

Impact of brand loyalty on sportswear customers --A case study of Adidas

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Abstract

Brand loyalty creates long term relationship between customer and brand. The purpose of this paper is to identify impact of brand loyalty on Adidas customers. As a sportswear brand, Adidas requires to offer competitive marketing mix comprises of high product quality, competitive price, attractive promotion mix, convenient environment, efficient service, strong brand image, diversified style to customers with a view to making them satisfied and loyal. To reveal how these factors influences customers of Adidas to get loyal, conducted a structured survey on 100 customers in there different stores of Adidas in Stratford, London. The survey comprises of eight sections and responses are collected in 5 point Llikert Scale. Deductive research approach and quantitative research strategy is chosen for conducting this research. Different statistical analysis such as percentage, mean, mean average, Cronbach's, Alpha, ANOVA, Pearson correlation is conducted. The research found that in the British environment there are six important factors of brand loyalty that are; name of the brand, quality of product, price, promotion, service quality and environment influences the customers significantly to get loyal towards Adidas sportswear.

Keywords

Brand Loyalty, Customers, Adidas.

1. Introduction Research

Background

In every part of the world consumers always tend to choose different services and products without knowing much about that product's specification and the proper usage of that product. Consumers are purchasing intentionally different brands which they haven't used before. In some cases, they buy without having much understanding about that new product. Besides it is very hard to understand for every consumer about the characteristics of that new product or service and this causes perplexity among the purchasers for obtaining information about a new company which has entered into the market recently. For instance, it will take huge time for the customers to understand when any new local company enters into the market rather gaining much knowledge about the characteristics and usefulness of that product (Ray 2003). Consumer behaviour is a comprehensive learning of knowing what people purchase, how usually they purchase, what time consumers want to buy in addition to most importantly why customers purchase (Kotler 1994).

Rationale of the Research:

There is relationship between customers'satisfaction and brand loyalty. To create loyal customer base, firm need to pay high attention on customer preference over time. A brand need to offer competitive marketing mix that is regarded to the customers as better than competitor competing in the same

industry and that mix influences customers to get to that particular firm. This paper will reveal how brand loyalty influences customers in sportswear industry. Customers' demand and preferences are highly flexible particularly in fashion industry. Customers' preferences also depended on social background, age, gender, income, race and some other diameters. To understand brand loyalty, a researcher need to critically analyse and study different customer choice related issues. By explaining those issues, a researcher now can simplify the influence of brand loyalty on Adidas customer to different stakeholders of the company and this research.

Statement of the Problem

This study mainly spotlights on different features of brand loyalty building among the sportswear customers and how recent strategies on marketing are used in the industry of clothing companies. Classically public relations and marketing professionals think branding and use of mass media as a great way for increasing the visibility of brands which allow them to show up and build loyalty among the consumers is to be said brand. According to Ross and Harradine (2007), brand is an identifiable product, service, place or person which is augmented in such a process that the user or buyer pick out unique added value which relevantly equivalent with their intended need most strongly. In addition, to face the competition the results of sustaining these added values help the firm largely.

A customized marketing strategy that changes by each diverse type of loyalty is entirely required for increasing customer loyalty (Kwang-Ho et al. 2011). For the sportswear customers a longer lasting brand loyalty can be made by using a kind of grass root customer marketing in place of mass media marketing. This paper will try to reveal how different marketing strategy of Adidas can create more loyal customers.

Research Aim:

The aim of this paper is to analyse various factors of brand loyalty that persuade customers of sportswear in Adidas.

Research Objective:

To develop loyal customers group, a sportswear company need to offer satisfactory marketing mix for customers that comprises different factors such as better product quality, enhanced service quality, comfortable store environment, attractive promotion, reputed brand name, diversified style, competitive price etc (Yee and Sidek 2011). So, all these factors influence customers to get loyal toward a sportswear brand. Now, the researcher intend to identify what factors actually influences customers of Adidas to get loyal and how, with a view to fulfilling this intention he has identified following broader objective;

To identify and critically evaluate factors influencing brand loyalty in sportswear company particularly brand loyalty of Adidas customers

To identify and critically evaluate relationship between price and brand loyalty in Adidas

To identify and critically evaluate relationship between product quality and brand loyalty in Adidas

To identify and critically evaluate relationship between brand image and brand quality in Adidas

To identify and critically evaluate relationship between promotion and brand loyalty in Adidas

To indentify and critically evaluate relationship between service quality and brand loyalty in Adidas

To indentify and critically evaluate relationship between store environment and brand loyalty in Adidas

To indentify and critically evaluate relationship between style and brand loyalty in Adidas

To recommend strategy to improve brand loyalty in Adidas.

Organization Background

Adidas is one of the largest and very popular sports brands in all over the world. After the Nike Company, Adidas ranks second in the sports products. Adidas is manufacturing a large variety of sporting equipments, shoes and apparels and numerous types of sports products.

Adidas is a German multinational company based in Herzogenaurach, Bavaria, Germany. Adidas wants to help everyone play better from famous athletes to school kids. This company sells these items in more than 170 countries directly. On December 31, 2012 the Adidas group employed 46,306 people, every year this company is getting a big turnover which amounts near about 6 billion Euros. From this data we can easily understand that it is one of the biggest, dependable and most exclusive companies in the world. The Adidas company's history is very unusual and unpredictable. No one could even picture that it will reach such heights during the time of its formation. At the beginning, it was opened by two brothers Adolf Dassler and Rudolf Dassler. Formerly it was a shoe factory in Germany. After the end of World War II, in 1947, 2 brothers became separated and a new company came which became known to all over the world. Adolf named it Adidas which is a abbreviation of Adi Dasler and his brother Rudolf Dassler also opened a company which is now also eminent and named it Puma. Both of these two companies became very popular and had a everlasting rivalry in the sportswear market. Adidas has a unique emblem which is three parallel strips. In the past, it produced only footwear and sneakers and now it produces an array of sporting goods such as track suits, different accessories and many more. Products which are seen by this cool logo are always characterized by best quality, practicality and reliability because this Company issues warrant for every product's model.

Though things produced by this company are trendy and stylish but most importantly they are valued for their functional factor. There are many prominent athletes who use the products of Adidas Company because the commodities that Adidas produce are some of the finest in this world. Celebrated people who choose the Adidas: Muhammed Ali, David Beckham, Michel Platini , Zinedine Zidane, Stefan Edberg, Steffi Graf, Joe Frazier, Gunda Swann. Adidas has its own slogan which is- "Impossible is possible". Like their motto this company has made possible lots of unthinkable events with its triumphant march and which has changed the fortune of many people.

Research Structure

Table 1.1: Research Structure

Chapter Name	Description
Introduction	This chapter provides a brief description and outline of the research. Under this chapter researcher described background of the research, rationale of the research, statement of the problem, research aim, objectives, questions, organization background and research structure.
Literature review	This chapter provides insight about brand loyalty and factors of brand loyalty. Based on theory derived after critical review of literature, researcher developed hypothesis at the end of this chapter.
Methodology	This chapter deals with the methods chosen to conducts the whole research. This chapter includes, research approach, research strategy, theoretical framework, data collection method, research instrument, data analysis, ethical consideration, and limitations of research.
Analysis	This chapter analysed data as per result obtained from survey data. Percentage, mean, mean average, C'Alpha, ANOVA, Pearson correction are presented in different tables and analyses critically.

Findings & Conclusion	This part provides insight about findings of analysis as well as conclusion, recommendation, further research scope and quality aspect of this paper.
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2. Literature Review:

Brand Loyalty

Brand loyalty has many operational definitions. Normally, brand loyalty is defined as how strong customer's preference is towards a brand comparing to similar options available in the market. This is often determined based on price volatility or repeat purchase behavior (Brandchannel.com, 2006). Anyway, according to Kasper and Bloemer (1995) actual brand loyalty have six necessary factors that are:

- 1) the non-random (that is biased);
- 2) behavioral expression or purchase;
- 3) over time response;
- 4) decision-making units;
- 5) out of a set of such brands the comparison of comparing to one or more alternative brands;
- 6) a function of psychological processes.

When customers have a high relative attitude toward the brand the actual brand loyalty exists that is and repurchase behavior show that. Firms can consider This kind of loyalty is a great asset for firms because of customer's willingness to pay higher prices, less cost of serving and opportunity of bringing new customers to the firm (Sasser and Reichheld, 1990). Brand loyal customers do not try any kind of evaluated approaches, the known brand is simply chosen by them in terms of some positive evaluations about it. Experience of past with the certain brand under consideration stems this overall positive evaluation on the brand.

On the other hand, in line with Fournier (1998), factors leading towards durability as well as stability of the relationship between consumers and the brand/s over time period. She investigated that the six factors lead towards maintaining a strong brand relationship. These six factors are: self-connection, passion and love, commitment, interdependence, brand partner quality and finally, intimacy. Fournier also revealed that through significant brand as well as actions of consumers, the quality brand relationship can be evolved. Hence, the reciprocity principal is applicable in case of quality brand relationship. This principal is applicable in case of all other relationships. The essence of reciprocity principal is that if someone treats the brand well by the way of becoming loyal to that brand, then the brand will also repeat it by becoming faithful to its customers. This notion is also related with the example of sportswear industry. In sportswear industry, customers get loyal to the specific sportswear stores as they mean that store will behave them well by becoming available when their customers need them and by providing more personalized coffee.

Factors of Brand Loyalty

Customers' brand loyalty towards particular sportswear brands is influenced by seven factors (Lau et al. 2006). The factors includes: name of brand, quality of product, style, price, environment of store, promotional activities and quality of service.

Brand Name

Popular brand names can propagate higher recall of advertised benefits and more product benefits than brand names which are not popular (Keller, 2003). Alternatives are available and different unfamiliar brand names in the market. Major famous brand names are trusted by customers. Customers are attracted by famous brand images and brand names that lead them to purchase repeatedly the brand and reduce switching behaviors related to price (Foster and Cadogan, 2000). Again, links to the brand's self -representing utilities of differentiation are given by brand personality.

This is crucial for brands that are consumed in a social setting and have minor physical differences where a visible image is created about the customer by brand itself.

In contrast, to facilitate customer recognition, fashion press and fashion magazines reinforce better pictures and describe the designer's collections to the total extent (Colborne, 1996). Generally customers have ability to evaluate every product and brand name attributed (Keller, 2003). Undoubtedly, this information is mandatory for marketing managers for taking information based decisions about differential advantages, repositioning of product and positioning of product.

Quality of product

Quality of product includes the functions and features of a service or product that carries on its capability to satisfy implied or stated needs. In other sense, or "conformance to requirement" or "fitness for use" define the product quality (Russell and Taylor, 2006).

Depending on the touchable quality of the product sold, customers can switch among different brands or repeatedly purchase from single brands. According to Frings (2005), the elements of quality of product of fashion products consist of measurement of size, fitting or cutting, the performance of the product, color, material and function. Fitting is an important thing in garment selection because the customers' general appearance is ideally increased by some fitted garments such as aerobic wear and swimsuit.

Price

Customer consider price as the most important factor (Cadogan and Foster 2000). As customers who are highly brand loyal are ready to pay a additional price for their favourite brand, price can not affect their purchase intention easily.

Style

Style can be described as visual outlook including line, silhouette and other details by which customer's perception is affected to the brand (Frings, 2005). Style is a created list of clothing approaches that is and has been collected (Littrell and Abraham, 1995). Customers' evaluation relies on the customers' level of fashion awareness, so condition of judgment is their opinion of what is fashionable currently. Fashion conscious and loyal customers are attracted by brands that supply stylish sportswear. Fashion followers and leaders generally buy and repeatedly continue to purchase highly fashionable fashion garments in stores. They and their ego achieve satisfaction by wearing the latest style and fashion.

Store Environment

According to Omar (1999), store longevity and retail marketing success is dependent on the store environment most significantly. Brand loyalty is affected by favorable approaches of the store which includes in-store stimuli, layout of store and location of store to some extent. Number of outlets and store location are important in changing customer pattern of buying. Highly accessible store and satisfactory service to customers can create loyal customers (Evans et al., 1996). Therefore, customer's decision making is influenced by a store's atmosphere which is one of the factors.

Promotion

Promotion is a kind of communication with customers which is a marketing mix component. The use of sales promotions, advertising, publicity and personal selling is included in promotion. According to Evans et al., 1996, definition of advertising is an impersonal information representation in mass media regarding a product, store, company or brand. Customers' beliefs, attitudes and images to brands and products are greatly affected and their buying behavior is influenced by it. Promotion, especially by advertising, can assist setting perceptions or ideas in the customers' minds and assist distinguishing products among other brand's products.

Quality of service

In which customers' expectations is corresponded and that satisfies their requirements and needs is defined as quality of service (Gronroos, 1990). One type of personal selling is quality of service that

involves direct communication between potential buyers and salespeople. When customers are assured of definite privileges of service and like the provided service, they like to shop at certain stores.

3. Methodology

In this study different criteria and guidelines of logical research methodology has been maintained. In this chapter of this paper we will demonstrate the precise methodology that was followed to facilitate this research ahead.

Research Approach:

In this stage of a research paper we have to make decision what are basis of chosen theory which may be found either by learning or included in that specific literature. Here we can follow a inductive approach or deductive approach. In an inductive approach one needs to gather data, then scrutinize it and lastly develop a proper theory based on the outcome of the analyzed data. In a deductive approach one need to develop a hypothesis from the relevant theory and develops analysis strategies for testing the hypothesis in order to accept otherwise to refuse it. (Saunders et al. 2009, page: 124).

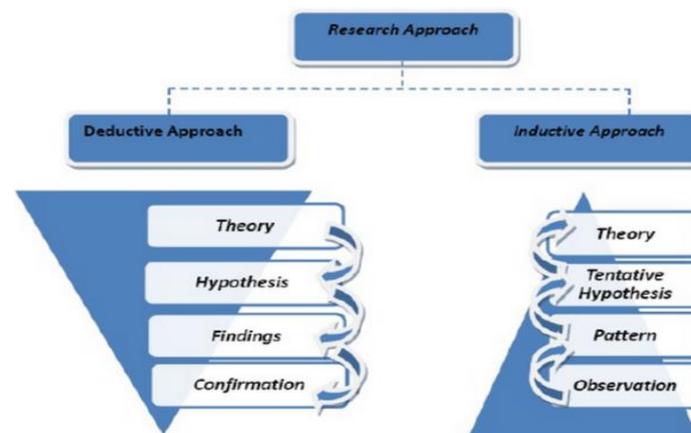


Figure 3.1: Research Approach

This paper has chosen deductive approach as it firstly builds up hypothesis from a recognized theory, secondly expresses the hypothesis in prepared terms, thirdly conducts hypothesis testing, next analyses the specific results of that inquiry and finally confirmed targeted theory on the basis of the findings or results of the test. Here highly structured methodology has been made to support imitation for making high level of reliable guarantee to follow deductive approach.

Research strategy:

Bryman & Bell defined research strategy as a general orientation to the performance of conducting a business research. There are mainly two different types of research strategy which are quantitative and qualitative research. Both qualitative and quantitative researches are diverse from each other not only on the basis of ontological and epistemological foundations but also on the basis of quantification and measurement of the results (Bryman & Bell 2007, page- 28).

Quantitative research:

Quantitative research is generally exercised in deductive approach. The aim of the quantitative study is to do a test of a hypothesis for establishing a theory. The result of quantitative research analysis is mostly in numbers and quantify. One more characteristic of this kind of research is sample size is extremely large here. In quantitative research there is a very low level of chances of biasness in the explanation from the researchers since here statistical methods are used largely for analyzing the results.

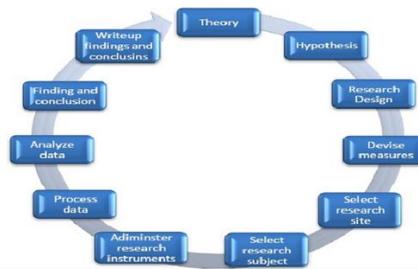


Figure 3.2: Quantitative research

This paper is quantitative research for total 11 reasons which include everything from theory building to the last step of writing the findings and conclusions.

Qualitative research:

Qualitative research is totally the opposite picture of the quantitative research in nearly every aspect of comparison. In inductive research we mostly use qualitative method where on the basis of research observation we try to generate a theory, (Bryman & Bell 2007, page: 28).

Table 3.1: Quantitative vs. Qualitative research

Research Aspect	Quantitative Research	Qualitative Research
Scientific Method	Deductive	Inductive
Nature of reality	Objectivist	Constructivist
Research objective	Description, explanation and prediction	Description, exploratory and discovery
Nature of observation	Narrow angle focus lens	Wide angle focus lens
Form of data	Quantitative data	Qualitative data
Sample Size	Large sample	Small sample
Data analysis	Statistical tools	Search for patterns, themes and holistic features
Results	General findings	Particular findings
Conclusion	Statistical report	Narrative report

This study has used quantitative research rather qualitative research. This research mainly focuses with numbers in addition to comprehensive use of ratios to calculate as well as explore these figures along with numbers. Researcher has selected deductive approach that is directly related with quantitative research strategy and in previous section researcher has argued behind its selection. Researcher has selected this strategy keeping in mind the research questions and objectives.

Theoretical Framework

Theoretical framework of a study is based on secondary data. Theoretical framework is designed base on literature reviewed that provide full insight in understanding of research questions and solving them (Collis & Hussey 2009). The theoretical frame work of this research is as follows

Table 3.2: Theoretical Framework

Diameter	Description
Price	Price is the money spent to purchase a product. When a customer gets loyal to specific product, price does not obstruct him to purchase but to create loyal customer a brand need to offer quality product providing superior value for money.
Promotion	Promotion is attracting customers towards a product using different media of promotion. Attracting advertisement and

	attractive window display in store promote a customer to purchase sportswear.
Style	Visual appearance of a produce that creates affection to customers influencing him to purchase is termed as style. In case of fashion brand, different trendy, fashionable and flexible style with exclusive attributes that suits best with consumers' look are significant features of styles that results in brand loyalty toward a particular fashion brand.
Service quality	Service quality refers to that service which meets customer need and satisfies them. For providing quality service that create loyal customers, Sportswear brand need to train sales personnel well who should be eager to help customers, should be polite and friendly, should pose sober appearance.
Store environment	Store environment internal is layout of stores and facilities offered by an entity that help to make customers to become loyal towards specific brand. Store location, number of stores, interior design and look, and in-store stimuli are significant components of store environment influencing brand loyalty.
Product quality	Product quality is features and attributes of a product or service that has the ability to satisfy customers' requirement. Product quality that affects brand loyalty of Adidas customers includes durability and performance of fabrics, colour, size, cutting, finishing, functional quality, and comfort features of sportswear.
Brand name	Brand name is the establishment and nourishment of identity, image, and quality over the long period of time. Attributes of brand name in case of Adidas sportswear includes good reputation, attractive brand image, representation of personality and aristocracy and offering high quality products at high price gripping economics of scales that ultimately results in brand loyalty.

Data is called the foundation of information from where researchers try to find required information for answering the questions mentioned in the research (Rubin, R.B. et al. 2010). To collect pertinent information researchers use mainly primary and secondary sources of data. Primary data is collected or perceived straight from the first time experience. This researcher collected primary data from structured survey with customers of Adidas who were briefed on the purpose of the study. To collect secondary data researcher has gone through books, articles, journals, and exclusive web-based data.

Sampling technique:

Sample is a subset of total population which is selected for representing the whole population with the help of statistical inference and making judgment from the entire population on the basis of that chosen sample. There are mainly two types of approaches for sampling the first one is probability and the other one is non probability approach (Bryman & Bell 2007, page: 182).

In the probability sampling approach every unit of population has the equivalent possibility of being chosen which are included in the sample and their possibility of selection is always greater than zero. This sampling approach eliminates any types of biasness in the sample selection process and diminishes the chance of sampling error. In non probability sampling approach possibility of choice of elements is not recognized and some population elements have no probability of being selected as a sample of that population (Swisher 2010). This researcher used simple random sampling because this sampling is most representative of total population where everyone of the population has equal chance of selection.

The Sample

Respondents are comprises of multiple ethnicity, namely British, other European, Chinese, Indian and USA, who were selected from three stores located in Stratford, London UK. These stores were selected because those were larger stores in this district compared to other stress. Sample size is 100 respondents including both man and woman. The survey is conduction over time frame of 15 days and researcher went personally to targeted respondents in different three targeted location. 100 sets of survey questionnaires were distributed among respondents in Stratford, London UK and data is collected in Likert Scale. The demographic profile of all respondents is presented in table 3.2.

Table 3.3: Demographic profile of the sample

Diameters	Range	Valid Respondents	Percentage
Gender	Male:	65	65.0
	Female:	35	35.0
Races	British	35	35.0
	Other European	24	24.0
	Indian	16	16.0
	Chinese	12	12.0
	USA	13	13.0
Age	18-22:	28	28.0
	23-27:	51	51.0
	28-32:	12	12.0
	32 and above:	9	9.0
Educational qualification	Bellow High School	14	14.0
	High School/College	21	21.0
	Undergraduate	36	36.0
	Postgraduate	23	23.0
	PhD	6	6.0
Income:	£10,000 and bellow	45	45.0
	£10,001-15,000	20	20.0
	£15,001- 20000	21	21.0
	£20,001-25,000	9	9.0
	£25,001 and above	5	5.0

The structure of the questionnaire is clear, easy to understand, and straightforward to ensure that the respondents could answer the questions with ease.

Research Instrument

A research instrument is tools that are used to measure a given phenomenon. Interview, survey, paper and pencil tests are the examples of research instrument. This researcher uses survey research tool to measure the impact of brand loyalty on customer of Adidas. A self-administered questionnaire in

English was developed and divided into eight sections: product quality, price, promotion, service quality, store environment, style, brand name and demographic characteristics.

Data Analysis

Descriptive analysis is used to analyze the background as well as the respondents' profiles pertaining to their evaluation of brand loyalty. The common measures such as the total, mean, frequency and percentage are used to analyze the data gathered through the questionnaires. Frequencies such as mean and percentage analysis were used to obtain the factors that influenced respondents' brand loyalty.

Ethical consideration:

The researcher ensures that human participant this research will not be harmed psychologically or physically. Participants in this research are voluntary and subject and purpose of the research are informed to them. The researcher has not any intention to misinterpret responses collected from participants. The researcher will also secure participants privacy and confidentiality.

Limitations:

Major limitation of this paper is that results of this paper are based on responses collected from survey on customers and analysis and findings will be based on customers' opinion what may differ from management point of view. This researcher assumes that respondents answered accurately and correctly. Survey uses five points Likert scale to record customers' opinion that is not absolute measure of human feelings but only a comparative measure. This paper has chosen sample of 100 responses because of time limitation and cost effectiveness though researcher intended to survey higher reflective sample of the population. There is words limit too.

4. Critical Analysis

This chapter analyses data collected from sample survey on customers. For analysing data different data analysis tools such as percentage, mean, mean average, Cronbach's Alpha, ANOVA, Pearson correlation are used based on methodology has just developed.

Product Quality

Product quality indicates features and attributes of a product and service that has the ability to satisfy customer needs. Product quality that affects brand loyalty of Adidas customers includes durability and performance of fabrics, colour, size, cutting, finishing, functional quality, and comfort features of sportswear.

Style

Style is visual appearance of a produce that creates affection to customers resulting in purchasing decision. In case of fashion brand, different trendy, fashionable and flexible style with exclusive attributes that suits best with consumers' look are significant features of styles that results in brand loyalty toward a particular fashion brand.

Brand Name

Brand name is the development and nourishment of identity, image, and quality over the long period of time. Attributes of brand name in case of Adidas sportswear includes good reputation, attractive brand image, representation of personality and aristocracy and offering high quality products at high price gripping economics of scales that ultimately results in brand loyalty.

Store Environment

Store environment implies the surroundings of building and facilities offered by an entity which creates loyalty towards a specific brand. Store location, number of stores, interior design and look, and in-store stimuli are significant components of store environment influencing brand loyalty.

Service Quality

Service quality refers to that service which is in line with customer expectations and that satisfies customer's required demand. For providing quality service that create loyal customers, Sportswear

brand need to train sales personnel well who should be eager to help customers, should be polite and friendly, should pose sober appearance.

Promotion

Promotion is marketing communication mix that referred as communication with customer through push or pull marketing. Attracting advertisement and attractive window display in store promote a customer to purchase after that (s)/he becomes loyal if (s)/he gets satisfied.

Price

Price is vital factor to measure brand loyalty as high loyal customer is less price sensitive and less loyal customer is high price sensitive. When a customer gets loyal to specific product, price does not obstruct him to purchase but to create loyal customer a brand need to offer quality product providing superior value for money.

Table 4.1: Responses in percentage

			5	4	3	2	1
Product	Q.01	Adidas products last longer compared to other brands	33	35	20	8	4
	Q.02	The materials used by Adidas are comfortable.	36	33	19	9	3
	Q.03	Adidas has products of diverse colour.	34	32	20	10	4
	Q.04	The products of Adidas have good functional quality.	34	32	20	10	4
Style	Q.01	Adidas has different styles.	34	31	22	9	4
	Q.02	Product styles of Adidas do suit me well.	36	33	17	8	6
	Q.03	Product styles of Adidas have exclusive attributes.	32	31	22	10	5
	Q.04	Product styles of Adidas are fashionable and trendy.	32	32	20	10	6
Brand Name	Q.01	Adidas is a well reputed brand.	30	33	23	10	4
	Q.02	Brand Image of Adidas encourages me to purchase.	31	35	22	7	5
	Q.03	I do choose Adidas regardless of price.	24	29	25	12	10
	Q.04	Adidas represents my own aristocracy and personality.	29	32	21	10	8
Store Environment	Q.01	Adidas stores located at convenience places.	29	33	24	9	5
	Q.02	Outlets of Adidas are sufficient.	33	33	17	11	6
	Q.03	Interior exhibit of Adidas stores are nice-looking.	28	30	19	15	8
	Q.04	Music and Colour inside Adidas outlets are pretty. 26 27 22 16 9	26	27	22	16	9

Service Quality	Q.01	Salesperson in Adidas stores is trained well.	30	32	18	13	7
	Q.02	Salesperson in Adidas stores is eager to help.	28	29	20	16	7
	Q.03	Salesperson in Adidas stores is polite and friendly.	28	30	18	14	10
	Q.04	Salesperson in Adidas stores shows sober appearance.	27	28	19	17	10
Promotion	Q.01	Advertisements of Adidas are attractive.	29	31	19	13	8
	Q.02	Advertisements of Adidas promote me to purchase.	28	30	20	13	9
	Q.03	Window displays in Adidas stores are attractive.	26	29	20	14	11
Price	Q.01	Increase of price does not obstruct me to purchase.	23	25	23	17	12
	Q.02	Adidas provides superior value for money.	26	29	20	15	10

Cronbach's Alpha

The result of Alpha varies from 0 to 1 where 1 represents the highest internal reliability and 0 represents the lowest internal reliability. According to Garson (2002), standard Alpha score is 0.7 or above though some researchers consider 0.6 as standard score. After testing seven independent variables as factors of brand loyalty, this observed that all variables are resulted internally reliable and scored above standard of 0.7. This is also observed that components of all dimensions of brand loyalty resulted Alpha score of 0.7034 which is above the standard.

Table 4.2: Reliability Analysis (Cronbach's Alpha) of Factor of Brand Loyalty

Independent Variables	Alpha
Product Quality	0.7545
Style	0.7352
Brand name	0.7631
Store Environment	0.7389
Service Quality	0.7243
Promotion	0.7498
Price	0.7124
Brand Loyalty	0.7034

Hypothesis Test

Table 3 represent the result of hypothesis test. The research results show that customers favour Adidas when they observe function or benefits derived from sportswear is positive and this satisfaction influence them to favour the brand (Emadzadeh & Derakhshide 2012). For measuring relationship between the brand loyalty diameters and brand loyalty, significance of relationship among them is

measured. The correlation of $r=0.302$ is considered a reasonable correlation (Cohen 1988). The result shows high correlations among variables of brand loyalty and brand loyalty presented in Table 6.

Table 4.3 Significance of brand loyalty factors with brand loyalty

Variables	Pearson Correlation	Sig. (2-tailed)a
Product quality	.701	.001
Style	.538	.169
Brand name	.602	.003
Store environment	.785	.002
Service quality	.631	.000
Promotion	.788	.005
Price	.856	.001

5. Conclusion

The research was conducted with the objective of finding the impact of brand loyalty on sportswear customers particularly on customers of Adidas brand. Brand loyalty is vital for a firm because it ensures that customers will keep in mind its product and ensures that they will not shift to other brand's product.

From the research we found that gaining and maintaining customer's loyalty is not easy. There are many forces that lead customers away like such as competition, customers' interest for variation and so on. According to the implications of the study, it is found that in the British environment there are six important factors of brand loyalty appropriate for the environment that are; name of the brand, quality of product, price, promotion, service quality and environment of Adidas. To convert a general customer loyal customer to a brand, quality of product is a crucial factor. It is noticed that quality of product is also a significant factor in some countries like Hong Kong and Malaysia.

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