

A Comparative Study on Customer Preference and Satisfaction Towards Nike and Adidas with Special Reference to Coimbatore City

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Abstract:

This study focuses on a comparative analysis of Nike and Adidas with special reference to Coimbatore City. The primary objective of the research is to examine and compare customer preferences, satisfaction levels, and buying behavior towards these two leading sportswear brands. Both companies have established a strong presence in the global and Indian markets, offering a wide range of products including footwear, apparel, and accessories. The study is based on primary and secondary data. Primary data was collected through structured questionnaires distributed among consumers in Coimbatore, while secondary data was gathered from journals, websites, and company reports

Key words: Nike, Adidas, Customer Preference, Customer Satisfaction, Brand Image, Buying Behavior.

INTRODUCTION:

The global sportswear industry has witnessed significant growth over the past few decades, driven by increasing health awareness, rising disposable income, and changing lifestyle patterns. Among the leading players in this industry, Nike and Adidas have established themselves as dominant brands with strong global presence and customer loyalty. Both companies offer a wide range of products including athletic footwear, apparel, and accessories, catering to diverse consumer needs.

Nike, known for its innovative designs and performance-oriented products, has built a reputation for cutting-edge technology and strong brand positioning through effective marketing strategies. On the other hand, Adidas is recognized for its focus on comfort, quality, and stylish designs, appealing to a broad segment of consumers across different age groups. The competition between these two brands has intensified over the years, making it important to understand consumer preferences and satisfaction levels.

OBJECTIVES:

- To compare the customer preference towards Nike and Adidas in Coimbatore City.

- To analyze the level of customer satisfaction for both brands.
- To identify the factors influencing the purchase of sportswear products such as price, quality, comfort, and durability.
- To examine the brand image and perception of Nike and Adidas among consumers.
- To study the impact of promotional strategies on consumer buying behavior.
- To evaluate customer opinions regarding product variety, design, and availability.

SCOPE OF STUDY:

The scope of this study is limited to a comparative analysis of Nike and Adidas with special reference to Coimbatore City. The study focuses on understanding customer preference, satisfaction, and buying behavior towards these two leading sportswear brands.

It covers various factors influencing consumer decisions such as product quality, price, comfort, durability, brand image, and promotional strategies. The study includes responses collected from selected consumers in Coimbatore using a structured questionnaire, providing insights into their perceptions and expectations.

LIMITATION OF THE STUDY:

- The study is geographically limited to Coimbatore City; hence, the findings may not be applicable to other regions.
- The analysis is restricted to only two brands, Nike and Adidas, and does not include other competing sportswear brands.
- The sample size is limited, and the study is based on the responses of selected respondents, which may not fully represent the entire population.
- The study relies on primary data collected through questionnaires; therefore, the accuracy of the results depends on the honesty and understanding of the respondents.

STATEMENT OF THE PROBLEM:

In the present competitive market, the sportswear industry is growing rapidly with the presence of several international and domestic brands. Among them, Nike and Adidas are the most prominent players, offering a wide range of products such as footwear, apparel, and accessories. Despite their strong market presence, consumers often face difficulty in choosing between these two brands due to similarities in product offerings, quality, and brand reputation. Consumer preferences and satisfaction levels vary based on several factors such as price, comfort, durability, style, and brand image.

RESEARCH METHODOLOGY:

Research methodology is a systematic plan for conducting research. This section outlines the procedures and techniques used for collecting, analyzing, and interpreting data related to comparative study on customer preference and satisfaction of Nike and Adidas with special reference to Coimbatore city.

METHOD OF COLLECTION:

This data which is collected for the research is

Primary data: The primary data is collected from information from the original source rather than existing data Through questionnaires.

Secondary data: The secondary data is information that has already been collected from existing source such as Websites existing research.

AREA OF STUDY: The study is conducted in Coimbatore city.

SAMPLE SIZE: the study is 110

TOOLS USED FOR THE ANALYSIS: the tools for data analyzing are simple percentage and chi-square test.

SIMPLE PERCENTAGE: A simple percentage help to analyze the proportion of a specific value relative to a total, which make it easier to interpret and compare different Sets of data.

CHI-SQUARE: A chi-square test is a statistical methods use to compare the observed value with the expected value.

Ho (Null hypothesis) = there is a no significant relationship between the independent and the dependent variable.

H1(alternative hypothesis) = there is a relationship between the dependent and the dependent variable.

Chi-square analysis formula:

$$X^2 = \sum (O - E)^2 / E$$

$$\text{Degree of freedom} = (r-1) * (C-1)$$

REVIEW OF LITERATURE:

1. Srinivasan (2019) found that customers prefer sportswear brands based on comfort, durability, and price. The study also indicated that urban consumers are more inclined towards international brands due to perceived quality and status.
2. S. Kumar (2020) analyzed customer satisfaction towards sportswear brands in India and concluded that promotional strategies, celebrity endorsements, and product innovation significantly influence buying decisions.
3. A study by P. Sharma (2021) highlighted that both Nike and Adidas have strong market

positions, but differ in pricing strategies and target segments, where Nike focuses more on performance and Adidas balances performance with lifestyle appeal.

4. Another study by M. Ramesh (2022) revealed that customer satisfaction is highly dependent on product quality, availability, and after-sales service.

INTERPRETATION AND ANALYSIS:

Table 1: table showing the demographic profile of the respondents.

S. No	Demographic		No of respondents	Percentage
1	Age	20-26	45	40.9
		27-29	36	32.7
		30-35	15	13.6
		Above 35	14	12.7
2	Gender	Male	65	59.1
		Female	45	40.9
3	Education	School	8	7.3
		Under graduate	65	59.1
		Post graduate	27	24.5
		Others	10	9.1
4	Occupation	Employee	52	47.3
		Business	35	31.8
		Self-employee	15	13.6
		Others	8	7.3
5	Annual income	20000	20	18.2
		30000	43	39.1
		35000	36	32.7
		Above 40000	11	10
6	Brand do you prefer	Nike	23	20.9

	the most	Adidas	28	25.4
		Both equally	59	53.6

INTERPRITATION:

Table 1 clearly shows the demographic profile sample respondents. Majority of them are at the age of 20-26 year. Majority of them are male. Majority of the respondents are under graduate. Maximum respondents are employees. Majority

of the respondents have an annual income of 30,000.

Majority of the respondents prefer both Nike and Adidas equally.

Table 2: Chi-Square Test for Brand Preference and Customer Satisfaction

Variable	Degree of freedom	Calculate the value	Table of value	Accepted/rejected
Brand preference and customer satisfaction	6	12.59	24.0	Accepted

Result: The calculated the value (11.64) is less than the table value (15.50) Here, there is no significant relationship between the gender and the overall satisfaction of respondents.

Table 3:

Variable	Degree of freedom	Calculate the value	Table of value	Accepted/rejected
Gender and the overall satisfaction of the respondents	8	11.64	15.50	Accepted

Result:

The calculated value (11.64) is less than the table value (15.50). Therefore, the null hypothesis is accepted. Hence, there is no significant relationship between gender and the overall satisfaction of the respondents.

FINDINGS:

Sample percentage:

1. Majority (40.9%) of the respondents belong to the 20-26 age group.
2. Majority (59.1%) of the respondents are male.
3. Majority (59.1%) of the respondents are under graduate.
4. maximum (47.3%) of the respondents are from employees.

5. majority (39.1%) of the respondents are income are 30000.

6. majority (53.6%) of the brand prefer the most in both equally.

7. majority (49.2%) of the responses brand has better quality both same.

8. Majority (52.3%) of the respondents are most affordable brand Nike.

9. Majority (46.7%) of the respondents are brand offer better design and style both same.
10. Majority (49.1%) of the respondents are more comfort brand in adidas.
11. maximum (55.2%) of the respondents are brand in more durable in not sure.
12. majority (44.8%) of the respondents are most stronger brand image in adidas.
13. majority (52.8%) of the responses gives better value for money in adidas.
14. majority (49.1%) of the responses brand do you purchase more in both.
15. Majority (48.2%) of the respondents are brand has better availability in both brands.
16. Majority (44.9%) of the respondents are brand attractive more through advertisement in adidas.
17. maximum (52.8%) of the respondents are brand has better customer service in both.
18. majority (49.4%) of the respondents are brand offers more variety of product in Nike.
19. majority (47.3%) of the responses are brand friends/family prefer most both brands.
20. majority (58.3%) of the responses brand. Gives you higher satisfaction in both brands.

SUGGESTIONS:

Based on the findings of the study, several suggestions can be made to enhance the performance of Nike and Adidas in Coimbatore City. Both brands should focus on offering products at competitive and affordable prices to attract a wider range of customers, especially price-sensitive consumers. Nike can introduce more budget-friendly product lines without compromising on quality, while Adidas can focus on improving innovation and performance features to match evolving consumer expectations. Additionally, both companies should strengthen their promotional strategies through digital marketing, social media engagement, and influencer collaborations to appeal to

younger consumers. Improving product availability in retail stores and online platforms will enhance customer convenience. Furthermore, both brands should consider incorporating region-specific designs to suit local preferences. Emphasis on better customer service, including efficient after-sales support, will help in building long-term customer loyalty.

CONCLUSION

The comparative study of Nike and Adidas with special reference to Coimbatore City highlights the strong presence and competitive position of both brands in the sportswear market. The study reveals that both Nike and Adidas enjoy high brand awareness and customer loyalty due to their quality products, strong brand image, and effective marketing strategies. The findings indicate that customer preference and satisfaction are influenced by factors such as product quality, price, comfort, durability, and style. Nike is generally preferred for its innovative designs and high-performance products, while Adidas is appreciated for its comfort, affordability, and trendy appeal. Although both brands perform well, differences exist in consumer perception and buying behavior.

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