THE EFFECT OF ADVERTISING, PERCEIVED QUALITY AND BRAND AWARENESS ON CONSUMER PURCHASE INTENTION (CASE STUDY: ADIDAS SPORT SHOES)

PENGARUH PERIKLANAN, PERSEPSI KULITAS DAN KESADARAN MEREK PADA NIAT BELI KONSUMEN (STUDI KASUS: SEPATU OLAHRAGA ADIDAS)

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ABSTRACT: Sports as needs, which is read by the companies manufacturers who produce a sport shoes product. In Indonesia, the competition in footwear industry is getting tight and variety. It makes so much many shoes retail opened and developing. With that situation, the companies are trying to create a variety shoes and trying to adding new value on their product to keep their customer and getting new consumers and of course to make them still survive in the market. The aims of this study are to analyze the effect of Advertising, Perceived Quality and Brand Awareness on Consumer Purchase Intention of Adidas Sport Shoes. This research is causal type of research which uses primary data obtained through questionnaires and uses multiple regression analysis. The population observed is people in Manado who have used Adidas Sport Shoes with 100 respondents as the sample size.

Keywords: Advertising, Perceived Quality, Brand Awareness, Consumer Purchase Intention

ABSTRAK: *Olahraga sebagai kebutuhan, inilah yang dibaca oleh produsen perusahaan yang memproduksi produk sepatu olahraga. Di Indonesia, persaingan di industri alas kaki semakin ketat dan bervariasi. Ini membuat begitu banyak banyak sepatu ritel dibuka dan berkembang. Dengan situasi itu, perusahaan berusaha untuk menciptakan berbagai sepatu dan mencoba untuk menambahkan nilai baru pada produk mereka untuk menjaga pelanggan mereka dan mendapatkan konsumen baru dan tentu saja untuk membuat produk mereka tetap bertahan di pasar. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Periklanan, Persepsi Kualitas dan Kesadaran Merek pada Niat Beli Konsumen terhadap Sepatu Olahraga Adidas. Penelitian ini merupakan jenis kausal penelitian yang menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan analisis regresi berganda. Populasi yang diamati adalah orang di Manado yang telah menggunakan Sepatu Olahraga Adidas dengan 100 responden sebagai sampel.*

Kata Kunci: Periklanan, Persepsi Kualitas, Kesadaran Merek, Niat Beli Konsumen

INTRODUCTION

Research Background

Sports as needs, which is read by the companies manufacturers who produce a sport shoes product. Any competitive rivalry is shown with a wide selection of shoes available on the market. Some of large companies who produce a sport shoes product such as Adidas, Nike, Puma and the manufacturer are experiencing though competition in this industry. These companies are being sued must have vision, mission, and goals that are truly consumer oriented. The consumer itself is the major key in profit and market share are high, so it is not surprising that these companies compete to provide the best quality and satisfaction through the products their market. This market share is created because of the satisfaction and trust created by the effects of the use of the sport products.

In Indonesia, the competition in footwear industry is getting tight and variety. It makes so much many shoes retail opened and developing. With that situation, the companies are trying to create a variety shoes and trying to adding new value on their product to keep their consumers and getting new consumer and of course to make them still survive in the market.

At this time, Adidas is one of the most popular branding which is basically focused on the production of sport shoes, sports equipment and apparel. Especially for sports shoes, people wear with pride Adidas shoes, they will think what they wear will increase their own personal athletic goal, or increase their confidence. Adidas not only depend on the marketing strategy in the form of advertising, but the Adidas company is also using celebrity endorsements which in turn can makes strong purchase intention to consumers. In addition to using marketing strategies such as advertising, Adidas always focused on provide the quality of products that are good for consumers. So based on the background, this research will be conducted a title as follows "The Effect of Advertising, Perceived Quality and Brand Awareness on Consumer Purchase Intention (Case Study: Adidas Sport Shoes)".

Research Problems

Based on the research background, this research conducts the research problem as follows:

1. Do Advertising, Perceived Quality and Brand Awareness have significant effect on Consumer Purchase Intention of Adidas Sport Shoes simultaneously?
2. Does Advertising have significant effect on Consumer Purchase Intention of Adidas Sport Shoes partially?
3. Does Perceived Quality have significant effect on Consumer Purchase Intention of Adidas Sport Shoes partially?
4. Does Brand Awareness have significant effect on Consumer Purchase Intention of Adidas Sport Shoes partially?

Research Objectives

The purpose of this research is to analyze the effect of Advertising, Perceived Quality and Brand Awareness on Consumer Purchase Intention using Multiple Regression Analysis.

THEORITICAL FRAMEWORK

Marketing

Burns and Bush (2006:4) defined marketing as an organization functions, not a group of persons or separate entity within the firm. It is also a set of processes and not a single tactic such as creating and end-aisle display. The processes create, communication, deliver value to consumers. Marketing is not trying to sell consumer something; rather it is providing consumers with something they value. Kotler and Armstrong (2008:4) define marketing is managing profitable customer relationship. Furthermore, marketing is the process by which

companies create value for customers and build strong customer relationships in order to capture value from customers in return.

Advertising

Bovee and Thill (2011:556) advertising is the delivery of announcements and promotional messages via time or space purchased in various media. McDaniel et al (2011:728) said that advertising is impersonal, one - way mass communication about a product or organization that is paid for by a marketer. deChernatony (2010:157) explained advertising is nowadays widely used and makes a visible contact with the consumers. Advertisements communicate functional and emotional values of brands and products to the consumers which in turn creates strong, favorable and unique associations of brands in the mind of the consumers.

Perceived Quality

Perceived quality can be defined as the consumer perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality is directly related to the reputation of the firm that manufactures the product (Davis, 2003). Perceived quality is a judgment on the consistency of product specification or an evaluation on added value of a product (Bhuian, 1997).

Brand Awareness

Brand awareness entails that recognition is communicated onto a brand, which allows consumers to identify with the brand product, and thus providing companies with constant competitive advantage (Aaker 2005:175). For low involvement products, products *"bought frequently and with a minimum of thought and effort"*, awareness can affect a consumer's buying decision through a sense of familiarity, whereas for high involvement products, brand awareness provides consumers with a sense of presence and assurance (Aaker, 2005:176).

Consumer Purchase Intention

Belch and Belch (2012:129) described purchase intentions is some point in the buying process, when the consumer must stop searching for and evaluating information about alternative brands in the evoked set and do the purchase, it generally is based on matching a purchase motives with attributes or characteristics of Brand under consideration.

Previous Research

Muhammad Salman Arshad and Tanveer Aslam (2015) conducted research about The Impact of Advertisement on Consumer's Purchase Intentions. The purpose of this research was to focus on such kinds of advertisements which were probably most suitable for the consumers of Pakistan to make their purchase decisions. This necessitated conducting a research for the evaluation of current advertising practices to check their effect on consumer purchase intentions.

Ahmed Nabeel Siddiqui (2014) conducted research about TV Ads Impact on Consumer Purchase Intention. The purpose of this paper is to highlight the influence of different contents of advertisements on the consumer purchase intention in UHT Milk. Result of the study shows that, due to quality features shown in TV advertisements of product, consumer purchase intention can be increased. While it was also found that the entertaining celebrity association, content credibility of product shown in TV advertisements, effective advertisement repetition and appeals is positively correlated with consumer purchase intentions.

Nor Hazlin Nor Asshidin, Nurazariah Abidin, and Hafizzah Bashira Borhan (2015) conducted research about Perceived Quality and Emotional Value that Influence Consumer's Purchase Intention towards American and local products. The main purpose of this study is to investigate the effects of perceived quality and emotional value that influence consumer's purchase intention towards American and local products. This study aims to increase an understanding of Malaysian consumers' purchase intention in relation to American versus local

products. The relationships between these variables denote that perceived quality is quite a good predictor on purchase intention based on the result.

Choy Johnn Yee, Ng Cheng San, and Ch'ng Huck Khoon (2010) conducted research about Consumers' Perceived Quality, Perceived Value and Perceived Risk towards Purchase Decision on Automobile. As the level of competition keep on increasing in Malaysia automobile market, it is essential for every automobile producer companies to understand customer insight in order to further increase their share of wallet. Therefore, the objectives of this research is to study the relationships of perceived quality, perceived value and perceived risk that will affect on Malaysia consumer purchase decision towards cars.

Nazia Yaseen, Mariam Tahira, Amir Gulzar, and Ayesha Anwar (2011) conducted research about Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: A Resellers' View. The study is to investigate resellers' point of view about the impact of brand awareness, perceived quality and customer loyalty on brand profitability and purchase intention. Further the study is also focused on finding out the mediating role of purchase intension on the relationship of brand awareness and profitability, perceived quality and profitability and brand loyalty and profitability.

Dr. Hsin Kuang Chi, Dr. Huery Ren Yeh, and Ya Ting Yang (2009) conducted research about The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. The purposes of the study are to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention. When brand awareness is high, its brand loyalty will also increase. Consumers will evaluate perceived quality of a product from their purchase experience.
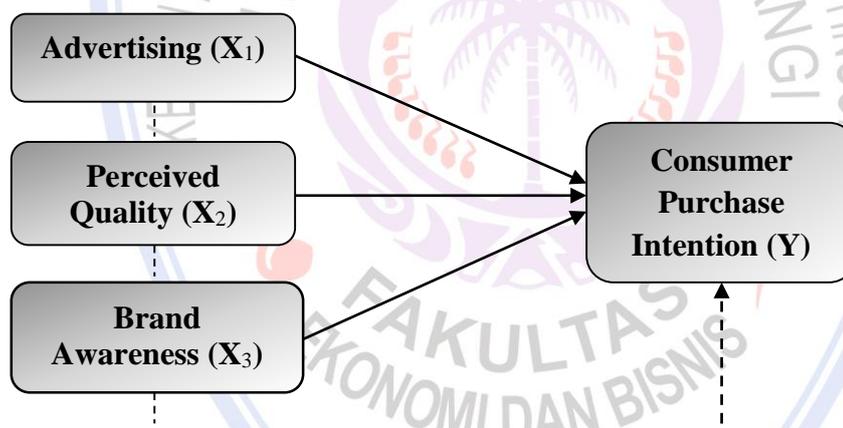
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2017

Research Hypotheses

The hypotheses of this research are:

H_0 : Advertising, Perceived Quality, and Brand Awareness have no significant effects on Consumer Purchase Intention of Adidas Sport Shoes.

H_1 : There are significant effects of Advertising, Perceived Quality and Brand Awareness on Consumer Purchase Intention of Adidas Sport Shoes simultaneously.

H_2 : There is significant effect of Advertising on Consumer Purchase Intention of Adidas Sport Shoes partially.

H_3 : There is significant effect of Perceived Quality on Consumer Purchase Intention of Adidas Sport Shoes partially.

H_4 : There is significant effect of Brand Awareness on Consumer Purchase Intention of Adidas Sport Shoes partially.

RESEARCH METHODOLOGY

Type of Research

This research uses Causal method in quantitative approach because the researcher intent to find the effect of Advertising, Perceived Quality and Brand Awareness on Consumer Purchase Intention. Quantitative research defined as research method based on positivism paradigm that used to investigate specific population or samples (Sugiyono, 2013:148).

Place and Time of Research

This research is conducted in Manado, North Sulawesi. The time of research started from September 2016 to January 2017.

Population and Sample

According to Sugiyono (2008:115), "Population is the generalization region consisting of the objects/subjects that have certain qualities and characteristics. Set by researchers to learn and then drawn a conclusions". The populations of this research are all buyers of Adidas Sport Shoes in Manado, North Sulawesi. According to Sugiyono (2008:116), "is a part of the number and characteristics owned by the population". If the population is too large and it is impossible to learn the entire population, the research can use the sample that taken from population. Because there is so much user counterfeit of Adidas Sport Shoes, this research uses the Convenience Sampling method to get efficient sampling. This sample method was applied in this research regarding to obtain information quickly and efficiently and the total sample is 100 respondents.

Data Collection Method

Data collection technique used in this study is questionnaire. Measurement scale used is the Likert Scale.

Operational Definition and Research Measurement

Variable X_1: Advertising

Advertising is any form of non-personal communication about an Adidas Sport Shoes by Adidas company. This variable is measured with the following indicators: Attention, Appeal and Message.

Variable X_2: Perceived Quality

Perceived quality is the consumer perception about the quality of the products of Adidas Sport Shoes. This variable is measured with the following indicators: Reputation, Reliability and Judgment.

Variable X_3: Brand Awareness

Brand awareness is the ability of a consumer to recognize and recall Adidas brand in different situation. This variable is measured with the following indicators: Recognize, Recall and Brand Name.

Variable Y: Consumer Purchase Intention

Consumer purchase intention is probability that the consumer will purchase Adidas Sport Shoes product in given certain conditions. This variable is measured with the following indicators: Probability Purchase, Prefer and Worth Buying.

Data Analysis Method Validity and Reliability Test

Reliability is a test of how consistently a measuring instrument measures whatever concept is measuring. Validity is a test of how well an instrument that is develop measures the particular concept it is intended to measure.

Multiple Linear Regression Analyis

Multiple linear regression analysis regress where the dependent variable (Y) relates to more than a variable. Analysis regression is used to find a dependency of grades from one variable to another variable or more. The shape of the regression equation is as follows:

$$Y = α + β_1X_1 + β_2X_2 + β_3X_3 + e$$

Description:

Y	: Consumer Purchase Intention
A	: Constant
β1, β2, β3	: The regression coefficient of each variable
X_1	: Advertising
X_2	: Perceived Quality
X_3	: Brand Awareness
e	: error

RESULT AND DISCUSSION

Result

Validity and Reliability Test
Validity Test

The purpose of validity test is to know whether the instrument is valid or not. If the values are above minimum level of 0.197 and below the significant level of 5% therefore the instrument is considered as valid.

Table 1. Result of Validity Test

		Advertising	Perceived Quality	Brand Awareness	Consumer Purchase Intention	Total
Correlations						
Advertising	Pearson Correlation	1	,389**	,427**	,434**	,703**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Perceived Quality	Pearson Correlation	,389**	1	,502**	,535**	,785**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Brand Awareness	Pearson Correlation	,427**	,502**	1	,498**	,794**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Consumer Purchase Intention	Pearson Correlation	,434**	,535**	,498**	1	,809**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total	Pearson Correlation	,703**	,785**	,794**	,809**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2017.

Table 1 shows all the values of each indicator are greater than 0.197. Since the entire correlations index are greater than 0.197, therefore all the indicators are valid.

Reliability Test

Reliability test is used Alpha Cronbach. If the Cornbach's Alpha is more than 0.6 the data is acceptable and reliable.

Table 2. Result of Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
,776	4

Source: SPSS Output, 2017.

Table 2 shows that Alpha Cronbach is 0.776 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Multiple Linear Regression Analysis

Table 3. Result of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,246	1,412		,174	,862
	Advertising	,243	,110	,199	2,201	,030
	Perceived Quality	,363	,103	,335	3,526	,001
	Brand Awareness	,246	,098	,243	2,509	,014

a. Dependent Variable: Consumer Purchase Intention

Source: SPSS Output, 2017.

From the result in the Table 3, the model defined as:

$$Y = 0.246 + 0.243X_1 + 0.363 X_2 + 0.246 X_3 + e$$

Where:

Y   : Consumer Purchase Intention

X_1 : Advertising

X_2 : Perceived Quality

X_3 : Brand Awareness

e   : error

Multiple Regression Coefficient of Correlation (R) and Coefficient of Determination (R²)

Table 4. Result of Coefficient Correlation R and R²

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,622[a]	,387	,368	1,391	1,810

a. Predictors: (Constant), Brand Awareness, Advertising, Perceived Quality

b. Dependent Variable: Consumer Purchase Intention

Source: SPSS Output, 2017.

The interpretation of coefficient correlation (R) that shown on table 4.4 means there is significant relationship between the two independent variables with dependent variable. The value of R is 0.622 proves that

the relationship among variable independents and dependent is substantial positive association. The coefficient of determination (R2) measures how far the ability of a model in explaining variation of dependent variable. The value of R2 is 0.387, it means that the linear relationship in this model is able to explain the Consumer Purchase Intention (Y) for 38.7%. And the rest 61.3% are caused by other factors not discussed in this research.
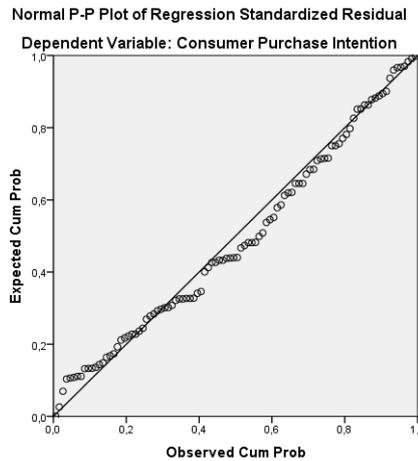
Classical Assumption Test
Normality Test

Figure 1. Result of Normality Test
Source: SPSS Output, 2017.

The Figure 1 shows that the data that represented by the dots are spreading near the diagonal line and follow the direction of diagonal line. Therefore the model has passed the normality test.

Multicollinearity Test
Table 5. Result of Multicollinearity Test

Coefficients[a]

| Model		Collinearity Statistics	
		Tolerance	VIF
1	X1_Advertising	.778	1.286
	X2_Perceived Quality	.706	1.417
	X3_Brand Awareness	.681	1.468

a. Dependent Variable: Y_Consumer Purchase Intention
Source: SPSS Output, 2017.

Table 5 shows that the tolerance value of Advertising is 0.778 Perceived Quality is 0.706 and Brand Awareness is 0.681 meaning that the tolerance value of each variable is more than 0.1. The VIF value of Advertising is 1.286 Perceived Quality is 1.417 and Brand Awareness is 1.468 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Heteroscedasticity Test
Figure 2. Result of Heteroscedasticity Test
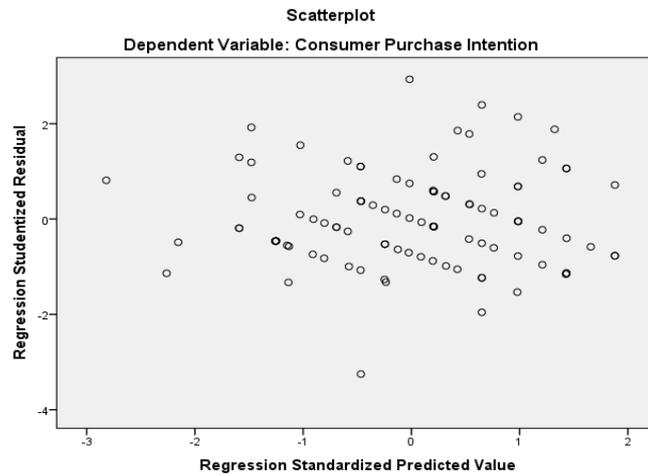
Source: SPSS Output, 2017.

Figure 2 shows that the pattern of the dots is spreading and does not create a clear pattern. The dots are spreading above and below 0 (zero) in the Y axis. It proves that the model is free from heteroscedasticity.

Autocorrelation Test

Table 6. Result of Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,622^a	,387	,368	1,391	1,810

a. Predictors: (Constant), Brand Awareness, Advertising, Perceived Quality
b. Dependent Variable: Consumer Purchase Intention

Source: SPSS Output, 2017.

Table 6 shows the probability value of Durbin Watson is above 0,05 which is 1,810 and the value dU is below than the value of d and 4-dU (dU< d < 4-dU) it means (1,736 < 1,810 < 2,264). Therefore, it can be concluded that the model has no autocorrelation.

Hypotheses Testing
F-Test
Table 7. Result of F-Test

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	117,356	3	39,119	20,230	,000^b
	Residual	185,634	96	1,934		
	Total	302,990	99			

a. Dependent Variable: Consumer Purchase Intention
b. Predictors: (Constant), Brand Awareness, Advertising, Perceived Quality

Source: SPSS Output, 2017.

Table 7 shows that F-count is 29.458 with level of significance 0.000. The calculated value of F_{count} is greater than the F_{table} (20.203 > 2.70). It means that H_o is rejected and H_a is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result declares that there is a simultaneously significant effect of Advertising (X_1), Perceived Quality (X_2) and Brand Awareness (X_3) on Consumer Purchase Intention (Y).

T-Test
Table 8. Result of T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,246	1,412		,174	,862
	Advertising	,243	,110	,199	2,201	,030
	Perceived Quality	,363	,103	,335	3,526	,001
	Brand Awareness	,246	,098	,243	2,509	,014

a. Dependent Variable: Consumer Purchase Intention
Source: SPSS Output, 2017,

− T-count of X_1 is 2.201 with the level of significance of 0.030. If the value of t_{count} = 2.201 > $t_{\alpha (0.05)}$ = 1.984, it means that H_o is rejected and H_a is accepted. And Sig > 0.05 it means the result of this test declares that there is partially significant effect of Advertising (X_1) on Consumer Purchase Intention (Y).
− T-count for X_2 is 3.526 with the level of significance of 0.001. Since the value of t_{count} = 3.526 > $t_{\alpha (0.05)}$ = 1.984, it means that H_o is rejected and H_a is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result of this test declares that there is a partially significant effect of Perceived Quality (X_2) on Consumer Purchase Intention (Y).
− T-count for X_3 is 2.509 with the level of significance of 0.014. Since the value of t_{count} = 2.509 > $t_{\alpha (0.05)}$ = 1.984, it means that H_o is rejected and H_a is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result of this test declares that there is a partially significant effect of Brand Awareness (X_3) on Consumer Purchase Intention (Y).

Discussion

By studying Consumer Purchase Intention and its causal factors, it is expected a company can create a good strategies in order to increase consumers' purchasing intentions to increase their sales. To get an accurate result from Multiple Regression Method which is purpose of this research, the researcher analyzed the effect of Advertising, Perceived Quality and Brand Awareness on Consumer Purchase Intention with case study of Adidas Sport Shoes.

The result of multiple regression analysis shows that there is a significant effect of Advertising on Consumer Purchase Intention, study case of Adidas Sport Shoes. Based on the coefficient result in Multiple Linear Regression Analysis, the significant of Advertising is 0,030 which below than 0,05, so the Advertising (X_1) has a significant effect on Consumer Purchase Intention (Y).

The result of multiple regression analysis shows that there is a significant effect of Perceived Quality on Consumer Purchase Intention, study case of Adidas Sport Shoes. Based on the coefficient result in Multiple Linear Regression Analysis, the significant of Perceived Quality is 0,001 which below than 0,05, so the Perceived Quality (X_2) has a significant effect on Consumer Purchase Intention (Y).

The result of multiple regression analysis shows that there is a significant effect of Brand Awareness on Consumer Purchase Intention, study case of Adidas Sport Shoes. Based on the coefficient result in Multiple Linear Regression Analysis, the significant of Brand Awareness is 0,014 which below than 0,05, so the Brand Awareness (X_3) has a significant effect on Consumer Purchase Intention (Y).

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions can be defined as follows:

1. Based on F-Test result, by using the significant value of 0.05, the calculated value of $\mathbf{F_{count}}$ is greater than the $\mathbf{F_{table}}$ (20.203 > 2.70). It means the independent variables which are Advertising (X_1), Perceived Quality (X_2) and Brand Awareness (X_3) are simultaneously influence on Consumer Purchase Intention (Y) as the dependent variable in Adidas Sport Shoes.

2. T-Test result shows that $\mathbf{t_{count}}$ of Advertising (X_1) is 2.201 with the level of significance of 0.030. If the value of $\mathbf{t_{count}}$ = 2.201 > $\mathbf{t_\alpha}$ (0.05) = 1.984, it means that H_o is rejected and H_a is accepted. Sig > 0.05 it means the result of this test declares that there is partially significant effect of Advertising (X_1) on Consumer Purchase Intention (Y) in Adidas Sport Shoes.

3. T-Test result shows that $\mathbf{t_{count}}$ of Perceived Quality (X_2) is 3.526 with the level of significance of 0.001. Since the value of $\mathbf{t_{count}}$ = 3.526 > $\mathbf{t_\alpha}$ (0.05) = 1.984, it means that H_o is rejected and H_a is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result of this test declares that there is a partially significant effect of Perceived Quality (X_2) on Consumer Purchase Intention (Y) in Adidas Sport Shoes.

4. T-Test result shows that $\mathbf{t_{count}}$ of Brand Awareness (X_3) is 2.509 with the level of significance of 0.014. Since the value of $\mathbf{t_{count}}$ = 2.509 > $\mathbf{t_\alpha}$ (0.05) = 1.984, it means that H_o is rejected and H_a is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result of this test declares that there is a partially significant effect of Brand Awareness (X_3) on Consumer Purchase Intention (Y) in Adidas Sport Shoes.

Recommendation

By looking in the discussion and the result of the research, some recommendations have been made as listed below:

1. The Adidas company should be improving and still use advertising to increase consumer purchase intentions. Create simpler and more effective Adidas advertising to increasing the sales of Adidas Sport Shoes. Adidas should maintain and improve the promotion to get more consumers also make it attractive as possible.

2. To retain the consumers, Adidas company should keep improving about their quality of product that already known as a good shoes brand and still deliver what they have promised to consumer to improve the quality of their product.

3. Keep building and maintaining the value of a reputable brand name of Adidas company because it is one of the ways of increasing consumer purchase intentions.

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