

to the loyalty they have shown to adidas, so as a result of staying with the brand, it creates a loop, where if the customer continues to buy products, adidas continues to promote directly to the customer, and this relationship continues.

Through internet marketing, there is also an opportunity for more value for money, as you know that through social media, you can see how many followers you have and therefore, you know how many people are going to see it, how many share it will get, etc, whereas on more traditional forms of marketing, you don't have that data and therefore it is much more a gamble, so to be safe and consistent, internet marketing would be the better option. Also, in terms of the customer, shopping online would be a better selection for both customer and the business, as there is a larger range of things to choose from, so for the customer, they can choose whatever they like from the online store, and from the business' perspective, they can shift more stock all in one go, as everything will be available on the website, so from that side, it will be more convenient for both parties to stay online rather than in store. Also, there is more value for money, as the customer has more access to benefits with online shopping, such as home delivery, which can be free, so therefore this convenience as stated above is taken advantage of, and therefore as the customer can stay in the comfort of their own home, it means the customer is more likely to stick with adidas, as some online retailers may not have free delivery, have an accessible layout of the website, etc, so therefore, the customer is more likely to stay loyal.

Internet marketing can also be a positive in terms of loyalty, as on the internet, shopping is much easier, as you don't have to travel to stores, and you can do it from the comfort of your own home, so therefore, the customer will be more willing to shop with that particular brand as they can get all they want in one place and it will be a lot easier. Also, customers will remain loyal as they will have certain expectations, and therefore as they use the website more and more, they will become comfortable with the layout, as well as quality of products, delivery, etc, so therefore, as customers begin to make a routine, customers are less willing to switch, and therefore this means the loyalty is retained between the customer and the business. Also, through internet marketing, adidas can directly inform them of different products they have at the moment, as well as informing them of vouchers and discounts they may have access to, so therefore, due to the loyalty they have shown to adidas, the brand will be loyal to them, showing ways they can save money, and as a result, the customer will stay loyal, as they have different ways to save money, as well have access to quality products.

Also, as a result of internet marketing, adidas will be able to improve staff training, as an unhappy customer (online or in-store) can then tweet the profile of the brand and notify them if they have any issues with any products and services, and more often than not, the profiles usually respond and direct message the customer, so they can then find out more information and help to resolve the issue, so the accessibility online, will only benefit the customer in this sense, and it also makes it much more convenient, as the customer doesn't have to travel to the store to make a complaint, but they can do it from the comfort of their own home. Through these reviews, the store will then be informed of what they need to improve, so if it's a customer service issue, more training may be carried out and therefore, the employees will improve as a result of that complaint.