

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

Consumer Behavior – Online Shopping in India

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DIPLOMA THESIS ASSIGNMENT

Dipankumar Patel, BE (mechanical)

Economics Policy and Administration
Business Administration

Thesis title

Consumer Behavior – Online Shopping in India

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Consumer Behavior, related to online shopping. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60-80 pages

Keywords

consumer behavior, on-line shopping, marketing, marketing mix

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Declaration

I declare that I have worked on my diploma thesis titled “Consumer behavior – Online shopping in India” by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any other person.

In Prague on date of submission

**DIPANKUMAR
PATEL**

Acknowledgment

Before beginning, I would like to thank my supervisor Michal Chocholoušek's support for his coaching and leadership in this study. As a consultant, he supported me with his unfailing support and advice during the project. And the whole faculty of economics and management for supporting me in every situation of my whole study period. Without their contribution towards the project through constant help and support at each stage of the research, I would not have been able to complete my research.

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Abstract

The research discusses a critical topic of market analysis for Adidas. Initially, the company dealt only in sports industry products. However, at the later part they have introduced men's grooming products like shower gel, Aftershave, Facials cream, Deodorant, Shower gel, and face wash. The prospect of this company to trade in the Indian market is studied in the current research. The potential of the research to reach to the right outcome is enhanced by the data collected through both primary and secondary methods. Literature review and thematic data collection have helped in producing an in-depth knowledge on the issues, challenges and opportunities of the men's grooming industry as a whole and also the scope of Adidas to perform in this market by analyzing the operations they conduct in Prague. While on the other hand, the interview has provided data about the contemporary market.

Keywords: Advertising, Sales Promotions, Impact, Influence, Consumer behavior, marketing, Adidas, India, strategies, target market.

Abstrakt

Výzkum pojednává o kritickém tématu analýzy trhu pro Adidas. Zpočátku se společnost zabývala pouze produkty sportovního průmyslu. V pozdější části však představili pánské přípravky na péči o vlasy, jako je sprchový gel, voda po holení, krém na obličej, deodorant, sprchový gel a mytí na obličej. Vyhlídky této společnosti na obchodování na indickém trhu jsou studovány v aktuálním výzkumu. Potenciál výzkumu dosáhnout správného výsledku je zvýšen údaji shromážděnými jak primární, tak sekundární metodou. Recenze literatury a sběr tematických dat pomohly získat důkladné znalosti o problémech, výzvách a příležitostech odvětví péče o muže jako celku a také o rozsahu, který má Adidas na tomto trhu na základě analýzy operací, které provádějí v Praze. Na druhé straně rozhovor poskytl údaje o současném trhu.

Keywords: Reklama, podpora prodeje, dopad, vliv, chování spotřebitele, marketing, Adidas, Indie, strategie, cílový trh.

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1 Chapter: Introduction

Background of Research

The business ventures of Adidas in India go as back as the previous last decade of the previous century. Initially, the company started its Indian expansion by collaborating with Magnum Trading. Later, the 100% claims of the subsidiary became reserved with the parent company of Adidas. Currently the business sells products to the Indian market through three lines of products. These include Adidas, Maxfli, and TaylorMade (Akter *et al.* 2019). However, the shower gel it is planning to launch would come to the market as a product of the Adidas line itself. The shower gel will be available as a unisex variant so that both male and female customers can be attracted.

Objectives

In this light, the objectives of the research are as follows:

1. To analyze the possible marketing strategies for Adidas in the Indian market
2. To estimate the costs and benefits, which await the company in the Indian market
3. To suggest effective methods of marketing that can be crucial in making the shower gel preferred by both the existing and potential customers of the company

Research Significance

The significance of this research lies in the broader dimension of the study undertaken. Although chiefly the research is conducted based on the specific product launch of the company Adidas, in this connection, inherent market-related factors and their implication on the online businesses of companies are assessed. Thus, the basic scenario concerning the e-commerce sector of India could be clarified, with special reference to the trends of promotions (Holtbrügge & Schuster, 2017). Besides, the mindset of the customers could also be comprehended in terms of the first-term data collection. All these factors may culminate to enable the research to encompass a broad arena of concepts and practical situations in relation

to the product marketing requirements of the brand Adidas. Further, the significance of the study also lies in providing strategic support to those companies that are trying to test the Indian market through expansionist ventures. Here, the appropriate strategic direction for marketing body care essentials will be clarified through the course of the study. Thus, it can be safely noted that the significance of the research inherently lies in its approach to understanding various aspects of online shopping as they are applicable in the context of the Indian market.

Conceptual Framework

Following is the viable research framework that would allow the research to develop on certain specific grounds to derive the right outcome. This framework is particularly based on the notion that customer attitudes towards the brand simultaneously with the image of the brand and performance of specific products, affects customer purchasing decision. Effective strategic moves for handling both the dimensions are capable of driving improvement in e-commerce market share through online shopping. The conceptual framework for the research, which is formulated based on the objectives and outcomes are as followed:

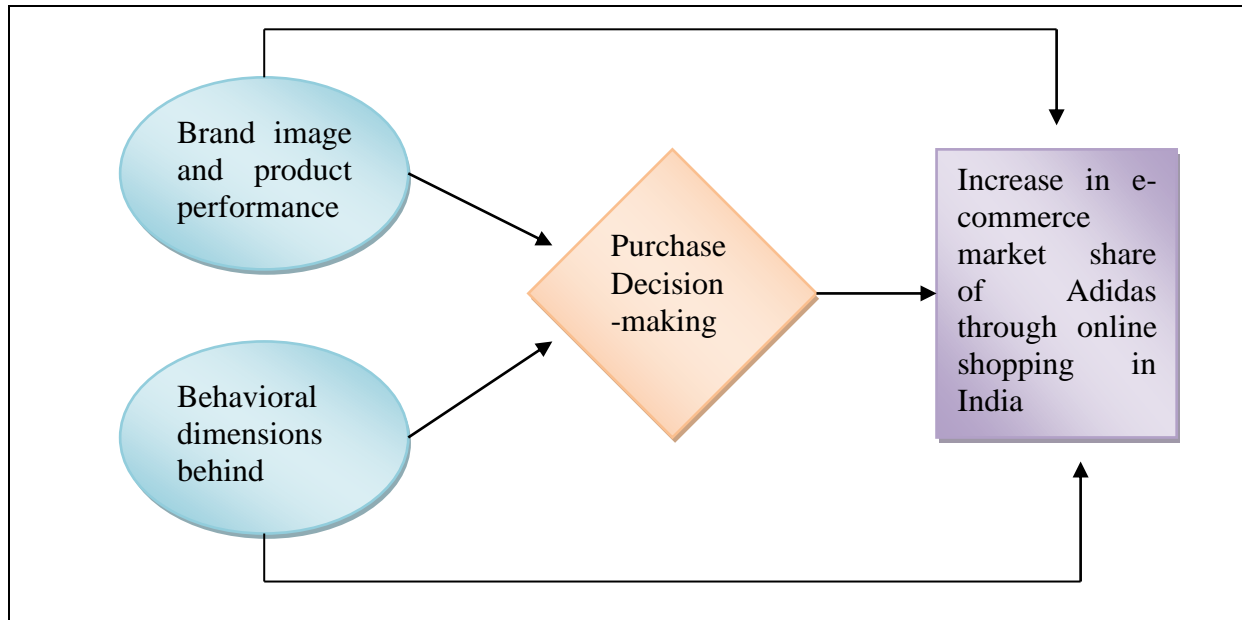


Figure 1. Conceptual Framework of the Research

Issue of the research

The primary issues of the research related to the fact that the market of essentials is highly segregated for India (Verma & Duggal, 2016). Due to the density in the market, various brands opt for creating robust differentiation in terms of acquiring new customers. This

practice of rigorous differentiation has enabled the market shares to be divided among several market players. In other words, the problem statement of the research may relate to the requirement of creating a unique marketing approach for the Adidas shower gel so that the customers easily find a new option in the market alluring. The requirement of differentiation is deeply connected to the present market competition. Further, another issue related to the conduction of the research lies in the assessment of numerous strategies that are globally known to fit such situations as expansion in the product like or capturing market share in a highly dense scenario. Under the scope of the research, it was barely possible to expound all the aspects of modern-day strategic marketing; it is even though some of the unexplored strategies could be provided essentially effective for Adidas. Moreover, the major issues connected with the research have been dealt with a methodological approach and the research has been conducted in a composite manner with predominant focus being led on the Indian context of online shopping, in connection with the brand Adidas.

Thereof, this section of the research, forming Chapter 1, has tried to provide an understanding of the subject area of the research. The relevance of the subject and the vastness of the components it encompasses were clarified so that the grounding of the research can be formed.

2 Chapter: Goals and Methodology

2.1 Goals

The diploma thesis aims to analyze relevant secondary data on Consumer Behavior, related to online shopping. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company.

2.2 Methodology

The current research is focused on assessing the idea of online shopping as it can be influenced by consumer attitudes. This specific course of the study takes into consideration the marketing activities that can be beneficial for multinational sportswear company Adidas in its venture to promote a shower gel product in the Indian market. In this regard, the following chapter will focus on encompassing the varied dimensions of the methods that were particularly used to conducting this research. Besides, the ethical considerations made by the researchers and the limitations of the research as perceived by the researcher will be discussed as well. The scientific orientation of the study undertaken can be clarified with the elaboration on deployed methods. Primary data was collected by conduction of online questionnaire in social media platform through which random respondents filled in the form to give their contribution to this study. As the preferred online social media platform, Facebook was chosen as the most preferrable where tense of random respondents was selected and filled in the questionnaire. Respondents were mainly aged 18-34 who are mostly active on online shopping using online platforms. Created questionnaire consisted of 16 psychologically shopping-related questions that aimed at Indian buyers. Concerning the secondary data method, already existing data was collected from reliable sources of journals, web reports, book and other sources of mostly 10 years old. Secondary data sources contributed as supportive tools for conducting the study in practical part and theoretical part.

2.2.1 Research Onion

The approach of research onion deploys a layered orientation, as its different levels focus on separate aspects of the process of research conduction. Precisely, levels associated with the research approach can be divided into three categories. And these include ontology, axiology, along with epistemological levels. The identification of the reality that is targeted for comprehension takes place at the ontological level; whereas the epistemological search tries to assess and employ different means of realizing it (Almalki, 2016). Axiology enables the research to comply with the ethical consideration of the research as well as the framework of its value system (Farghaly, 2018). In the context of the current research, it is relevant to mention that the latter mentioned level of axiology has ensured that the research obliges with its ethical stance, especially in connection with handling primarily obtained data. The ontological and epistemological grounding of the research has further enabled it to put into motion some of the effective processes for understanding how customer attitude towards online shopping can be directed to ensure strategic outcomes in marketing initiatives, as they can help Adidas in achieving their marketing objectives for popularizing the shower gel.

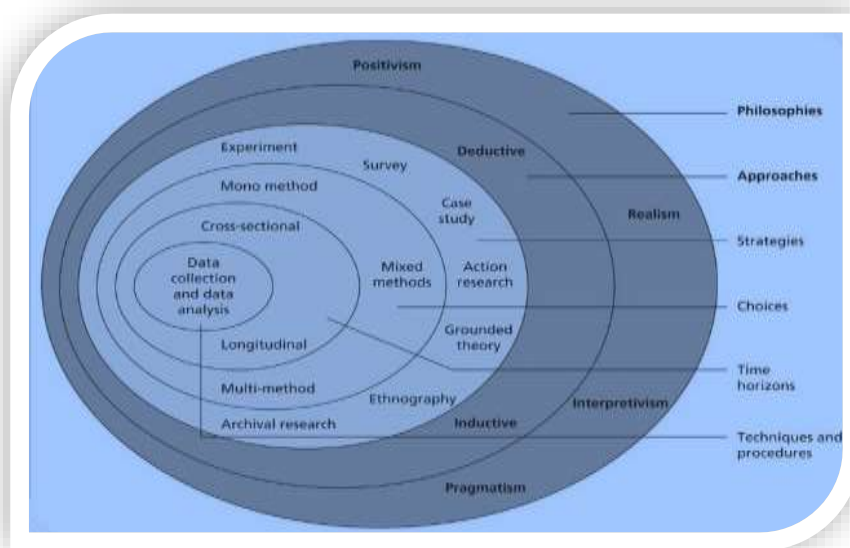


Figure 2. Research Onion

(Source: Twining *et al.* 2017)

2.2.2 Research Design

The directional orientation of the research is supported by the research design. This

particularly in a place as the research design is responsible for forming strong links between the philosophical grounding of the research and the selected methods for research conduction (Twining *et al.* 2017). Based on the philosophy of the research, the research design can be categorized into three divisions. These namely include quantitative and qualitative along with a combination of both the designs, known as the mixed design. For this research on consumer attitudes for online shopping in the context of Adidas and its shower gel, the research observes a culmination of quantitative and qualitative designs. Considering the data sources for conducting this research reflected different natures, both sorts of designs were adopted. While the quantitative design ensured the processing of numerical data for reaching generalizations on customer attitudes for the company in question, the qualitative data helped to identify relevant trends and the condition of the Indian market as far as sales of these kinds of products are concerned. Besides, the promotional strategies already taken by the company could also be assessed with the qualitative design of the research.

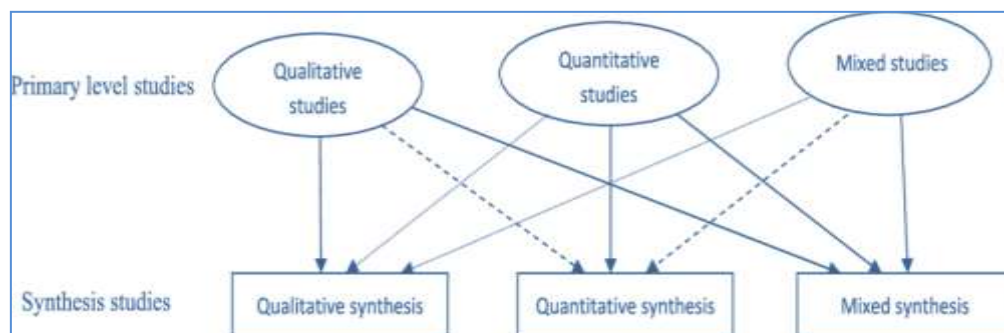


Figure 3. Designs Applicable for Primary and Synthesis Studies

(Source: Twining *et al.* 2017)

2.2.3 Research Approach

Particularly during its inception, the inherent orientation of scientific research delineates the overall approach of the research. In other words, as it can be defined following Bryman (2017), if the commencement point of research is based on a theoretical foundation, it would comply with a deductive approach. On the other hand, if a hypothesis or hypothesis turns out to be the commencement point of the research; its approach would be inductive. Although this research is proceeded to have both qualitative and quantitative design, it is more inclined to the inductive approach. This approach has enabled the researcher to understand the practical scenario based on generalization and with particular use of methods of quantitative

data analysis, which was instrumental for the conduction of the research. This approach enabled the researcher to develop an understanding on customer attitudes, predominantly based on first-hand data collection (Fofana *et al.* 2020). However, second-hand data and its utility in providing the research with a theoretical grounding cannot be undermined.

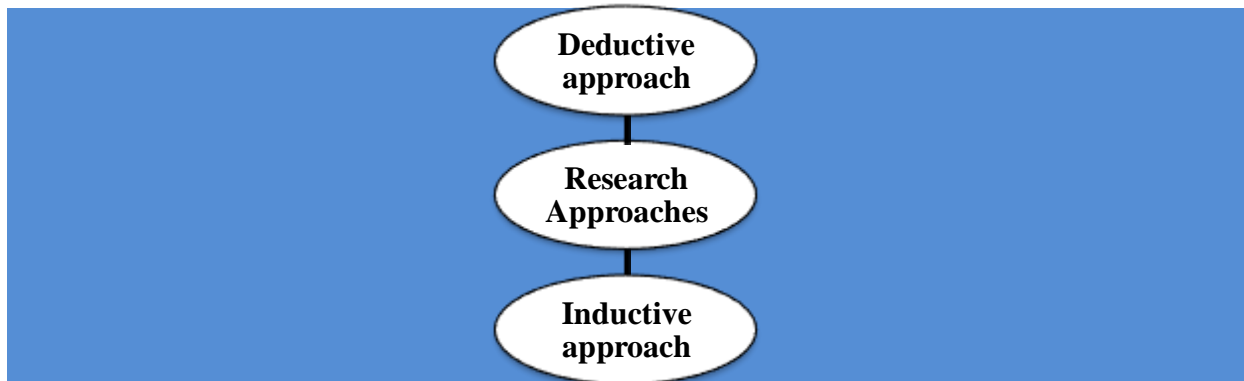


Figure 4. Research Approach

(Source: Twining *et al.* 2017)

2.2.4 Research Philosophy

The path in which the research is to be pursued becomes illuminated with a firm idea of the philosophical orientation of the research. The categories of philosophy followed by scientific research include realism, interpretivism, positivism as well as post-positivism (Ahmed & Kelman, 2018). As far as this research is concerned, it was justified to deploy the philosophy of positivism. This enabled the research to freely apply scientific principles for reaching conclusions (Hong *et al.* 2017). The ideas related to the psychological and behavioral functions that stimulate consumer attitudes towards online shopping could be effectively grasped with the utilization of this philosophical bias of the research.

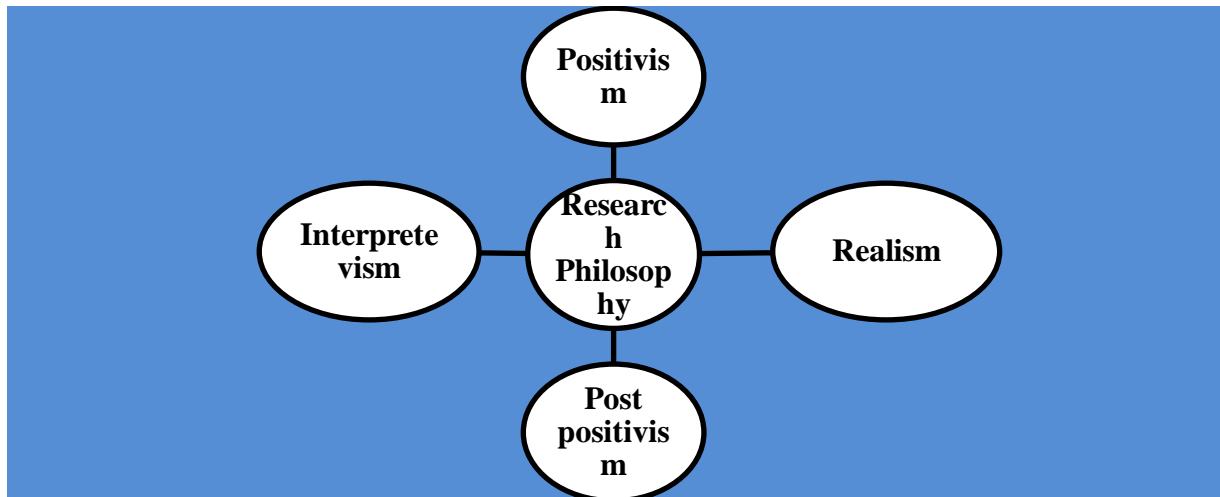


Figure 5. Research Philosophies

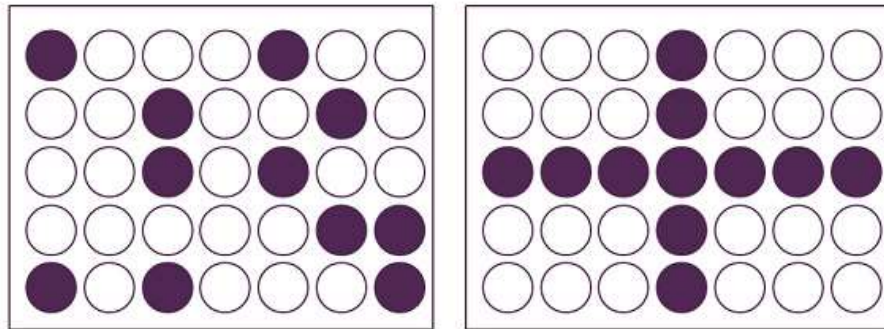
(Source: Twining *et al.* 2017)

2.2.5 Data Collection

The framework of this research on consumer attitudes was based on both qualitative and quantitative research designs. Thus, the processes deployed for data collection took under consideration both primaries as well as secondary data. For the collection of primary data, which dominated the course of the research, the researcher carried out an online survey on 100 Indian customers. The participants were surveyed with the help of a structured survey questionnaire, which contained 16 questions. These pertained to assess customer attitude in terms of their engagement with the brand, the marketing approach taken by it, the preference towards the shower gel itself, and brand loyalty of the customers for Adidas. With regards to the secondarily accumulated data, the library for Facebook Ads was utilized for gaining access to such advertisements that the company Adidas is already running in the Indian market. This promotional direction followed by the company could be clarified with the available data. Further, as secondary data, academic literature was extensively used. This not only enabled the researcher to understand the theories underlying the idea of customer attitudes, promotional requirements and measures, cost and benefits for the company in India (especially in connection with advertising), and the current brand status of Adidas for the Indian customer base. Thus, it may be claimed that the retrieving data from separate sources enabled this research to gain a composite nature and effectively demonstrate the need for promotional strategies for securing a loyal consumer. The relevance of advertising in making international popular and reachable by the customers in immense and this could be recognized with variedly collected data sets.

2.2.6 Sampling Techniques

The sampling methods used for scientific research generally fall under two broad divisions, in relation to the non-probability and probability of the sampling (Shekhar *et al.* 2019).



Probability Sampling Vs Non-Probability Sampling

Figure 6. Non-probability and Probability Sampling Methods

(Source: Twining *et al.* 2017)

In the case of this research, both methods have been incorporated. In terms of sampling quantitative data, the technique of probability random sampling seemed relevant. This selection ensured the representation of a dynamic population comprised of the Indian customers and reaching generalizations became easier due to this (Onwuegbuzie & Weinbaum, 2017). The overall perspective of Indian shoppers for the brand's grooming product, particularly the shower gel, became clear.

As far as the secondary data sampling is concerned, non-probability purposive sampling seemed to be most suitable. With this technique, it was possible for the researcher to be selective about the ads available through the Facebook Library so that only those ads placed for marketing the grooming products of the brand could be taken under consideration. Further, the selection of the academic articles followed a systematic purposive procedure of sampling as well. Here, the processes involved an elaborate screening of the articles based on inclusion-exclusion criteria. This is defined below:

1. Only those articles published during the past 5 years were taken to be assessed.
2. Only those articles published in the English language were assessed by the

researcher.

3. Only those articles that had full-text availability were used for this research.
4. Only those articles that specifically link with the subject of the research on consumer attitude, promotional, marketing, and effective advertising methods as they apply to the e-commerce industry were considered for this research.

2.2.7 Data Analysis techniques

The processes followed for Data analysis took different measures, depending on the type of data. For analyzing quantitative data, the analysis process of cross-tabulation was used. This is perhaps the most effective and simpler method for the assessment of numerical data. This was particularly attempted with the inference that took place between separate data sets (Guetterman *et al.* 2019). However, the analyzed data were not mutually exclusive, and the results obtained from the analysis showed the presence of connection among the data sets. This factor ensured coherency in the process of data analysis. As far as the qualitative data is concerned, for both the cases (the ads from Facebook Library and academic literature) the method of thematic analysis was used. With this, it became possible for the researcher to pursue an in-depth assessment of the obtained data so that the ideas regarding the Indian market scenario, already taken promotional steps by the company and overall theoretical concepts on consumer attitude.

2.2.8 Research Limitations

The limitations of the research are pointed out as follows:

- The situation accompanying the process of data collection through the online survey was out of control of the researcher.
- The research took a complicated course due to the incorporation of both primary and secondary data, which made reaching conclusions difficult.
- As primary data is not descriptive, the information and assessment attained by this type of data remained to be restricted.
- The scope of gaining a full-fledged understanding of the customer attitude was narrowed down due to the structured form of the survey questionnaire.
- With regards to qualitative data, it remained impossible for the researcher to integrate

the massive corpus of academic literature discussing on the topic area of the research.

3 Chapter: Literature Review

Over the past few decades, studies on consumer behavior have focused on a gradual but consistent paradigm shift in consumer attitudes. The advent of e-commerce and its growing popularity among consumers who can buy products and services has significantly inspired this change. This change is mainly related to the change in consumer preferences, such as shopping at physical fire outlets and purchasing products online from various utility and web companies set up to attract consumers. Attracting consumers through online purchasing options and promoting cashless transactions will stimulate entrepreneurial ideas in expanding the scope of businesses and providing incentives for new business models (Malhotra, 2019). With similar objectives of business expansion, if Adidas wants to market its products in the Indian context, it is appropriate for the brand to understand the demands of Indian consumers and find better ways to compete with existing competitors. In this regard, the following chapter focuses on reviewing relevant literature so that various aspects of consumer behavior, their purchasing attitude, and appropriate marketing strategies can be identified. It will be useful for you to be aware of both types of Adidas in the Indian market.



Figure 7. Advantages of online business

(Source: Self-developed)

3.1 Evolution of E-commerce

Internet business was scarcely a natural marvel before the establishment of such organizations like eBay or Amazon, which did not occur before the most recent decade of nineteenth Century. Notwithstanding, even before these two spearheading organizations, Pizza Hut developed as being one of the principal conspicuous organizations to offer its administrations online as ahead of schedule as in 1994. After this, the development of online business has stayed steady and persevering. It is particularly mentionable that just a single year after the establishment of the two recently referenced internet business goliaths, in 1996, the worldwide web-based business deals outperformed the 1 billion dollars extend. As per Barwise and Watkins (2018), this factor becomes charming thinking about that by then the World Wide Web was close to five years of age. By 2000, online business not, at this point spoke to a specialty segment however gave an undeniable method of business conduction. As appeared by Jiang and Jones (2016), at this point, the turnover of the worldwide segment arrived at 25 billion dollars. By 2005, an especially huge term, 'the online Christmas sales extravaganza' came to be instituted and signified the Monday in the wake of thanksgiving.

This day became marked as the day accounting for the most massive online sales orders of the year. However, the solidification of e-commerce took place primarily in connection with the retail industry. It has been shown by Ansari (2018) in his study on the e-commerce sector that by 2006, approximately 70% of users of the internet had purchased products online, particularly during holidays. As mentioned earlier, with such developments, the sector of e-commerce has remained persistent with its growth. This evolutionary path of growth taken by the sector is perhaps most dominantly evident in supposed 135% growth in the sector that took place between 2009 and 2015.

Moreover, under the scope of the current study, it is also relevant to illuminate the course taken by e-commerce in the Indian market. As it is the case with most global economies where e-commerce must manage to penetrate successfully, the growth of e-commerce took its shape with the growing access to the internet and widespread smartphone connectivity. According to Tandon *et al.* (2016), both aforementioned factors have changed the ways of communication as well as manners of business conduction substantially. It is important to mention here that although the spread of e-commerce is steady in the Indian context, the sales revenue clearly depicts its infancy stage, in comparison to Chinese or American turnovers

from the sector. However, the specific increase in the sales margin from the sector is discernable from its growth, which witnessed a 35% CAGR increase between 2009 and 2013. From 3.8 billion dollars in 2009, the sector burgeoned to 12.6 million dollars by 2013. It is further mentionable that according to Mahipal & Shankaraiah (2018), the major market of the e-commerce sector was found to be dominated by online travels in India and this sector accounted for around 70% of the market share.

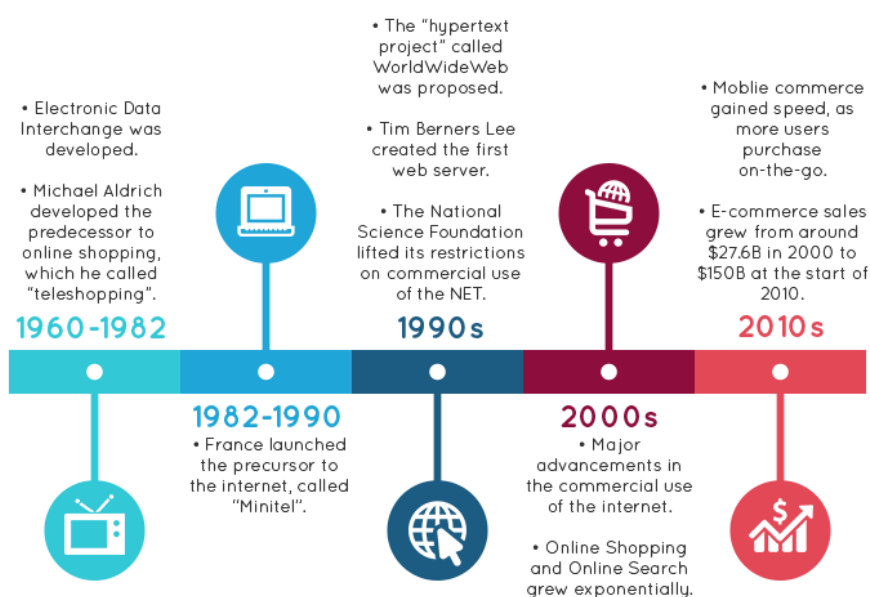


Figure 8. Evolution of E-commerce

(Source: www.cheqsystems.com, 2020)

3.2 The Current Indian Scenario and the Price War between Traditional and E-retailers

Advancement in technology is solely responsible for making an online transaction of products and services possible. The previous section has depicted the tremendous pace of its growth and its capability to influence a substantial proportion of the global consumers in making purchase decisions online. In this connection, it is relevant to refer to the statistical evidence estimating and predicting the market conditions for the sector. According to Lin *et al.* (2020), it is evident that the market share of global e-commerce witnesses a rise each year. While the year 2020 witnessed e-commerce sales for global retail to be around 3.194 trillion dollars, the estimation made for 2021 rises as high as 4.88 trillion dollars. With these figures

in mind, the possibility of a future where e-commerce surpasses the traditional sector is not unfathomable. This will be discussed further.



Figure 9. Pros of e-commerce and cons of brick and mortar

(Source: Pham & Ahammad, 2017)

However, the latter factor may be responsible for culminating in a price war between the traditional and online retailers. Online retailers do not have to make payments for VAT. This enables them to offer predatory prices and attract customers based on the promise of lowered prices alone. However, Goods and Service Taxes or GST is still applicable to both online and traditional retailers. Considering it often becomes impossible for small-scale retailers to match-up discounted prices of corporate rivals, the idea of their financial stability may become compromised with the rising public preference of online brands (Mishra *et al.* 2020). The Indian legislation is yet to clearly define the laws that can set appropriate boundaries and can explain the tax-related requisitions that can ultimately put an end to the on-going price war-between the two modes of retail. This factor is more important now than ever, especially keeping in mind the global health crisis created by the COVID-19 pandemic situation. As the importance of cashless transactions and contactless deliveries have even increased, e-commerce businesses can play a relevant role in ensuring public safety from the transmission of the disease and supporting economic revival in the nation.

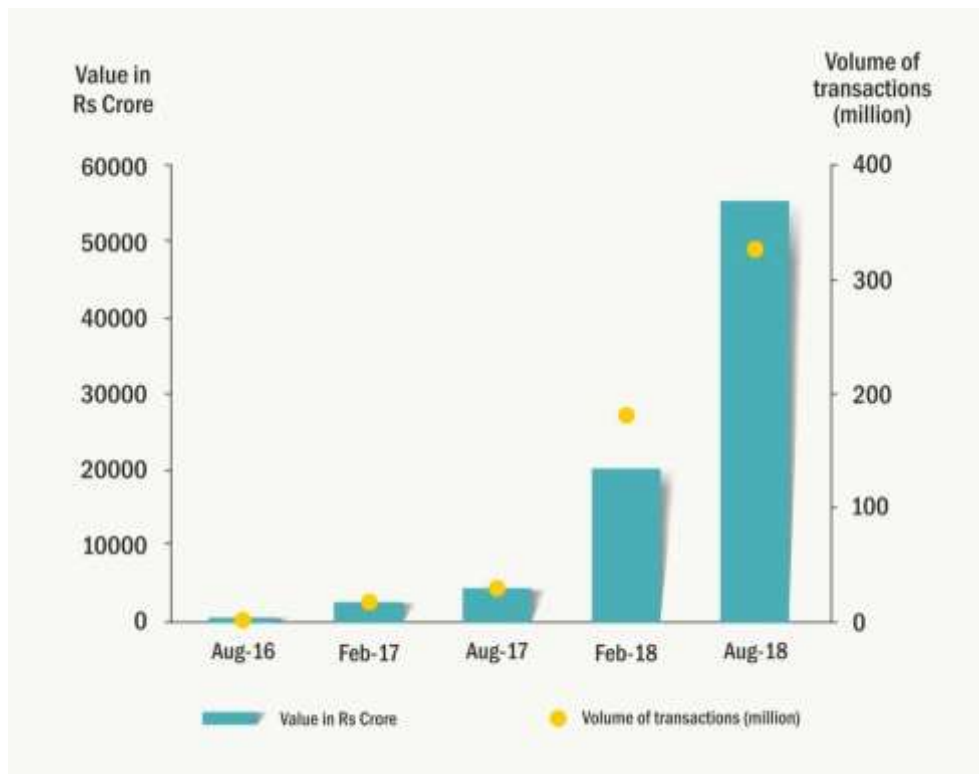


Figure 10. Growing UPI (Unified Payment Interface) Rates in the Indian Economic Scenario between 2016 and 2018

(Source: www.ibef.org, 2020)

3.3 Indian Market: A stakeholder perspective

From a broad perspective, the most relevant stakeholders of the e-commerce sector can be majorly divided into three basic groups comprising of the businesses operating in the customers, their customers, and last but not the least, the overall Indian economy. Thus, it would be relevant to provide an overview of the stakeholder perspectives from these three dimensions.

As far as the Indian customers who regularly purchase from e-commerce sites are concerned, different aspects require evaluation. As it has been considered by Ramesh *et al.* (2020), it becomes possible through online transactions, to eliminate the intermediaries for selling through a retail store; the customers of the market are likely to benefit from the lowered prices and varied ranges of discounts offered by the e-commerce businesses.

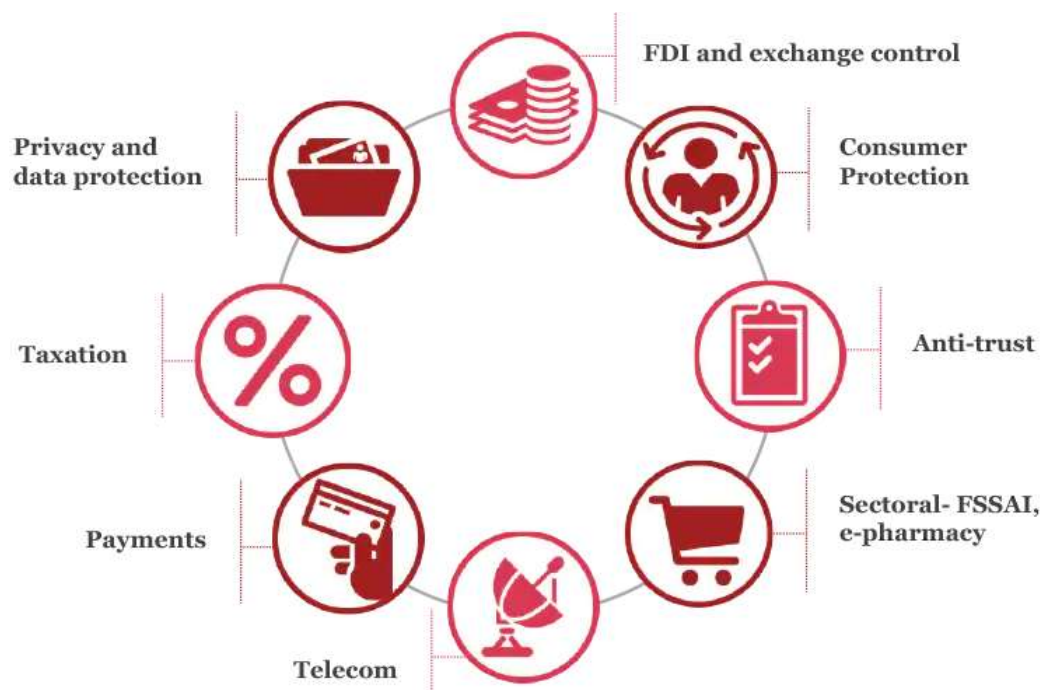


Figure 11. Growth of e-commerce in India

(Source: Kalia *et al.* 2016)

The idea of purchasing without having to regard time or distance is further beneficial for the customers as it eliminates the barrier between customers and businesses facilitating online selling. Other factors like the capability of e-commerce to provide the customers with choices, comparing scopes with other websites, home delivery options, and so on also enable the customers to be more interested in making purchase decisions. However, perhaps the most revolutionary factor that plays a significant part in turning customer attention towards investing in e-commerce lies in the assurance provided to the customers by the companies. This assurance is transmitted through the availability of detailed information on products (including sourcing, ingredients, and tracking the product whereabouts even before it has been shipped). Although a study conducted by Kalia *et al.* (2016), clarified the outlook of a substantial portion of Indian customers who do not find the online brands as trustworthy as their traditional retailers, perhaps owing to the orientation of alleged transparency adopted by e-commerce businesses, this outlook is changing.

With regards to the businesses that operate in the e-commerce sector, it can be said following Litavniece & Znotiņa (2017) that these businesses have successfully operated in the e-commerce industry through varied internet generated options of offering products and

services that can attain international networking. Enabling global value chains to be formed, the e-commerce sector can ensure the attainment of greater market share for businesses through effective expansion opportunities. While start-up costs of internet businesses are likely to be lower than that of the physical outlets, businesses also benefit in the sphere of marketing and advertising by utilizing and exploring their digital marketing capabilities. Here also, it has been argued by Pham & Ahammad (2017) that the cost associated with digital marketing may be seen as generally lower than its traditional counterparts (advertisement campaigns using traditional channels of television, radio, newspapers, banners, hoardings, and so on). Added to this, e-commerce also enables businesses to obtain some of the strategic benefits. As opined by Mortimer *et al.* (2016), this is specifically in place considering the use of the internet has enabled companies to cut costs associated with the preparation of documents, reconciliations, detection of errors and error corrections, data entry, supervision, and overtime expenses, even telephone callings.

3.4 Marketing and Advertisement

Mobile phones and growing internet access have made it possible to blur the line between online and offline shopping. Doorstep deliveries, tracking facilities, review and return options, etc. have all become convenient to respond to the concerns and queries of consumers. Besides, consumers are also provided with the chance of comparing the products of one online brand with another instantly through their devices. In this arena, the existing corpus of literature produced to highlight and delineate the role of e-commerce in affecting the process of consumer purchase decision-making considers various factors that influence the overall attitude of customers towards availing products and services online (Reddy, 2018). Thus, it is only natural for businesses to come up with suitable marketing techniques to expand the business by acquiring new customers and retaining old ones.

As indicated earlier, e-commerce businesses as well as already existing traditional businesses (which may or may not opt for an e-commerce business model) are utilizing the internet for carrying out rigorous digital marketing activities. This is particularly effective in creating viable brand-recognition over a vast regional sphere and engaging more potential customers with the brand. Omni-channel marketing opportunities, especially in connection with utilizing the internet, have come to dominate the sphere of global marketing in recent years as well.

Here, the role of the social media channel is especially mentionable. Different social media platforms have enabled the brands to find online communities, which, in turn, can lead to adding relevance to the brand. For instance, Facebook allows businesses to establish groups and communities comprising of thousands of members and enabling businesses to acquire as many customers as possible through maintaining robust public relationships and creating scopes for customer engagement.



Figure 12. Internet users in India

(Source: The great race, 2020)

Further, reference may be made to the Indian e-travel businesses that can benefit from Instagram pages to showcase the range of destinations, regarding which they provide travel-related services. The same is applicable for food and beverage businesses, retailers, and other service providers. Moreover, the major benefit related to marketing activities and investing in promotional measures through social media sites lies in understanding the capability of such initiatives in influencing the customers and their purchase decision (Tankovic & Benazic, 2018). As more and more customers become aware of the brand, it also becomes possible for them to search for the brand online and know about the services and products offered by the brand. Such advancements like incorporating pop-up ads, predictive searches, optimizing search engines to come up with product suggestions, etc. have ensured the brands reach as many potential customers as possible. By narrowing down the barriers and driving customers

to avail products via utilizing promotional means, digital advertising is opening up new marketing windows that may result in lifting the profit margins for businesses. Besides, the role of promotion and advertising in ensuring consumer purchase decision making is enormous. The image of the products and services promoted by e-businesses enables the customers to assess whether that specific product or service can be effective in solving their problems. Further, strong brand images and brand loyalty can also be invoked by promotional means such as associating popular celebrities with the advertising campaigns, collaborating with influencers to back the products, and ensuring more of a transparent relationship with the customer as an aspect of brand communication. Considering the importance of such ideas, Wei (2016) has rightly opined that one of the major goals of advertising and promotion is to ensure effective branding outcomes for the business so that through brand communication and spreading brand recognition, businesses can avail the utmost benefits of multimedia marketing. Finally, as indicated earlier, it is significant to mention that the promotional ventures and advertising activity attempted through digital platforms are likely to cost the e-commerce businesses less than that of the traditional marketing channels. Although TV, radio, or newspaper advertisements, banners, hoardings, etc. are effective in gaining the attention of the audience at once, digital marketing may ensure a personal connection of the potential customers with the brands.

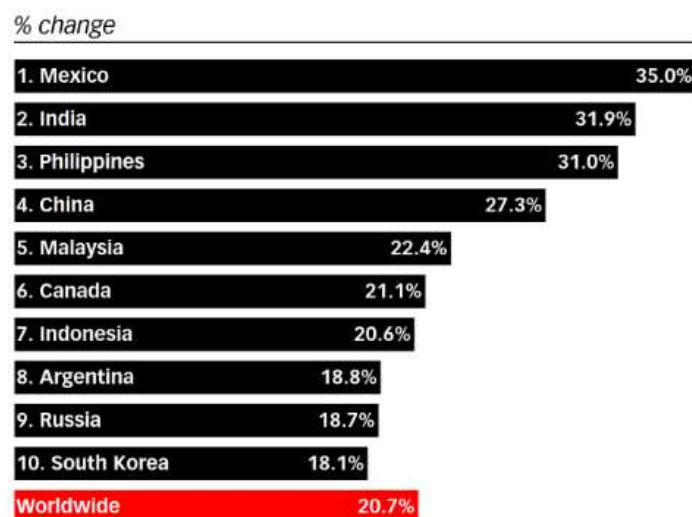


Figure 13. Countries ranked by e-commerce sales

(Source: Global Ecommerce 2019)

Considering different social media platforms, applications, websites and other outlets of business conductions are welcoming of public feedback on the products and services, particularly in connection with the claims made by advertisement campaigns, it becomes easier for the customers to freely express their feelings and concerns about the products. Other customers who may be interested in investing in the same product also gain a chance to verify the claims made by the advertisements. According to Singh & Srivastava (2018), at least in the Indian scenario, this factor has helped a great deal in enabling companies to establish themselves as trustworthy brands through a transparent approach.

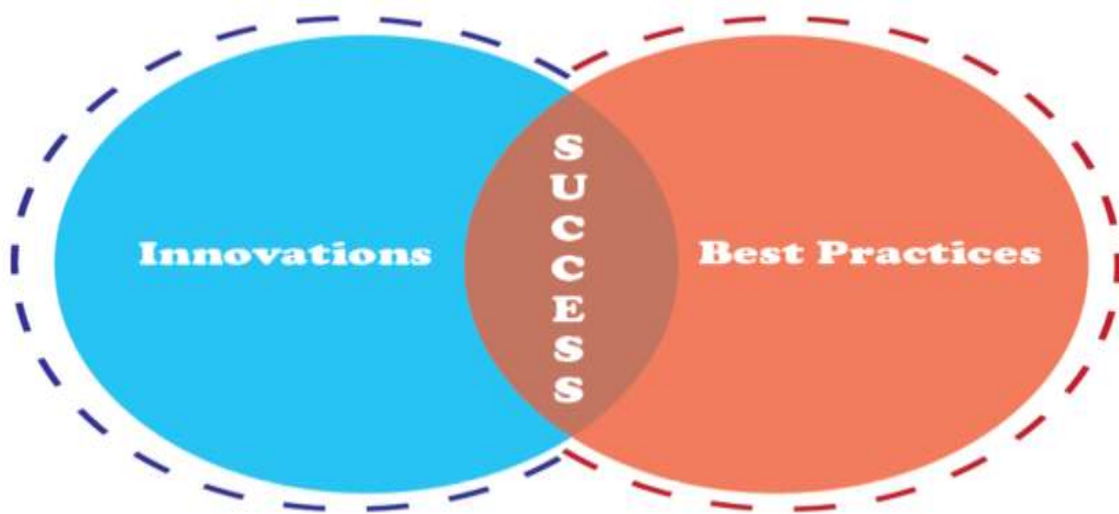


Figure 14. Innovation is businesses' lifeline to succeed

(Source: Synergy Housing Blog, 2020)

As far as IT is concerned, it has been predicted by Lin *et al.* (2018) that the perfect alignment of technology is the key to driving performance levels upwards for e-commerce businesses. Data analysis has come to acquire a place of great importance in terms of integrating machine learning and artificial intelligence. Identification of buying patterns and the use of this information for trend prediction can provide the e-retailers with a feasible strategic advantage. Similarly, such predicting trends correctly can assist the businesses in shaping the workforce, optimizing supply chain and inventory management in the right direction, and planning for promotions and discount offers that can result in yielding maximum revenue (Wei, 2016). Among other technologies, various global organizations are opting for automation with robotic processing or RPA. This technology is capable for adding effectiveness to the outdated warehouses and can ultimately result in cutting costs for the businesses, with a long-term assurance. However, it cannot be undermined that incorporating

such technologies may require massive incentives and flexibility, which not many e-businesses operating in Indian markets have. While several of them may try to integrate machine learning or artificial intelligence, it is relevant to witness infrastructural up-gradation to realize their full benefits.

3.5 Brand and Product potential behind purchase decision-making

In light of the current stage of digital shopping, it becomes quite evident that the image of the brand and performance of the product itself are some of the pivotal factors that determine how customers perceive the prospect of investing in the products and services. According to a recent study conducted by Bucko *et al.* (2018), around 88% of the customers regard the reviews on products (available through the websites and on the apps) as seriously as personal recommendations. Around 39% of the customers are regular when it comes to checking reviews. In fact, this study further revealed that there exist only 12% of the customers who do not go on reading the reviews before making purchase decisions. Not only from the specific reviews available for products, but the customers also accumulate purchase recommendations from varied sources, depending on the product. As far as product manufacturing and launching of new ranges are concerned, as opined by Mishra *et al.* (2017), simplicity is the key to win the hearts of the customers. This idea gains ground from the fact that humans are psychologically drawn towards cognitive fluency. In other words, customers are likely to prefer such products that they are familiar with and are user-friendly. From the perspective of the marketers, people are more likely to invest in a product or service, if the offer made for the product or service is easily understandable. It is interesting to mention an example of this instinctive human tendency as pointed out by the scholars. They have shown that businesses having simpler names seem to outperform those with more complicated names in the share market (Agrawal & Agrawal, 2019). However, when it comes to the brands, it may be seen that customers become drawn to such e-businesses with which their experience was positive previously. This idea may be taken to argue that consistency is the key to making the customers turn to the business for availing more products and services. Here, provision of effective customer care, efficient performance with the capability to deliver what is promised in the first place, easy return options, positive reviews on products and services appear to be major deciding-factors that businesses need to focus on for generating positive perception of the customer about the brand. Added to this, the availability of value-added services, varied

options of making online transactions, loyalty programs, and consistent initiatives towards announcing promotional campaigns, discounted sales, etc. are all important components contributing to the overall experience of the customers (Dixena & Sahu, 2018).



Figure 15. Consumer decision-making process

(Source: Shaw, 2020)

3.6 Influence of consumer behavior on purchase decision-making

As argued by Malhotra (2019), the dimension of purchase decision-making for the customers is deeply associated with a series of behavioral and cognitive decision-making. The process of decision-making becomes further influenced by some of the internal and external stimulations, which are often mediated through unique and individual personalities. From a different perspective, it may become discernable that customers' capability to process information varies as what they do with the gained information. This subsequently influences the process of purchase decision making. In this connection, the five-stage buyer purchase making process may be mentioned. According to this theory, the first step of the decision-making process is characterized by the consumers identifying their requirements for specific products or services. This recognition mostly relates to a specific problem for solving, which the customers need to avail of a specific product or service. The second stage is about searching for information on the product, which can happen through online searchers (public and commercial sources), purchase recommendations received from various platforms (personal sources), etc. The third stage is marked with skepticism as here; consumers assess the viability of the purchase decision for a specific product by comparing it with similar product options offered by other businesses. The issue of comparison has become even more

relevant in the case of e-commerce businesses, particularly considering that the act of product comparison has come to take way less time for the customers. Now they can easily browse on their devices to find out the most suitable product option that is close to their budget. The fourth stage is marked by the generation of the purchase decision itself. Mostly the aim of the customers behind making the purchase decision, in this context, lies in the best-suitability of the brand with their quality and pricing requirements from the products. The final stage and the fifth stage of the process refer to the post-purchase situation. Here, the customers assess whether they are unsatisfied with the purchase decision. According to Dixena & Sahu (2018), cognitive dissonance occurring in the minds of the customers regarding the purchase decision marks this stage.

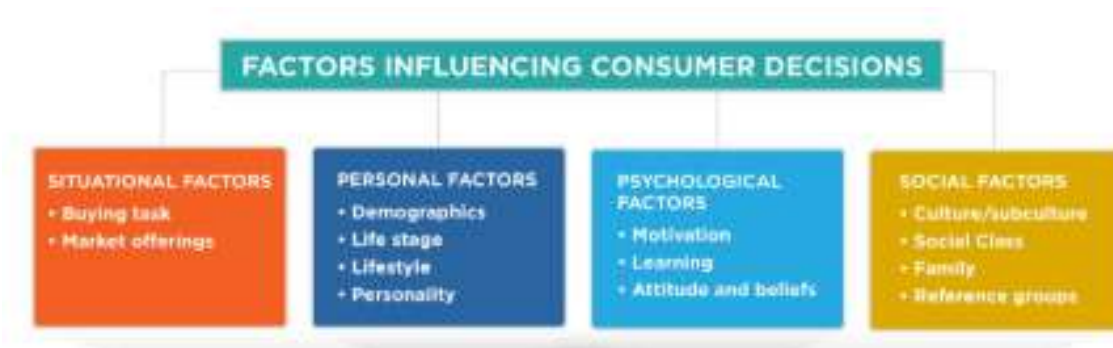


Figure 16. Factors that influence customer decision-making

(Source: courses.lumenlearning.com, 2020)

However, although rationalized decision-making has been perceived as a pivotal componential factor behind purchase decision-making, recent studies claim otherwise. In this case, the behavioral dimension of purchase decision-making has been understood in terms of emotional decision-making which seeks validation with rational justification. As a study conducted in this direction by Litavniece & Znotiņa (2017) has come to suggest, the decision-making takes place initially at a subconscious-level, where individuals come up with justifications to back the process of decision-making. To be more specific, the behavioral dimension of purchase decision-making has come to be increasingly associated with the fundamental beliefs in the minds of the customers that are shaped by primary (such as family) as well as secondary (friends, relatives, colleagues, and other peers) groups. The process of rationalizing the decision made at the subconscious level, thus, varies significantly from customer to customer. In a similar context, a study conducted by Pappas (2018) has shed light on how consumers opt for post-purchase rationalization so that buyer's remorse can be canceled out. As they do not like to believe that the purchase decision was made due to

emotional reasons, customers tend to rationalize their choices after investing in the products and services. These arguments may be represented to understand the impulses of customers related to purchase decision making and they can also provide the ecommerce businesses to be agile in establishing a personal touch of the brand with the potential customers. Emotional decision-making by the customer may in this way find preference for certain brands.

3.7 Opportunities of E-retailer over traditional retailers

A retailer is a company or group of companies that buy products from a manufacturer or wholesaler and sells them to the customers. Retailers are basically experts in marketing, merchandising the product and how to sell that to the customer. The retail price of a product maybe 10% to 50% higher than the manufacturing cost. Retailers basically spent a huge amount of money on marketing, campaigns, advertising to promote the products. Some examples of retail categories are fashion and accessories, home-ware gifts, sports and outdoors, food & beverages, electronics, groceries, etc.

Nowadays there are different ways to get the products. There are some traditional ways and some modern technical ways also where the retailers use electronic media to reach the customer fast.

Traditional way of retailing is a retailing process where the retailer of the same brand or multiple popular brands can reach the local regional people depending on the buyer's proximity, personal service, and monthly credit (Dixit, 2016). They stock their goods which is suitable for the local customer. For this 5P's of marketing strategy are important.

For e-commerce, the whole world is a playground if planned strategically. There is no geographical limitation for them. It can reach any corner of the world with a few clicks. In the traditional way, there is some hassle for the customer to locate a good quality product under the same roof (Išoraitė, 2016). They must visit a different store for different brand different category products. But in e-marketing, they can find the best quality product by comparing different brands and also compare the customer review and there is also a provision for exchanging without any hassle. It can save travel time and cost also. Customers can avail of the e-commerce platform at any time because the store timings are 24*7*365. Sellers also get more benefits as they gain more orders around the clock. For e-commerce platforms, digital marketing is very important over print media marketing.



Figure 17. Marketing Mix

(Source: Išoraitė, 2016)

If the promotion part is considered, from 5P's marketing strategy to overcome the competition from different brands and local companies, advertising is important. So the people choose the e-retailing over traditional retailing for time-saving, it is convenient to people most, it is cheaper than the local market and space travel cost, has a bigger collection of different categories, and can save time.

With an aim to stay competitive in the market many businesses are migrating to the world of e-commerce from their conventional methods of selling. E-commerce platform nowadays is a popular and efficient way of retailing, where the seller can easily promote their product in low investment and can capture the largest amount of customer at a time.

4 Chapter: Analysis

The fundamental query of this research lies in assessing the best marketing moves that the multinational company Adidas can adhere to for making it shower gel preferred by the customers in the Indian market. The cost and benefits related factors that are important to the company will be assessed in the context of the Indian market and its objective to make the products popular for this specific base of customers. This chapter will outline the analysis attempted by the researcher on the data obtained through both primary and secondary means. As explained in the previous chapter of methodology, primary data was collected by the means of an online survey, which was carried out on the Indian customers. On the other hand, the collection procedure of secondary data was based on the Adidas ads that are available on Facebook ads library as well as relevant academic literature that can provide vivid ideas regarding the aforementioned aspect of costs and benefits.

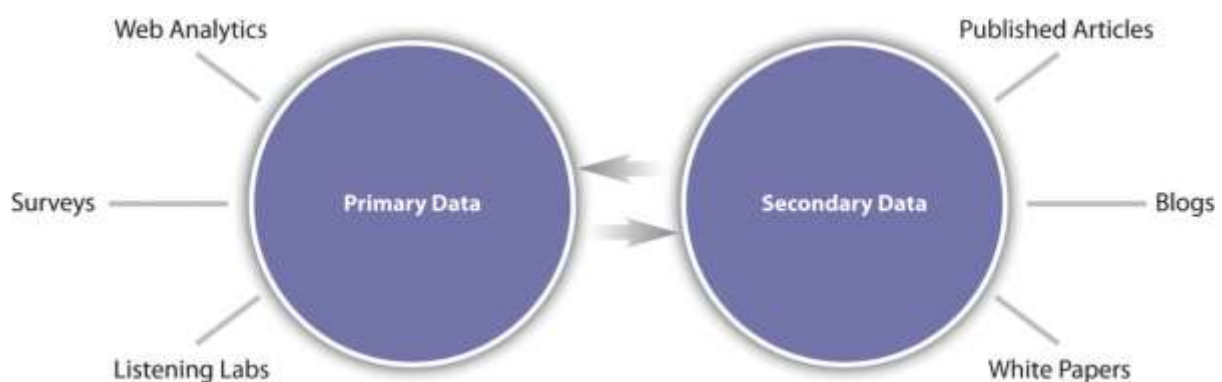


Figure 18. Primary and Secondary Data Analysis

(Source: saylordotorg.github.io, 2020)

4.1 Qualitative Data Analysis

Ad costs and effects brought in by competitors of Adidas

The brand value for Adidas is on the rise for the past 3 to 4 years, considering the company is witnessing steady growth since 2016. This culminated in the increase of brand value for brand amounting to approximately 16.7 billion dollars (Fatma, 2018). As shown by (Agrawal & Agrawal (2019), Adidas took serious restructuring measures in the India context recently in 2018 and the major aim behind this was associated with the requirement of cost-cutting.

For the same year, the marketing cost for the company was as high as 3.001 million Euros and it represented 14% of the overall revenue earned by the company. However, until the present time the competitors of Adidas has brought about measures to market their men's grooming products and place them in the Indian market. it has been seen that these competitors like Nivea, Fiamma, etc. has implemented a unisex range of products rather than producing major emphasis to the men's grooming range. However, a number of men's products are available in the market which is already beginning to take over the market of India as a result of effective marketing. Below is an example of one such advertisement produced by Nivea.



Figure 19. Advertisement of men's grooming products

(Source: www.nykaa.com, 2020)

The advertisement shown above shows it has given much emphasis to the men's cosmetics, which is also used as keyword for the product for SEO purpose. Nivea has emerged to be an innovative company to derive a large product base for men and has highlighted the issues like dry skin and dry hair for men which have not been discussed much in the last decades. Adidas should follow the trend to infiltrate in the market of India with their exclusive products. The following imagery is another instance of how men's body care products are marketed highlighting the grooming issues by these competitor companies of Nivea.

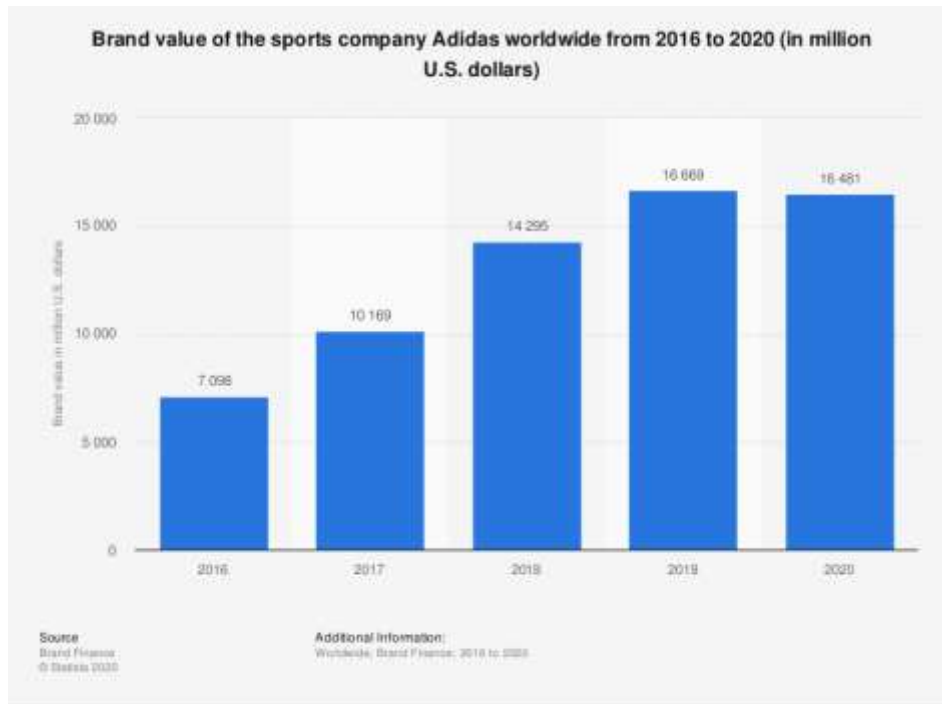


Figure 20. Brand Value of Adidas (2016-2020)

(Source: www.statista.com, 2020)

Over the last two years, as opined by Kaczmarek (2018), the company has made steady progress in polish its marketing capabilities, which was ensured through steady investments. These facts can be taken to interpret that the company is gradually working towards a cost-conscious approach and trying to make its marketing initiatives top-notch by adapting to effective changes in the organizational sphere. However, although the launch of new campaigns and collaborating with Indian celebrities the brand has managed to gain popularity in terms of raising sales rates from products like shoes, joggers, and other sportswear and equipment, it is barely doing enough for its grooming products (Hussain, 2019). The Facebook Ads Library which was used to integrate online-available information to the research barely depicted enough results to identify the promotional measures of the brand taken for its grooming product line. These products are barely easily visible on the Indian shopping apps and this leads the customers to choose grooming products from more pronounced brands selling men's grooming products. In this connection, the competitors of the brand may be identified following Tang & Wei (2019). According to them, such popular brands in India like Bombay Shaving Company, The Man Company, Gillette India, Beardo.in, Himalaya Drug Company, VI-John India, Man Cave, and even Nivea comprise major competitors of the brand, when it comes to men's grooming products. Customers are

more likely to be drawn towards these brands simply because they are not entirely aware of the availability of Adidas grooming products and that too with affordable pricing (Pacheco & Reddy, 2016)). As far as the company is concerned, it can derive effective and profitable outcomes solely based on the growing market size of men's grooming market. Between the financial year 2017-18 and 2021-22, the market size is supposed to observe growth with 10% CAGR. However, for being able to rip the outcomes, the company needs to be able to impart its marketing initiatives effectively to turn customer loyalty towards it.

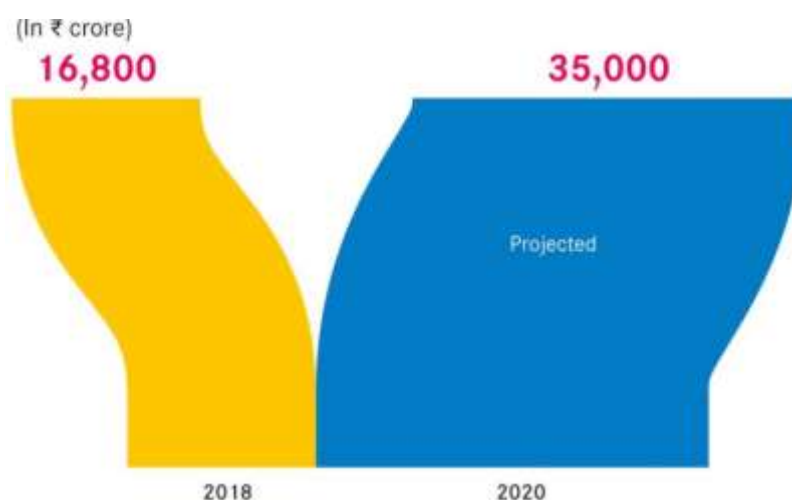


Figure 21. Projected Growth in Men's Grooming Market for 2020

(Source: www.theweek.in, 2020)

Factors affecting the customers in their decision-making process while purchasing a Shower Gel. As it has been indicated above, Adidas needs to deploy careful planning for promoting its grooming products by coming up with relevant advertising and other marketing strategies. As opined by Bucko *et al.* (2018), a substantial portion of customers in the Indian market, especially those who regularly engage in online shopping, are prone to check for reviews. This may suggest that the company needs to ensure effective customer engagement with the brand with a robust marketing approach. This approach must be directed to establish a personal touch in terms of interactions with the clients, especially for affective the aspect of emotional decision-making of the customers (Verma & Duggal, 2016). If the emotions of the customers become attached to the brand, the business can benefit from it by invoking brand loyalty in customers. Besides, the brand can enter in effective collaborations for turning customer attention towards it. In the specific connection of Adidas Shower Gel, some of the customers may be drawn towards purchasing the products for themselves or as a gift based on

recommendations made by beauty-bloggers or YouTube influencers in general. Some of them can also find out about that product from the official website of Adidas India or their peers as a result of word-of-mouth marketing (Poranki, 2016). Here, the recommendation sources testifying for the overall performance of the products enable the customers to find trust in the product as well as the brand, which can lead to purchasing decision-making.

4.2 Quantitative Data Analysis

The analysis of the quantitative data is depended on the outcomes of the online survey that involved 100 participants. These participants responded to 16 questions that were incorporated in the survey questionnaire and these responses will be assessed below.

1. What is your gender?

	Number of Responses	Percentage of Responses (in %)	Total Number of respondents
Male	43	43%	100
Female	55	55%	100
Other	2	2%	100

Table 1. Gender

(Source: Self-developed)

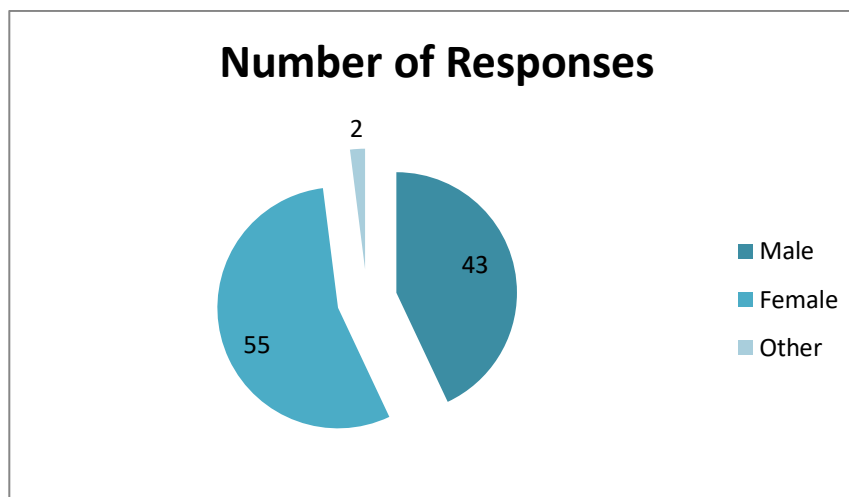


Figure 22. Gender

(Source: Self-developed)

Analysis

As it can be seen from the represented table and figure, this online survey focused on ensuring the participation of male, female as well as such respondents belonging from other genders, as there were at least 2% of the respondents who belonged to this category. Moreover, the representation of the females was more robust (55%) compared to the male (43%) participants.

2. What is your age?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Below 20 years	16	16%	100
Between 21 and 30 years	26	26%	100
Between 31 and 40 years	30	30%	100
Between 41 and 50 years	19	19%	100
51 years and above	9	9%	100

Table 2. Age

(Source: Self-developed)

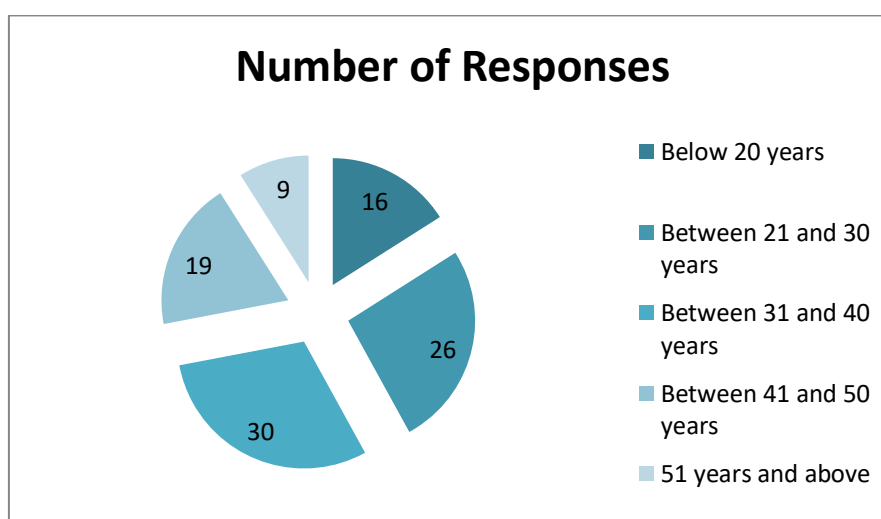


Figure 23. Age

(Source: Self-developed)

Analysis

Inclusive approach in terms of incorporating respondents belonging from a wide range of age groups was also maintained in the online survey. As it may be understood from the above depictions, the densest category of respondents, in terms of age group, was comprised by the participants who were between 31 and 40 years old (30%). On the other hand, the oldest group of participants (51 years and above) had the least respondents (9%). This may suggest that the customer base of such international brands as Adidas is comprised by predominantly by the younger generation of customers, especially those belonging to young and middle-aged customer groups.

3. Are you aware that Adidas has an elaborate product line specializing on men's grooming?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	31	31%	100
Agree	55	55%	100
Neutral	3	3%	100
Disagree	7	7%	100
Strongly Disagree	4	4%	100

Table 3. Awareness about the Adidas Product Line on Grooming

(Source: Self-developed)

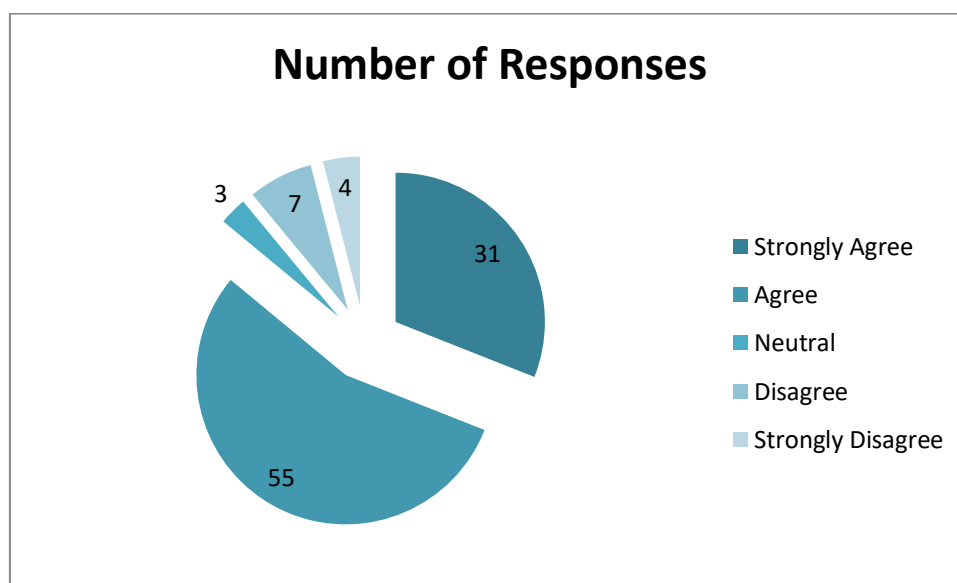


Figure 24. Awareness about the Adidas Product Line on Grooming

(Source: Self-developed)

Analysis

With regards to brand awareness, it is noticeable that more than half of the participants are well-aware of the brand (55%), with 31% of them having substantial awareness of the brand and its offerings. From this point of view, it may be well-understood that the as a customer-preferred brand, Adidas has managed to not only gain significant brand recognition, but also spread ideas on the distinctive product lines of the brand, with grooming being one of such product lines.

4. Do you prefer the brand, in terms of product quality and price affordability of their products in general?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	12	12%	100
Agree	25	25%	100
Neutral	20	20%	100
Disagree	23	23%	100
Strongly Disagree	20	20%	100

Table 4. Customer Preference for the Brand Adidas

(Source: Self-developed)

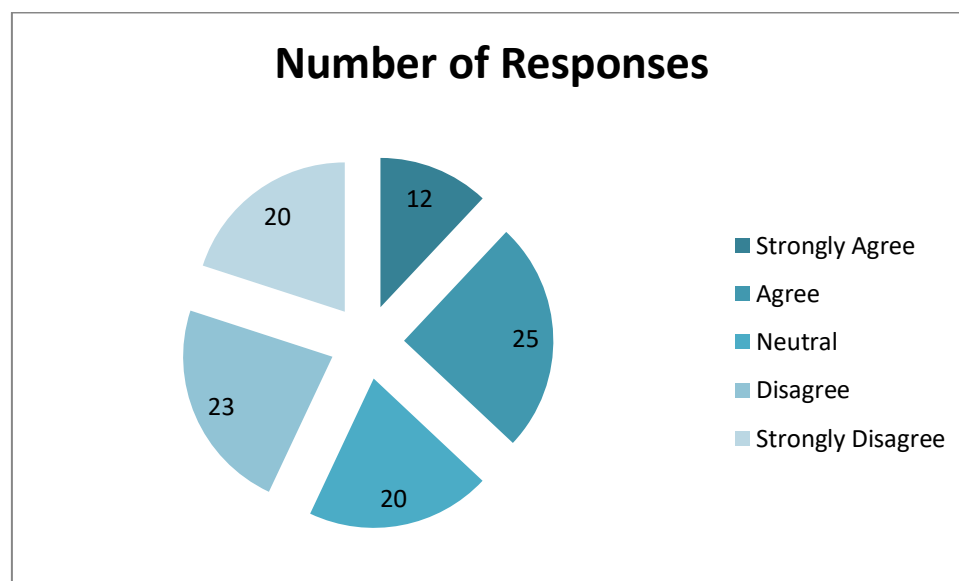


Figure 25. Customer Preference for the Brand Adidas

(Source: Self-developed)

Analysis

As far as the general preference for the brand Adidas, in terms of the quality and affordability of products is concerned, the customer inclinations are somewhat mixed. While no less than 37% of the participants are in agreement or in strong agreement about their preference for the brand, 20% of them remained neutral. Further, 43% of the participants are either disagreeing or strongly disagreeing on their preference for the brand. This scenario is not suitable for a brand, which is striving to lead a foreign market. This alarming factor points to the requirement of the brand to embrace promotional and other marketing strategies wholeheartedly for becoming invariably preferred by its potential customers.

5. Do you prefer purchasing from Adidas when it comes to grooming products?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	10	10%	100
Agree	33	34%	100
Neutral	11	11%	100
Disagree	28	28%	100
Strongly Disagree	18	18%	100

Table 5. Customer Preference for the Grooming Product Line of Adidas

(Source: Self-developed)

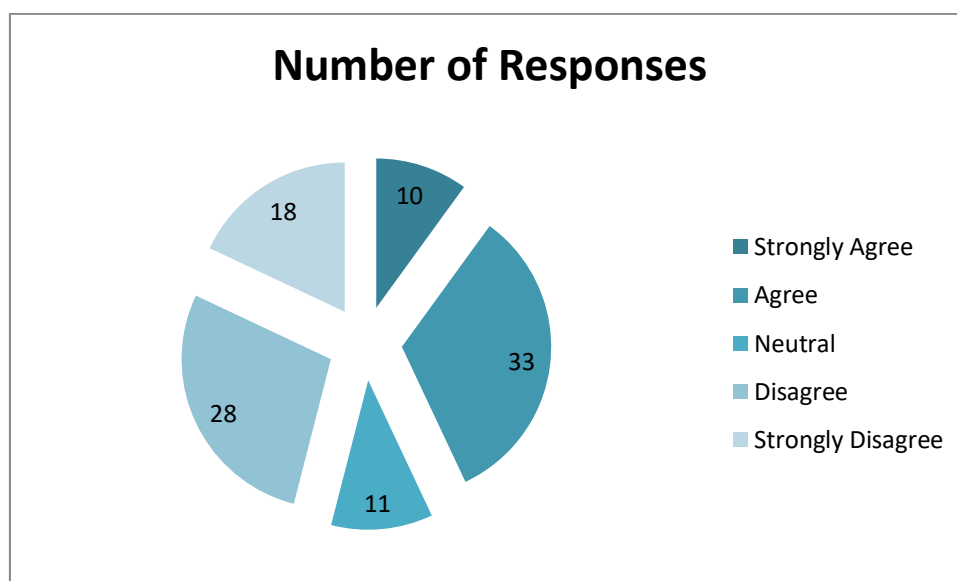


Figure 26. Customer Preference for the Grooming Product Line of Adidas

(Source: Self-developed)

Analysis

Although a significant portion of the total research population is not in agreement when it comes to preferring Adidas in each sector of its business operations, the grooming product line is somewhat popular among the customers. A total of around 43% of the participants regularly purchase the grooming products offered by the brand. 11% of them were neutral about, whereas around 46% of them are not that regular. This suggests that there is still room for improvement in the marketing efforts directed at making the shower gel preferred among the customers.

6. Have you already purchased or want to purchase the Adidas Shower gel?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	32	32%	100
Agree	27	27%	100
Neutral	9	9%	100
Disagree	19	19%	100
Strongly Disagree	13	13%	100

Table 6. Purchase Intention of Customers for Adidas Shower Gel

(Source: Self-developed)

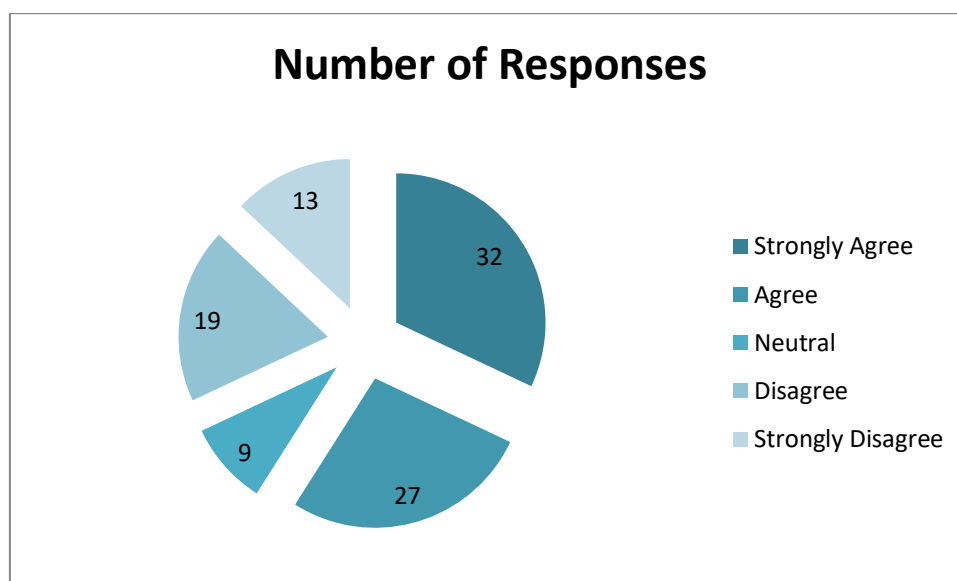


Figure 27. Purchase Intention of customers for Adidas Shower Gel

(Source: Self-developed)

Analysis

While brand and product line preference for Adidas is not entirely satisfactory, the willingness of the participants to try the product is relevant. 45% of the participants have either already purchased or are thinking about purchasing the product. This comparatively increased percentage of the customers in terms of trying the product at least once may indicate that the as a brand, Adidas is quite trustworthy. Although the brand has not yet managed to become adored by the customers as a grooming product selling brand, the customers are still willing to try out its products.

7. Have you come across any advertisements by Adidas through your social media accounts or any other digital platforms?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	40	40%	100
Agree	32	32%	100
Neutral	9	9%	100
Disagree	11	11%	100
Strongly Disagree	8	8%	100

Table 7. Perception of the Customers about the Digital Advertising Initiatives of the Brand

(Source: Self-developed)

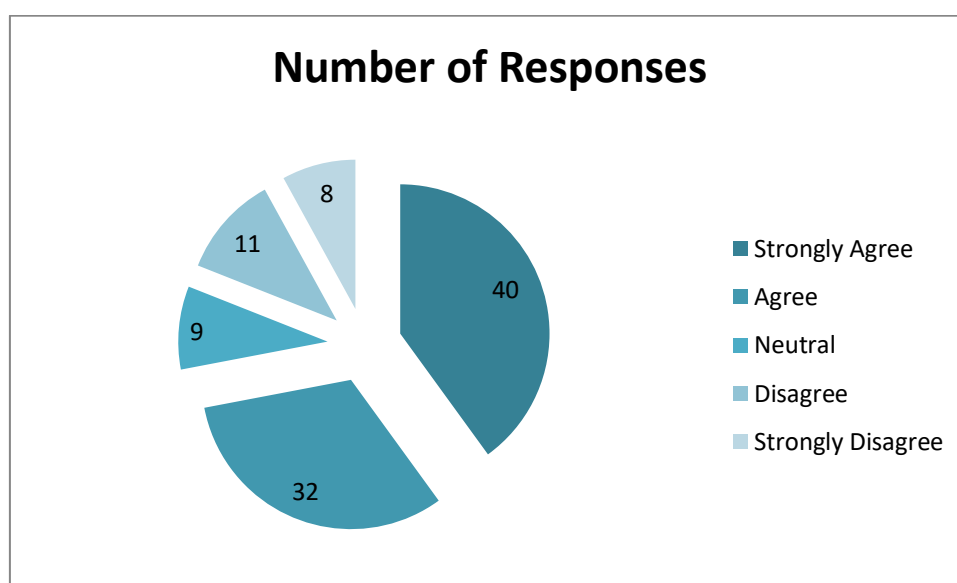


Figure 28. Perception of the Customers about the Digital Advertising Initiatives of the Brand

(Source: Self-developed)

Analysis

In the context of the survey, this dimension of query was associated with the reach of advertising and promotional initiatives taken by the brand. Interestingly most of the participants have come across the ads placed by Adidas through their social media pages and other digital platforms. This gives an idea that the company has made investments to consistently becoming relevant as a brand.

8. If yes, what was most important product attribute that convinced you that the shower gel is worth your money?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Its Fragrance	17	17%	100
Its Gentle Cleansing Capability	47	47%	100
Its Capability to Maintain the PH Level on Skin	8	8%	100
Its Affordability	10	10%	100
The promotional offers, shipping or delivery related conveniences	18	18%	100

Table 8. Product Attribute that Attracted the Customers Majorly

(Source: Self-developed)

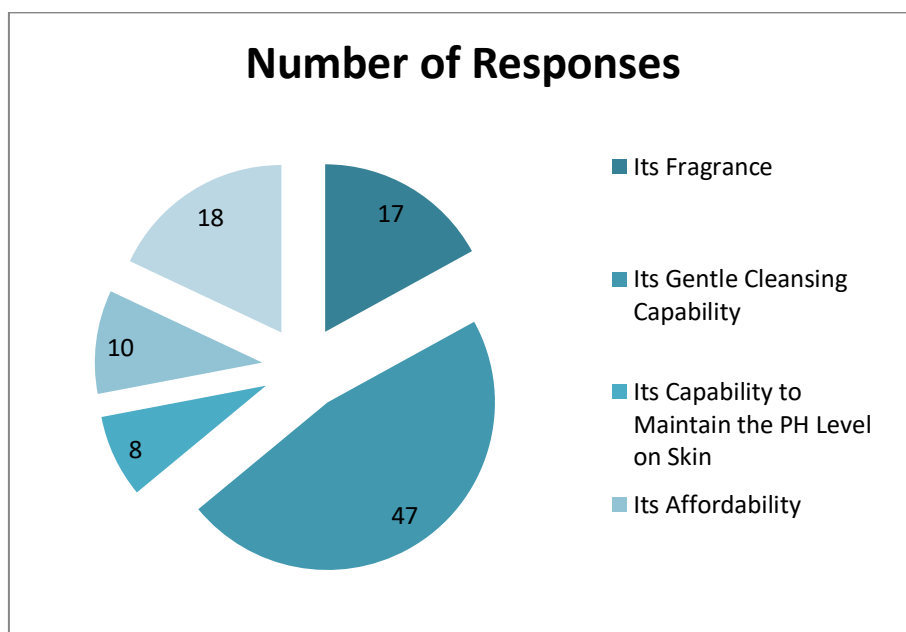


Figure 29. Product Attribute that Attracted the Customers Majorly

(Source: Self-developed)

Analysis

This aspect of the questionnaire was focusing on the most relevant attribute of the shower as a product. According to 47% of the people are attracted by the gentle cleansing properties that the product promises. This suggests that customers in the Indian market are more attentive towards the simple problem resolutions offered by such products like a shower gel. Here, most of the customers do not find its capability to balance the PH level of the skin (8%), its fragrance (17%) and even the conveniences associated with it through promotional, and shipping and delivery offers (18%) as its most important characteristics.

9. Does the quantity of the shower gel offered for its price satisfy you comparing it with similar products of other companies?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	22	22%	100
Agree	29	29%	100
Neutral	13	13%	100
Disagree	24	24%	100
Strongly Disagree	12	12%	100

Table 9. Customer Satisfaction in terms of the Pricing of the Adidas Shower Gel

(Source: Self-developed)

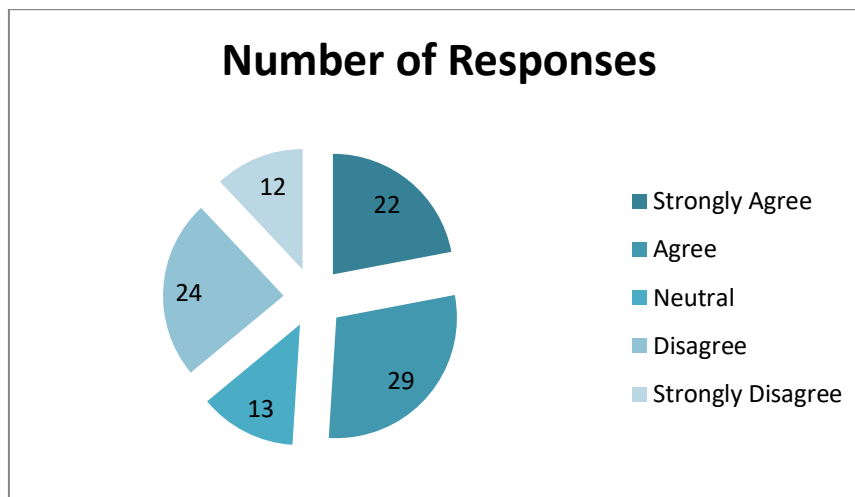


Figure 30. Customer Satisfaction in terms of the Pricing of the Adidas Shower Gel

(Source: Self-developed)

Analysis

As far as the pricing of the product is concerned, most of the customers, around 51% of them find the pricing to be satisfactory. This is clear that Adidas has rightly managed to come up with a product that is both capable of being affordable to the Indian customers, while providing them with a sense of value for money triggered by the brand name of the business.

10. Do you think that the packaging of the shower gel would come in handy while using it?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	27	27%	100
Agree	45	45%	100
Neutral	19	19%	100
Disagree	7	7%	100
Strongly Disagree	2	2%	100

Table 10. Packaging of the Adidas Shower Gel

(Source: Self-developed)

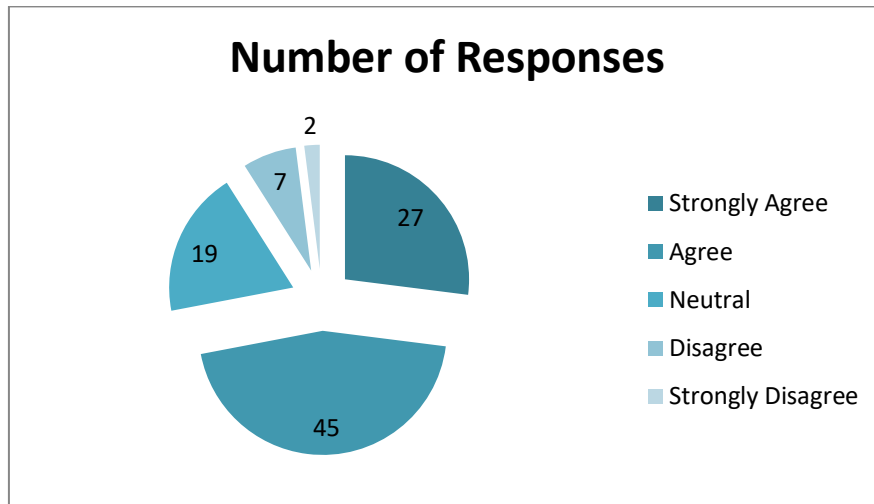


Figure 31. Packaging of the Adidas Shower Gel

(Source: Self-developed)

Analysis

Again, most of the participants (around 67%) representing the Indian customers of the brand Adidas have agreed that the packaging of the product is convenient, and it can be well utilized because of it.

11. Do you think the overall offering of the Adidas of its shower gel marketing attractive enough to available for it?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	25	25%	100
Agree	36	36%	100
Neutral	10	10%	100
Disagree	20	20%	100
Strongly Disagree	9	9%	100

Table 11. Customer Opinion Regarding Satisfactory Offerings of the Brand

(Source: Self-developed)

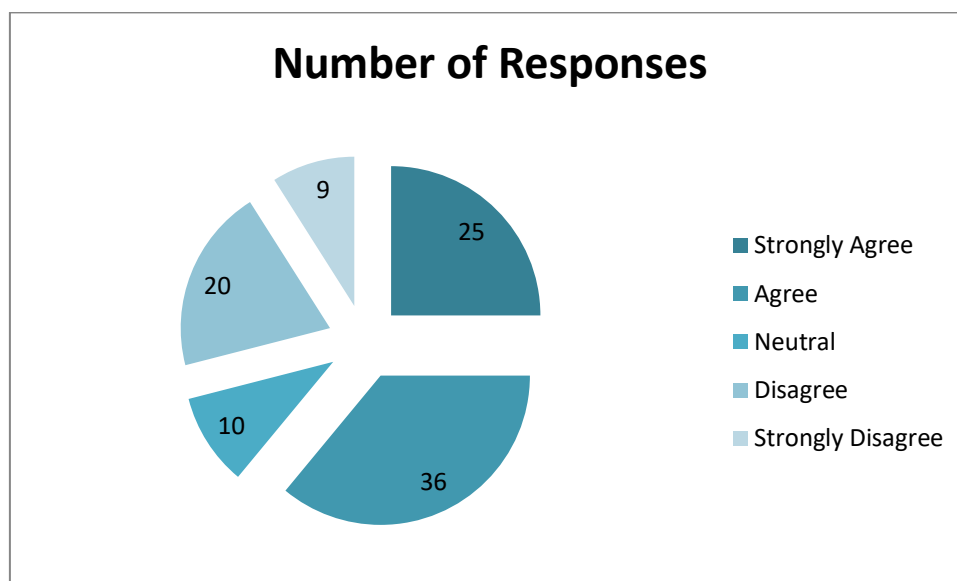


Figure 32. Customer Opinion Regarding Satisfactory Offerings of the Brand

(Source: Self-developed)

Analysis

It was relevant for the researcher to assess the basic credibility of shower gel, in terms of both its availability and individual attractiveness to the customers. Here, most of the participants (51%) seem satisfied with the offering made by the brand. This further proves that the brand has given significant thought on product development. It not only stands up to its promise of gentle cleansing but also is quite attractive to the customers due to its overall appearance and affordability.

12. Do you think you would easily switch to another brand if the shower gel offered by Adidas becomes temporarily unavailable?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	19	19%	100
Agree	29	29%	100
Neutral	16	16%	100
Disagree	30	30%	100
Strongly Disagree	6	6%	100

Table 12. Customer Opinion in terms of Switching to Other Brands during Temporary Unavailability of the Adidas Shower Gel

(Source: Self-developed)

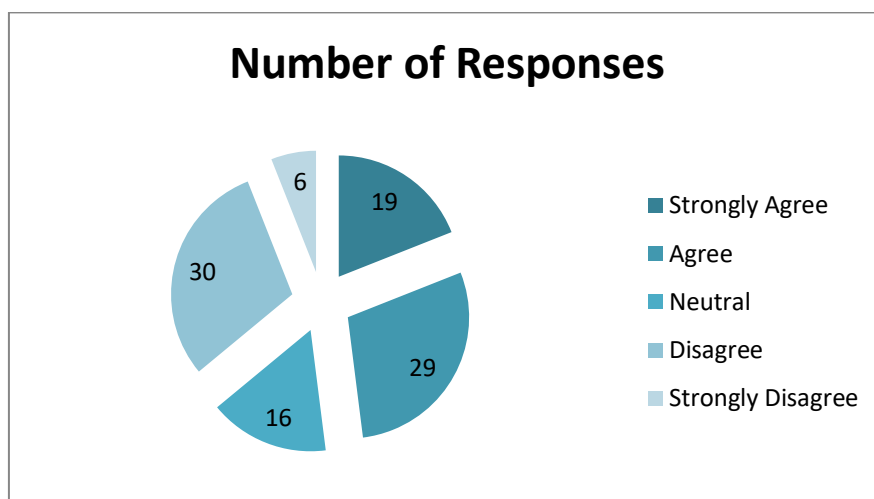


Figure 33. Customer Opinion in terms of Switching to Other Brands During Temporary Unavailability of the Adidas Shower Gel

(Source: Self-developed)

Analysis

This question was incorporated as a means of assessing the brand loyalty of the participants if the product becomes temporarily unavailable. Considering a substantial group of the participants (comprising of 48% of them) agreed on resorting to another brand in case of unavailability, it may be deemed that brand loyalty of the customer is not that strong for Adidas and its grooming product line.

13. Do you think you would easily switch to another brand if the Adidas shower gel becomes marketed with a hike in its price?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	15	15%	100
Agree	9	9%	100
Neutral	13	13%	100
Disagree	38	38%	100
Strongly Disagree	25	25%	100

Table 13. Customer Opinion in terms of Switching to Other Brands If the Shower Gel becomes marketed with a Price Hike

(Source: Self-developed)

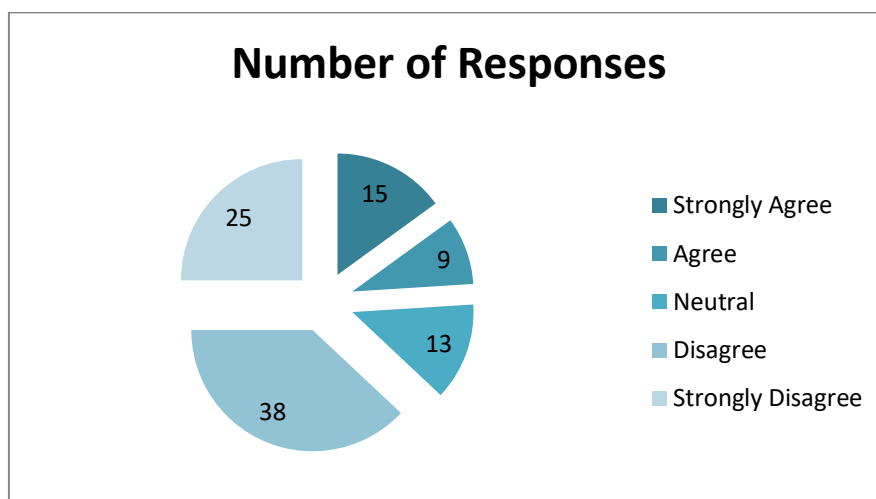


Figure 34. Customer Opinion in terms of Switching to Other Brands If the Shower Gel becomes marketed with a Price Hike

(Source: Self-developed)

Analysis

Like the previous one, this question also focused on the customer brand loyalty. This time, however, price hike does not seem to be one of the reasons for customer attrition. The customers are ready to pay higher prices when it comes to getting their hands on the quality shower gel offered by brand. Suggestively, this factor may indicate that the Indian customers are ready to pay even higher prices if the quality standards are met by brands.

14. Do you feel that Adidas is falling short when it comes to making the shower gel quickly available to the customers through online channels?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	20	20%	100
Agree	21	21%	100
Neutral	11	11%	100
Disagree	23	23%	100
Strongly Disagree	25	25%	100

Table 14. Customer Assessment on the Initiatives of Adidas for making the Shower Gel Available

(Source: Self-developed)

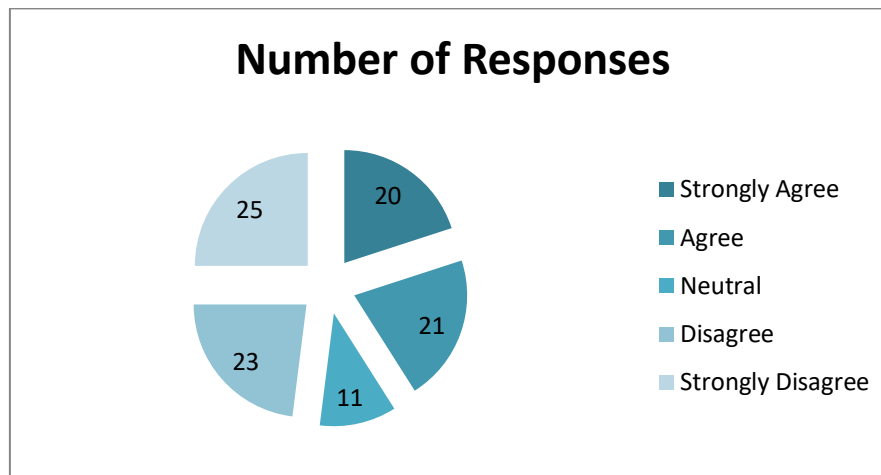


Figure 35. Customer Assessment on the Initiatives of Adidas for making the Shower Gel Available

(Source: Self-developed)

Analysis

While 41% of them are in the agreement that the brand is already doing enough for making the product available, 34% of them seem to opine otherwise. Further, considering that a substantial percentage of participants (25%) remained neutral while answering the question, this alone suggests that the brand is far from doing enough in terms of making its efforts known to its customers.

15. Do you think that the company should make more advertisements to make the shower gel more popular?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	32	32%	100
Agree	34	34%	100
Neutral	5	5%	100
Disagree	17	17%	100
Strongly Disagree	12	12%	100

Table 15. Customer Opinion on the Requirement of the Brand to Invest in Advertising

(Source: Self-developed)

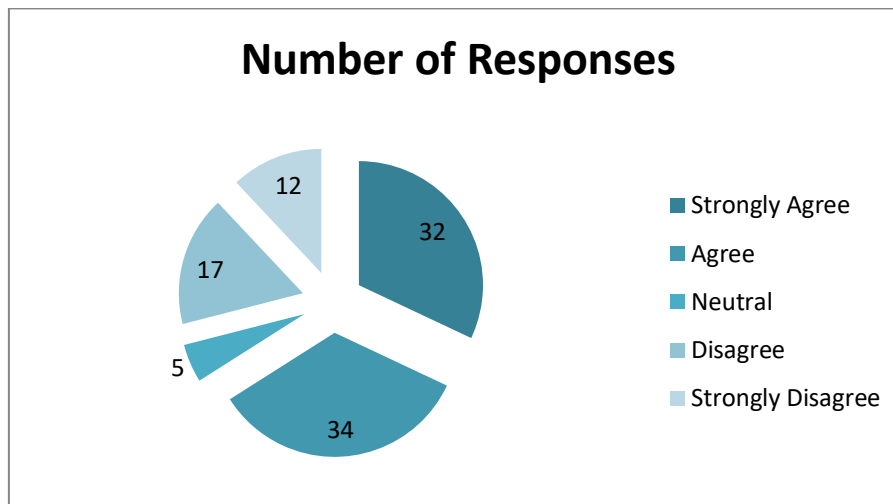


Figure 36. Customer Opinion on the Requirement of the Brand to Invest in Advertising

(Source: Self-developed)

Analysis

This question aimed to infer into the ideas of the customers about the current status of advertising for the brand and it may also enable the researcher to understand the advertising requirements for the same. Moreover, it is plausible that around 66% participants have felt that the brand should come up with more advertising campaigns for making its products popular in the Indian market.

16. Would you like to keep re-purchasing the product?

	<i>Number of Responses</i>	<i>Percentage of Responses</i>	<i>Total Number of Respondents</i>
Strongly Agree	24	24%	100
Agree	27	27%	100
Neutral	16	16%	100
Disagree	20	20%	100
Strongly Disagree	13	13%	100

Table 16. Re-purchasing Decision of the Customers for the Shower Gel

(Source: Self-developed)

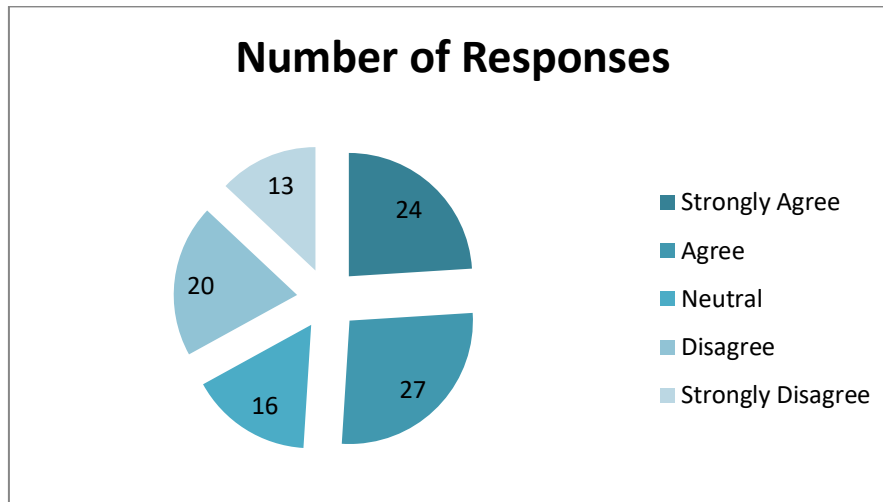


Figure 37. Re-purchasing Decision of the Customers for the Shower Gel

(Source: Self-developed)

Analysis

Perhaps, in the entire questionnaire, this question was the most important one, in terms of assessing the interest of the customers in the product line and in the brand. Satisfactorily, 51% of them are willing to repurchase the product, which proves the product to be worthy of investment for them.

5 Chapter: Results and Discussion

As far as its grooming range is concerned, the company has been able to leave a mark on the Indian customers so far. According to most of the Indians Adidas still represents a sportswear brand, without a significant proportion of potential customers not even being aware of this product line by the brand. This condition is wholly attributed to maybe the nonchalant attitude of the brand, in terms of bringing its grooming product line to the limelight. Serious marketing measures supported by investments made by the company are required for acquiring the strategic benefits associated with the market growth that the grooming industry is supposed to witness in the Indian context. It is relevant to point out that the current ads placed by the company are specifically designed to capture the sportswear product category of the business predominantly. However, celebrity endorsements, collaborations with YouTubers or Beauty Bloggers, the consistent online presence of the brand, provision of online customer support (through even social media pages of the company) and announcements related to promotional or rewarding offers can help the company in popularizing the shower gel in the Indian market.

5.1 Findings from Quantitative Analysis

The findings of the quantitative analysis are entirely based on the above-analyzed data obtained from the online survey. The findings, here, simply point towards one direction. While as a business Adidas has truly defined product development by making the product credible, affordable, and attractive to its customers, it needs to rigorously engage in branding and promotional activity. Indeed, the customers find the product of the brand worth their money as the shower gel is capable of meeting up the promises made by it in the first place. However, it is likely that not a massive number of potential customers of the brand are aware of its existence. Although the advertisings made by Adidas are reaching its potential customers through digital channels, the focused approach of the brand to make all its product lines (and not just the sportswear line) equally known to customers is missing. Further, it is also relevant for the brand to improve on the channels which it uses to sell products to its customers in India. In collaboration with such shopping apps like Amazon, Nykaa, Purpille, Flipkart, Myntra Fashion, Feel Unique, Tata CLIQ that brand has more scopes to display its grooming products to the Indian customers. Besides, along with training, workout, and

running-related apps, the company can also opt for developing a shopping app of its own so that all the products of the brand belonging to different product lines can be offered to the customers under one umbrella. However, yet it remains one of the major necessities for the brand to ensure robust product demand and brand recognition with relevant strategies of advertising and marketing. Only this can enable the brand to achieve the success it is striving for, especially when it comes to winning over the Indian customers. Adidas can also find out the type of potential customers those are the target segment in the market from the survey of the Indian market.

5.2 Summary

This chapter comprises perhaps the most important aspect of the research on customer attitude towards the online shopping venture of the company Adidas, especially in connection with marketing its shower gel to the Indian customers. Here, the research accumulated both primary and secondary data from different sources so that the overall inclination of the customer attitude towards the brand and the specific product offered by it could be assessed. The advertising measures undertaken by the company were also analyzed based on the resources gathered from Facebook Ads Library. Besides, with the help of empirical research, it was also possible to understand how dimensions of costs and benefits are likely to affect the performance of the business in the Indian market. All of this ensured compositeness in the findings of the study and made it capable of providing strategic direction to the brand Adidas in its Indian venture.

6 Chapter: Conclusion

This final chapter of the research outlines and summarizes the overall ideas obtained by the means of research conduction. The issue of the research focused on varied dimensions of online shopping and in this regard, tried to find out the attitudes of Indian customers with particular reference to the multinational Germany-based business Adidas.

The investigation on customer attitudes was pursued on the marketing strategies that are relevant for promoting a shower gel, which belongs to the grooming product line of the company. In this context, the costs and benefits that are viable for the business in order to establish itself as a leading market-player of the Indian grooming industry. For this, an extensive corpus of literature was reviewed so that the theoretical bias concerning the concepts of customer behavior and marketing strategies can be gained. This enabled the researcher to understand how biases in customer behavior and the strategies appointed by the businesses to attract the potential customers culminate into the prospects of customer purchase decision making. Thus, it was assumed that if a business can effectively direct its marketing strategies for influencing customer behavior, it would be possible for it to attain profitability via e-commerce channels. This idea formed the inherent conceptual framework of the research, which was formulated based on the reviewed literature in the subject area. As far as the methodological bias is concerned, the researcher focused on broadening the scope of the research by incorporating both quantitative and qualitative research designs. This ensured the conduction of an online survey for figuring out the inclinations of customer behavior for Adidas, as it specifically applies to Indian customers and the purchase of such products as a shower gel. With this, it was found out that although the brand awareness for the company is quite robust; there is room for improvement in its marketing efforts for other product lines (particularly the grooming product line) other than its sportswear product category. This is unjustified on the part of the company, especially considering that it has effectively advanced the product and marketed it with feasible pricing, which made the quality and pricing of the product appropriate for the Indian customers. Further, the use of online-available ads of the company for the product category of shower gel depicted a scarcity in the advertising initiatives of the company. However, qualitative analysis of secondary data was capable to establishing perceived growth in the grooming industry of India and this represents a scope for the company to improve its market shares. The effective strategies that can be deployed to achieve viable marketing goals in this direction were also

underlined with the proper utilization of academic literature. Thus, it may be said to conclude that the company Adidas is presented with the opportunity of growing its market share in the Indian grooming industry via e-commerce channels, only if it can deploy effective marketing strategies with digital promotional measures put into motion.

Various international businesses are trying to grab opportunities in the Indian market, owing to its status as one of the fastest-growing economies of the globe. Besides, the rapid expansion in its consumer class also vouches for market demand. Owing to predominantly these factors among others, Germany-based multinational business Adidas decided to test their luck in the Indian market as early as 1996 (Maske & Pratale, 2020). Since then, the brand has firmly established itself in the country, with its products being available from both online and physical outlets. This study has been based on the strategic direction that Adidas should be following for marketing a product of the brand, precisely a shower gel for the Indian customer and through digital platforms. Here, it is essential to mention that although Adidas would have to serious market competition as showers of other well-known companies (with a more affordable price range) are readily available in the Indian market. Yet the business has come to acquire significant customer support throughout the years and this factor related to the brand of the business can play an instrumental role in marketing the product successfully (Suetrong *et al.* 2018). Some of the main factors that the company needs to focus on, thus, relate to the market competition as well as the selection of relevant promotional activities to make the customers opt for the Adidas shower gel, even if other affordable options are available. A relevant dimension that is likely to dominate this venture is the online mode of the transaction between the company and its customers. Thus, the businesses need to set in motion appropriate processes that can lead to strategic outcomes for the business, especially concerning this product launch to India.

While the major aim of is to find the potential of the shower gel product of Adidas in the Indian market, the research has found that the product would gain quite significant in the market. This is because of the fact that the men's grooming range availability in the Indian market is quite low. Besides, the market has good demand of the products that has been found through the primary data collection in the research. Availability of a greater range of the products would add potential customers to the consumer list of Adidas.

While the research was objectified to understand the benefits and costs that would be derived by the functions of Adidas to produce the research has found that the availability of cheap labor and a large market in India would enhance the scope of cheap product manufacturing, packaging and selling in the Indian market. However, the research has understood that the marketing strategy must be effective for Adidas to sustain the competitive aspect of the Indian market. The recommendations below enlist the aspects that Adidas must follow in order to effectively sale the product shower gel in the Indian market.

The Recommendations that can be suggested for the company are as follows:

1. ***Proper use of the Internet and Social Media:*** This aspect of the marketing strategy for Adidas, relates to the requirement of gaining customer preference and loyalty. For this, the brand can create and promote newly created social media pages for the grooming product line. Via the posts shared by the company on these chief pages as well as these newly created pages, it will be possible for the company to generate customer attraction. Besides, it also needs to maintain effective communication with the customers through the provision of customer service through comments, direct messages, and redirect links to the official customer service page of the company, and so on (Dunlop *et al.* 2016). The company can also develop the Facebook community acting as a customer forum.

2. ***Effective Tie-ups and Collaborations:*** This enables the company to gain brand relevance, in connection with the grooming industry. As mentioned earlier, collaborations with YouTubers and Bloggers can be beneficial in this domain (Khan *et al.* 2020). Besides, the company can also form tie-ups with e-commerce brands (Amazon, Flipkart, Nykaa, Myntra, and so on) so that the products can be promoted through them.

3. ***Frequent Availability on Promotional Offers:*** This enables the customers to be engaged with the brand, especially considering that frequent availability of promotional offers makes them await the offer announcement (Meral & Özbay, 2020). This anticipation further enables them to be up to date about the new launches, currently available offers as well as future opportunities for product purchase. Besides, the promotional offers can also be designed on the account of product shipping and delivery (Khan *et al.* 2017). Thus, enhancing customer admiration, trust, and preference, this recommendation can also develop customer engagement with the brand.

4. *Connecting to the Fashion and Glamour World:* Considering Adidas is capable of making lump sum investments for the marketing and advertising requirements for the business, it may be suggested that the promotional and branding activities directed at the grooming product line can resort to a celebrity endorsement. Bollywood actor Ranveer Singh is currently the Indian brand ambassador of the company and following this direction the company can arrange to feature other personas associated with the fashion and glamour industry for positioning the shower gel as well as other grooming products under the limelight (Khan *et al.* 2020). This marketing strategy would be useful for Adidas to produce and sustain a potential market deeming in India.

The findings derived from this research are capable to providing direction to Adidas or any other company that is planning on entering and sustaining into the grooming market of India. The current trends of Indian marketing and how they can be benefited from with employing robust advertising and marketing measures form the core interest area of this research. Thus, it is only likely that this information can be used for choosing strategic directions. As far as the future researches are concerned, some of the viable aspects of customer behavior yet remain an enigma under the scope of management studies and research carried forward into this direction can enrich the realm of strategic management of the promotional arena of businesses.

This chapter has focused on summarizing the componential factors associated with the conduction of the research on online shopping and customers' attitudes as well as the findings of the research. The concluding remarks, the link of the objectives with the findings of the research, recommendations, and drawing the scope of the research comprised different aspects of the chapter.

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8 Appendices

Survey Questions (created in Google Forms)

Consumer Behavior – Online Shopping in India (Survey)

What is your gender?

Male

Female

Other

What is your age?

Below 20 years

Between 21 and 30 years

Between 31 and 40 years

Between 41 and 50 years

51 years and above

Are you aware that Adidas has an elaborate product line specializing on men's grooming?

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Do you prefer the brand, in terms of product quality and price affordability of their products in general?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you prefer purchasing from Adidas when it comes to grooming products?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Have you already purchased or want to purchase the Adidas Shower gel?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Have you come across any advertisements by Adidas through your social media accounts or any other digital platforms?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

If yes, what was most important product attribute that convinced you that the shower gel is worth your money?

- Its Fragrance
- Its Gentle Cleansing Capability
- Its Capability to Maintain the PH Level on Skin
- Its Affordability
- The promotional offers, shipping or delivery related conveniences

Does the quantity of the shower gel offered for its price satisfy you comparing it with similar products of other companies?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think that the packaging of the shower gel would come in handy while using it?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think the overall offering of the Adidas of its shower gel marketing attractive enough to available for it?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think you would easily switch to another brand if the shower gel offered by Adidas becomes temporarily unavailable?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think you would easily switch to another brand if the Adidas shower gel becomes marketed with a hike in its price?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you feel that Adidas is falling short when it comes to making the shower gel quickly available to the customers through online channels?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think that the company should make more advertisements to make the shower gel more popular?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Would you like to keep re-purchasing the product?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree