

A CONSUMER-BASED BRAND PERFORMANCE MODEL FOR ASSESSING BRAND SUCCESS (ADIDAS)

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

V.K. GNANESHWAR

Register No. 39410057



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of V.K. GNANESHWAR 39410057 who have done the project work entitled "**A Consumer-Based Brand Performance Model for Assessing Brand Success (ADIDAS)**" under my supervision from December 2020 to February 2021.

Dr. BHUVANESWARI G.

Internal Guide

Dr. BHUVANESWARI G.

Dean - School of Business Administration

Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I **V.K. GNANESHWAR 39410057** hereby declare that the Project Report entitled “**A Consumer-Based Brand Performance Model for Assessing Brand Success (ADIDAS)**” done by me under the guidance of Dr. BHUVANESWARI G. is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

V.K. GNANESHWAR

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V.K. GNANESHWAR

ABSTRACT

The aim of this study is to introduce a Consumer-Based Brand Performance Model (CBBPM) to measure ADIDAS brand success. The CBBPM consists of four critical constructs – brand equity, brand trust, brand satisfaction and brand loyalty – and is applied across different product categories and brands. In total, 881 consumers participated in the survey, and a structural equation modelling approach was employed to test the research hypotheses. The findings of the study suggest that the CBBPM is valid and reliable. Brand equity is positively associated with brand satisfaction, brand trust and brand loyalty. The positive effects of brand trust and brand satisfaction on brand loyalty are supported. The study suggests that the CBBPM should be used as a strategic brand management tool to track brand performance and to compare them with competing brands.

Keywords. Brand Performance Model, Brand Equity, Brand Satisfaction, Brand Trust, Brand Loyalty.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Business performance is the actual work or output produced by a specific unit or entity in an organization. The term 'measurable performance' refers to the ability and processes used to quantify and control specific activities and events (Morgan 2004). Business performance measurement is one of the most important topics in the field of management because performance measurement systems are useful for assessing a firm's ability to exploit its resources and achieve the targets set for it by its owners, investors and customers. Performance measurement tools enable managers to set and monitor targets and achieve the desired performance levels (Simons 2000). As stated by De Chernatony *et al.* (2004, p. 28) 'business performance is strongly dependent on brand performance'. Brand performance is a relative measure of brand success (Ehrenberg *et al.* 2004). Moreover, brand performance measures enable brand managers to understand brand value and compare brand success across different markets (Chapman 1993).

As marketing practitioners are under pressure to demonstrate how marketing expenditure creates shareholder value, previous studies have used various financial and market-oriented brand performance metrics (e.g., sales growth, market share, return on investment, price premiums) (Doyle 2000). There is therefore no single measure that captures the depth and breadth of brand performance (De Chernatony *et al.* 2004). The consumer-oriented brand performance models employ measures related to consumer attitude and consumer opinion, and the financially-oriented approaches use tangible assets, past revenues and future earnings, which usually suffer from a significant margin of error. When brand managers compare the performance of their own brands with the performance of their competitors' brands, they have to estimate the competitors' financial performance values, and therefore the estimation is not always reliable. Therefore, some researchers have advocated the greater convenience of consumer-based brand performance measures (e.g., Johansson *et al.* 2012; Rust *et al.* 2004).



1.2 COMPANY PROFILE

The adidas Group strives to be the global leader in the sporting goods industry with sports brands built on a passion for sports and a sporting lifestyle. We are consumer focused. That means we continuously improve the quality, look, feel and image of our products and our organizational structures to match and exceed consumer expectations and to provide them with the highest value. We are innovation and design leaders who seek to help athletes of all skill levels achieve peak performance with every product we bring to the market. We are a global organization that is socially and environmentally responsible, creative and financially rewarding for our employees and shareholders. We are committed to continuously strengthening our brands and products to improve our competitive position and financial performance.

1.2 INDUSTRY PROFILE: -

1.2.1 ADIDAS AT A GLANCE

Adidas has its roots in Germany but we are a truly global company. Around the world we employ over 62,000 people. At our global HQ in Herzogenaurach, Germany, our teams are made up of people from over 100 different nations. These numbers alone can easily suggest that adidas is quite a large and also multifaceted organization. True. But we keep things simple, lean, and fast. And we will use this approach now to give an overview of what our company is all about.

1.2.2 OUR PURPOSE: THROUGH SPORT, WE HAVE THE POWER TO CHANGE LIVES

Everything we do is rooted in sport. Sport plays an increasingly important role in more and more people's lives, on and off the field of play. It is central to every culture and society and is core to our health and happiness. Our purpose, 'through sport, we have the power to change lives', guides the way we run our company, how we work with our partners, how we create our products, and how we engage with our consumers. We will always strive to expand the limits of human possibilities, to include and unite people in sport, and to create a more sustainable world.

1.2.3 OUR MISSION: TO BE THE BEST SPORTS BRAND IN THE WORLD

Athletes do not settle for average. And neither do we. We have a clear mission: To be the best sports brand in the world. Every day, we come to work to create and sell the best sports products in the world, and to offer the best service and consumer experience – and to do it all in a sustainable way. We are the best when we are the credible, inclusive, and sustainable leader in our industry.

1.2.4 OUR ATTITUDE: IMPOSSIBLE IS NOTHING

At adidas, we are rebellious optimists driven by action, with a desire to shape a better future together. We see the world of sport and culture with possibility where others only see the impossible. 'Impossible is Nothing' is not a tagline for us. By being optimistic and knowing the power of sport, we see endless possibilities to apply this power and push all people forward with action.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

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CHAPTER - 3

RESEARCH METHODOLOGY

3.1 STATEMENT OF THE PROBLEM

The aim to study in addition to the brand performance measures introduced by academics, commercial research organizations have developed brand performance and brand valuation models based on financial metrics and market-and/or consumer-oriented measures. For example, Forbes employs financial performance measures such as revenue and return on investment (Bodenhause 2017). Others, such as Interbrand, Brands', Global Top 100 Brand Corporations and Brand Finance Global 500, utilize financial metrics as well as expert panels, consumer surveys, comparative market analyses and marketing budgets Brand performance models using consumer-oriented measures employ a wide range of variables such as brand equity, brand loyalty, brand purpose, brand experience, brand strength, and brand simplicity

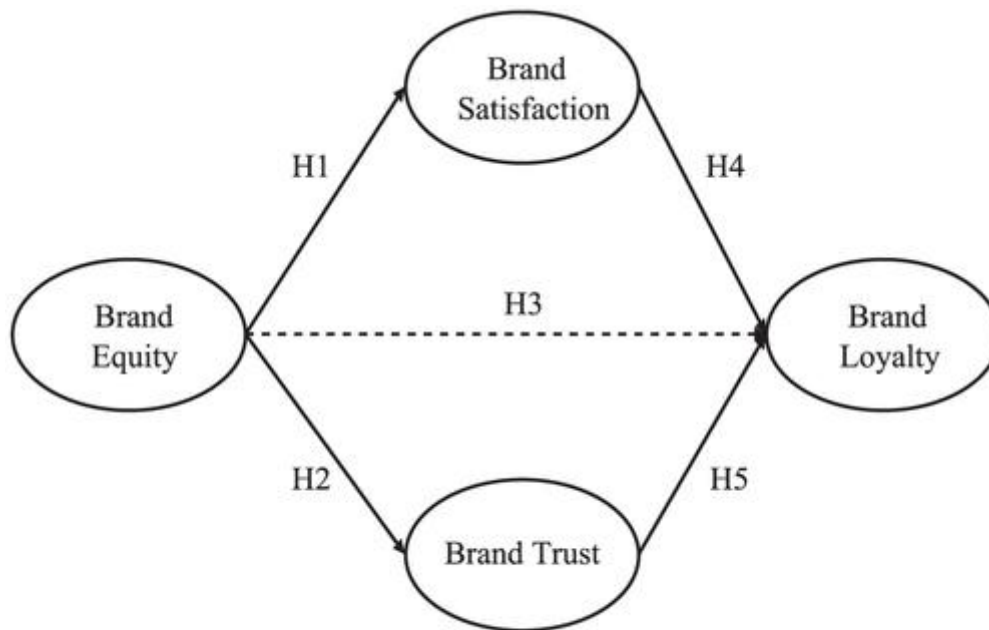
3.2 NEED FOR THE STUDY

Strong brands enable businesses to generate sales volume and a price premium that improves revenues and margins, attract and retain the best employees and facilitate expansion into new products and markets. Companies with strong brands also lose value less quickly in a recession, and emerge with a sustainable competitive advantage commanding consistently higher share prices. From this perspective, the aim of this paper is to review the brand value chain, to review and discuss the factors that influence customer-based brand equity (CBBE) as starting points for the design of successful marketing and brand strategy and to analyze brand financial value based on different calculation methodologies. CBBE and brand value are similar, but not the same. Very often scholars and practitioners mix these two terms and there is as well a dose of confusion around how they differ.

3.3 SCOPE OF THE STUDY

The aim of this study is twofold. First, it introduces a Consumer-Based Brand Performance Model (CBBPM) consisting of four distinct measures: (a) brand equity, (b) brand trust, (c) brand satisfaction, and (d) brand loyalty. This is important because previous research acknowledges the importance of consumer-based

performance measures for assessing brand success and brand valuation, but there is no agreement on performance criteria and their relationship with brand loyalty. Second, it assesses the applicability of the CBBPM across Global Brands (GBs) and Private Labels (PLs) in the apparel and sportswear retail industries. Hence, the study contributes to the branding literature by advancing understanding of consumer-oriented performance measures.



Note: —→ Direct effect; - - - → Indirect effect

3.4 OBJECTIVES OF THE STUDY

3.4.1 Primary Objective

To study the consumer-based performance model for assessing the success of the Adidas brand.

3.4.2 Secondary Objective

- To analyses the overall consumer-based brand equity.
- To analyses the brand satisfaction.
- To analyses brand's trust.
- To analyses the brand's loyalty.

3.5 RESEARCH DESIGN

The study uses a combination of descriptive and exploratory methods. The descriptive approach covered the description of phenomena or characteristics associated with CBBPM consumers, a description of the subject population, and the discovery of associations between brand equity and its variables. The goal of the descriptive study was to evaluate the different brand equity dimensions of awareness, loyalty, perception of quality and associations with respect to different CBBPM brands.

3.6 POPULATION

The study is about A Consumer-based Brand Performance Model for Assessing Brand success (ADIDAS). Population of this study will be research acknowledges the importance of consumer-based performance measures for assessing brand success and brand valuation,

3.7 SAMPLE SIZE

Sample Size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 130.

3.8 SAMPLING DESIGN

Sampling is the process of selecting the sufficient number of elements from the population (the items selected technically are called Sampling).

This study adopted the technique of random sampling of convenience sampling method using MS Excel.

Random Sampling is a way of selecting a sample of observation from a population in order to make inferences about the population. For example, exit polls from voters that aim to predict the likely results of election.

3.9 SOURCES OF DATA

3.9.1 Primary Data

The primary data for this study is collected through questionnaire consisting of multiple-choice questions.

3.9.2 Secondary Data

The secondary data is collected by referring by websites, journals, articles and research paper.

3.10 PERIOD OF STUDY

The period of study is carried out from December 2020 to February 2021 which is three months of study.

3.11 STRUCTURE OF QUESTIONNAIRE

Multiple choice questions and Likert's scale questions.

3.12 ANALYTICAL TOOLS

- Correlation.
- ANOVA.
- Chi-square
- Regression

Software Tools

- ERP System: Enterprise Resource planning
- Microsoft Excel
- SPSS: Statistical Package for the Social Sciences

Methodology for process Improvement

- Lean Management: Kaizen Technique

3.13 LIMITATIONS OF THE STUDY

- A survey should involve a larger sample size otherwise the findings of the survey cannot be generalized.

- But a larger sample size may increase the time and cost of collecting the primary data with the help of Questionnaire.
- In some of the retail showroom it is not allowed to get the questionnaire filled.

Many of the respondents were not willing to fill the questionnaire.

- Some people were not willing to respond and few of them who responded were in hurry hence the active participation was lacking.
- Due to which I faced difficulties in collecting information's regarding our questionnaire.
- Another problem which I face was that people were hesitating to given formation about their views freely

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table 4.1.1: Showing Age wise classification of respondents

Source: Primary Data

Particulars	No. of Respondents	Percentage
18 - 25 Years	100	76.34%
26 - 30 Years	24	18.32%
30 - 35 Years	6	4.58%
Above 35 Years	1	0.76%
Total	131	100.00%

Interpretation:

From the above table it is interpreted that 76.34% are Below 25Years respondents, 18.32% are between 26-30 Years respondents, 4.58% are between 30-35 Years Respondents, 0.76% are Above 35 years.

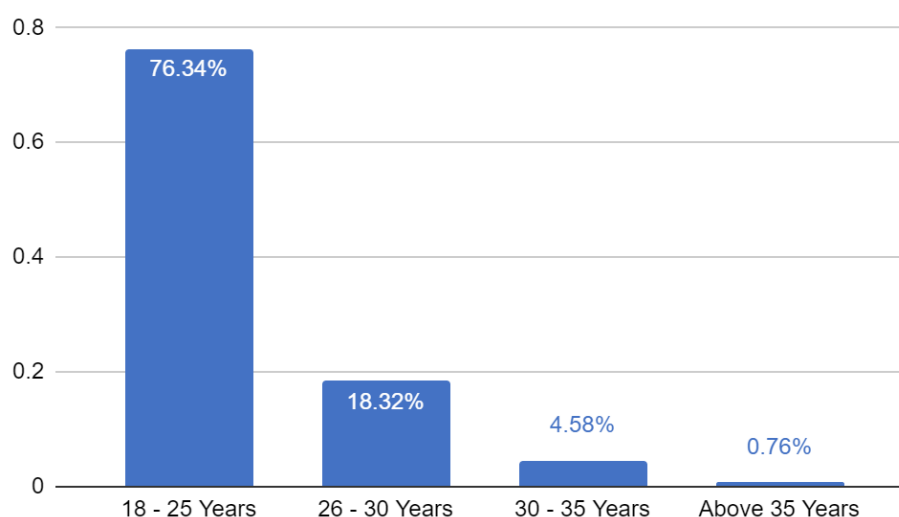


Chart 4.1.1: Showing Age wise classification of respondents

Table 4.1.2: Showing Gender wise classification of respondents

Source: Primary Data

Particulars	No. of Respondents	Percentage
Male	98	74.81%
Female	33	25.19%
Total	131	100.00%

Interpretation:

From the above table it is interpreted that 74.81% are Male respondents and 25.19% are Female respondents

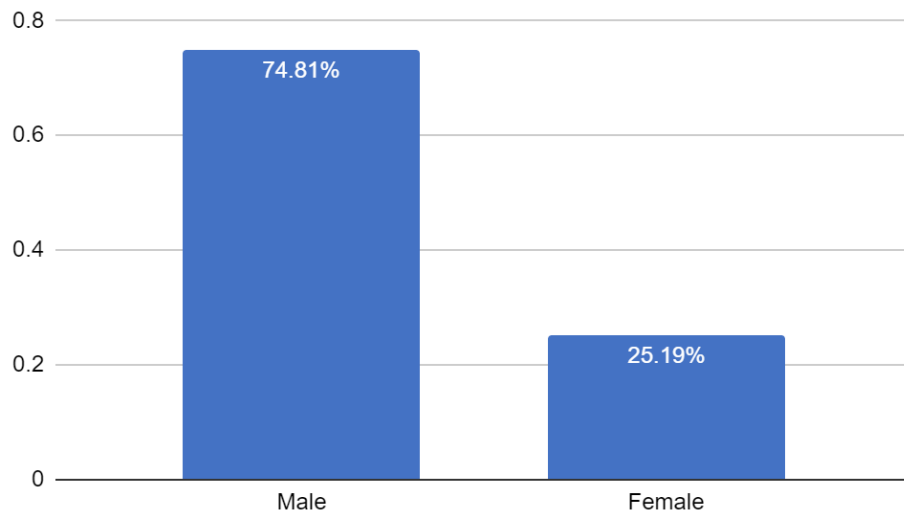


Chart 4.1.2: Showing Gender wise classification of respondents

Table 4.1.3: Showing Qualification wise classification of respondents

Particulars	No. of Respondents	Percentage
Diploma	12	9.16%
Ug	56	42.75%
Pg	57	43.51%
Phd and Above	6	4.58%
Total	131	100.00%

Source: Primary Data

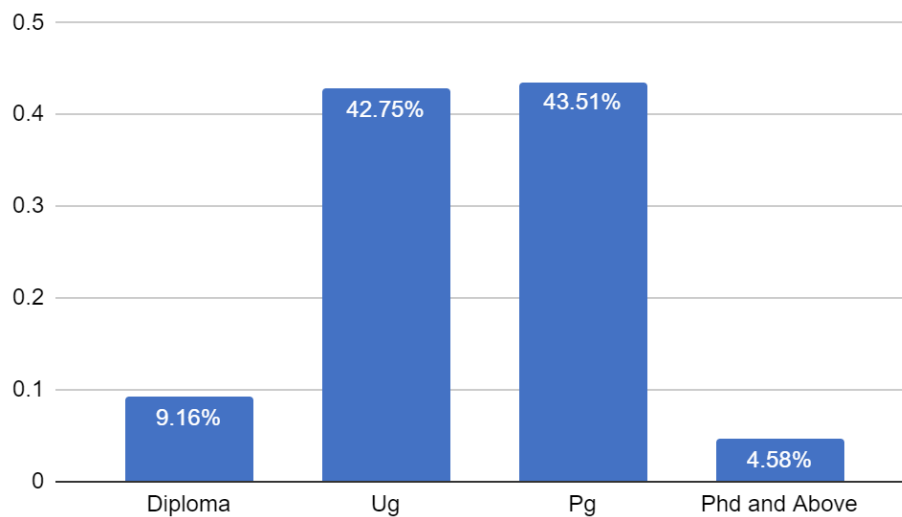


Chart 4.1.3: Showing Qualification wise classification of respondents

Interpretation:

From the above table it is interpreted that 9.16% are Diploma respondents, 42.75% are Under Graduate respondents, 43.51% are Post Graduate and 4.58% are PhD & Above respondents.

Table 4.1.4: Showing Type of Organization wise classification of respondents

Particulars	No. of Respondents	Percentage
Students	46	35.11%
Self Employed	45	34.35%
Private Sector	37	28.24%
Public Sector	3	2.29%
Total	131	100.00%

Interpretation:

From the above table it is interpreted that 35.11% are Student respondents, 28.24% are Private Sector respondents, 2.29% are Public Sector respondents, 34.35% are Self-employed respondents.

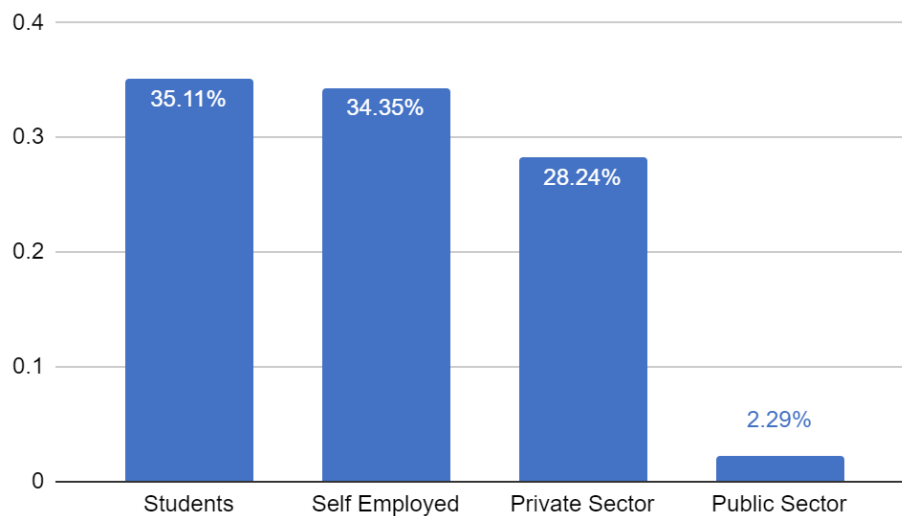


Chart 4.1.4: Showing Type of Organization wise classification of respondents

Table 4.1.5: Showing the consumer sense to buy this Brand instead of any other, even if they are the same.

Particulars	No. of Respondents		Percentage
Strongly Agree	41		31.30%
Agee	61		46.56%
Neutral	23		17.56%
Disagree	5		3.82%
Strongly Disagree	1		0.76%
Total	131		100.00%

Source: Primary Data

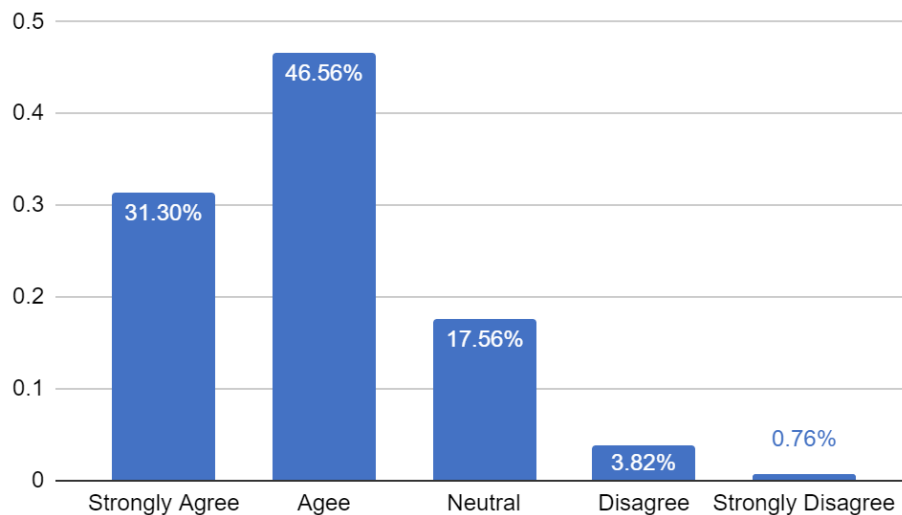


Chart 4.1.5: Showing the consumer sense to buy this Brand instead of any other, even if they are the same.

Interpretation:

From the above table it is interpreted that 31.30% are Strongly Agree respondents, 46.56% are Agree respondents, 17.56% Neutral are, 3.82% are Disagree respondents and 0.76% are Strongly Disagree respondents.

Table 4.1.6. Showing the Even if another Fashion or Sportswear Brand has the same features as this Brand, I would prefer to buy this Brand.

Particulars	No. of Respondents	Percentage
Strongly Agree	34	25.95%
Agee	60	45.80%
Neutral	24	18.32%
Disagree	13	9.92%
Strongly Disagree	0	0.00%
Total	131	100.00%

Source: Primary Data

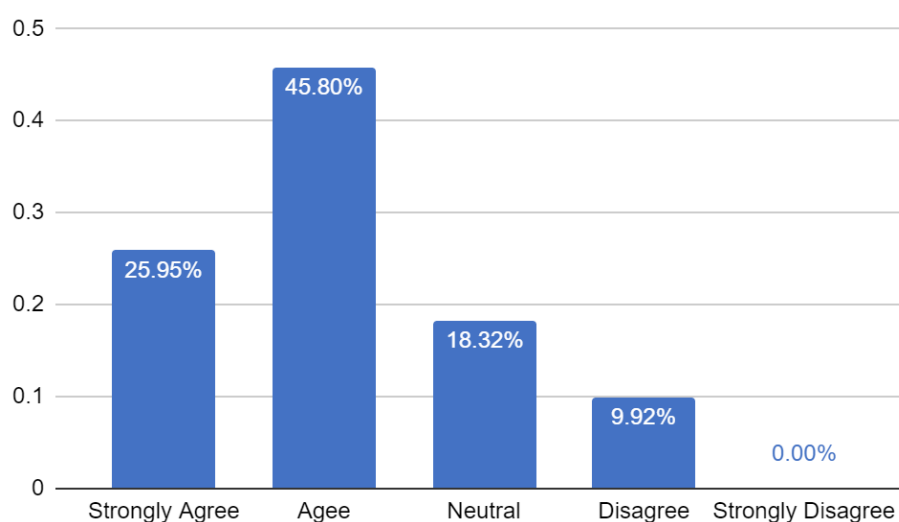


Chart 4.1.6. Showing the Even if another Fashion or Sportswear Brand has the same features as this Brand, I would prefer to buy this Brand.

Interpretation:

From the above table it is interpreted that 25.95% are Strongly Agree respondents, 45.80% are Agree respondents, 18.32% Neutral are, 9.92% are Disagree respondents and 0.00% are Strongly Disagree respondents.

Table 4.1.7: Showing If another Fashion or Sportswear Brand as good as this Brand, I prefer to buy this Brand.

Particulars	No. of Respondents	Percentage
Strongly Agree	28	21.37%
Agee	57	43.51%
Neutral	30	22.90%
Disagree	13	9.92%
Strongly Disagree	3	2.29%
Total	131	100.00%

Source: Primary Data

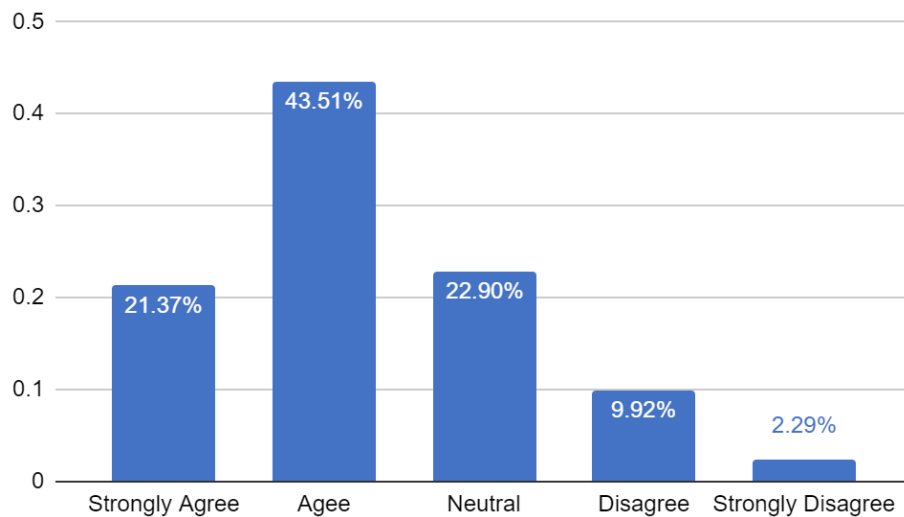


Chart 4.1.7: Showing If another Fashion or Sportswear Brand as good as this Brand, I prefer to buy this Brand.

Interpretation:

From the above table it is interpreted that 21.37% are Strongly Agree respondents, 43.51% are Agree respondents, 22.90% Neutral are, 9.92% are Disagree respondents and 2.29% are Strongly Disagree respondents.

Table 4.1.8: Showing if another fashion or sportswear Brand is not different from this Brand in any way, it seems smarter to purchase this Brand.

Particulars	No. of Respondents	Percentage
Strongly Agree	7	5.34%
Agee	31	23.66%
Neutral	46	35.11%
Disagree	26	19.85%
Strongly Disagree	21	16.03%
Total	131	100.00%

Source: Primary Data

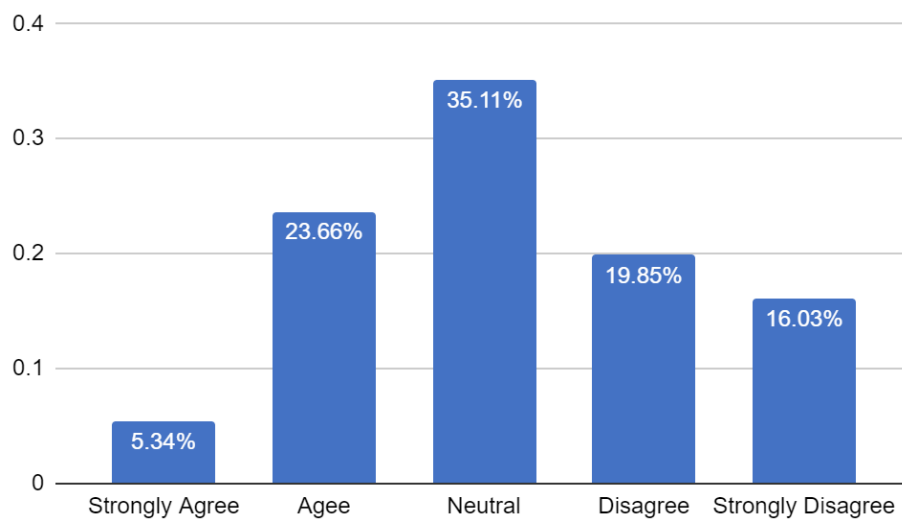


Chart 4.1.8: Showing if another fashion or sportswear Brand is not different from this Brand in any way, it seems smarter to purchase this Brand.

Interpretation:

From the above table it is interpreted that 5.34% are Strongly Agree respondents, 23.66% are Agree respondents, 35.11% Neutral are, 19.85% are Disagree respondents and 16.03% are Strongly Disagree respondents.

Table 4.1.9: Showing How consumer satisfied with your brand.

Particulars	No. of Respondents	Percentage
Highly Satisfied	13	9.92%
Satisfied	71	54.20%
Neither Satisfied not Dissatisfied	28	21.37%
Dissatisfied	8	6.11%
Highly Dissatisfied	11	8.40%
Total	131	100.00%

Source: Primary Data

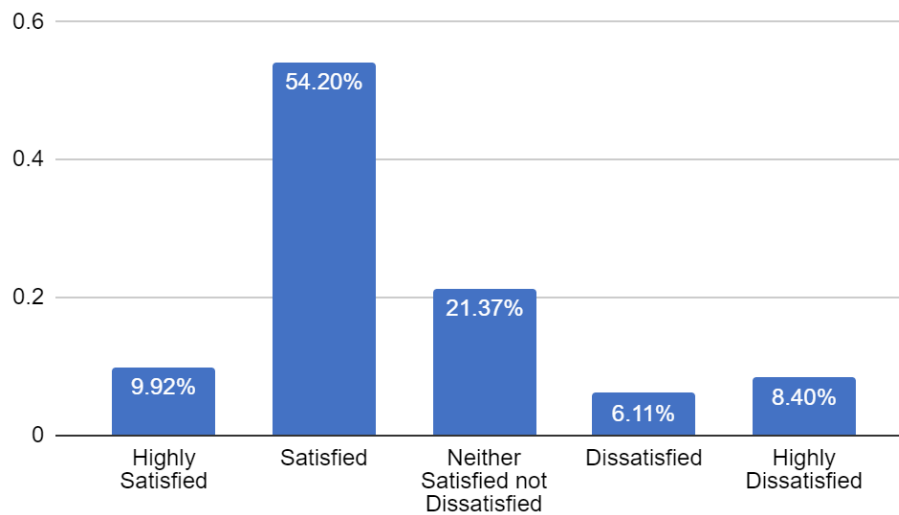


Chart 4.1.9: Showing How consumer satisfied with your brand.

Interpretation:

From above table it is interpreted that 9.92% are Highly Satisfied respondents, 54.20% are Satisfied respondents, 21.37% are Neither Satisfied or Dissatisfied respondents, 6.11% are Dissatisfied respondents and 8.40% are Highly Dissatisfied respondents

Table 4.1.10: Showing This Brand reached consumer expectations level.

Particulars	No. of Respondents	Percentage
Strongly Agree	27	20.61%
Agee	59	45.04%
Neutral	36	27.48%
Disagree	7	5.34%
Strongly Disagree	2	1.53%
Total	131	100.00%

Source: Primary Data

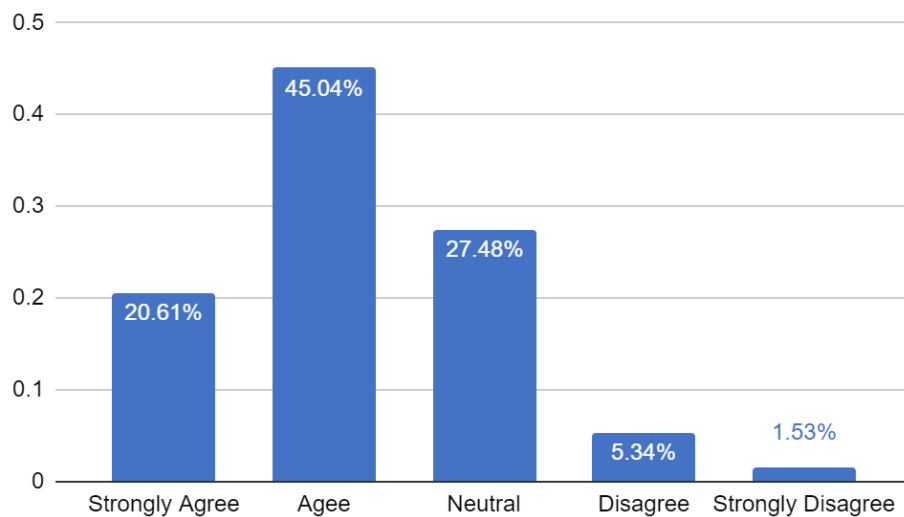


Chart 4.1.10: Showing This Brand reached consumer expectations level.

Interpretation:

From above table it is interpreted that 20.61% are Highly Satisfied respondents, 45.04% are Satisfied respondents, 27.48% are Neither Satisfied or Dissatisfied respondents, 5.34% are Dissatisfied respondents and 1.53% are Highly Dissatisfied respondents

Table 4.1.11: Showing this Brand is better when compared to others brands.

Particulars	No. of Respondents	Percentage
Strongly Agree	24	18.32%
Agee	57	43.51%
Neutral	32	24.43%
Disagree	13	9.92%
Strongly Disagree	5	3.82%
Total	131	100.00%

Source: Primary Data

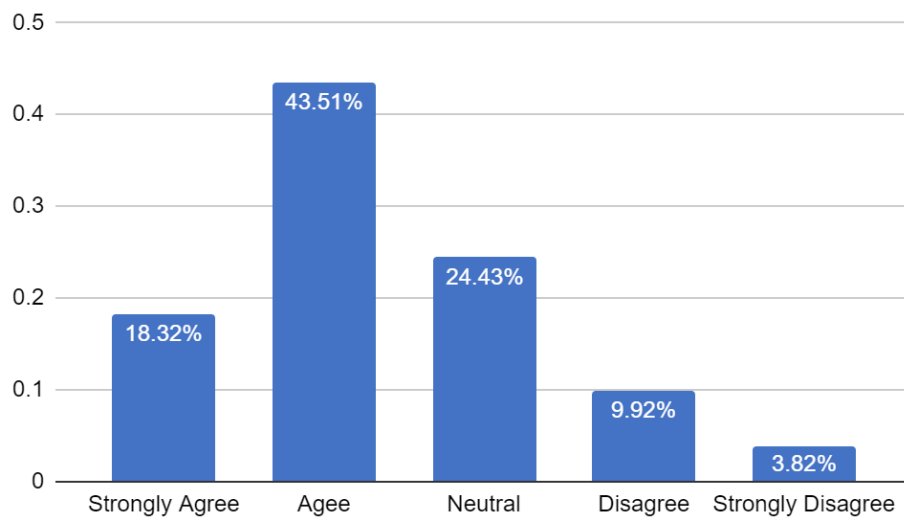


Chart 4.1.11: Showing this Brand is better when compared to others brands.

Interpretation:

From the above table it is interpreted that 18.32% are Strongly Agree respondents, 43.51% are Agree respondents, 24.43% Neutral are, 9.92% are Disagree respondents and 3.82% are Strongly Disagree respondents.

Table 4.1.12: Showing this Brand is of well-priced

Particulars	No. of Respondents	Percentage
Strongly Agree	20	15.27%
Agee	61	46.56%
Neutral	35	26.72%
Disagree	9	6.87%
Strongly Disagree	6	4.58%
Total	131	100.00%

Source: Primary Data

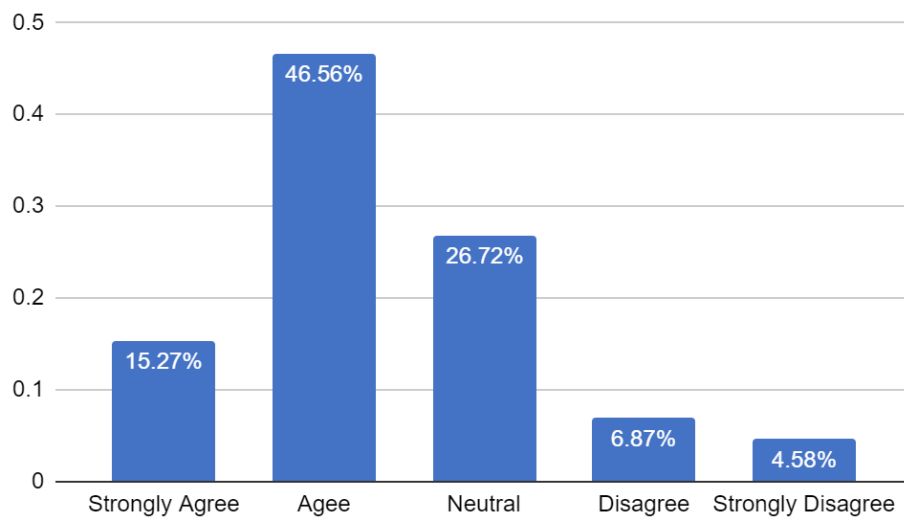


Chart 4.1.12: Showing this Brand is of well-priced

Interpretation:

From the above table it is interpreted that 15.27% re Strongly Agree respondents, 46.56% are Agree respondents, 26.72% Neutral are, 6.87% are Disagree respondents and 4.58% are Strongly Disagree respondents.

Table 4.1.13: Showing this I consider the company and people who stand behind this Brand to be very trustworthy

Particulars	No. of Respondents	Percentage
Strongly Agree	30	22.90%
Agee	61	46.56%
Neutral	30	22.90%
Disagree	6	4.58%
Strongly Disagree	4	3.05%
Total	131	100.00%

Source: Primary Data

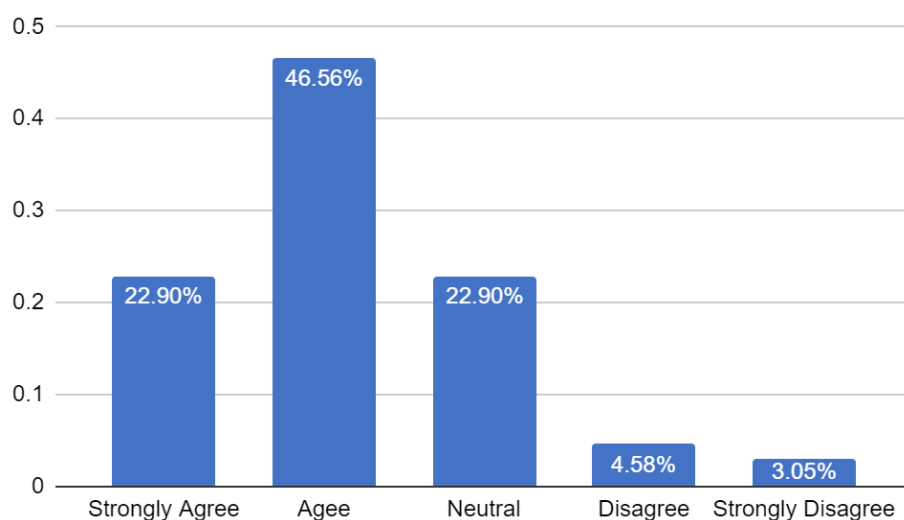


Chart 4.1.13: Showing this I consider the company and people who stand behind this Brand to be very trustworthy

Interpretation:

From the above table it is interpreted that 22.90% Strongly Agree respondents, 46.56% are Agree respondents, 22.90% Neutral are, 4.58% are Disagree respondents and 3.05% are Strongly Disagree respondents.

Table 4.1.14: Showing this In regards to consumer interests, this Company seems to be very Caring.

Particulars	No. of Respondents	Percentage
Strongly Agree	7	5.34%
Agee	42	32.06%
Neutral	43	32.82%
Disagree	29	22.14%
Strongly Disagree	10	7.63%
Total	131	100.00%

Source: Primary Data

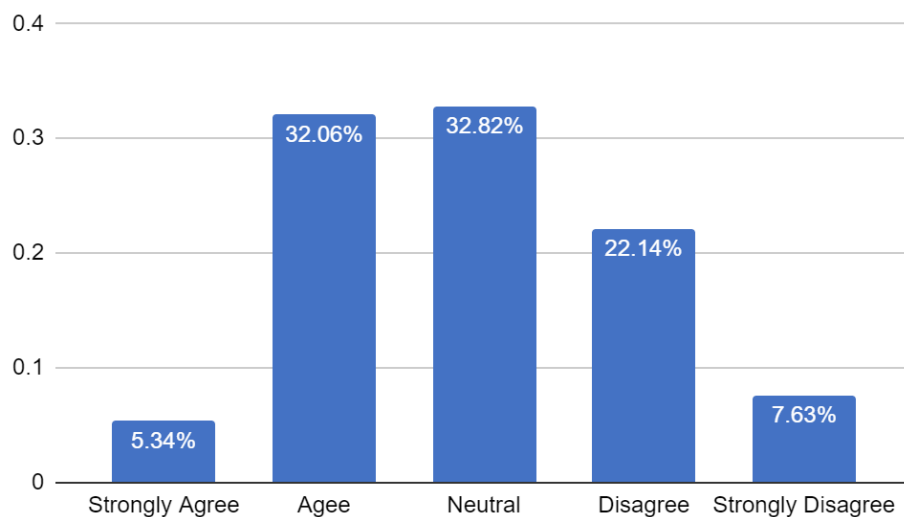


Chart 4.1.14: Showing this In regards to consumer interests, this Company seems to be very Caring.

Interpretation:

From the above table it is interpreted that 5.34% Strongly Agree respondents, 32.06% are Agree respondents, 32.82% Neutral are, 22.14% are Disagree respondents and 7.63% are Strongly Disagree respondents.

Table 4.1.15: Showing this Adidas company believe that this Company doesn't take advantage of consumer.

Particulars	No. of Respondents	Percentage
Strongly Agree	21	16.03%
Agee	56	42.75%
Neutral	36	27.48%
Disagree	15	11.45%
Strongly Disagree	3	2.29%
Total	131	100.00%

Source: Primary Data

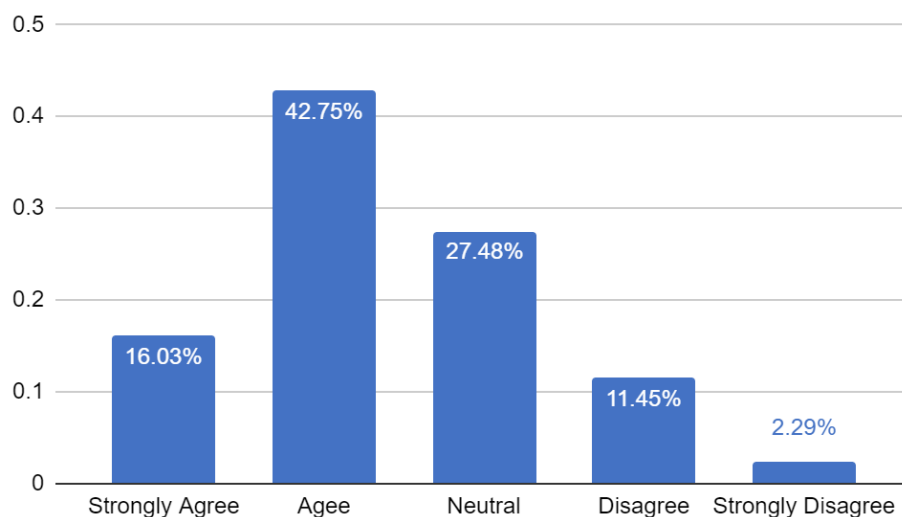


Chart.4.1.15: Showing this consumer believe that this Company doesn't take advantage of consumer.

Interpretation:

From the above table it is interpreted that 16.03% Strongly Agree respondents, 42.75% are Agree respondents, 27.46% Neutral are, 11.45% are Disagree respondents and 2.29% are Strongly Disagree respondents.

Table 4.1.16: Showing this the Adidas Company will recommend this Brand to someone who seeks my advice.

Particulars	No. of Respondents	Percentage
Strongly Agree	34	25.95%
Agee	55	41.98%
Neutral	28	21.37%
Disagree	10	7.63%
Strongly Disagree	4	3.05%
Total	131	100.00%

Source: Primary Data

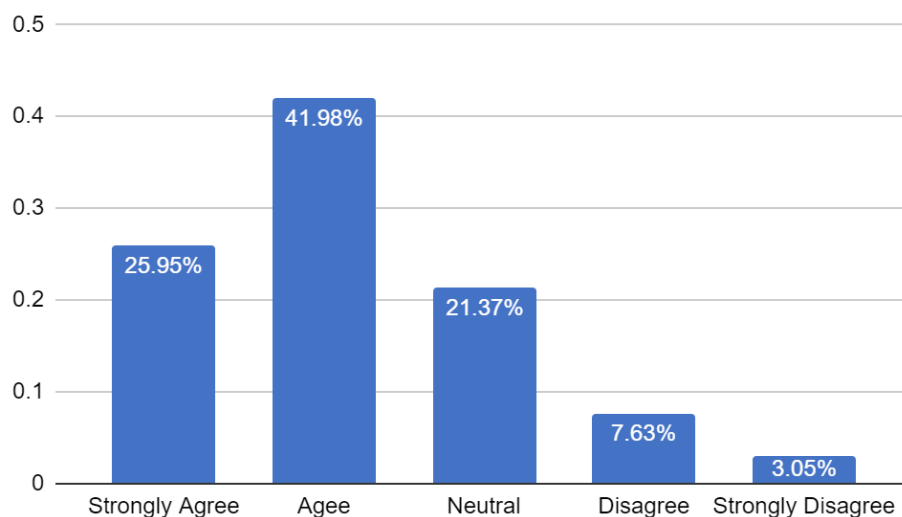


Chart 4.1.16: Showing this the Amazon Company will recommend this Brand to someone who seeks my advice.

Interpretation:

From the above table it is interpreted that 25.95% Strongly Agree respondents, 41.98% are Agree respondents, 21.37% Neutral are, 7.63% are Disagree respondents and 3.05% are Strongly Disagree respondents.

Table 4.1.17: Showing this Next time I will purchase a clothing items from this Brand.

Particulars	No. of Respondents	Percentage
Strongly Agree	26	19.85%
Agee	60	45.80%
Neutral	26	19.85%
Disagree	11	8.40%
Strongly Disagree	8	6.11%
Total	131	100.00%

Source: Primary Data

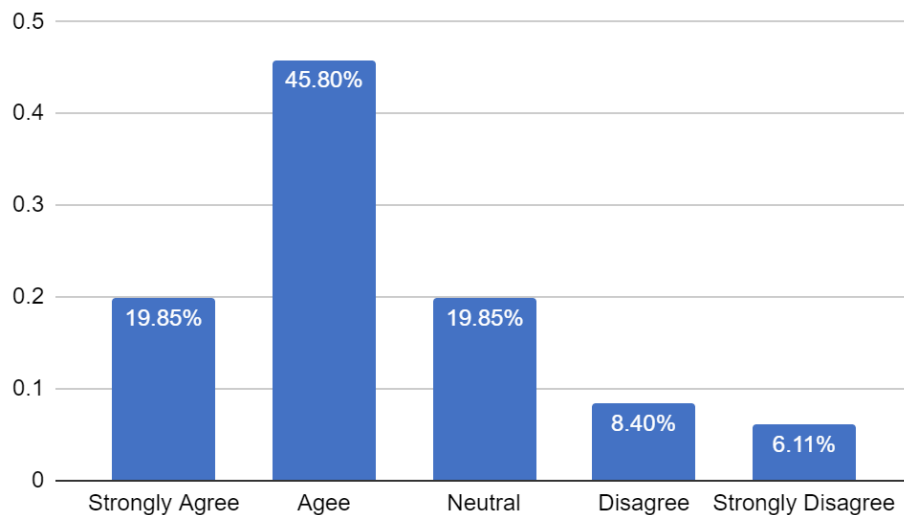


Chart 4.1.17: Showing this Next time I will purchase a clothing items from this Brand.

Interpretation:

From the above table it is interpreted that 19.85% Strongly Agree respondents, 45.80% are Agree respondents, 19.85% Neutral are, 8.40% are Disagree respondents and 6.11% are Strongly Disagree respondents.

Table 4.1.18: Showing this Even if another fashion or Sportswear Brand offers, more attractive price, I will continue to purchase this Brand's products.

Particulars	No. of Respondents	Percentage
Strongly Agree	28	21.37%
Agee	51	38.93%
Neutral	34	25.95%
Disagree	11	8.40%
Strongly Disagree	7	5.34%
Total	131	100.00%

Source: Primary Data

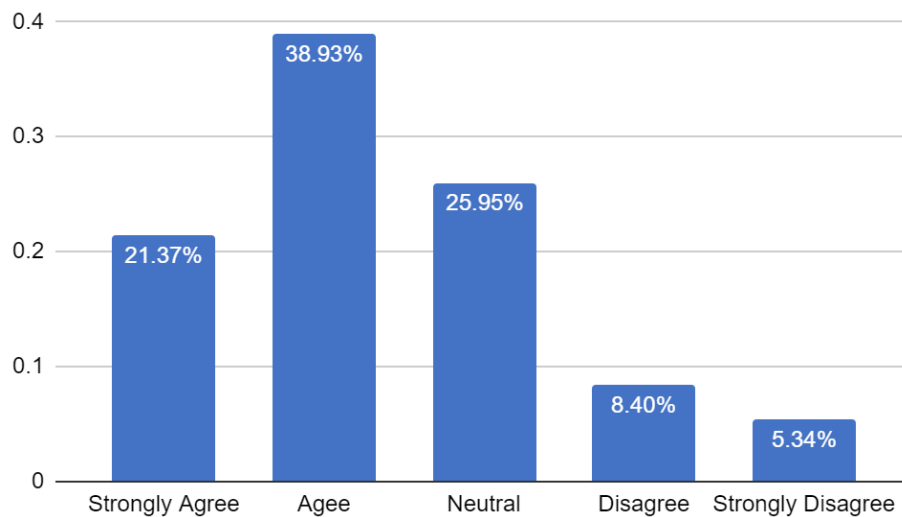


Chart 4.1.18: Showing this Even if another fashion or Sportswear Brand offers, more attractive price, I will continue to purchase this Brand's products.

Interpretation:

From the above table it is interpreted that 19.85% Strongly Agree respondents, 45.80% are Agree respondents, 19.85% Neutral are, 8.40% are Disagree respondents and 6.11% are Strongly Disagree respondents.

Table 4.1.19: Showing those consumer buying only Brand products

Particulars	No. of Respondents	Percentage
Yes	61	46.56%
No	31	23.66%
Maybe	39	29.77%
Total	131	100.00%

Source: Primary Data

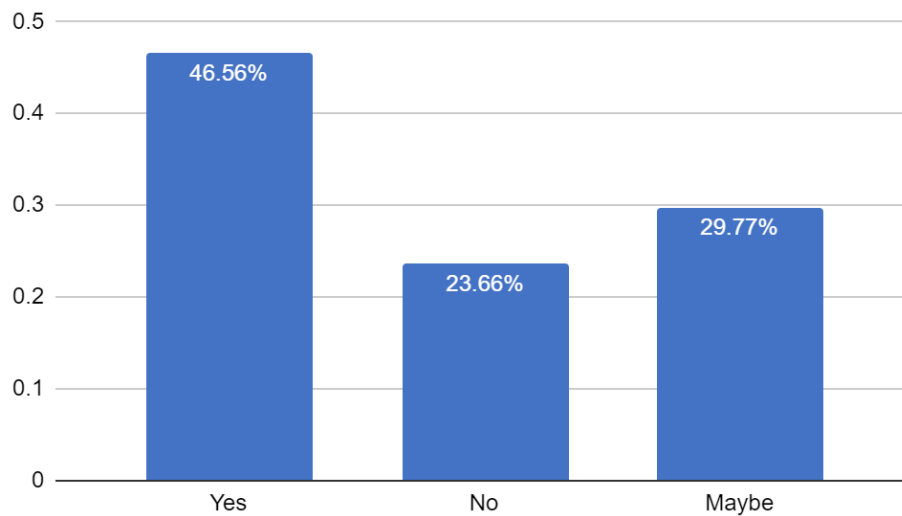


Chart 4.1.19: Showing those consumers buying only Brand products

Interpretation:

From the above table it is interpreted that 46.56% are Yes respondents, 23.66% are No respondents and 29.77% are Maybe respondents.

Table 4.1.20: Showing this which price sensitive consumer.

Particulars	No. of Respondents	Percentage
Yes	107	81.68%
No	24	18.32%
Total	131	100.00%

Source: Primary Data

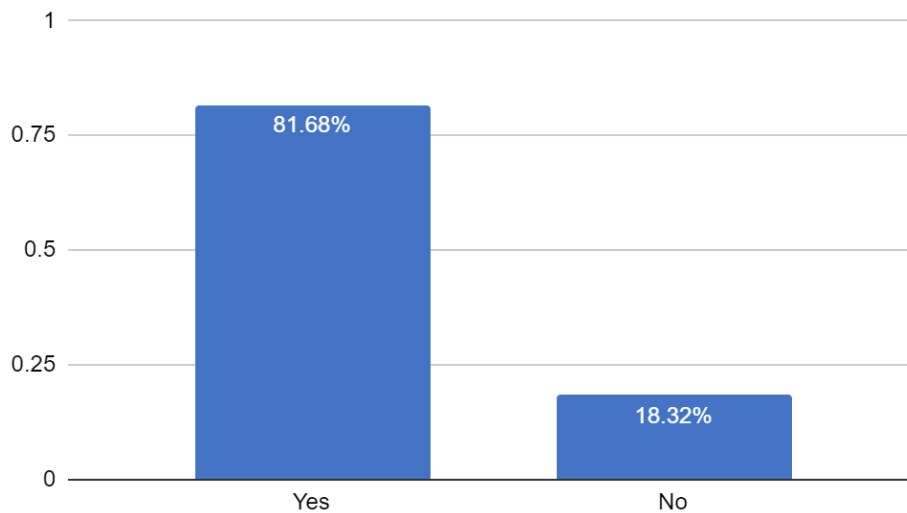


Chart 4.1.20: Showing this which price sensitive consumer?

Interpretation:

From the above table it is interpreted that 81.68% are Yes respondents, 18.32% are No respondents.

Table 4.1.21: Showing this loyal customer buys only the products.

Particulars	No. of Respondents	Percentage
Yes	92	70.23%
No	23	17.56%
Maybe	16	12.21%
Total	131	100.00%

Source: Primary Data

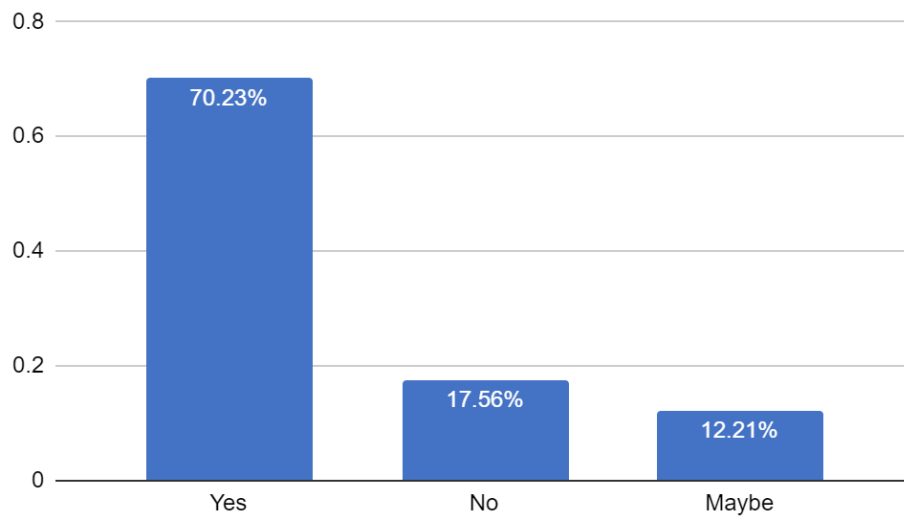


Chart 4.1.21: Showing this loyal customer buys only the products.

Interpretation:

From the above table it is interpreted that 70.23% are Yes respondents, 17.56% are No respondents and 12.21% are Maybe respondents

Table 4.1.22: Showing this consumer use product because they are most available.

Particulars	No. of Respondents	Percentage
Yes	86	65.65%
No	30	22.90%
Maybe	15	11.45%
Total	131	100.00%

Source: Primary Data

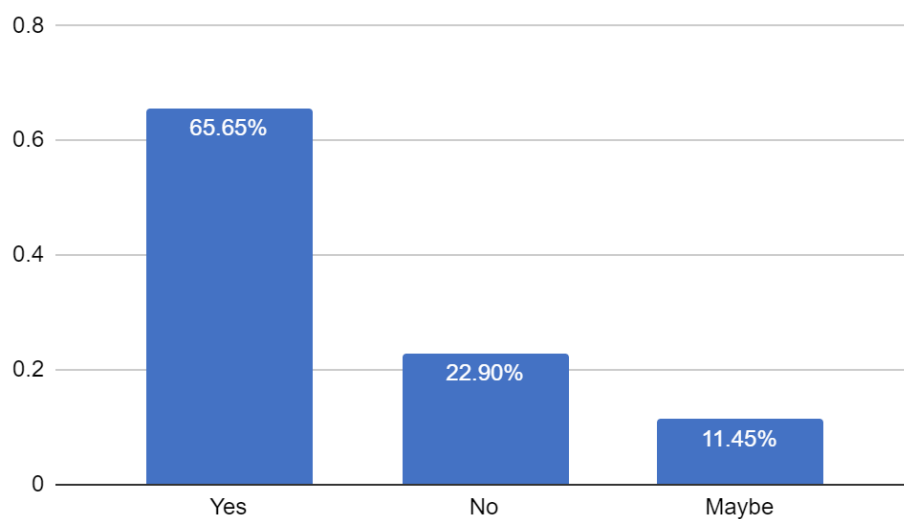


Chart 4.1.22: Showing this consumer use product because they are most available.

Interpretation:

From the above table it is interpreted that 65.65% are Yes respondents, 22.90% are No respondents and 11.45% are Maybe respondents

Table 4.1.23: Showing this influenced consumer to buy the above started Brand?

Particulars	No. of Respondents	Percentage
Advertising	56	42.75%
Shop Display	30	22.90%
Word of Mouth	19	14.50%
Family/Friends/Relatives	17	12.98%
Others	9	6.87%
Total	131	100.00%

Source: Primary Data

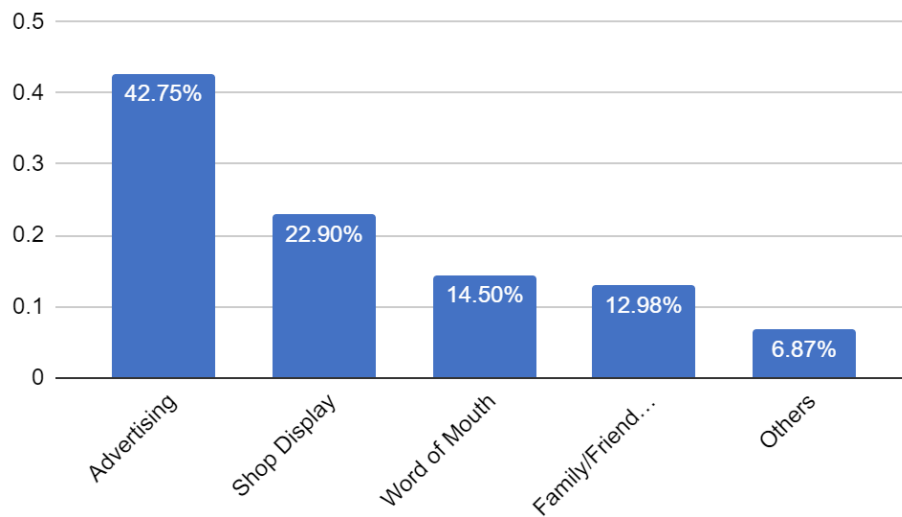


Chart 4.1.23: Showing this influenced consumer to buy the above started Brand.

Table 4.1.24: Showing this Influence of Brand name on purchasing decisions.

Particulars	No. of Respondents	Percentage
Strongly Agree	36	27.48%
Agee	65	49.62%
Neutral	23	17.56%
Disagree	5	3.82%
Strongly Disagree	2	1.53%
Total	131	100.00%

Source: Primary Data

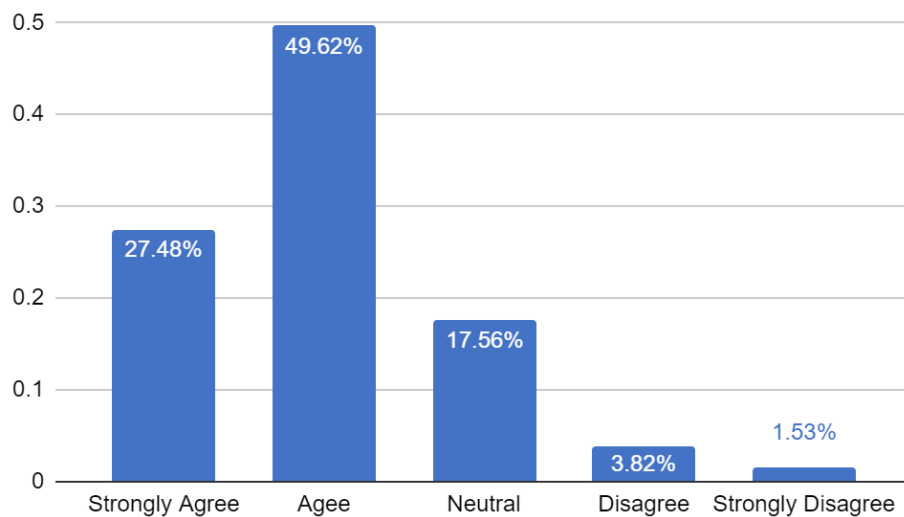


Chart 4.1.24: Showing this Influence of Brand name on purchasing decisions.

Interpretation:

From the above table it is interpreted that 27.48% Strongly Agree respondents, 49.62% are Agree respondents, 17.56% Neutral are, 3.82% are Disagree respondents and 1.53% are Strongly Disagree respondents.

Table 4.1.25: Showing Influence of price on purchase decision.

Particulars	No. of Respondents	Percentage
Strongly Agree	9	6.87%
Agee	42	32.06%
Neutral	43	32.82%
Disagree	21	16.03%
Strongly Disagree	16	12.21%
Total	131	100.00%

Source: Primary Data

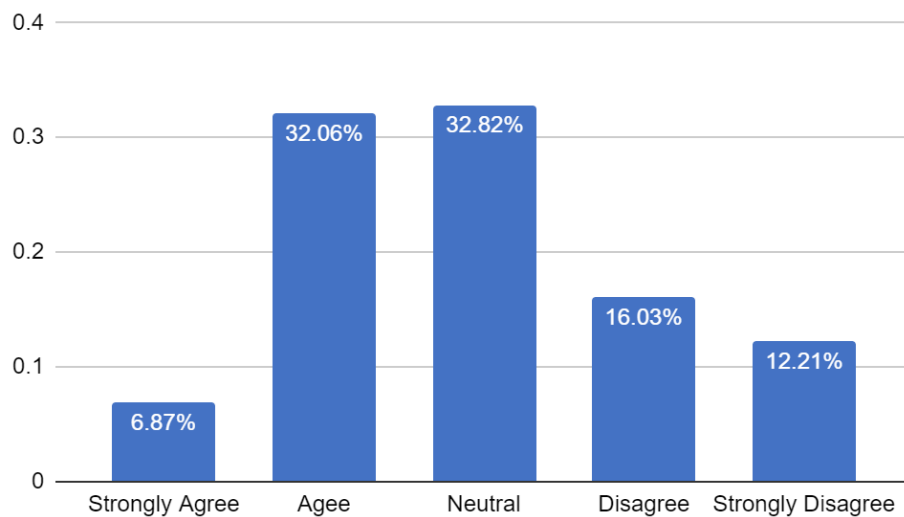


Chart 4.1.25: Showing Influence of price on purchase decision.

Interpretation:

From the above table it is interpreted that 6.87% Strongly Agree respondents, 32.06% are Agree respondents, 32.82% Neutral are, 16.03% are Disagree respondents and 12.21 are Strongly Disagree respondents.

Table 4.1.26: Showing this consumer are the source of our Brand information.

Particulars	No. of Respondents	Percentage
Family Members	34	25.95%
Peers	28	21.37%
TV Ads	32	24.43%
Point of Sales	9	6.87%
Website	27	20.61%
Others	1	0.76%
Total	130	100.00%

Source:

Primary

Data

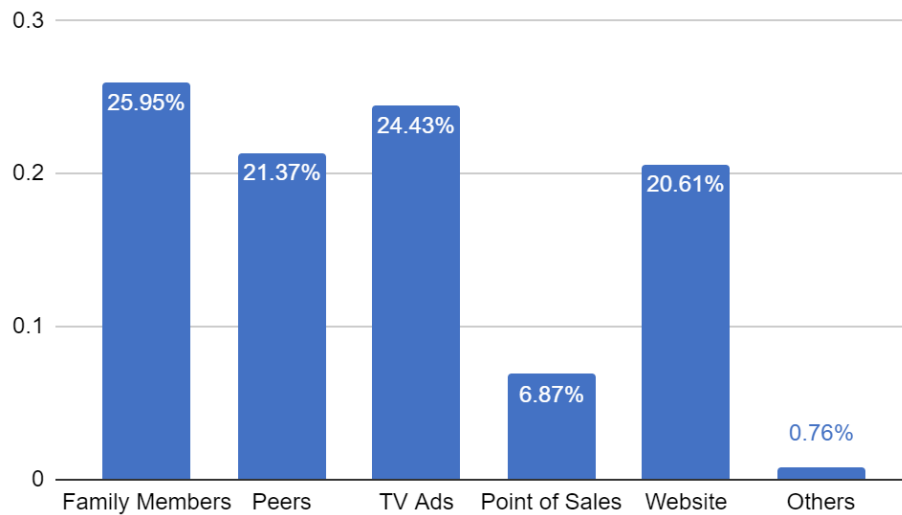


Chart 4.1.26: Showing this consumer are the source of our Brand information.

Table 4.1.27: Showing those consumer buys only branded products.

Particulars	No. of Respondents	Percentage
Yes	97	74.05%
No	34	25.95%
Total	131	100.00%

Source: Primary Data

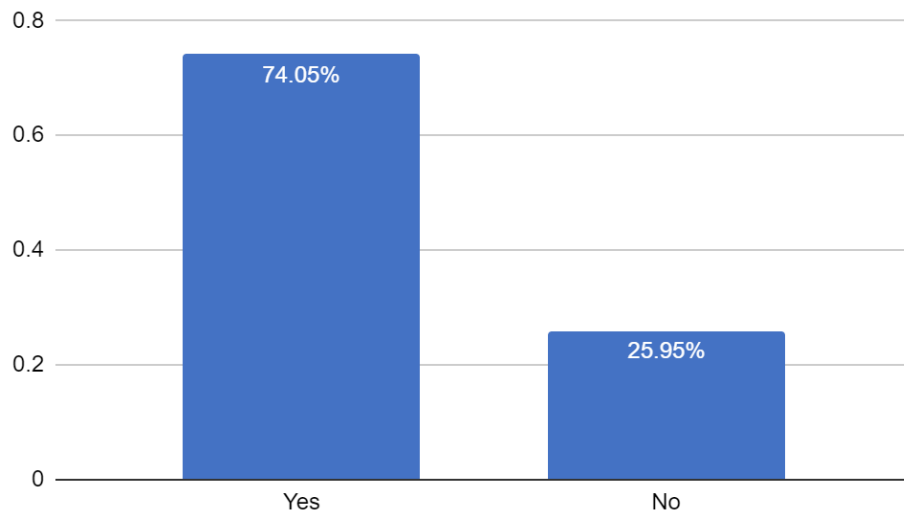


Chart 4.1.27: Showing those consumer buys only branded products.

Interpretation:

From the above table it is interpreted that 74.05% are Yes respondents, 25.95% are No respondents.

Table 4.1.28: Showing those Price Sensitive consumer

Particulars	No. of Respondents	Percentage
Yes	106	80.92%
No	25	19.08%
Total	131	100.00%

Source: Primary Data

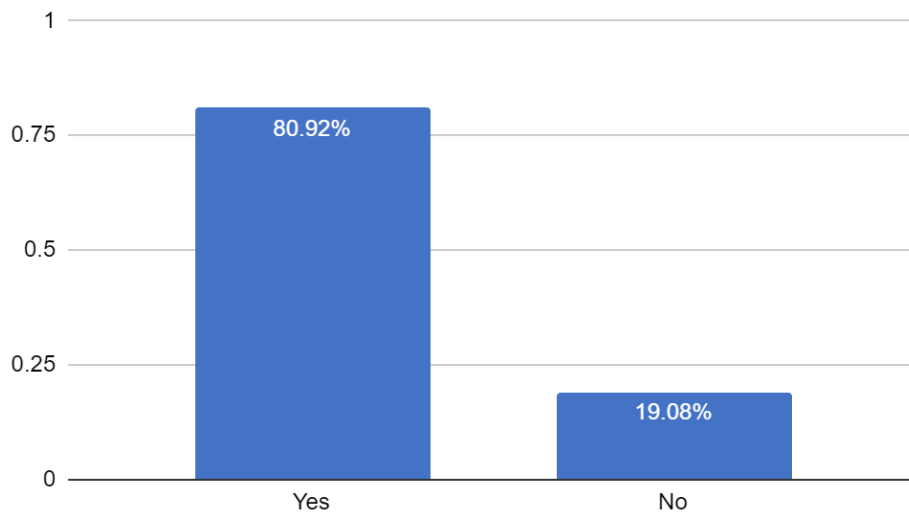


Chart 4.1.28: Showing those Price Sensitive consumer

Interpretation:

From the above table it is interpreted that 80.92% are Yes respondents, 19.08% are No respondents.

Table 4.1.28: Showing experiment with different Brand

Particulars	No. of Respondents	Percentage
Yes	121	92.37%
No	10	7.63%
Total	131	100.00%

Source: Primary Data

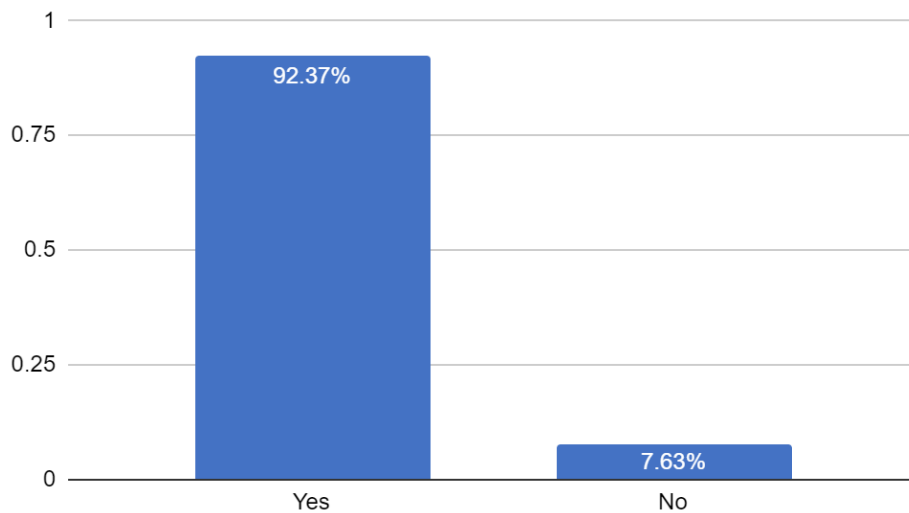


Chart 4.1.28: Showing experiment with different Brand

Interpretation:

From the above table it is interpreted that 92.37% are Yes respondents, 7.63% are No respondents.

4.2 CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age and It makes sense to buy this brand instead of any other, even if they are the same.

H1 (Alternate Hypothesis): There is a significant difference between Age and It makes sense to buy this brand instead of any other, even if they are the same.

Table 4.2.1: Showing Age and It makes sense to buy this brand instead of any other, even if they are the same.

Descriptive Statistics			
	Mean	Std. Deviation	N
Age	1.30	.591	131
It makes sense to buy this Brand instead of any other, even if they are the same.	2.36	1.359	131

Correlations			
		Age	It makes sense to buy this Brand instead of any other, even if they are the same.
Age	Pearson Correlation	1	-.182 [*]
	Sig. (2-tailed)		.038
	N	131	131
It makes sense to buy this Brand instead of any other, even if they are the same.	Pearson Correlation	-.182 [*]	1
	Sig. (2-tailed)	.038	
	N	131	131

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.038 which is lesser than the alpha value (0.38), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.

4.3 ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age and Influence of brand name on purchasing decision.

H1 (Alternate Hypothesis): There is a significant difference between Age and Influence of brand name on purchasing decision.

Table 4.3.1: Showing this Age and Influence of brand name on purchasing decision

Descriptives								
Influence of Brand name on purchasing decisions?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 25	100	2.46	1.374	.137	2.19	2.73	1	5
26 - 30	24	1.71	1.160	.237	1.22	2.20	1	4
30 - 35	6	1.50	1.225	.500	.21	2.79	1	4
Above 35	1	2.00	.	.	.	.	2	2
Total	131	2.27	1.359	.119	2.04	2.51	1	5

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Influence of Brand name on purchasing decisions?	Based on Mean	5.400	2	127	.006
	Based on Median	5.529	2	127	.005
	Based on Median and with adjusted df	5.529	2	106.471	.005
	Based on trimmed mean	6.575	2	127	.002

ANOVA					
Influence of Brand name on purchasing decisions?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.809	3	4.936	2.783	.044
Within Groups	225.298	127	1.774		
Total	240.107	130			

Inference:

The p-value is 0.001 which is lesser than the alpha value (0.38), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Influence of brand name on purchasing decision.

4.4 CHI SQUARE

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Are you loyal customer for the products you buy and this brand is of well-priced

H1 (Alternate Hypothesis): There is a significant difference between Are you loyal customer for the products you buy and this brand is of well-priced

Table 4.4.1: Showing this Are you loyal customer for the products you buy and this brand is of well-priced

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Are you loyal customer for the products you buy? * This Brand is of well priced	131	100.0%	0	0.0%	131	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.586 ^a	8	.049
Likelihood Ratio	16.411	8	.037
Linear-by-Linear Association	4.207	1	.040
N of Valid Cases	131		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .73.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.345	.049
	Cramer's V	.244	.049
N of Valid Cases		131	

Inference:

At 5% level of significance and df (8) the table value is 15.586
Calculate value = 0.35

Significance value (p=0.049) < calculate value

Ho is accepted

4.5 REGRESSION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between How satisfied with your brand and the brand is of well-priced

H1 (Alternate Hypothesis): There is a significant difference between How satisfied with your brand and the brand is of well-priced

Table 4.5.1: Showing this How satisfied with your brand and the brand is of well-priced

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.199 ^a	.040	.032	1.217	.040	5.345	1	129	.022

a. Predictors: (Constant), This Brand is of well priced

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.913	1	7.913	5.345	.022 ^b
	Residual	190.987	129	1.481		
	Total	198.901	130			

a. Dependent Variable: How satisfied with your brand

b. Predictors: (Constant), This Brand is of well priced

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.515	.212		21.317	<.001
	This Brand is of well priced	-.189	.082	-.199	-2.312	.022

a. Dependent Variable: How satisfied with your brand

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- It is found that 74.81% of the majority respondents are males.
- It is found that 76.34% of the majority respondents are between 18 to 25 years of age.
- It is found that 43.51% of the majority respondents have completed their post graduate degree.
- It is found that 35.11% of the majority respondents are working in Students
- It is found that 46.56% of the majority respondents agree that sense to buy this Brand instead of any other
- It is found that 45.80% of the majority respondents agree that Even if another Fashion or Sportswear Brand has the same features as this Brand, I would prefer to buy this Brand.
- It is found that 43.51% of the majority respondents agree that If another Fashion or Sportswear Brand as good as this Brand, I prefer to buy this Brand.
- It is found that 35.11% of the majority respondents Neutral that if another fashion or sportswear Brand is not different from this Brand in any way, it seems smarter to purchase this Brand
- It is found that 54.20% of the majority respondents satisfied that How satisfied with your brand
- It is found that 45.04% of the majority respondents agree that This Brand reached my expectations level.
- It is found that 43.51% of the majority respondents agree that This Brand is better when compared to others brands.
- It is found that 46.56% of the majority respondents agree that This Brand is of well-priced
- It is found that 46.56% of the majority respondents agree that I consider the company and people who stand behind this Brand to be very trustworthy
- It is found that 32.82% of the majority respondents neutral that In regards to consumer interests, this Company seems to be very Caring.

- It is found that 42.75% of the majority respondents agree that I believe that this Company doesn't take advantage of consumer
- It is found that 41.98% of the majority respondents agree that I will recommend this Brand to someone who seeks my advice.
- It is found that 45.80% of the majority respondents agree that Next time I will purchase a clothing items from this Brand.
- It is found that 38.93% of the majority respondents agree that Even if another fashion or Sportswear Brand offers, more attractive price, I will continue to purchase this Brand's products.
- It is found that 46.56% of the majority respondents yes that Do you buy only Brand products
- It is found that 81.68% of the majority respondents yes that Are you price sensitive consumer?
- It is found that 70.23% of the majority respondents yes that Are you loyal customer for the products you buy?
- It is found that 65.65% of the majority respondents yes that Do you use product because they are most available?
- It is found that 42.75% of the majority respondents Advertising that What influenced you to buy the above started Brand?
- It is found that 49.62% of the majority respondents agree that Influence of Brand name on purchasing decisions?
- It is found that 32.82% of the majority respondents Neutral that Influence of price on purchase decision.
- It is found that 25.95% of the majority respondents Family Members that What are the source of our Brand information?
- It is found that 74.05% of the majority respondents yes that Do you buy only branded products?
- It is found that 80.92% of the majority respondents yes that Are you Price Sensitive consumer?
- It is found that 92.37% of the majority respondents yes that Do you experiment with different Brand?
- The p-value is 0.038 which is lesser than the alpha value (0.38), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.

- The p-value is 0.001 which is lesser than the alpha value (0.38), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Influence of brand name on purchasing decision
- At 5% level of significance and df (8) the table value is 15.586
Calculate value = 0.35 Significance value ($p=0.049$) < calculate value . Ho is accepted

5.2 SUGGESTIONS

- Consumer reactions suggests that adidas is the market leader among all its close counterparts in the sports shoe and apparel segments
- 34% market is still under its kitty
- After its sponsorship to major sports events and teams like soccer in Europe and cricket in India give it an extra edge
- People are still expecting something more from adidas
- Adidas is chasing its position most aggressive so now it requires maintain its position with new stuff
- 28% customers are still pro adidas believer.
- The new stuff of the adidas is attractive the customers more which might lead adidas at the top spot in the pack in coming financial year
- “The bottom line” of the market research speaks that branded shoes in India has been increasing on day-by-day basis that sounds goods for international as well as domestic market.

5.3 CONCLUSION

This study introduces a CBBPM to measure brand success. The results of the study show that brand equity, brand satisfaction, and brand trust are prominent variables in explaining brand loyalty—an important construct for a firm's success. These three constructs explain 68% (GBs) and 61% (PLs) of the variance in brand loyalty.

The CBBPM is interesting for researchers and practitioners beyond the apparel and sportswear industries.

In comparison to ADIDAS brand performance measures, it has the advantages of a parsimonious model with only four constructs, which are among the brand-related variables with most consumer behavior predictive power. Brand equity reflects the importance, value, and incremental utility that brands have for consumers. This concept has been validated by the literature and applied to products of different natures. Brand satisfaction represents the result of consumers' experiences with the brand in both functional and symbolic dimensions. Therefore, it plays an important role in the construction of strong brands in the long-term, regardless of the product category. Similarly, brand trust is a key variable for building long-term relationships between consumers and brands, and its positive influence has been found to cross product categories and brands in previous studies. Finally, the achievement of strong brand loyalty is one of the best outcomes to which a brand in any industry might aspire. Loyalty reflects the positive attitude of the consumer to continue purchasing and recommending a brand. It is a key construct that has been used in recent decades to show the success of brands in all product categories. Therefore, if all model variables have been positively associated with brand performance across product categories and brands, we can assert that the model presented in this study has a wide scope, which extends beyond the industries in which it has been validated.

APPENDIX - I (Questionnaire)

A Consumer-based Brand Performance Model for Assessing Brand success (ADIDAS)

1) NAME

2) AGE

- ☐ 18-25
- ☐ 26-30
- ☐ 30-35
- ☐ OTHERS

3) GENDER

- ☐ MALE
- ☐ FEMALE
- ☐ OTHER

4) EDUCATION QUALIFICATION

- ☐ DIPLOMA
- ☐ UG
- ☐ PG
- ☐ PHD & OTHERS

5) OCCUPATION

- ☐ STUDENTS
- ☐ SELF EMPLOYED
- ☐ PRIVATE SECTOR
- ☐ PUBLIC SECTOR
- ☐ OTHERS

Brand Equity:-

6) It makes sense to buy this brand instead of any other, even if they are the same.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

7) Even if another fashion or sportswear brand has the same features as this brand, I would prefer to buy this brand.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

8) If there is another fashion or sportswear brand as good as this brand, I prefer to buy this brand.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

9) If another fashion or sportswear brand is not different from this brand in any way, it seems smarter to purchase this brand.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

BRAND SATISFICATION: -

10) How satisfied with your brand

A) Highly Dissatisfied B) Dissatisfied C) Neither Satisfied Nor Dissatisfied D) Satisfied E) Highly Satisfied.

11) This Brand reached my expectation level.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

12) This brand is better when compared to others brands.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

13) This brand is of well-Priced.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

Brand Trust:-

14) I consider the company and people who stand behind this brand to be very trustworthy.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

15) In regard to consumer interests, this company seems to be very caring.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

16) I believe that this company does not take advantage of consumers

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

Brand Loyalty: -

17) I will recommend this brand to someone who seeks my advice.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

18) Next time I will purchase a clothing item from this brand.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

19) Even if another fashion or sportswear brand offers more attractive prices, I will continue to purchase this brand's products.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree

20) Do you buy only brand products?

A) Yes, always B) Never C) only when quality is important

21) Are you a loyal customer for the products you buy?

A) yes

B) No

C) may be

22) Are you a price sensitive consumer?

A) yes

B) No

23) Do you use product because they are most available?

A) yes

B) no

C) mostly

24) What influenced you to buy the above started brand?

A) Advertising B) Shop display C) Word of Mouth

D) Family/Friends/Relatives E) Attractive packaging F) Any Other.

25) Influence of brand name on purchasing decision?

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree.

26) Influence of price on purchase decision.

A) strongly agree b) agree c) neutral d) disagree e) strongly disagree.

27) What are the source of our brand information?

A) family members B) peers C) TV ads D) point of sales E) website F) others

28) Do you buy only branded products?

A) yes, always B) never C) only when quality is important

29) Are you a Price Sensitive Consumer?

A) yes B) no

30) Do you experiment with different Brand?

A) yes B) no

APPENDIX - II (Article)

A Consumer-Based Brand Performance Model for Assessing Brand Success (ADIDAS)

Dr. BHUVANESHWARI.G

V.K. GNANESHWAR

STUDENT, SCHOOL OF MANAGEMENT STUDIES, SATHYABAMA INSTITUTE
OF SCIENCE AND TECHNOLOGY, CHENNAI – 600119

DEAN, SCHOOL OF MANAGEMENT STUDIES, SATHYABAMA INSTITUTE OF
SCIENCE AND TECHNOLOGY, CHENNAI – 600119

Deanmanagement20@gmail.com

gnaneshkrish734@gmail.com

ABSTRACT

The aim of this study is to introduce a Consumer-Based Brand Performance Model (CBBPM) to measure ADIDAS brand success. The CBBPM consists of four critical constructs – brand equity, brand trust, brand satisfaction and brand loyalty – and is applied across different product categories and brands. In total, 881 consumers participated in the survey, and a structural equation modelling approach was employed to test the research hypotheses. The findings of the study suggest that the CBBPM is valid and reliable. Brand equity is positively associated with brand satisfaction, brand trust and brand loyalty. The positive effects of brand trust and brand satisfaction on brand loyalty are supported. The study suggests that the CBBPM should be used as a strategic brand management tool to track brand performance and to compare them with competing brands.

Keywords. Brand Performance Model, Brand Equity, Brand Satisfaction, Brand Trust, Brand Loyalty.

INTRODUCTION

Business performance is the actual work or output produced by a specific unit or entity in an organization. The term 'measurable performance' refers to the ability and processes used to quantify and control specific activities and events (Morgan 2004). Business performance measurement is one of the most important topics in the field of management because performance measurement systems are useful for assessing a firm's ability to exploit its resources and achieve the targets set for it by its owners, investors and customers. Performance measurement tools enable managers to set and monitor targets and achieve the desired performance levels (Simons 2000). As stated by De Chernatony *et al.* (2004, p. 28) 'business performance is strongly dependent on brand performance'. Brand performance is a relative measure of brand success (Ehrenberg *et al.* 2004). Moreover, brand performance measures enable brand managers to understand brand value and compare brand success across different markets (Chapman 1993).

As marketing practitioners are under pressure to demonstrate how marketing expenditure creates shareholder value, previous studies have used various financial and market-oriented brand performance metrics (e.g., sales growth, market share, return on investment, price premiums) (Doyle 2000). There is therefore no single measure that captures the depth and breadth of brand performance (De Chernatony *et al.* 2004). The consumer-oriented brand performance models employ measures related to consumer attitude and consumer opinion, and the financially-oriented approaches use tangible assets, past revenues and future earnings, which usually suffer from a significant margin of error. When brand managers compare the performance of their own brands with the performance of their competitors' brands, they have to estimate the competitors' financial performance values, and therefore the estimation is not always reliable. Therefore, some researchers have advocated the greater convenience of consumer-based brand performance measures (e.g., Johansson *et al.* 2012; Rust *et al.* 2004).

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OBJECTIVES OF THE STUDY

Primary Objective

To study the consumer-based performance model for assessing the success of the Adidas brand.

Secondary Objective

- To analyses the overall consumer-based brand equity
- To analyses the brand satisfaction
- To analyses brand's trust
- To analyses the brand's loyalty

RESEARCH METHODOLOGY

Statement of the Problem

The aim to study in addition to the brand performance measures introduced by academics, commercial research organizations have developed brand performance and brand valuation models based on financial metrics and market-and/or consumer-oriented measures. For example, Forbes employs financial performance measures such as revenue and return on investment (Bodenhause 2017). Others, such as Interbrand, Brands', Global Top 100 Brand Corporations and Brand Finance Global 500, utilize financial metrics as well as expert panels, consumer surveys, comparative market analyses and marketing budgets Brand performance models using consumer-oriented measures employ a wide range of variables such as brand equity, brand loyalty, brand purpose, brand experience, brand strength, and brand simplicity

RESEARCH DESIGN

The study uses a combination of descriptive and exploratory methods. The descriptive approach covered the description of phenomena or characteristics associated with CBBPM consumers, a description of the subject population, and the discovery of associations between brand equity and its variables. The goal of the descriptive study was to evaluate the different brand equity dimensions of

awareness, loyalty, perception of quality and associations with respect to different CBBPM brands.

POPULATION

The study is about A Consumer-based Brand Performance Model for Assessing Brand success (ADIDAS). Population of this study will be research acknowledges the importance of consumer-based performance measures for assessing brand success and brand valuation,

SAMPLE SIZE

Sample Size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 130.

SAMPLING DESIGN

Sampling is the process of selecting the sufficient number of elements from the population (the items selected technically are called Sampling).

This study adopted the technique of random sampling of convenience sampling method using MS Excel.

Random Sampling is a way of selecting a sample of observation from a population in order to make inferences about the population. For example, exit polls from voters that aim to predict the likely results of election.

SOURCES OF DATA

Primary Data

The primary data for this study is collected through questionnaire consisting of multiple-choice questions.

Secondary Data

The secondary data is collected by referring by websites, journals, articles and research paper.

PERIOD OF STUDY

The period of study is carried out from December 2020 to February 2021 which is three months of study.

STRUCTURE OF QUESTIONNAIRE

Multiple choice questions and Likert's scale questions.

ANALYTICAL TOOLS

- Correlation.
- ANOVA.
- Chi-square
- Regression

Software Tools

- ERP System: Enterprise Resource planning
- Microsoft Excel
- SPSS: Statistical Package for the Social Sciences

Methodology for process Improvement

- Lean Management: Kaizen Technique

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age and It makes sense to buy this brand instead of any other, even if they are the same.

H1 (Alternate Hypothesis): There is a significant difference between Age and It makes sense to buy this brand instead of any other, even if they are the same.

Showing Age and It makes sense to buy this brand instead of any other, even if they are the same.

Descriptive Statistics

	Mean	Std. Deviation	N
Age	1.30	.591	131
It makes sense to buy this Brand instead of any other, even if they are the same.	2.36	1.359	131

Correlations

		Age	It makes sense to buy this Brand instead of any other, even if they are the same.
Age	Pearson Correlation	1	-.182 [*]
	Sig. (2-tailed)		.038
	N	131	131
It makes sense to buy this Brand instead of any other, even if they are the same.	Pearson Correlation	-.182 [*]	1
	Sig. (2-tailed)	.038	
	N	131	131

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.038 which is lesser than the alpha value (0.38), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age and Influence of brand name on purchasing decision

H1 (Alternate Hypothesis): There is a significant difference between Age and Influence of brand name on purchasing decision

Showing this Age and Influence of brand name on purchasing decision

Descriptives

Influence of Brand name on purchasing decisions?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 25	100	2.46	1.374	.137	2.19	2.73	1	5
26 - 30	24	1.71	1.160	.237	1.22	2.20	1	4
30 - 35	6	1.50	1.225	.500	.21	2.79	1	4
Above 35	1	2.00	.	.	.	.	2	2
Total	131	2.27	1.359	.119	2.04	2.51	1	5

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Influence of Brand name on purchasing decisions?	Based on Mean	5.400	2	127	.006
	Based on Median	5.529	2	127	.005
	Based on Median and with adjusted df	5.529	2	106.471	.005
	Based on trimmed mean	6.575	2	127	.002

ANOVA

Influence of Brand name on purchasing decisions?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.809	3	4.936	2.783	.044
Within Groups	225.298	127	1.774		
Total	240.107	130			

Inference:

The p-value is 0.001 which is lesser than the alpha value (0.38), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Influence of brand name on purchasing decision

CHI SQUARE

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Are you loyal customer for the products you buy and this brand is of well-priced

H1 (Alternate Hypothesis): There is a significant difference between Are you loyal customer for the products you buy and this brand is of well-priced

Showing this Are you loyal customer for the products you buy and this brand is of well-priced

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Are you loyal customer for the products you buy? * This Brand is of well priced	131	100.0%	0	0.0%	131	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.586 ^a	8	.049
Likelihood Ratio	16.411	8	.037
Linear-by-Linear Association	4.207	1	.040
N of Valid Cases	131		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .73.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.345	.049
	Cramer's V	.244	.049
N of Valid Cases		131	

Inference:

At 5% level of significance and df (8) the table value is 15.586
Calculate value = 0.35

Significance value ($p=0.049$) < calculate value

Ho is accepted

REGRESSION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between How satisfied with your brand and the brand is of well-priced

H1 (Alternate Hypothesis): There is a significant difference between How satisfied with your brand and the brand is of well-priced

Showing this How satisfied with your brand and the brand is of well-priced

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.199 ^a	.040	.032	1.217	.040	5.345	1	129	.022

a. Predictors: (Constant), This Brand is of well priced

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.913	1	7.913	5.345	.022 ^b
	Residual	190.987	129	1.481		
	Total	198.901	130			

a. Dependent Variable: How satisfied with your brand

b. Predictors: (Constant), This Brand is of well priced

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.515	.212		21.317	<.001
	This Brand is of well priced	-.189	.082	-.199	-2.312	.022

a. Dependent Variable: How satisfied with your brand

FINDINGS

- It is found that 74.81% of the majority respondents are males.
- It is found that 76.34% of the majority respondents are between 18 to 25 years of age.

- It is found that 43.51% of the majority respondents have completed their post graduate degree.
- It is found that 35.11% of the majority respondents are working in Students
- It is found that 46.56% of the majority respondents agree that sense to buy this Brand instead of any other
- It is found that 45.80% of the majority respondents agree that Even if another Fashion or Sportswear Brand has the same features as this Brand, I would prefer to buy this Brand.
- It is found that 43.51% of the majority respondents agree that If another Fashion or Sportswear Brand as good as this Brand, I prefer to buy this Brand.
- It is found that 35.11% of the majority respondents Neutral that if another fashion or sportswear Brand is not different from this Brand in any way, it seems smarter to purchase this Brand
- It is found that 54.20% of the majority respondents satisfied that How satisfied with your brand
- It is found that 45.04% of the majority respondents agree that This Brand reached my expectations level.
- It is found that 43.51% of the majority respondents agree that This Brand is better when compared to others brands.
- It is found that 46.56% of the majority respondents agree that This Brand is of well-priced
- It is found that 46.56% of the majority respondents agree that I consider the company and people who stand behind this Brand to be very trustworthy
- It is found that 32.82% of the majority respondents neutral that In regards to consumer interests, this Company seems to be very Caring.
- It is found that 42.75% of the majority respondents agree that I believe that this Company doesn't take advantage of consumer
- It is found that 41.98% of the majority respondents agree that I will recommend this Brand to someone who seeks my advice.
- It is found that 45.80% of the majority respondents agree that Next time I will purchase a clothing items from this Brand.

- It is found that 38.93% of the majority respondents agree that Even if another fashion or Sportswear Brand offers, more attractive price, I will continue to purchase this Brand's products.
- It is found that 46.56% of the majority respondents yes that Do you buy only Brand products
- It is found that 81.68% of the majority respondents yes that Are you price sensitive consumer?
- It is found that 70.23% of the majority respondents yes that Are you loyal customer for the products you buy?
- It is found that 65.65% of the majority respondents yes that Do you use product because they are most available?
- It is found that 42.75% of the majority respondents Advertising that What influenced you to buy the above started Brand?
- It is found that 49.62% of the majority respondents agree that Influence of Brand name on purchasing decisions?
- It is found that 32.82% of the majority respondents Neutral that Influence of price on purchase decision.
- It is found that 25.95% of the majority respondents Family Members that What are the source of our Brand information?
- It is found that 74.05% of the majority respondents yes that Do you buy only branded products?
- It is found that 80.92% of the majority respondents yes that Are you Price Sensitive consumer?
- It is found that 92.37% of the majority respondents yes that Do you experiment with different Brand?
- The p-value is 0.038 which is lesser than the alpha value (0.38), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and stress level of employees.
- The p-value is 0.001 which is lesser than the alpha value (0.38), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Influence of brand name on purchasing decision
- At 5% level of significance and df (8) the table alue is 15.586 Calculate value = 0.35 Significance value (p=0.049) < calculate value . Ho is accepted

CONCLUSION

This study introduces a CBBPM to measure brand success. The results of the study show that brand equity, brand satisfaction, and brand trust are prominent variables in explaining brand loyalty—an important construct for a firm's success. These three constructs explain 68% (GBs) and 61% (PLs) of the variance in brand loyalty.

The CBBPM is interesting for researchers and practitioners beyond the apparel and sportswear industries.

In comparison to ADIDAS brand performance measures, it has the advantages of a parsimonious model with only four constructs, which are among the brand-related variables with most consumer behavior predictive power. Brand equity reflects the importance, value, and incremental utility that brands have for consumers. This concept has been validated by the literature and applied to products of different natures. Brand satisfaction represents the result of consumers' experiences with the brand in both functional and symbolic dimensions. Therefore, it plays an important role in the construction of strong brands in the long-term, regardless of the product category. Similarly, brand trust is a key variable for building long-term relationships between consumers and brands, and its positive influence has been found to cross product categories and brands in previous studies. Finally, the achievement of strong brand loyalty is one of the best outcomes to which a brand in any industry might aspire. Loyalty reflects the positive attitude of the consumer to continue purchasing and recommending a brand. It is a key construct that has been used in recent decades to show the success of brands in all product categories. Therefore, if all model variables have been positively associated with brand performance across product categories and brands, we can assert that the model presented in this study has a wide scope, which extends beyond the industries in which it has been validated.

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