ABSTRACT

Corporate Brand Influence (Adidas Salomon AG) on Consumer Preference of Adidas Sport shoes in Depok City
(Case: University of Indonesia Students)

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Objectives of this study are: (1) identifying social economic profile, demography, usage, respondent psychographic of Adidas sport shoes consumers, (2) analyzing corporate brand impact on brand preference, (3) analyzing influence of self-monitoring on brand preference, (4) analyzing influence of materialism on corporate sub-brand and brand preference, (5) formulating recommended strategy to Adidas Managers and related parties in order to build corporate brand (Adidas-Salomon AG) and thus establish consumer preference of Adidas sport shoes.

Study conducted in Depok city on February 2008 using survey approach on 100 students of Indonesian University, who has used, or is using Adidas sport shoes product. Sampling technique used is non-probability sampling that is purposive sampling. Methods for analyzing this case are descriptive analysis, cluster analysis, CHAID analysis, cross tabulation, chi square, multiple regression, F test, and T test.

Results of this study are: (1) based on demographic and psychographic characteristic, the target market the respondent that who believes that ‘the higher the product prices, higher its quality’, the respondent who considers product utility more than product brand and buying sport shoes based on trend. Respondents spread 21 between 25 years old men, unmarried, post-graduates, and spends on average between Rp.1.000.000 – 2.000.000 per month, (2) based on multiple regressions, corporate brand has a positive and significant impact on brand preference which relation has negative intercedes such as self-monitoring and materialism. Based on this result, there are strong arguments recommending Adidas-Salomon (AG) Managers to focus more strategies that build corporate brand values. Thus, achieving consumer preference on Adidas sport shoes.