

Behavior on Buying Adidas Shoes of Consumers in Bangkok

Tosaporn Mahamud and Liao Hengzhi

Abstract— This study attempts to analyze factors influencing the decision to buy Adidas shoes in Bangkok. Each buyer will consider different factors while buying any product which is needed. Probability generator has divided This study focuses on the importance assigned to different factors depending on gender and income, production, promotion. Distribution channel And the price Identifying factors that will help shoe manufacturers in refining the market and manufacturing structures to take advantage of these influences in a way that will satisfy both consumers and marketers. This article also helps companies to understand consumer behavior clearly in order to formulate effective strategies and help develop the company and the industry at large.

Keywords— Behavior, buying, consumers.

I. INTRODUCTION

Adidas is a brand of products related to sports. The true origin of the brand originated in Germany. The inventor and manufacturer began as Adolf, Adi Dassler. He began producing his first pair of sports shoes in the laundry room in the house in 1871. 1920, after the older brother Rudi or Rudolf Dasler (Adolf, Adi Dassler) (Aaker, David, 1996), returned from World War I. The two brothers helped each other produce sports shoes with the brand name "Dassler", which is derived from the surname of the two siblings. And officially opened in 1924. The founding name is Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Factory). Nowadays, the trend of health care is very popular. Whether it be care Maintain health from within and outside, such as taking care of food. Exercise, etc. The exercise currently has a variety of forms, such as running, fitness, badminton, as well as other sports. In which various activities (Yan, 2011) These sports equipment must be used to suit the type of sport and physical characteristics of each athlete. For example Sports shoes should be worn To suit your own feet Because it will reduce the risk of injury and increase the efficiency of Exercise to feel smooth, light and comfortable until you feel that you have benefited from full exercise. (Bailey, Gutierrez, Pineres, 1997),

The overall picture of the sports equipment market in 2014 was negatively affected by the problem. Politically, that is, the current political situation in Thailand is still in a state of change and the wood is stable, so consumers have unsettled

views on the political situation in the future. And the economy of Thailand (Hussein, 1997), is also affected by the unstable political situation, resulting in foreign investors are not confident to invest in Thailand, especially in the tourist group. The world is having problems, especially in Europe, so these are negative factors that affect Thai Business Overview Including an overview of the sports equipment market as well (Bailey, Gutierrez Pineres, 1997),

However, the sports equipment market in 2014 is still growing from the previous year. Because it has been supported by (Hulland, Todino, Lecraw, 1996), the trend of Thai football that is becoming popular and widely known in foreign countries, as well as other sports That has increased in popularity, such as female volleyball and Thai boxing Iglesias (Guillen, 2004)

There are also many leading organizations and companies. Such as local governing organizations, (Hong Kong Trade Development Council Research Centre, 2000) Thai Standard Chartered Bank, (Krishnakumar, 1986), etc., popularly organize marathon activities to encourage Thai people Have the opportunity to exercise Which found that the aforementioned activity received good response from the people. In addition, in 2014, the Department of Industrial Promotion Ministry of Industry Have started an industrial development plan Fashion was established in 2014 in order to make Thailand the fashion hub of ASEAN. In 2014, the Department of Industrial Promotion supported 3 areas which are labor development. Business development and team development begins with training of approximately 2,200 workers on knowledge, relevant theories and fashion, which are considered positive factors for the sports equipment market. The objective of the study was to study the adidas shoes buying behavior (ADIDAS) of consumers in Bangkok. And suburbs. To study marketing mix factors affecting the adidas shoes purchase (ADIDAS) of consumers in Bangkok. And suburbs to compare the behavior of buying adidas sports shoes (ADIDAS) of consumers in Bangkok And metropolitan area, remember according to personal data in order to study the relationship between marketing mix factors And buying behavior of Adidas shoes of consumers in Bangkok and suburb.

II. HYPOTHESIS OF THE STUDY

Different personal data have an effect on the buying behavior of Adidas shoes (ADIDAS) of consumers in

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Bangkok. Marketing mix factors correlate with the buying behavior of Adidas shoes of consumers in Bangkok and perimeter. The marketing mix factors influence the behavior of buying Adidas shoes. (Adidas) of consumers in Bangkok and suburbs.

III. SCOPE OF STUDY

Regarding educational content on Adidas buying behavior of consumers in Bangkok And the metropolitan region, based on the marketing mix theory Product, Price, Place, Promotion and Consumer Behavior (6W1H) Population Used in education Is the consumer in Bangkok and its vicinity.

IV. RESEARCH RESULTS

Show relationship test results between marketing mix factors and buying behavior of Adidas shoes of consumers in Bangkok and suburb

Marketing mix factors	Buying behavior of consumers in Bangkok			
	r	sig	direction	order
Product	-0.082	0.101	Opposite direction	2
Price	0.04	0.42	Same direction	3
The distribution channels	-0.131	0.008	Opposite direction	1
Marketing promotion	0.035	0.489	Same direction	4

V. MARKETING MIX FACTORS AFFECTING ADIDAS STORE USE BEHAVIOR. CONSIDER THE RELATIONSHIP FROM THE RELATIONSHIP. SORT BY HIGHEST TO LOWEST. IN THE FOLLOWING ORDER

Marketing mix factors in distribution channels Very little in the opposite direction (r) = 0.008. Product marketing mix factors Very little relation in the same direction (r) = 0.101 marketing mix factors in price Very little relation, opposite direction (r) = 0.42 marketing mix factors in marketing promotion Very little relationship in the same direction (r) = 0.489

Hypothesis 3: Marketing mix factors influence the behavior of Adidas shoes purchase in consumers in Bangkok and suburb area.

Consumers in Bangkok	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4379.340	3181.613		1.376	.169
Product	-1051.032	592.388	-.095	-1.774	.047
Price	209.453	473.082	.024	.443	.658
The distribution channels	1103.719	415.262	.142	2.658	.008
Marketing promotion	-295.387	408.673	-.038	-.723	.470

Shows the marketing mix factors influence the behavior of buying shoes Adidas (Adidas) in Bangkok. Found that marketing mix factors influence the behavior of buying shoes Adidas (Adidas) in Bangkok. Product factors And factors of distribution channels Significantly at the level of 0.5

Hypothesis

Hypothesis 1: Different personal data can affect adidas buying behavior (ADIDAS) of consumers in Bangkok. And different perimeters

From the study found that Personal factors that have gender, age, family status Education level Average monthly income and occupation Of consumers in Bangkok And different suburbs have different effects on Adidas shoes buying behavior (ADIDAS)

Hypothesis 2. Marketing mix factors relate to the buying behavior of Adidas shoes of consumers in Bangkok and perimeter. Marketing mix factors in distribution channels Very little relationship opposite direction Product marketing mix factors Very little relationship same direction Price mix marketing factors Very little relationship opposite direction Marketing mix factors in marketing promotion Very little relationship Same direction

Hypothesis 3: Marketing mix factors influence the behavior of Adidas shoes purchase in consumers in Bangkok and suburb area. From the study found that Marketing mix factors influencing the buying behavior of Adidas shoes in Bangkok are as follows: Product factors And factors of distribution channels.

VI. DISCUSSION

1. From the research, it is found that the members of the Facebook ADIDAS MARKET THAILAND group have demographic characteristics such as Gender, age, status Vocational education level And the average monthly income is different Affect the buying behavior of Adidas shoes differently. Which is in harmony with Kaphawinee Kanchana (2016) which discusses the demographic variables and consumer behavior that Person or consumer with gender, age, status Vocational education level And different incomes may have different lifestyles. And in accordance with Sudarat

Phimonratanakan (2014) which stated about the factors that determine the consumption of consumers that Consumer incomes require consumers to choose the right goods and services to buy. Own income if the executives Consumers have a lot of income, so they buy a lot of goods and services. If consumers have low incomes, they will buy less goods and services, allowing sellers or entrepreneurs to use demographic characteristics of consumers or customers to do business. I can choose rice products. Can be sold to meet the needs of different consumers

2. Product color side

The result of the research shows that most consumers choose Sita. Is the most purchased color, which is consistent with the research of Dawn Sorn Thanu (2011) on demographic factors affecting Marketing mix, secondary buyers in Bangkok That said that most consumers Shop for shoes in black. And consistent with Research of Mr. Tharapat Piyaram (2012) on factors affecting Continue to choose secondary brands Converse of the students at the Faculty of Economics of Chiang Mai University said that gender is different. Affecting the purchase of colors of shoes that are different So it can be concluded that the color Of different shoes Affecting the secondary purchase of executives Different consumer values, such as from research findings It was found that males would choose to buy gray shoes more than females. On the other hand, females would buy pink shoes more than males.

3. Price factors From the research, it is found that the price is suitable for The condition of the product affects Buy shoes Adidas Men's Consumer spending is very good and high level. The first that affects the purchase of secondary, which is not consistent with Dawn Sorn Thanu's research (2011) on demographic factors that Affecting the marketing mix, secondary buyers in Bangkok Which said that the price factor, consumers will give the most importance to the price that is suitable for the product quality. In conclusion, the price factor of the product has an effect on the buying of shoes of the man Very high consumption, consisting of reasonable prices Product condition And the price is appropriate for the product quality Different behaviors of consumers or samples. Different behaviors of consumers or samples.

VII. SUGGESTIONS FROM STUDIES

The policy suggestion of the company 1. Product The Company should inspect the quality of the product more thoroughly, since the products sold from the store are quite eye-catching. Many companies and the company should increase the production of products because the products are not enough to meet the needs of consumers. 2. The price of some models of the products is too high. Which the price is not suitable for the quality of the product, resulting in the Consumers should choose to buy products, and the company should have an installment payment system 3. Distribution Channels the Company should have distribution of the products thoroughly, which will be found that the products will be sold only in certain locations or provinces.

VIII.SUGGESTIONS FOR FURTHER STUDIES

In the next study, you should have the opportunity to learn about the marketing barriers of the ASUS computer business in order to use this information to carry out marketing planning activities based on consumer needs.

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