products.      | 0.182                     | Rejected             |
| 5   | H1: service quality has significantly influenced customer intention to buy Adidas products.          | 0.000                     | Accepted             |
| 6   | H1: Brand images has significant influences customer intention to buy Adidas products                | 0.000                     | accepted             |

### 5. Discussion of the Variables

This chapter will discuss and explain the findings of the research that was conducted. It emphasises whether the outcome of each independent variable has a significant impact on the dependent variable. The chapter will also include the findings from the previous chapter, such as the reliability test and regression analysis. It will also include the limitations of the study, recommendations, and conclusions of this research.

#### 5.1 Discussion on Price

Table 15 shows that the price significantly impacts the customer's intention to buy Adidas products in the Adidas shop with a p-value of 0.524 and a beta value of 0.04. Therefore, the null hypothesis which is H0 is accepted and the H1 hypothesis is rejected. Besides, with a 0.04 value of unstandardized beta, it shown that the participants from the survey thinks that the Price balance has no influence on customer intention buy adidas products This means 100% has increase in price balance, whereas only customer intention buy adidas products increase by 4%.

Despite these participates thinks that the price has not much significant influence to them, it may be they are from a high level income or wealthy family. However, some of the research still demonstrates or prove that price is one of the important factors that will be influencing Customer's intention to buy Adidas products, where the customers might decide to purchase or not in their position due to the price they received, or it doesn't meet their own requirements after they had put much intention for it. The analysis found that price balance has a negative impact on customer intention buy adidas products. From the p-value in the research resulting in 0.0524 on its no significant value, which is higher than expected.

Price Changes and Purchasing Decisions customers frequently keep tabs on price fluctuations over time, and they may be swayed by trends they see while making purchases. Purchases made by consumers who anticipate future price increases may result from a single significant price reduction or from a string of smaller price hikes. On the other hand, they might wait for prices to drop even further in response to a single significant price hike or a string of lesser declines (Gunadi, 2023) Furthermore, Prices have been found to have an impact on buying decisions. More specifically, it has been shown that customers' decisions to buy Adidas products are influenced by both price and quality by a combined 50% [13].

#### 5.2 Discussion on Marketing Communication

Shows that the marketing communication significantly impacts the customers' intention to buy Adidas products with a p-value of 0.000 and a beta value of 0.31. Therefore, the null hypothesis which is H0 is rejected and the H1 hypothesis is accepted. The research demonstrates that marketing communication is also one of the other important factors that will be influencing customers' intention to buy Adidas products, where the customers might decide to purchase or not in their position due to the marketing communication they received, or it doesn't meet their requirements after they had put much intention for it.

Adidas places a strong emphasis on delivering tales that are both timely and relatable to their target audience. Adidas more effectively crafts its marketing messages by leveraging data to determine what interests its customers. The women's running shoe Ultra Boost X campaign, for instance, employed customized ad creatives that emphasized the attributes of the product, based on the insight that women wanted to see what made the product distinctive (Budell, 2018) Sustaining a Consistent Message Throughout Media It's critical to keep your message the same on all media channels. Adidas works to make sure that their brand's core message creativity is conveyed consistently at every touchpoint. Rational Appeal In offering premium products, Adidas's marketing messaging speaks to consumers' rational

decision-making abilities. They employ a logical approach that appeals to customers' brains and appeals to reason as the foundation of their strategy [14].

### 5.3 Discussion on Product Quality

Shows that the product quality had no significantly impacted customer intention to buy Adidas products with a p-value of 0.182 and a beta value of 0.11. Therefore, the null hypothesis which is  $H_0$  is accepted and the  $H_1$  hypothesis is rejected.

However, it is also found that other many research have demonstrates that product quality is actually another important factor that will be customer intention to buy Adidas products, whether the customers decide to purchase or not due to the lack of Product quality and in their position due to the product quality they received or it does not meet their own requirements after they had put much intention for it.

But the analysis found that product quality balance has a negative impact on customer intention buy adidas products. From the p-value in the research resulting in 0.182 on its no significant value, which is higher than expected.

The relationship between Price and Quality is often, consumers view price as a sign of quality. The perception of superior quality associated with an Adidas product at a higher price point may sway the choice to buy. But to keep customers happy, it's critical that the pricing correspond with the real quality.

Moreover, Adidas has a strong and comprehensive testing procedure to ensure uniform product quality throughout all of them. Adidas has a strict process for testing its products, and each product must pass this test. Maintaining the brand's reputation for excellence, robustness, and functionality is the goal of this procedure. It aids in making sure every product lives up to the high standards of professional sports and reflects the brand's promise.

Satisfying Athlete Demands to Professional athletes use the products, depending on them for comfort, protection, and performance. Adidas evaluates its goods to make sure they live up to these high standards [15].

### 5.4 Discussion on Quality Service

Shows that the quality service had significantly impacted customer intention to buy Adidas products with a p-value of 0.000 and a beta value of 0.30. Therefore, the null hypothesis which is  $H_0$  is rejected and the  $H_1$  hypothesis is accepted. The research demonstrated that quality service is another one the important factors that will affect customers ' intention to buy Adidas products, whether the customers decide to purchase or not due to the lack of quality service and in their position due to the quality service they received, or it doesn't meet their own requirements after they had put much intention for it.

Increased satisfaction among customers is a direct result of providing high-quality services. Buyers are more likely to make a purchase and return to Adidas when they receive excellent customer care.

Loyalty to a brand is influenced by consistent, excellent service. Strong brand loyalty is more likely to develop among Adidas customers who receive exceptional service, and this can affect their purchasing decisions [16].

Besides that, Decreased Returns and Complaints reductions in the quantity of returns and complaints are possible with effective service. Adidas can decrease the chance of returns and increase consumer trust by resolving issues and offering superior after-sales care.

### 5.5 Discussion on Brand Image

Shows that the quality service had significantly impacted customer intention to buy Adidas products with a p-value of 0.000 and a beta value of 0.24. Therefore, the null hypothesis which is  $H_0$  is rejected and the  $H_1$  hypothesis is accepted. The research demonstrated that brand image is another of important factor that will customer's intention to buy Adidas products, whether the customers decide to purchase or not due to the lack of Brand image and in their position due to the brand image they received, or it doesn't meet their own requirements after they had put much intention for it.

The growth of brand loyalty is facilitated by a robust brand image. Positivity about Adidas increases the likelihood that customers will keep buying from the company and refer others to it.

Promotion and Marketing Adidas uses clever marketing and promotion to bolster its brand image, keeping it in consumers' minds and influencing their purchasing decisions.

Personal Bonding Customers feel an emotional connection to Adidas's brand, and this connection can be a strong inducement to buy. This brand's emotional appeal is enhanced by its connections to elite athletes and sports.

Perception of Quality the performance, innovation, and excellent quality are all linked to the Adidas brand. Customers are encouraged by this perception to purchase Adidas products over those of rival companies. although Lifestyle Association of people who purchase Adidas goods do so because the brand is associated with an athletic, stylish, and aspirational lifestyle. Especially for younger groups, this lifestyle connotation can influence purchasing decisions [17].

## 5.6 Limitation of Study

One of the restrictions on this research would be applicable to publications or journals that required payment before reviewing an author's work. Given that some of the crucial information from there might be missing, this could be a complicated scenario. Given the frequency of scams and frauds these days, some websites may additionally have strict requirements before opening the files, requiring the researchers to fill out their own personal information. Furthermore, some existing materials are only available for the first half of the article's pages. Additionally, a few of the foundational articles are too old because most of the references come from the 1960s to the 1990s, with some possibly beginning much earlier from 2000 to 2010. While the data from earlier times may not be entirely accurate, it may be out of date given how quickly the world is changing in the age of technology. Consequently, in order to obtain the most recent data and avoid any resource or information shortage, it is forced to dedicate more time to looking for newly published articles or journals.

The language barrier would be another drawback. Since English was not their first language and they were solely accustomed to speaking and writing in their own tongues, such as Malay, Mandarin, and Tamil, some of the respondents might not have understood the language. Consequently, they could misunderstand the message, which causes users to select erroneous survey responses. Their misinterpretation could also result in incorrect data running. Furthermore, a small number of respondents may opt to answer erratically out of fear that their personal information would be disclosed, which leads to a few minor problems.

## 5.7 Recommendations

Several areas could be improved, such as the languages utilized in the survey. For those chosen target respondents, it might be prepared in different languages to ease their anxiety and minimize any potential misunderstandings occur during the survey. It could be possible to create it with three distinct language types, particularly for the elderly. Additionally, the study might be carried out over a longer time to gather more data and information to compare with earlier and current studies to determine the variations between respondents' perceptions before and after.

## 6. Conclusion

In this study, we examined the factors that affect customer intention to buy Adidas products. The study aims to identify key determinants of consumer price, marketing communication, product quality, quality service and brand image through comprehensive analysis including quantitative analysis and qualitative insights together the study provides a comprehensive understanding of the dynamics of Adidas-specific consumer decisions.

Our findings highlight the paramount importance of in, marketing communication ,quality service and brand image shaping purchase intentions. Adidas' strong brand image and heritage contribute significantly to customer confidence and preference. Generally, past positive experiences with a brand's products reinforce this brand loyalty, leading to repeat purchases and brand endorsements. Studies have shown that consumers who consume more brands tend to ignore minor mistakes and pay less attention to price changes, emphasizing the value of building long-term relationships with customers share emphasis. Since the study's significant level should be less than 0.01, all five of the major independent variables listed above are acceptable, demonstrating how the dependent variable significantly affects each of them. Since every result is below 0.01. The Adidas store may be more flexible and morally upright by running it more strategically and treating every connection equally to avoid any consumer disappointment.

The study showed that perceptions of quality could differentiate Adidas from competitors in the more crowded sportswear market, thereby creating buying intentions. Social influence also plays an important role in consumer buying behaviour. Studies have shown that recommendations from friends, family, and influencers have a significant impact on consumer decisions. In the age of social media, recommendations from influencers and peer reviews have become powerful tools for educating consumer opinions and opinions. Adidas' partnerships with top athletes and celebrities, as well as its strategy on social media platforms effectively leverage social influence to increase product interest and trust. While perceived value was found to be important though it is a more robust indicator. The study found that while consumers are price sensitive, many are willing to pay more for Adidas products because of perceived value. This means that while competitive pricing is important, it is equally important for Adidas to effectively communicate its pricing offers. Discounts and promotions can stimulate purchases, but the long-term strategy should focus on justifying the premium price through quality, innovation and brand reputation on. Marketing strategies also significantly influence consumers' intention to buy Adidas products. Effective marketing campaigns that align with the target audience can increase brand awareness and popularity. The research highlighted successful campaigns that emphasize Adidas' core values of entrepreneurship, innovation and inclusion. Consumers respond positively to marketing in line with their values and lifestyle aspirations, demonstrating the importance of targeted and authentic efforts. As a result, there are 3 independent variables has the relationship toward the dependent variable which marketing communication, quality service and brand image these three variables have significant impact customer intention to buy Adidas products as the p-value are less than significant value 0.01. However, another 2 independent variable which included Price and Product quality has no relationship toward Customer intention to buy adidas products as p-value are greater than significant value 0.01 that is set. However, all these results has been supported by other researchers in the previous study as references.

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