

A study on
CUSTOMER SATISFACTION TOWARDS NIKE BRAND WITH SPECIAL
REFERENCE TO COCHIN CITY

Project Report

Submitted by

TREESA MARIA FERNANDEZ: (SB20CCM056)

JINUMOL RAJ: (SB20CCM050)

RIZWIN K.A: (SB20CCM052)

Under the guidance of

Ms. SNEHA ABRAHAM

In partial fulfillment of the requirement for the Degree of

BACHELOR OF COMMERCE



ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited with A++ Grade

Affiliated to

Mahatma Gandhi University

Kottayam-686560

March-2023

ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited with A++ Grade



CERTIFICATE

This is to certify that the project titled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS NIKE BRAND WITH SPECIAL REFERENCE TO COCHINCITY**" submitted by Treesa Maria Fernandez, Jinumol Raj&Rizwin K.A towards partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce is record of bonafide work carried out by them during the academic year 2020-23.

Project Guide

Head of the Department

Ms. Sneha Abraham

Smt. Jini Justin D'Costa

Assistant Professor

Department of Commerce (SF)

Department of Commerce (SF)

Viva Voce Examination held on....

External Examiner(s)

DECLARATION

We Jinumol Raj, Treesa Maria Fernandez, Rizwin K.A, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS NIKE BRAND WITH SPECIAL REFERENCE TO COCHIN CITY** submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Smt. Sneha Abraham, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

PLACE: ERNAKULAM

TREESA MARIA FERNANDEZ

DATE:

JINUMOL RAJ

RIZWIN K.A

ACKNOWLEDGEMENT

The successful completion of the project is the result of the inspiration and constant support. We have received from various sources. We avail this opportunity to express our sincere gratitude to all those who have helped us directly or indirectly for completion of the work.

We express our deep sense of gratitude to our guide Smt. Sneha Abraham for selecting the topic, valuable guidance and sincere encouragement throughout the period of study. We express our sincere gratitude to the principal Dr. Alphonsa Vijayan, Head of the department Smt. Jini Justin D'Costa and all other teacher of the department of commerce for their overall guidance.

We express our deep gratitude to all our participated in our survey. We would like to thank our parents, friends and well-wishers who helped us in different ways for the completion of the work.

Last but not the least, we bow our head before God Almighty to bless us with enough physical and mental strength to sustain our ambitions even during time of lapses.

Treesa Maria Fernandez

Jinumol Raj

Rizwin K.A

CONTENTS

CHAPTER	TITLE	PAGE NO
1	INTRODUCTION	1
2	REVIEW OF LITERATURE	6
3	THEORETICAL FRAMEWORK	12
4	DATA ANALYSIS & INTERPRETATION	24
5	FINDINGS, SUGGESTIONS & CONCLUSION	53
	BIBLIOGRAPHY	57
	ANNEXURE	58

LIST OF TABLES

SERIAL NO	CONTENT	PAGE NO
4.1	Gender of respondents	24
4.2	Age of respondents	25
4.3	Occupation of respondents	26
4.4	Awareness regarding Nike brand	27
4.5	Brand consciousness while buying product	28
4.6	Source of awareness regarding Nike	29
4.7	Loyalty of customers towards Nike products	30
4.8	Commonly used products from Nike brand	31
4.9	Amount spend on Nike product	32
4.10	Factors motivated to use Nike products	33
4.11	Mode of buying Nike products	34
4.12	Frequency of using Nike products	35
4.13	Influence of advertisement on purchase decision	36
4.14	Reason for choosing Nike brand over other competitors	37
4.15	The level of satisfaction of customers	39
4.16	Negative factors of Nike product	41
4.17	Opinion regarding best products of Nike brand	42
4.18	Advertisement & celebrity endorsement influence the purchase decision	43
4.19	Most influencing marketing technique adopted by Nike	44
4.20	Nike products are worth their price	46
4.21`	Suitable mode of advertisement for Nike brand	47
4.22	Awareness regarding Nike student discount	48
4.23	Utilization of Nike student discount	49
4.24	Satisfaction regarding the price change in Nike products	50
4.25	Opinion about repurchasing Nike products	51
4.26	Opinion about switching to another brand	52

LIST OF FIGURES

SERIAL NO	CONTENT	PAGE NO
4.1	Gender of respondents	24
4.2	Age of respondents	25
4.3	Occupation of respondents	26
4.4	Awareness regarding Nike brand	27
4.5	Brand consciousness while buying product	28
4.6	Source of awareness regarding Nike	29
4.7	Loyalty of customers towards Nike products	30
4.8	Commonly used products from Nike brand	31
4.9	Amount spend on Nike product	32
4.10	Factors motivated to use Nike products	33
4.11	Mode of buying Nike products	34
4.12	Frequency of using Nike products	35
4.13	Influence of advertisement on purchase decision	36
4.14	Reason for choosing Nike brand over other competitors	37
4.15	The level of satisfaction of customers	39
4.16	Negative factors of Nike products	41
4.17	Opinion regarding best products of Nike brand	42
4.18	Advertisement & celebrity endorsement influence the purchase decision	43
4.19	Most influencing marketing technique adopted by Nike	44
4.20	Nike products are worth their price	46
4.21	Suitable mode of advertisement for Nike brand	47
4.22	Awareness regarding Nike student discount	48
4.23	Utilization of Nike student discount	49
4.24	Satisfaction regarding the price change in Nike products	50
4.25	Opinion about repurchasing Nike products	51
4.26	Opinion about switching to another brand	52

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

A brand is a name, word, appearance, or other characteristics that sets one seller's product apart from those of competitors. Business, marketers and advertisers use brands. A current illustration of a brand is Nike, Adidas etc. The corporation that is closely associated with a brand is frequently referred to by the metonym brand. A brand connected to a commodity is called commodity brand. Old Norse brandr, which means to burn, is where the term brand originates. Recalling the custom of manufacturers marketing marking their items with a burning mark.

The American marketing association (AMA) defines a brand as a "name, term, sign, symbol, or design or combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Therefore, it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem. A strong brand is invaluable as the battle for consumers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all brands is the source of a promise to your consumer. Opinions, good instinct and creative thinking are not enough when it comes to brand analysis. Brand analysis involves sizing up a business situation and deciding on a strategy. Two 12 major concerns of brand analysis are the industry and the existing competitive conditions. These assessments are necessary essential of brand analysis.

They ensure availability of long-term direction, establishing appropriate objectives, and essentially creating an effective strategy. Brand analysis includes knowing what a specific industry's dominant economic features are. Also, brand analysis examines what existing industry competition is like and how strong each of the industry's competitive forces is. Effective brand analysis is achieved through an analytical sequence of strategic appraisals of a business' external and internal environment, to establish issues, evaluate alternatives, and create strategy. If these crucial assessments are not executed, a business may find that the brand it developed does not fit well with the environment of its intended industry and will not be capable of establishing and maintaining a competitive advantage for the business. Brand analysis is requiring a strategic evaluation of a business ecosystem. Any decisions should be based on sound analysis of a business, external and internal structure.

In order to successfully establish a business' brand, an evaluation of dominant economic features in an industry must be carried out. Industry, in this context, refers to several businesses with the same or similar product or service competing for the same consumers. When evaluating an industry's economic features, some common factors should be focused on. Some of the economic factors include the market size, the scope of competitive rivalry, the growth rate of the industry, the current growth cycle in industry, the number of competitors and their relative size, the number of consumers and their relative size, and the kinds of distribution channels used to access existing and potential consumers. Having evaluated and established the industry's dominant economic features, it is time to assess the competition and existing competitive forces. Any important part of the brand analysis is examining how exactly works in an existing industry and what are the competitive strength. Although every industry's environment will vary slightly from the other, the competitive processes at work within each industry are generally the same. These competitive processes are usually made of five competitive forces. These five competitive forces include the rivalry among competing business in an industry, the market attempts of business to win over the potential buyer. The bottom line to brand analysis is the need to evaluate branding strategy can be delivered.

Brand analysis is done to ensure that the developed branding strategy effectively protect its long-term competitiveness and profitability, and establishes if the pricing of products and services are right. A fundamental industry and competition assessment is essential to ensure a good branding strategy. Successful businesses use their brand analysis to establish and implement shrewd strategies that match the industry's environment. Brand loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word-of-mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, consumer satisfaction, etc. Brand loyalty analysis is the analysis of how much consumer remains loyal to a specific brand as long as it available. Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brand is available at cheaper price or superior quality, the brand loyal consumer will stick to his brand. It acts as a means of launching and introducing more products that are targeted at same consumers at less expenditure. It also restrains new competitors in the market.

Nike produces a wide range of sports equipment and apparel. Their first products were track running shoes. Nike Air Max is a line of shoes first released by Nike, Inc. in 1987. Additional

product lines were introduced later, such as Air Huarache, which debuted in 1992. The most recent additions to their line are the Nike 6.0, Nike NYX, and Nike SB shoes, designed for skateboarding. Nike has recently introduced cricket shoes called Air Zoom Yorker, designed to be 30% lighter than their competitors'. In 2008, Nike introduced the Air Jordan XX3, a high-performance basketball shoe designed with the environment in mind.

Nike's range of products include shoes, jerseys, shorts, cleats, base layers, etc. for sports activities such as association football, basketball, track and field, combat sports, tennis, American football, athletics, golf, ice hockey, and cross training for men, women, and children. Nike also sells shoes for activities such as skateboarding, baseball, cycling, volleyball, wrestling, cheerleading, lacrosse, cricket, aquatic activities, auto racing, and other athletic and recreational uses. Nike recently teamed up with Apple Inc. to produce the Nike+ product that monitors a runner's performance via a radio device in the shoe that links to the iPod nano. While the product generates useful statistics, it has been criticized by researchers who were able to identify users' RFID devices from 60 feet (18 m) away using small, concealable intelligence motes in a wireless sensor network

1.2 STATEMENT OF THE PROBLEM

Nike brand is a name, word, appearance, or other characteristics that sets one seller's product apart from those of competitors. Business, marketers and advertisers use brands This study aims to make an analysis of youth approach towards NIKE brand. The study attempts to understand the affect or importance of brand loyalty for a brand and attitude of consumers regarding the brand Nike. The study was conducted to understand and evaluate the strengths and opportunities for these companies in the market and also to examine the significant developments and milestone that have taken place in the company.

1.3 SIGNIFICANCE OF THE STUDY

The study helps us to know the satisfaction towards Nike brand special reference to Cochin City. Some of the main benefits of Nike's loyalty program are access to exclusive products, advice from experts on training and exercise, priority tickets to sporting events, rewards for activity on the apps, early access to product launches, special offers on birthdays, and free delivery. It's one of the main significances is to add greater customer loyalty. It also Increases brand popularity. The key is Nike's ability to cultivate customer trust. Between its brand legacy, its knowledgeable team and its commitment to the entire athletic experience, Nike proves it knows athletes. Needless to say, they're equally good on providing support.

Nike has one of the strongest customer service accounts on Twitter. They feature a dedicated Twitter account, Team Nike etc. This study also Lends support during corporate crisis. It also helps to stand out from competition.

1.4 OBJECTIVES

- To analyze the level of awareness of customers towards Nike brand
- To identify the factor influencing in purchase decision of customers
- To analyze the satisfaction level of the customers
- To analyze the effectiveness of the marketing strategies adopted by Nike

1.5 RESEARCH METHODOLOGY

1.5.1: Research Design

The present is descriptive, quantitative, and analytical in nature. It is descriptive in the sense it tries to identify various characteristics of research problem. It is quantitative because it involves numerical expression. And it is analytical since it examines, analysis, and interprets collected data order to arrive at conclusion.

RESEARCH INSTRUMENT: Questionnaire is a research instrument consisting of a series of questionnaire and other prompts for the purpose of gathering information from respondents.

- **PRIMARY DATA:** The data which is collected from primary sources that is source of origin from where the data is generated, they are collected for the first time by an investigation or an agency for any statistical analysis. for collecting primary data, we use the method of questionnaire. The questionnaire is a major technique for collecting primary data. The structured questionnaire was distributed to samples for gathering primary data.
- **SECONDARY DATA:** Secondary data on the other hand is one which has already been collected by someone else has been passed through the statistical process. Information from secondary sources Like journals, newspaper, books, magazines, reports, websites etc. has contributed to this study.

1.5.3 Sample design: sampling is a process used in the statistical analysis in which a predetermined no: of Observation are taken from a larger group. Random sampling technique was used to select the samples from population.

Sample data: out of the whole consumers in Cherthala taluk, a sample size of 100 was selected for the slavery.

1.5.4: Tools for analysis: The collected data were used with the help of statistical tool like percentages. In questionnaire five-point scales were used in several ties, four point and three-point scales were also used. Tabular and graphical presentations were used for presentation of data. Graphical presentation includes bar diagram, histogram, pie chart etc.

1.6SCOPE OF THE STUDY

The study was confined only to the consumers of Nike brand. For the analysis primary data are collected through questionnaire and secondary data are obtained from published journal, magazines, websites. The scope of the study is to analyze the approach of youth towards Nike brand and understanding about the factors affecting the brand loyalty.

1.7LIMITATION OF THE STUDY

- The timespan of the study was limited.
- The responses from the respondents may be biased and prejudiced
- Response of the respondents may have the bias, which may not give true picture about the chosen research topic.
- Sample may not be representatives of the interest of the entire population

CHAPTER-2
REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Rajdeep Singh (2016) study based on brand loyalty in footwear industry The dynamic competitive environment has changed the way the businesses were run in the past. The increased awareness of the customers along with increase in the number of options available to them as completely revolutionized the marketing task. In the current scenario a great need is felt for long term relationships with the customers to enjoy repeat sales. The business organizations these days are laying focus on enhancing the brand loyalty among the consumers to reap the benefits of repeat sales. The present study, therefor, is an endeavor to investigate the factors that affect brand loyalty in the footwear industry. Simultaneously an attempt has been made to identify the most sought-after brand in the footwear industry. A sample of 100 respondents was selected from the Ludhiana region. Statistical techniques of correlation and multivariable regression were used. The result depicted that out of the total fourteen identified factor had significant relationship with brand loyalty. Proper pricing techniques and customer satisfaction were the dominant variables in affecting brand loyalty a footwear brand.

Amit Jain (2012) market comparison on Nike and Adidas Amit Jain may has been observe that satisfied customers are most likely to share their experiences with other people to the order of perhaps five six people. Equally 23 well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience. Furthermore, they conclude that it is important to realize that many customers will not complain and this will differ from one industry sector to another. Lastly, if people believe dealing with customer satisfaction complaint is costly, they need to realize that it costs a much as 25 percent more to recruit new customer.

Wembo Cui (2011) consumer-based brand equity in Chinese sports market. A study of examine of practicality and application of a customer-based equity model in the Chinese sportswear market. This study collected data from consumers from Chinas 2 largest cities Beijing and shanghai. Based on Aakers concept of frame of brand equity it studied causal relationship among the four dimensions of brand equity and overall brand equity in

sportswear industry weak support was fond of the perceived quality and brand aware that the brand managers and marketing planners should considered the relative importance of brand equity in their overall brand equity evaluation and should concentrate their effort primarily on building brand loyalty and image. This study basically provides important insight about understanding of Chinese consumer perception of overall brand equity and its dimension.

Preeti Mehra (2010) consumer satisfaction over purchase of branded shoes the study offers and validates a comprehensive approach to explain factors influencing the attitude of respondents towards various characteristics of branded sports shoes. In order to attain this objective a sample of 322 respondents belonging to three cities of Punjab; Jalandhar, Amritsar and Ludhiana, was drawn, nonprobability convenient sampling adopted for selecting the respondents. It was however, found that brand loyal preferred buying shoes of their fancied companies whereas innovator's preferred shoes with the latest state of the art trends and technologies. Consumers desired sport shoes to be colorful and stylish and happened to relate traits of shoes to their personality.

Prof. Gill (2009) report based on branding strategy of Nike & Adidas Prof. Smith may have been observed that in relation to consumer and perception of sportswear, it is important to understand the culture impact and personality of fashion globally. Because fashion is representation of personality, style, preference when combined with sportswear .it represent an active lifestyle and present the assumption that one is concern with his or her physical well-being and striving for a better quality of life. Consumer motivations for purchasing sportswear, especially for its versatile use of being available to be worn casually and for athletic participation.

Prof. Gill (2009) report based on branding strategy of Nike & Adidas Prof. Gill has been stipulated in their project report that the branding strategies of NIKE and ADIDAS focusing on products splitting by sport and training. While the later focusing on football, running, training and the outdoors. The new perception 21 of sportswear as leisure or everyday clothing is something for athletics supreme to capitalize on much like lulu lemon and fable tics by actress kale Hudson. This new field could lead to success. A 2009 study by cotton

incorporated showed that 80 percent of people interviewed use sport clothes for everyday life and not just during sport performance or undertaking physical activity. The literature show that consumer have shifted towards the duality of athletic wear being for both physical activity and even relaxing.

Bethuelkinyanjuikinuthia (2009), customer satisfaction of purchased branded shoes in Malaysia This study basically investigates on the relationship of brand equity and customer satisfaction purchasing branded shoes in Malaysia. Customers are being increasingly important in the lives of most of the business organizations as competition increases hence many companies begin to recognize the importance of retaining current customers and some have initiated various activities to create customer loyalty. Customer was examined by a quantitative method of surveying by questionnaire from 205 respondents. From this survey the relation between brand equity, customer satisfaction and customer loyalty were established. It concluded that customer satisfaction is the antecedent of customer loyalty, although influence of brand equity was less significant the result still shows a positive score for brand equity.

Prof. Richard (2007) report based on customer loyalty. Richard has been observed that developing customer loyalty is almost important for every company as new fresh customer acquisition alone will not ensure long term success. Reichheld was one of the first to propose that companies should put more effort in customer retention as oppose to acquisition Along with W.E. SASSER. He affirmed that customer retention is major driver of company profits. This appears to be reasonable given that the well-versed marketing axioms. Indicated by Pfeifer. It costs five times more to acquire a new customer than to retain an existing one.

Celuch (2004) customer satisfaction based on brand loyalty According to the findings by Taylor, Celuch, & Goodwin (2004), brand equity appears as one of the most influential influences on both behavioral and attitudinal 24 loyalty. Besides building on long term customer loyalty, besides building on long term customer loyalty, organizations putting effort in achieving high brand can produce difference advantages. Although previous researcher and recurrently researched on customer loyalty, yet the fundamental of its formation are still

remained uncertain, even if numerous antecedents have been named. Among these antecedents, both scholars and practitioners have attributed peculiar credit to customer satisfaction, announcing it as another main antecedent of loyalty (Bodet, 2008). Referring to Oliva et al.'s study, minor change in satisfaction can lead to a substantial change in loyalty increment {as cites in Bowen & Chen, 2001}. Hence, further implicate that customer satisfaction is one of the antecedents of customer loyalty.

Anderson (2004) examined that there is a positive integration between satisfaction of the customer at store level. Customer satisfaction is the best way which will enhance the financial performances, profitability of the company and number of customers who will directly or indirectly increase the revenue of the company. Customer satisfaction also says that if any company has large number of satisfied customers based then the company is the market leader because their quality services, standard services at low price.

D mello (2003) report based on brand experiences in addition to the analysis six further studies were conducted to prove the reliability of the scale brand experience of customer intensity over the preference of their choice among four or five items and then select one product and compare that product to the other brand. Comparison is basically about the experience of customers for using the product and satisfaction over the product.

Troy (2000) customer satisfaction based on product quality The study by Troy stipulates the need for appropriate Footwear as they are more than just shoes. According to the author shoes give identity and image and also the symbol of Shoes Company increases the status of Shoes Company. The managers should realize that their customers demand will continue to increase. So, the symbols and brand logo of Nike and Adidas attract consumers and increase their product sale by media, internet, advertisement and all. Customers satisfaction needs are not meet by only brand name but also buy quality of product. Also, there are different type of shoes choices like in sports shoes (gym shoes, jogging shoes or any other game shoes) etc.

Choice and James (1996) report based on customers preference The consumer behavior aims at analyzing how consumers act on a market or on a special industry. According to the consumer behavior specificities of the consumer behavior in the sportswear industry. This review provides insight of consumers, their motives, their choice, their decisions and their differences. The outcomes of the analysis identify two different behaviors towards sportswear products: 19 consumptions for the practice and the consumption for everyday life. These two types of consumptions present similarities but also points of divergence. This basically can represent a tool for sportswear firms as a clear analysis of their target or those who can create a target as well.

Sulek (1995) examined that the customer satisfaction positively profitably affects the services. It means the demand of the service will be increase day by day. It also said that customers are brand loyal and if they satisfy then they avail the services whether the service charges are high. Customer satisfaction is very profitable for any organization to increase their sales, income, revenue and customer base. So Sulek call it as positively affects the sales of services.

Iacobucci (1994) examined and explained the precise and easy definition of services standards and customer pleasure and happiness. He said that all the service standards will never be misled by the satisfaction of customer, while the pleasure is profitable result of giving better advantage. Here, there's a huge difference between service standards and customer happiness. But many customers think that it is same. Actually, service quality is a factor which will influence a customer for their satisfaction like that there are many factors which employee performance are, behave of the employee, price, etc. These all the factor will lead to the customer satisfaction. So that customer will be happy and be brand loyal.

Bale el al (1981) fall of US footwear sector The study by bale el al explores the reasons behind the fall of the US footwear sector and its emergence as major importer of non-rubber footwear. The industry has decline in terms of output, number of firms and employment and therefore the imports has increased considerably. Over the period of years, the wage rate has

increased tremendously that has led to decrease in productivity as against the foreign countries especially the developing ones which enjoy pool of low-cost labor.

Jacoby & Kyner (1973) report based on brand loyalty in general, loyalty is shown by different propensities toward the brand, store or service. Typically, customer loyalty means the property of customer to repeatedly purchase specific subject (brand, product, service, shop, etc.) with affection regardless of the change in the circumstances. However previous researches have yet not formulated a universal definition of customer loyalty upon which everyone agrees. Over the years, there were debates focused around what customer loyalty actually is, as Majumdar states, customer loyalty is complex, multidimensional concept. One widely accepted explanation of loyalty is by Jacoby and Kyner (1973), describing it as the biased, behavioral response, carried out over time, by some decision-making unit, towards one or more alternative brands in a same category and is a part of psychological process. Pick apart similar definition 'customer loyalty is viewed as the strength of the relationship between individuals' relative attitude and their repeat patronage, by based only on three phase, situation influences, explicating the situation of action qualified by adding the fourth phase, situational influences explicating situation of qualified by commitment, predisposition in favor of something and consistency while recognizing the nature of the marketing environment.

Cyert (1955) customer buying behaviors towards branded casual shoes. Cyert (1956) may have been first to observe that a number of managers involved in buying process. And the concept was labelled Buying behaviors and popularized by Robin's son. Webster and Wind famously identified five buying roles, they are 1. Users, 2. Influencer, 3. Buyer, 4. Decider and 5. Gatekeeper. The product purchase decision is not always done by the user. The buyer necessarily purchases the product marketers must decide at whom to behaviors, they are able to predict how customer are likely to react various informational and environment cues and are able to shape their marketing strategies accordingly (Kotler 1994)

CHAPTER-3
THEORETICAL FRAMEWORK

3.1 INTRODUCTION

A brand is a name, word, appearance, or other characteristics that sets one seller's product apart from those of competitors. Business, marketers and advertisers use brands. A current illustration of a brand is Nike, Adidas etc. The corporation that is closely associated with a brand is frequently referred to by the metonym brand. A brand connected to a commodity is called commodity brand. Old Norse brandr, which means to burn, is where the term brand originates. Recalling the custom of manufacturers marketing marking their items with a burning mark.

The American marketing association (AMA) defines a brand as a "name, term, sign, symbol, or design or combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Therefore, it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem. A strong brand is invaluable as the battle for consumers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all brands is the source of a promise to your consumer. Opinions, good instinct and creative thinking are not enough when it comes to brand analysis. Brand analysis involves sizing up a business situation and deciding on a strategy. Two 12 major concerns of brand analysis are the industry and the existing competitive conditions. These assessments are necessary essential of brand analysis.

They ensure availability of long-term direction, establishing appropriate objectives, and essentially creating an effective strategy. Brand analysis includes knowing what a specific industry's dominant economic features are. Also, brand analysis examines what existing industry competition is like and how strong each of the industry's competitive forces is. Effective brand analysis is achieved through an analytical sequence of strategic appraisals of a business' external and internal environment, to establish issues, evaluate alternatives, and

create strategy. If these crucial assessments are not executed, a business may find that the brand it developed does not fit well with the environment of its intended industry and will not be capable of establishing and maintaining a competitive advantage for the business. Brand analysis is requiring a strategic evaluation of a business ecosystem. Any decisions should be based on sound analysis of a business, external and internal structure.

Nike Inc. designs, markets and sells athletic shoes, sneakers, clothing, equipment, services and accessories worldwide. Independent contractors manufacture the majority of Nike's merchandise. The business sells its goods directly to consumer through independent distributors, retailers and independent distributors, retailers and retail stores in addition to its physical stores and online store.

The top shareholders of Nike are Phil Knight, Mark Parker, Andrew Campion, Swoosh LLC, Vanguard Group Inc., and BlackRock Inc. Nike is a leading manufacturer of sports-related products, including shoes, apparel and equipment. Many people from all over the world are familiar with the brand, as it has a global presence that earns more than \$18 billion in revenue. The Nike logo has become a popular global icon. Nike also partners with sports stars to further promote the brand.

3.2 HISTORY OF NIKE BRAND

Nike, headquartered in Beaverton, Oregon, is the largest and most successful brand of shoes, sports equipment, clothing and controlling more than 60% of the market and becoming a pop culture icon. One might say that the Greek Goddess of Victory for which Nike was named is actually the Goddess of shoes. Nike may be one of the youngest of major brands, but it is the dominant brand around the world. In 1963- 1964 when university of Portland track coach, Bill Bower man, and Phil knight, a mid-distance runner joined forces to import and provide low cost, high tech running shoes from Japan in order to provide alternative to the German – dominated athletic shoe market. Operating under the name Blue Ribbon sports, Bower man and knight began to sell the Japanese Netsuke running shoes. Jeff Johnson, a former rival of knight, joins the company in 1965 as their first full time sales person and sells shoes from the back of his van at local and regional track meets until opening Blue Ribbon 30 sports first retail outlet at 3107 Pico Blvd, Santa Monica California. This store is no longer in existence, but the address remains.

The invention led Bower man and knight to begin designing other shoes, and the company's new name, Nike, Inc. was born when Jeff Johnson, dreams of the Greek Goddess

of victory, Nike. A succession of shoes, many based on the waffle outsole follows. Some of the most famous are the Waffle Racer, Air Force One, Air Max 93, Max95, and Max97.

1971 Nike's swoosh design logo was created by Portland state university — graphic design student Carolyn Davidson when asked by Knight. He needed a logo to put on the side of his company's shoes. At the time she was paid \$35 (US), and also worked for Nike for a few years until they needed a full ad agency.

Twelve years later, in 1983, Ms. Davidson received gold swoosh ring with an embedded diamond at luncheon honoring her, along with a certificate and a undisclosed amount of Nike stock, in recognition of the Swoosh design logo.

1979 Nike's Air technology patented by inventor M. Frank Rudy is introduced in the tailwind running shoe. Gas-filled plastic membranes are inserted into the sole of running shoes to provide cushioning. 1980 Nike completes an initial public offering of 2,377,000 shares of class Common stock on December.

1982 The Air Force | basketball shoe becomes the first Nike court shoe to make use of air technology. 1984 Nike signs Michele Jordan to an endorsement contract and releases the first model of his signature shoe, the air Jordan. Originally, the NBA banned this new shoe, drawing a tremendous amount of publicity. The introduction of the air Jordan shoe was a key event in Nike's successful development.

1986 Nike revenue surpass \$1 billion for the first time.

1987 The Nike Air max shoe is introduced, which uses a much larger.

cushioning unit, and for the first time is visible at the side of the midsole. This was the first of many generations of Air Max-branded technologies. A television and featuring the Beatles' song "Revolution" was the first and only time that a song performed by the Beatles was used in a TV ad. 1988 Nike introduces its "Just Do it" slogan

1990 Nike opens the first Nike town store in downtown Portland, Ore. And the store quickly earns numerous retail design and business awards. Over the next 10 years, Nike will open 14 more Nike town stores across the USA and in England and Germany.

1993 Nike introduces an innovative sustainability program, reuse-A-shoe, which in 94 Nike signs a long-term partnership with the Brazilian national football team, launching a company-wide effort to become the world's leading football brand.

1996 Nike signs Eldritch “Tiger” woods soon after the young golfing phenomenon give up his amateur status. Woods becomes the standard bearer for Nike Golf as that division gains market share.

1996 Nike causes controversy with advertising campaign at the summer Olympics in Atlanta which features the slogan, “you don’t win silver — you lose gold.” Nike’s use of this slogan draws harsh criticism from many sources, including several former Olympic silver and bronze medalists.

1966 Nike opens Nike town New York, its signature ‘flagship’ store located in ~ midtown Manhattan.

1998 Phil knight formally commits Nike to strict standards for manufacturing facilities used by Nike

1999 Bill Bower man, co- founder of Nike, dies on Dec. 24 at age 88.

2000 Introduction of the shocks athletic shoe technology.

2002 Rap star Nelly releases a chart-topping song about Air Force Ones.

2003 Nikes makes a successful bid to buy bankrupt rival Converse Shoes for \$305 million. 32

1003 For the first time in the company’s history, international sales exceed USA sales, as Nike continues to develop into a truly global company. 2003 Nike is named “Advertiser of the year” by the Cannes Advertising festival, the first company to earn that honor twice also (1994) in the festival's 50-year history.

2003 High school basketball star Lebrun James signs with Nike

2004 Phil Knight steps down as CEO and president of Nike, but Continues as chairman, Knight is replaced by William D. Perez as CEO of Nike, effective Dec. 28.

2004 Annual revenues exceed \$13 billion.

2004 In June, Chinese animator Zhu Zhigianq, of Xiao fame, files a lawsuit against Nike for plagiarizing his cartoon stickmen in their commercials. Zhu eventually wins the lawsuit, and Nike is sentenced to pay \$36000 to the cartoonist.

2005 Nike launches the Air Jordan XX, the 20th edition if the iconic Air Jordan Basketball Shoe series.

2005 Nike launches the Nike considered line, an effort to reduce waste and introduce eco-friendly products.

2006 Nike released the fourth pair of sneakers sponsored by Lebrun James. Nike Air Zoom Lebrun. Not only was the shoe the single sponsor of an airing of ESPN sports Center, there were also 400,000 DVDs distributed that showed the making of the shoe and its unique ad campaign. There were many advertising outlets used for the fourth shoe in the series that were not used as heavily in the first, second or third versions on which a large Nike shoe on a billboard — transforms into a transformer. Recently, after radio host Don Emus made his infamous comments on + Nike created a spin-off ad campaign defending women athletes.

3.3 SWOT ANALYSIS

STRENGTHS

Strong Brand Awareness and Brand Value: Nike is one of the most recognizable brands in the world as its name alone is memorable, easy to pronounce, and very unique. Its swoosh symbol is easily recognized by everyone.

Aimed For Sustainability: Nike’s CEO Mark Parker has addressed that they will continue to acknowledge the environmental issues in the communities. The CEO ensures that Nike will help to contribute in finding a solution against these environmental issues.

Low Manufacturing Cost: Most of Nike’s footwear is manufactured in foreign countries. In the fiscal year 2021, Vietnam produced 51%, China produced 24%, and Indonesia produced 21% of total Nike’s footwear. Other operations are in Argentina, Brazil, India, Italy, and Mexico.

Iconic Relationships: Nike’s long-term partnership with Michael Jordan has proved to be beneficial in terms of sales for the company. Their collaboration resulted in “Air Jordan 1 Shoes”. Additionally, Nike teamed up with the famous basketball player to help design the “Air Jordan 1 Shoes”.

High Market Share: Nike is a market leader in footwear industry. Nike has captured approximately 39% of the global athletic footwear market and 13% of global athletic apparel market.

3.4 NIKE PRODUCT INFORMATION

Footwear

Shoes are Nike's flagship product. The company manufactures different shoes for a wide variety of sports, such as basketball, football, golf, soccer, baseball, snowboarding, hockey, tennis and volleyball. It also makes consumer fashion-shoes such as Mary Janes and flip-flops. Nike shoes are designed for efficient sports performance as well as for aesthetics.



Apparel

Nike also produces apparel for sports activities, as well as other activities including dance and yoga. It features different collections for its apparel, including Livestrong, Nike Pro, Nike Free and SPARQ. In addition, Nike makes casual clothes for men and women. Many consumers wear Nike clothes not just for sports activities but also for brand status.



Equipment

Aside from shoes, Nike also sells sports equipment, such as baseball bats, balls, swimming caps, rackets and golf clubs. Nike also sells gloves and yoga mats, as well as agility cones.

Other sports equipment it sells includes weights and sports guards such as knee pads, wrap sleeves and shin guards.



Accessories

The company is also well-known for accessories such as watches, bags and socks, as well as consumer technology such as the Nike+ supplement for the iPod. Nike also sells rubber bracelets, training DVDs and athletic belts. Many of the bags it sells feature a particular team such as Manchester United or a university such as UCLA.



Stores

Nike products are sold in a variety of stores worldwide. Nike products can be bought online through the company's website, Nike.com. Many department stores also carry Nike products. Nike town is Nike's leading store with branches in cities such as Chicago; Portland, Oregon; New York; and Los Angeles. There are also Nike factory outlets that sell Nike products at a discounted price.



Shoes

Shoe technology is vital to athletic training. The correct shoe can make a difference in how far a long jumper can jump and how fast a runner runs. Shoe makers have used sports technology to design shoes specific to each sport. The design of the shoe's sole, the materials used on the side and the location of the laces all help to increase athletic performance. For example, Asics designs running shoes for each type of runner. Its shoe design is based on frequency of training, the natural movement of your foot and performance level.



Clothing

Athletic training takes place all year long, inside and out. Clothing must therefore keep athletes warm in the cold and cool in the heat without altering movement. Technology in athletic clothing has made performing in all-weather possible. Some companies take it one step further with innovative designs to keep you comfortable and dry. Athletic clothing company Under Armour began by developing a t-shirt that wicks sweat from the body rather than absorbs it. It implements the same technology into every piece of training apparel an athlete wear. It has also developed Locker Tags which comfortably replaced traditional clothing tabs that display jersey numbers with imprints within the garment.



Tracking

Technology in tracking athletic performances includes pedometers, sports watches, scales, body fat calculators and heart rate monitors. Tracking helps athletes monitor their success in achieving specific goals such as weight loss or weight gain. Heart rate monitors allow athletes to track their fitness levels based on their heart rates. It also allows individuals to accurately calculate the number of calories burned. Sports watches with advance technology have the capabilities to tell time, record laps and even control portable music devices.



4.5 MARKETING MIX OF NIKE BRAND

Product Strategy of Nike

Nike offers a vast selection of products, including apparel, shoes, and equipment. Its products are generally focused on premium quality and a wide range of goods for every sports enthusiast from its marketing mix. It leads the sportswear industry and gets its maximum revenue from selling sports shoes.

You might notice that Nike has unique shoe designs for several sports, including basketball, football, and cricket, among others. Surely as the company expands, its product portfolio also gets its corresponding expansion. However, looking closely, one will discover that shoes are generally the most popular products of Nike.

Besides sports shoes, Nike also has casual footwear in vibrant colours that usually attract the younger generation and other sneaker designs for kids, men, and women. Some of the most recognizable shoes from Nike are as follows:

- The Nike Cortez. It is a retro-looking shoe that was initially designed and made for running.
- The Nike Air Max. This shoe is considered the jewel of Nike's sneaker crown and is the first shoe from Nike that features a visible air unit.

- The Air Huarache. It is a high-tech and lightweight running shoe popular for customers under 18 years old.
- The Nike Blazer. This Nike shoe presents a casual look and can also be used in skateboarding.
- The Nike Air Force 1. It is considered the most iconic basketball shoe and is famous as a sports shoe or a casual street sneaker.
- The Nike Air Jordan. Another iconic sneaker from Nike assures comfort for whoever uses it.

Price Strategy of Nike

Nike utilizes premium and value-based pricing strategies for all its products. Value-based pricing refers to the company's consideration of the current price in the market while setting the prices for its products. Before they implement the pricing on products, they assess the overall response of the customers, if they are willing to pay for the items. This type of pricing strategy allows Nike to boost its profit over time. On the other hand, premium-based pricing refers to providing prices on higher-quality products than the value of Nike's competing products. As the company gradually increases the cost of its premium products, higher revenue and sales will be enjoyed.

Part of the Nike marketing mix is advertisements involving prominent celebrities, which can also be associated with its premium branding.

In some cases, Nike also has discounts and promos, such as the “Easter sales” on its physical stores and website. This strategy will help retain existing customers and attract new ones. The investments of Nike in technology can be evident in how it offers premium pricing on its products. However, the company still considers the current market situations in implementing its products' price points and ranges.

Place Strategy of Nike

Nike owns over a thousand stores and offices in forty-five various countries outside the United States. Most Nike products are available and sold in retail stores since most customers prefer to choose products by trying them on physically. Nike strategically positions its retail stores in areas where they are accessible for customers to find its products.

The company has an outlet store called Nike town composed of huge stores occupying four floors offering premium experiences with varied services. Inside this huge building are fancy stores where new products are available. It provides an excellent customer shopping experience with a customization booth and professional zone where representatives can advise on certain products. This store sends a message to its customers that they are valued.

As the dynamics of the industry change, Nike also has to keep up. While physical stores can be beneficial for most customers who prefer to try the product before buying them, some also want to avoid long lines in stores. Hence, the Online Nike Store's emergence and other online stores like Myntra, Amazon, and Flipkart. With people opting to shop from the comforts of their homes, online stores will always be their place to go.

Promotion Strategy of Nike

Nike's primary sources of promotion are sponsorships and advertisements. It does ads that involve prominent celebrities and high-profile athletes from different countries. Nike partners with sports personalities such as Serena Williams, Mo Farah, Cristiano Ronaldo, Lebron James, Rafael Nadal, and Kunal Rajput, to name a few. It also holds sponsorships on sports like cricket, the NFL, and the NBA.

The company's promotion strategy expands from conventional ads and other promos. It does direct marketing through personal communication with schools, colleges, organizations, and local sports teams. To strengthen its public relations, they provide financial support to non-government organizations (NGOs). They can also promote their brand through these initiatives.

Its sales promotions strategies include giving great offers and discounts to customers. As broad as Nike's target market is, one can classify its target audience as the younger generation, fitness and sports enthusiast, and the elite class.

Since younger people consume social media more, the company promotes its products through customer interaction and engagement using its social media channels like Facebook, Twitter, Instagram, and YouTube. And who would not recognize Nike's iconic "Just Do It" slogan? This campaign was first launched in 1988 to motivate everyone to do their tasks efficiently. Another trademark of Nike is the hashtag #YouCantStopUs sending a message to

the public that each sports field is unique and equal. These are Nike's inspiring campaigns with different themes gaining emotional attachment from its customers.

CHAPTER 4
DATA ANALYSIS

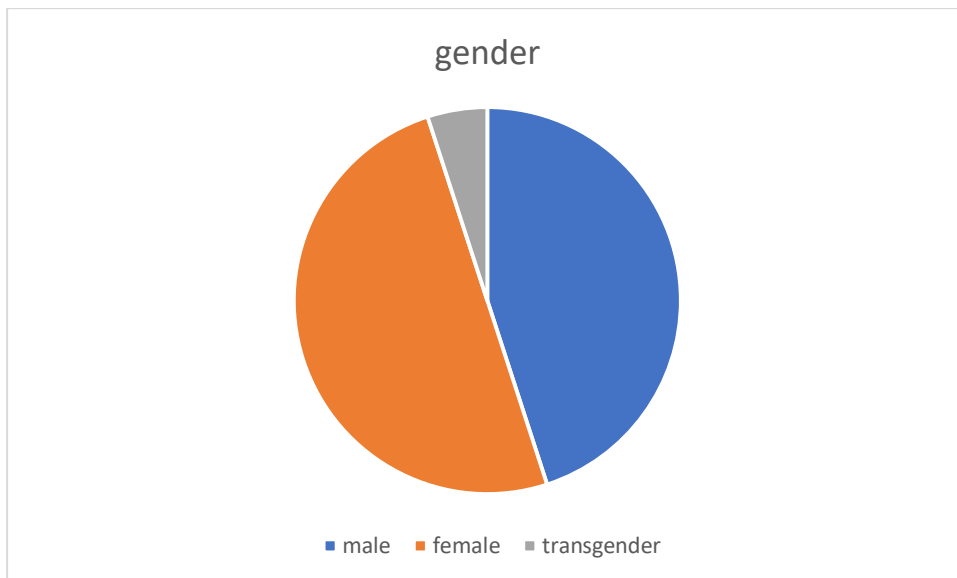
4.1 GENDER OF THE RESPONDENTS

TABLE 4.1 SHOWING GENDER OF RESPONDENTS

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE	CUMULATIVE FREQUENCY
Male	27	45	45
Female	30	50	95
Transgender	3	5	100

Source: primary data

FIGURE 4.1 SHOWING GENDER OF RESPONDENTS



Inference:

Table 4.1 reveals that 50% of the respondents are female, 45% of the respondents are male and 5% of the respondents are transgender. Majority of the respondents are females.

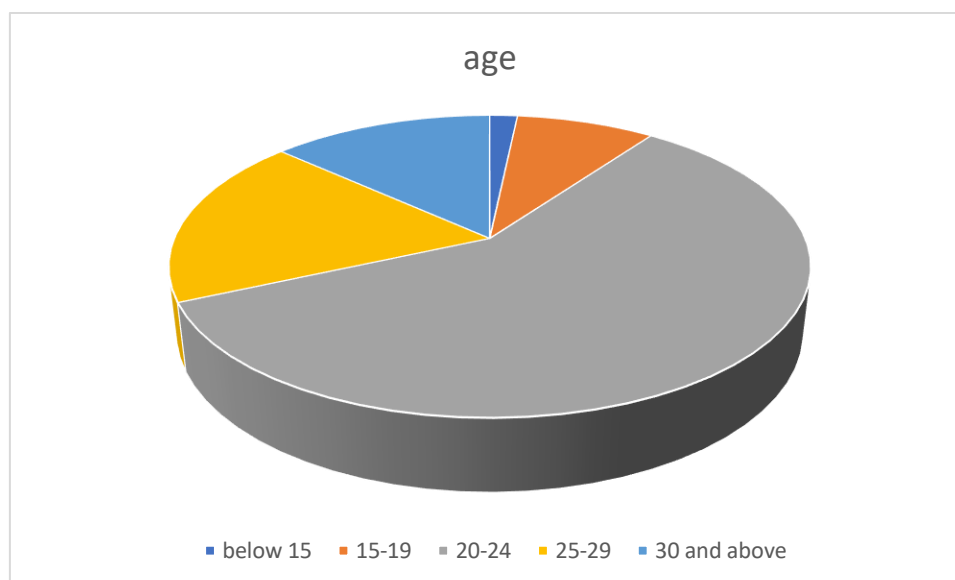
4.2 AGE OF THE RESPONDENTS

4.2 TABLE SHOWING AGE OF RESPONDENTS

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE	CUMULATIVE FREQUENCY
Below 15	1	1.7	1.7
15-19	5	8.3	10
20-24	35	58.3	68.3
25-29	11	18.3	86.6
30 and above	8	13.3	100

Source: primary data

FIGURE 4.2 SHOWING AGE OF RESPONDENTS



Inference:

Table 4.2 reveals that 58.3% of the respondents are from the age group 20-24, 18.3% of the respondents are from the age group of 25-29, 13.3% of the respondents are from the age group of 30 and above, 8.3% of the respondents are from the age group 15-19 and 1.7% of the respondents are from the age group below 15. Majority of the respondents are from the age group 20-24 and least respondents from the age group below 15.

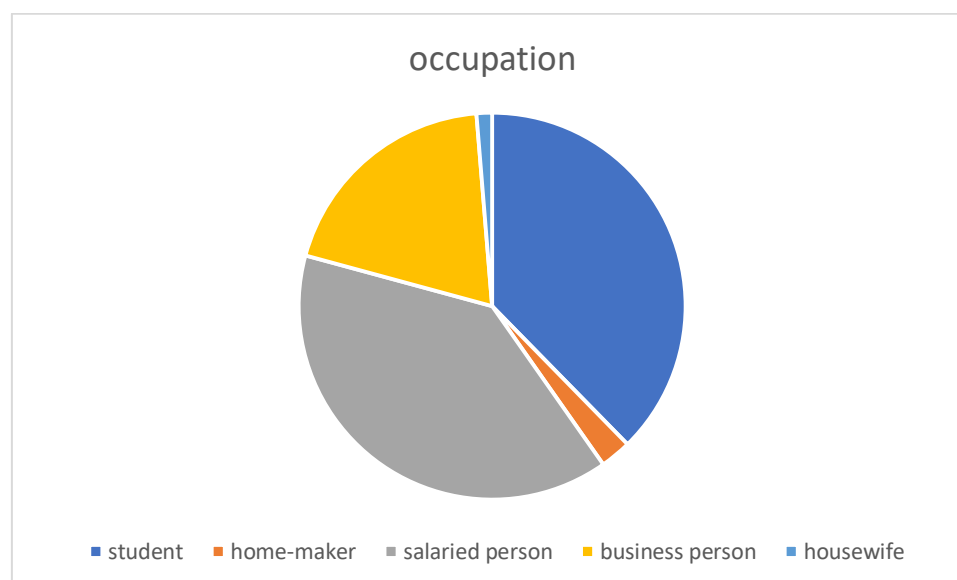
4.3 OCCUPATION OF RESPONDENTS

TABLE 4.3 SHOWING OCCUPATION OF RESPONDENTS

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Student	29	48.3
Home-maker	2	3.3
Salaried person	13	21.7
Business person	15	25
Housewife	1	1.7

Source: primary data

FIGURE 4.3 SHOWING OCCUPATION OF RESPONDENTS



Inference:

Table 4.3 reveals that 48.3% of the respondents are students, 3.3% of the respondents are home-makers, 21.7% of the respondents are salaried person, 25% of the respondents are business person and 1.7% of the respondents are house wife. Majority of the respondents are students and least respondents are from housewives.

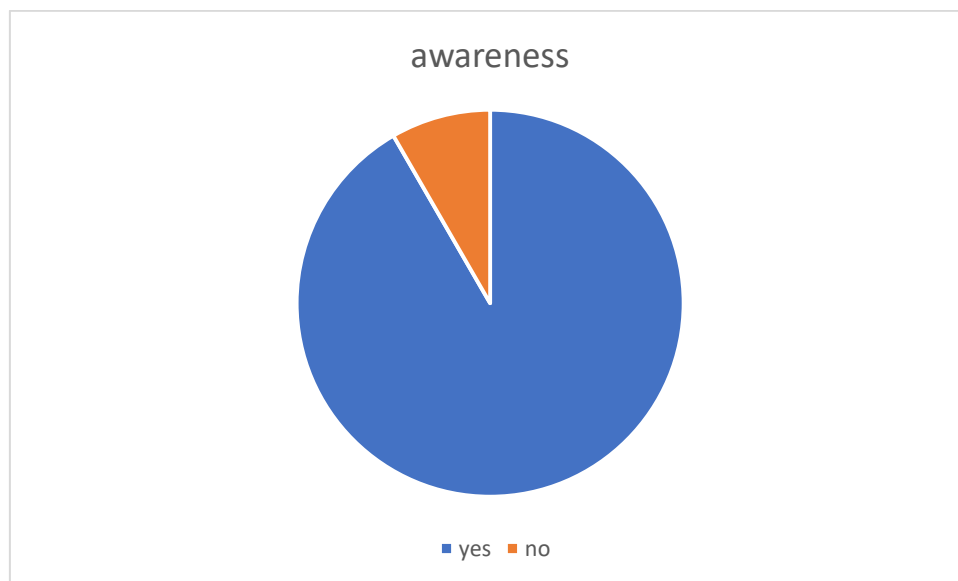
4.4 AWARENESS REGARDING NIKE BRAND

TABLE 4.4 SHOWING AWARENESS REGARDING NIKE BRAND

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Yes	55	91.7
No	5	8.3

Source: primary data

FIGURE 4.4 SHOWING AWARENESS REGARDING NIKE BRAND



Inference:

Table 4.4 reveals that 91.7% of the respondents are aware of Nike brand whereas 8.3% of the respondents are unaware of Nike brand. Majority of the respondents are aware regarding Nike brand.

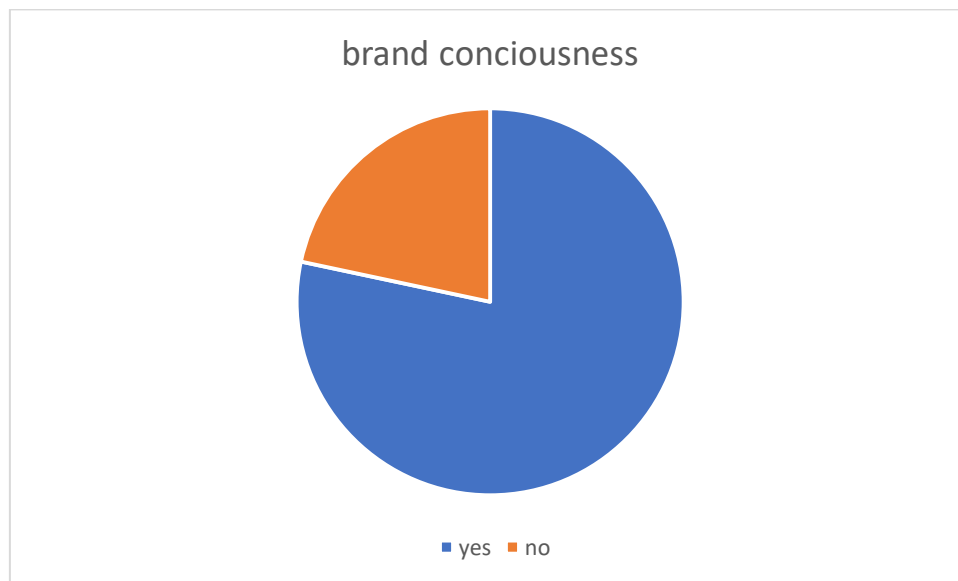
4.5 BRAND CONSCIOUSNESS WHILE BUYING PRODUCTS

TABLE 4.5 SHOWING BRAND CONSCIOUSNESS WHILE BUYING PRODUCTS

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Yes	47	78.3
No	13	21.7

Source: primary data

FIGURE 4.5 SHOWING BRAND CONSCIOUSNESS WHILE BUYING PRODUCTS



Inference:

Table 4.5 reveals that 78.3% of the respondents are brand consciousness in buying products whereas 21.7% of the respondents are not brand consciousness in buying products. Majority of the respondents are brand consciousness in buying products.

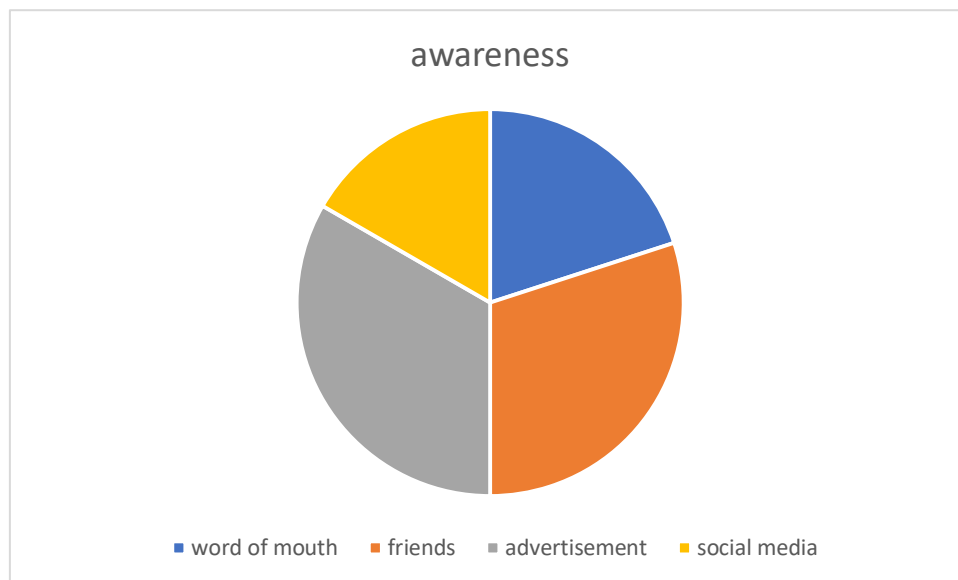
4.6 SOURCE OF AWARENESS REGARDING NIKE

TABLE 4.6 SHOWING SOURCE OF AWARENESS REGARDING NIKE

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Word of mouth	12	20
Friends	18	30
Advertisement	20	33
Social media	10	16.7

Source: primary data

FIGURE 4.6 SHOWING SOURCE OF AWARENESS REGARDING NIKE



Inference:

From table 4.6 inferred that 20% of the respondents are heard about Nike brand via word of mouth, 30% of the respondents via friends, 33.3% of the respondents via advertisements and 16.7% of the respondents hear about Nike brand for the first time via social media. Majority of the respondents are heard Nike brand via advertisements for the first time. Here, it reveals that advertisements have influenced the respondents.

4.7 LOYALTY OF CUSTOMER TOWARDS NIKE PRODUCTS

TABLE 4.7 SHOWING LOYALTY OF CUSTOMER TOWARDS NIKE PRODUCTS

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Yes	46	76.7
No	14	23.3

Source: primary data

FIGURE 4.7 SHOWING LOYALTY OF CUSTOMER TOWARDS NIKE PRODUCTS



.Inference:

Table 4.7 reveals that 76.7% of the respondents are loyal customers of Nike products whereas 23.3% of the respondents are not a loyal customer of Nike products. Majority of the respondents are loyal customers of Nike products

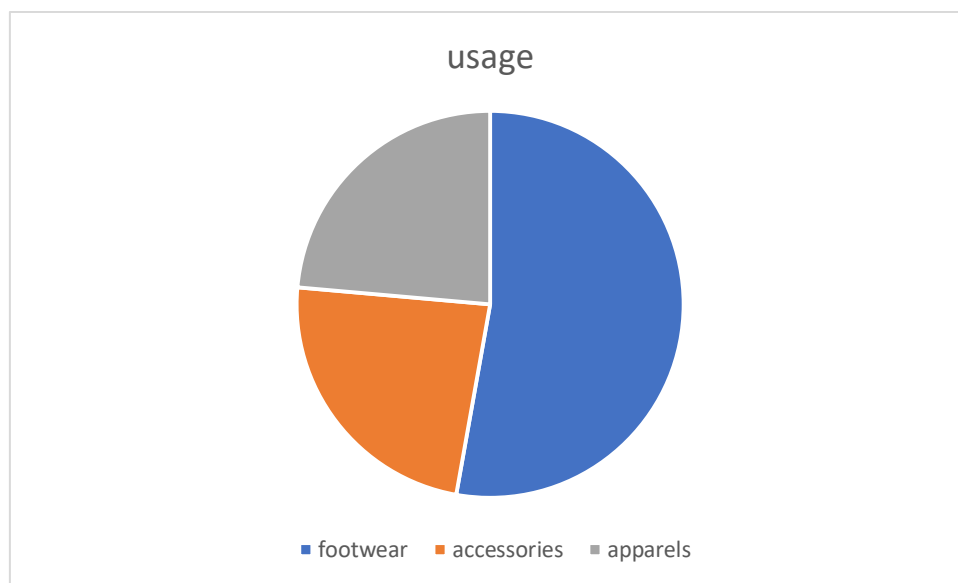
4.8 COMMONLY USED PRODUCTS FROM NIKE BRAND

TABLE 4.8 SHOWING COMMONLY USED PRODUCTS FROM NIKE BRAND

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Footwear	47	78.3
Accessories	21	35
Apparels	21	35

Source: primary data

FIGURE 4.8 SHOWING COMMONLY USED PRODUCTS FROM NIKE BRAND



Inference:

Table 4.8 reveals that 78.3% of the respondents use Nike footwears, 35% of the respondents use Nike accessories, 35% of the respondents use Nike apparels. Majority of the respondents use footwears of Nike brand and least used by respondents are accessories and apparels of Nike brand.

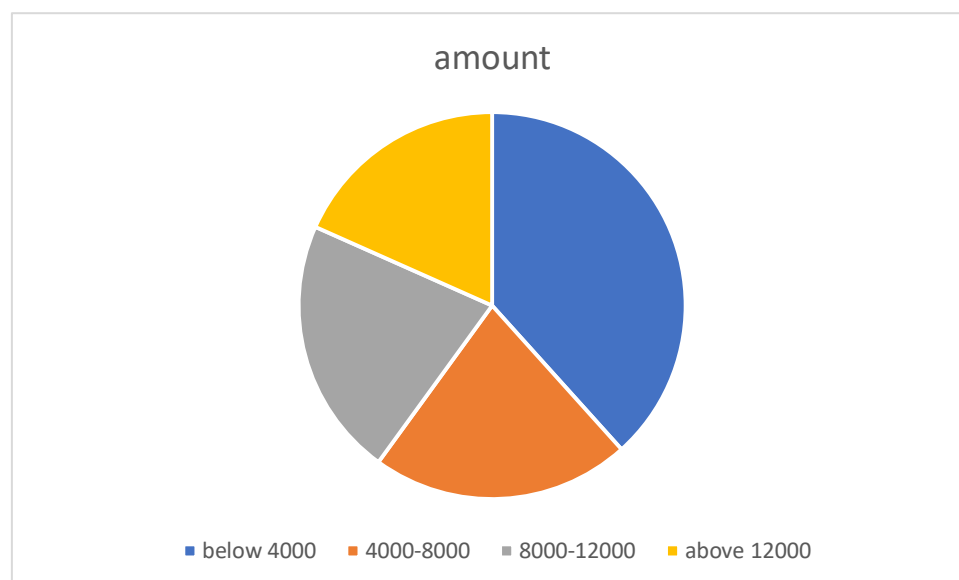
4.9 AMOUNT SPEND ON NIKE PRODUCT

TABLE 4.9 SHOWING AMOUNT SPEND ON NIKE PRODUCT

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Below 4000	23	38.3
4000-8000	13	21.7
8000-12000	13	21.7
Above 12000	11	18.3

Source: primary data

FIGURE 4.9 SHOWING AMOUNT SPEND ON NIKE PRODUCT



Inference:

Table 4.9 reveals that 38.3% of the respondents spend below 4000, 21.7% of the respondents spend 4000-8000, 21.7% of the respondents spend 8000-12000 and 18.3% of the respondents spend above 12000 on buying Nike products. Majority of the respondents spend the amount of below 4000 on Nike products and least respondents spend above 12000 on buying Nike products.

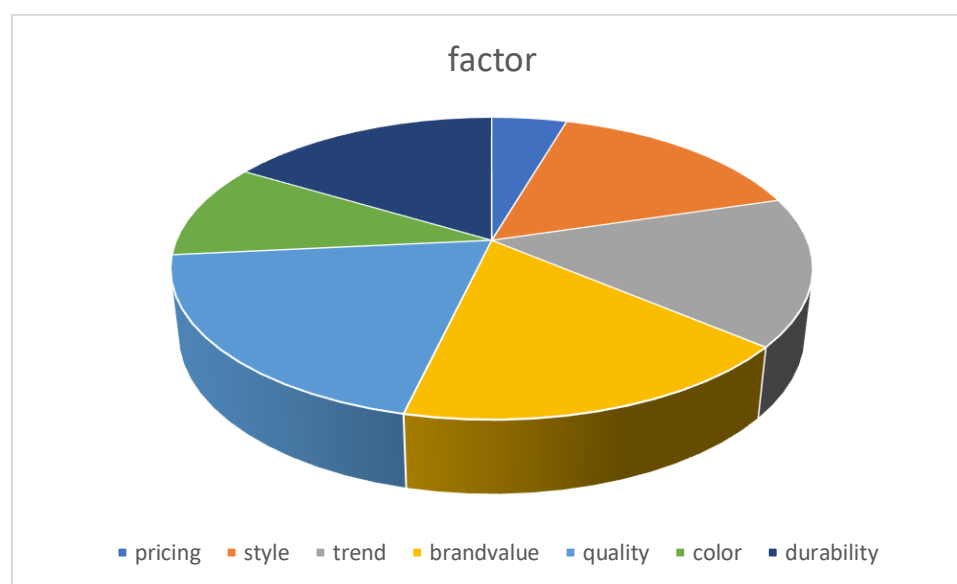
4.10 FACTORS MOTIVATED TO USE NIKE PRODUCTS

TABLE 4.10 SHOWING FACTORS MOTIVATED TO USE NIKE PRODUCTS

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
Pricing	8	13.3
Style	28	46.7
Trend	28	46.7
Brandvalue	31	51.7
Quality	35	58.3
Color	18	30
Durability	29	48.3

Source: primary data

FIGURE 4.10 SHOWING FACTORS MOTIVATED TO USE NIKE PRODUCTS



Inference:

Table 4.10 reveals that 13.3% of the respondents use pricing, 46.7% of the respondents use style, 46.7% of the respondents use trends, 51.7% of the respondents use brand value, 58.3% of the respondents use quality, 30% of the respondents use color and 48.3% of the respondents use durability as motivating factor to use Nike products. Majority of the respondents use brand value, durability, style and trend as the following factor motivate to use Nike product.

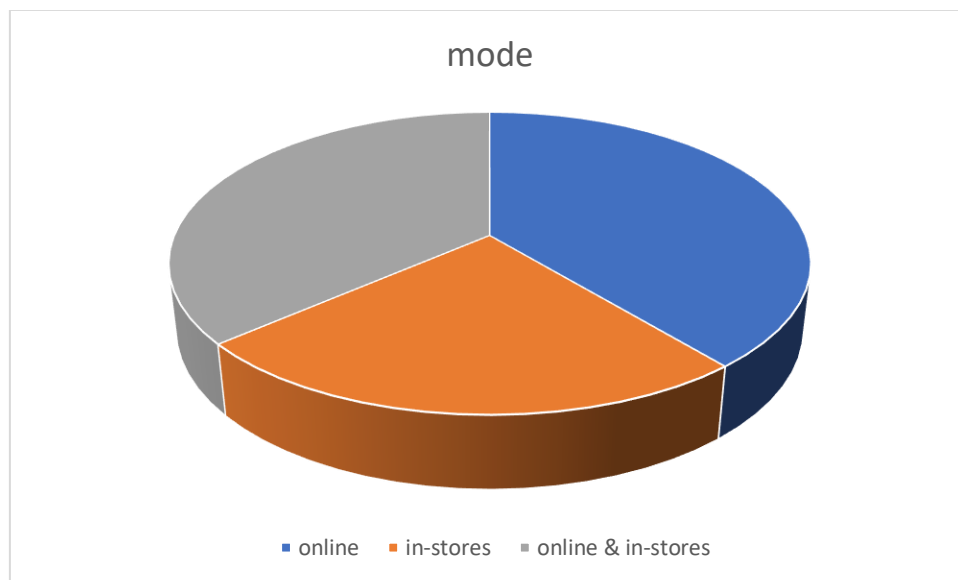
4.11 MODE OF BUYING NIKE PRODUCTS

TABLE 4.11 SHOWING MODE OF BUYING NIKE PRODUCTS

CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE
Online	30	21.7
In-store	19	31.7
Online and instore	28	46.7

Source: primary data

FIGURE 4.11 SHOWING MODE OF BUYING NIKE PRODUCTS



Inference:

From the table 4.11 inferred that 46.7% of the respondents prefer both online and in-store to buy Nike products, 31.7% of the respondents prefer in-stores and 21.7% of the respondents prefer online to buy Nike products. Majority of the respondents choose both online and in-stores to buy Nike products and least respondents choose online mode to buy Nike products.

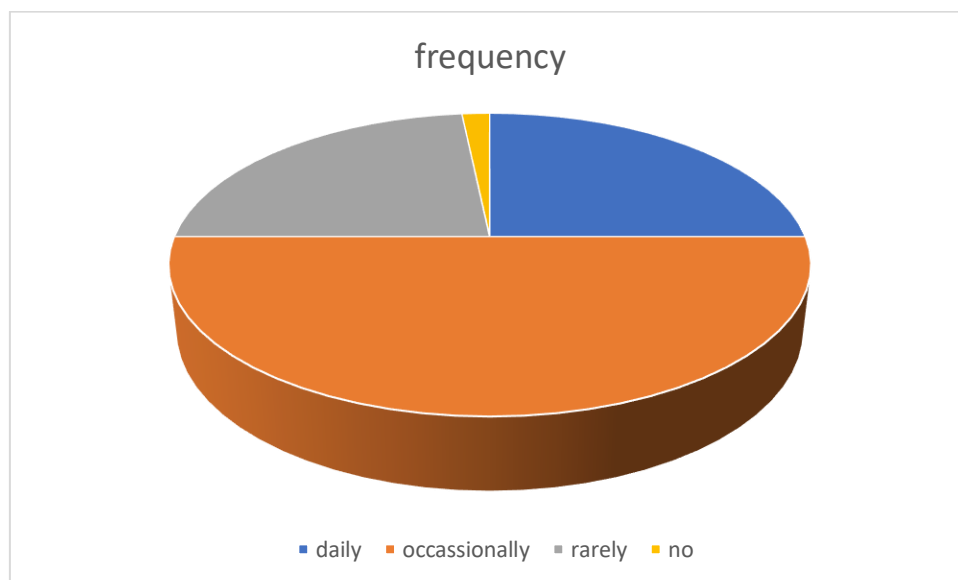
4.12 FREQUENCY OF USING NIKE PRODUCTS

TABLE 4.12 SHOWING FREQUENCY OF USING NIKE PRODUCTS

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Daily	15	25
Occasionally	30	50
Rarely	14	23.3
No	1	1.7

Source: primary data

FIGURE 4.12 SHOWING FREQUENCY OF USING NIKE PRODUCTS



Inference

Table 4.12 reveals that 50% of the respondents occasionally use Nike products, 25% of the respondents use Nike products daily, 23.3% of the respondents rarely use Nike products, only 1.7% of the respondent donot use Nike products. Majority of the respondents use Nike products occasionally.

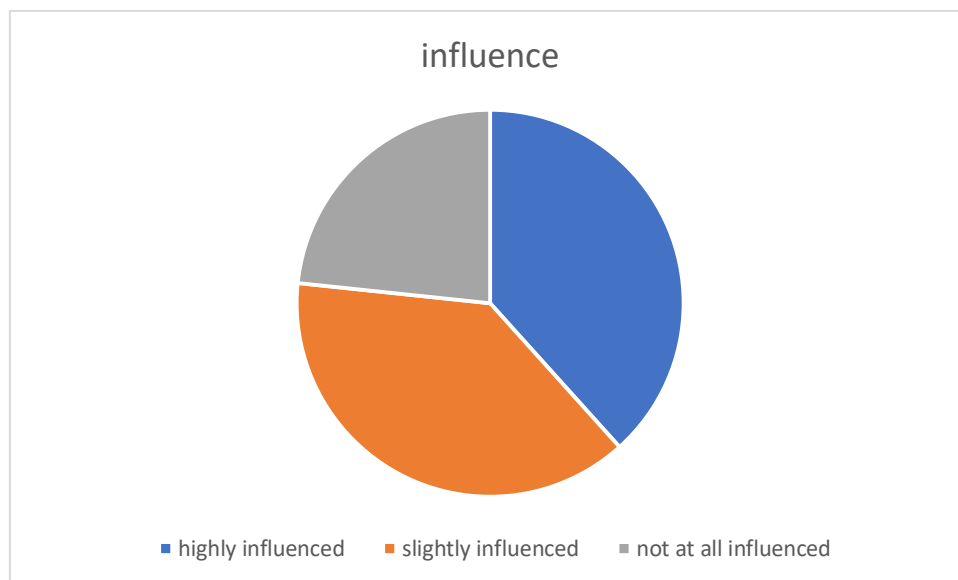
4.13 INFLUENCE OF ADVERTISEMENT ON PURCHASE DECISION

TABLE 4.13 SHOWING INFLUENCE OF ADVERTISEMENT ON PURCHASE DECISION

Category	Number of respondents	Percentage
highly influenced	23	38.3
slightly influenced	23	38.3
not at all influenced	14	23.3

Source: primary data

FIGURE 4.13 SHOWING INFLUENCE OF ADVERTISEMENT ON PURCHASE DECISION



Inference:

Table 4.13 reveals that 38.3% of the respondents are high influenced towards advertisements to buy Nike products, 38.3% of the respondents are slightly influenced and 23.3% of the respondents are not at all influenced. Majority of the respondents are influenced to buy Nike products.

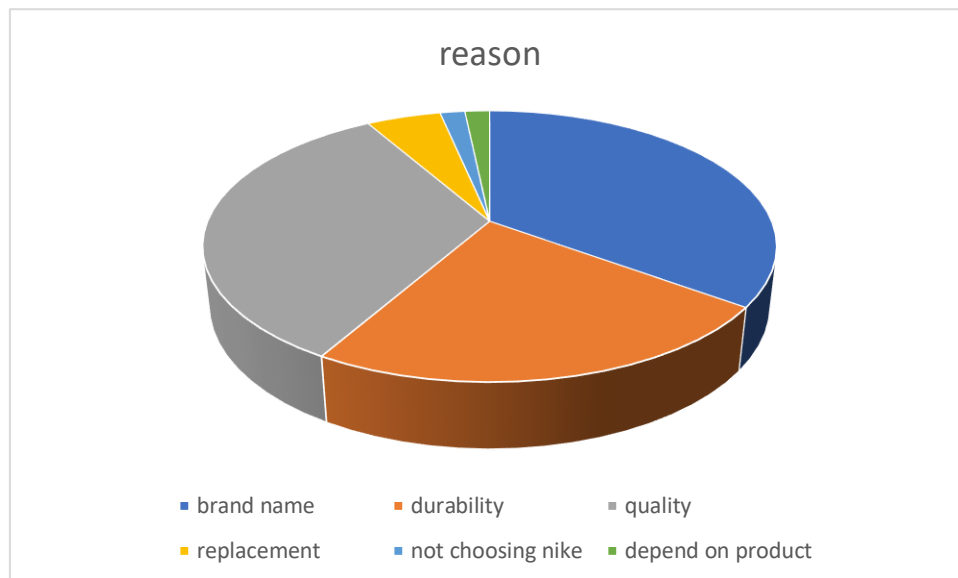
4.14 REASONS FOR CHOOSING NIKE BRAND OVER THE OTHER COMPETITORS

TABLE 4.14 SHOWING REASON FOR CHOOSING NIKE BRAND OVER THE OTHER COMPETITORS

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Brand name	21	35
Durability	14	23.3
Quality	20	33.3
Replacement	3	5
Not choosing Nike	1	1.7
Depend on product	1	1.7

Source: primary data

FIGURE 4.14 SHOWING REASON FOR CHOOSING NIKE BRAND OVER THE OTHER COMPETITORS



Inference:

From the table 4.14 reveals that 35% of the respondents choose Nike brand over the other competitive brand due to brand name, 33.3% of the respondents choose Nike brand over the other competitor brand due to quality, 23.3% of the respondents choose Nike brand over the other competitive brand due to durability, 5% of the respondents choose Nike brand over the other competitive brand due to replacement, 1.7% of the respondents do not choose Nike and

1.7% of the respondents choose depending upon the products. Majority of the respondents chosen Nike brand over the other competitive brand due to brand name, quality and durability. Majority of the respondents are influenced on these factors of Nike brand.

4.15 THE LEVEL OF SATISFACTION OF CUSTOMERS

TABLE 4.15 SHOWING THE LEVEL OF SATISFACTION OF CUSTOMERS

Category		Number of respondents	Percentage
price	highly satisfied	10	6
	satisfied	29	17.4
	neither satisfied nor dissatisfied	15	9
	dissatisfied	2	1.2
	highly dissatisfied	4	0.6
quality	highly satisfied	30	18
	satisfied	23	13.8
	neither satisfied nor dissatisfied	6	3.6
	dissatisfied		
	highly dissatisfied	1	0.6
durability	highly satisfied	25	15
	satisfied	27	16.2
	neither satisfied nor dissatisfied	7	4.2
	dissatisfied		
	highly dissatisfied	1	0.6
fashion/trend	highly satisfied	25	15
	satisfied	28	16.8
	neither satisfied nor dissatisfied	6	3.6
	dissatisfied		
	highly dissatisfied	1	0.6
variety	highly satisfied	24	14.4
	satisfied	25	15

	neither satisfied nor dissatisfied	9	5.4
	dissatisfied		
	highly satisfied	2	1.2

Source: primary data

Inference:

Respondents were asked to indicate if they strongly agree to disagree on the level of satisfaction on the following factors of Nike product on a scale of 1 to 5, where 1 being that they are highly satisfied, 2 being that they are satisfied, 3 being that they are neither satisfied nor dissatisfied, 4 being that they are dissatisfied and 5 being that they are highly dissatisfied.

- In terms of different factors of Nike product leading to price, 10 respondents are highly satisfied, 29 respondents are satisfied, 15 are neither satisfied nor dissatisfied, 12 respondents are dissatisfied and 4 respondents are highly dissatisfied.
- In terms of different factors of Nike product leading to quality, 30 respondents are highly satisfied, 23 respondents are satisfied, 6 are neither satisfied nor dissatisfied and 1 respondent are highly dissatisfied.
- In terms of different factors of Nike product leading to durability, 25 respondents are highly satisfied, 27 respondents are satisfied, 7 are neither satisfied nor dissatisfied and 1 respondent are highly dissatisfied.
- In terms of different factors of Nike product leading to fashion/trend, 25 respondents are highly satisfied, 28 respondents are satisfied, 6 are neither satisfied nor dissatisfied and 1 respondent are highly dissatisfied.
- In terms of different factors of Nike product leading to variety, 24 respondents are highly satisfied, 25 respondents are satisfied, 9 are neither satisfied nor dissatisfied and 2 respondents are highly dissatisfied.

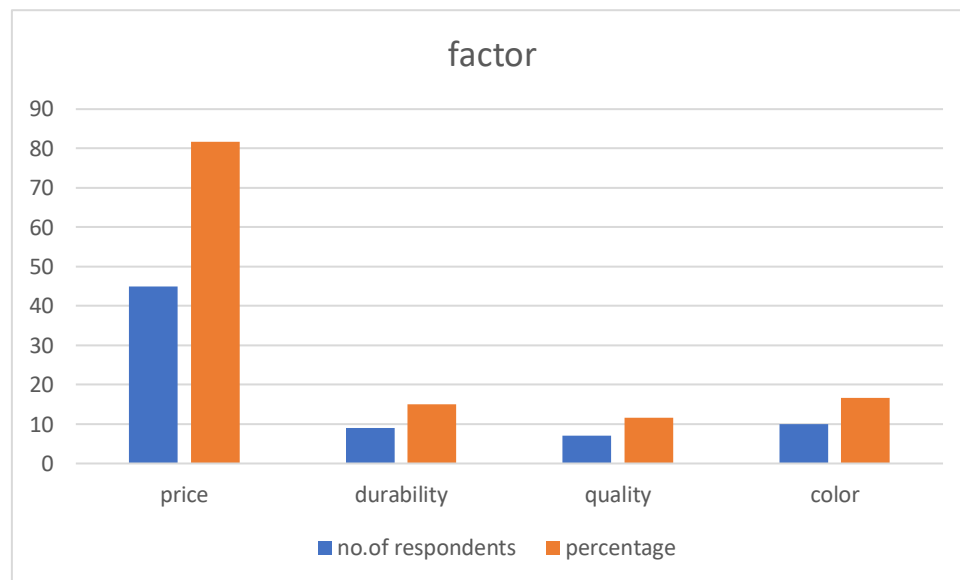
4.16 NEGATIVE FACTOR OF NIKE PRODUCT

TABLE 4.16 SHOWING NEGATIVE FACTOR OF NIKE PRODUCT

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Price	45	81.7
Durability	9	15
Quality	7	11.7
Color	10	16.7

Source: primary data

FIGURE 4.16 SHOWING NEGATIVE FACTOR OF NIKE PRODUCT



Inference:

From table 4.16 inferred that 81.7% of the respondent's dislike price of the Nike products, 16% of the respondents' dislike color, 15% of the respondent's dislike durability and 11.7% of the respondent's dislike quality of Nike products. Majority of the respondent's dislikes with the pricing strategy of Nike product than other factors.

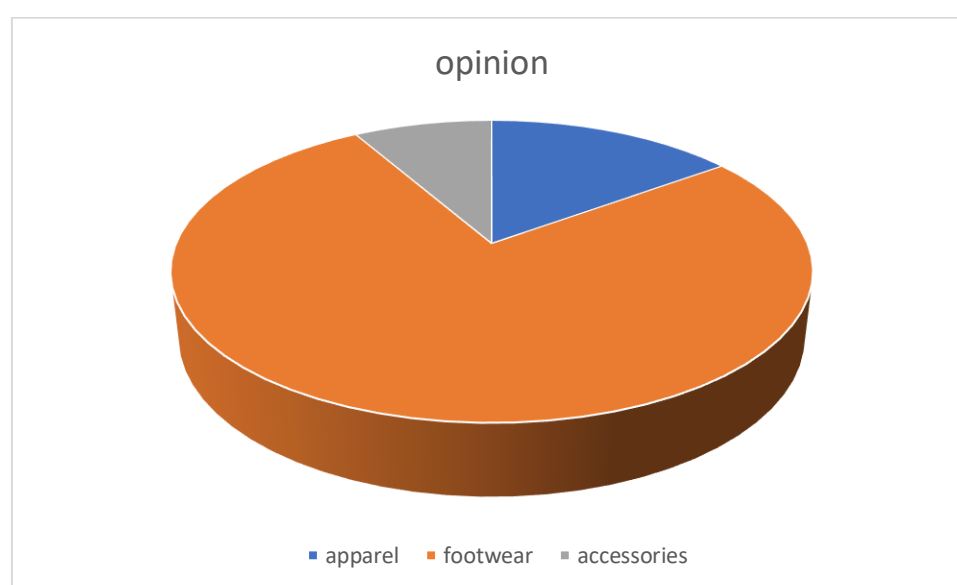
4.17 OPINION REGARDING BEST PRODUCT OF NIKE BRAND

TABLE 4.17 SHOWING OPINION REGARDING BEST PRODUCT OF NIKE BRAND

CATEGORY	NO.OF RESPONDENT	PERCENTAGE
Apparel	9	15
Footwear	46	76.7
Accessories	5	8.3

Source: primary data

FIGURE 4.17 SHOWING OPINION REGARDING BEST PRODUCT OF NIKE BRAND



Inference:

Table 4.17 reveals that 76.7% of the respondents consider footwear as the best, 15% of the respondents consider apparels and 8.3% of the respondents consider accessories as the best. Majority of the respondents consider footwear as the best from Nike products than apparels and accessories.

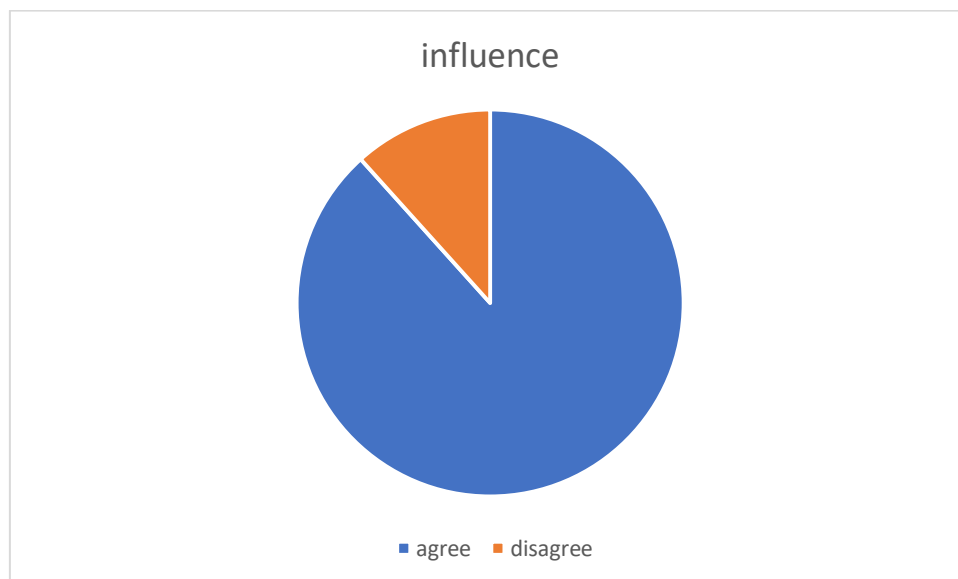
4.18 ADVERTISEMENT AND CELEBRITY ENDORSEMENT INFLUENCE THE PURCHASE DECISION

TABLE 4.18 SHOWING ADVERTISEMENT AND CELEBRITY ENDORSEMENT INFLUENCE THE PURCHASE DECISION

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Agree	53	83.3
Disagree	7	11.7

Source: primary data

FIGURE 4.18 SHOWING ADVERTISEMENT AND CELEBRITY ENDORSEMENT INFLUENCE THE PURCHASE DECISION



Inference:

Table 4.18 reveals that 83.3% of the respondents agree with the statement whereas 11.7% of the respondents disagree with the statement. Majority of the respondents are agreed with the statement. Therefore, it reveals that there is a positive impact of advertisement and celebrity endorsement on the purchasing decision. Advertisement placed a very significant role in Nike products.

4.19 MOST INFLUENCING MARKETING TECHNIQUES ADOPTED BY NIKE PRODUCTS

TABLE 4.19 SHOWING MOST INFLUENCING MARKETING TECHNIQUES ADOPTED BY NIKE PRODUCTS

CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE
Discount	11	18.3
Media	12	20
Visuality	9	15
Belief towards brand product	24	40
Offers	3	5
Nothing influences me to buy Nike products	1	1.7

Source: primary data

FIGURE 4.19 SHOWING MOST INFLUENCING MARKETING TECHNIQUES ADOPTED BY NIKE PRODUCTS



Inference:

Table 4.19 reveals that 40% of the respondent's influenced belief towards brand product as the marketing technique to buy Nike product, 20% of the respondents influenced media, 18.3% of the respondents' influenced discounts, 15% of the respondents influenced visuality, 5% of the respondents' influenced offers whereas only 1.7% of the respondents had nothing

influenced in buying Nike products. Majority of the respondents says they have belief towards Nike products. The respondents also influenced by the other marketing techniques like offers, discounts to buy Nike products.

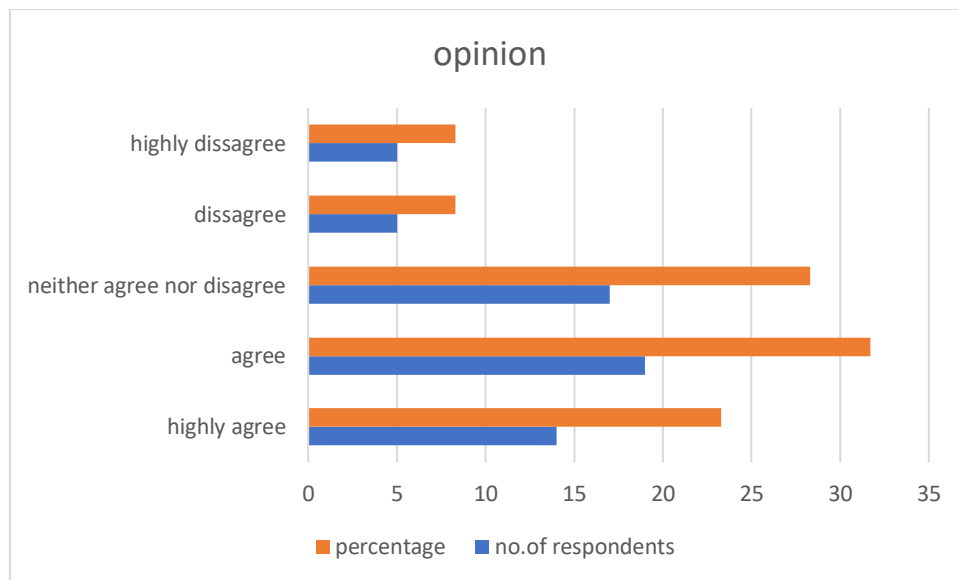
4.20 NIKE PRODUCTS ARE WORTH THEIR PRICE

TABLE 4.20 SHOWING NIKE PRODUCTS ARE WORTH THEIR PRICE

OPINION	NO.OF RESPONDENTS	PERCENTAGE
Highly agree	14	23.3
Agree	19	31.7
Neither agree nor disagree	17	28.3
Disagree	5	8.3
Highly disagree	5	8.3

Source: primary data

FIGURE 4.20 SHOWING NIKE PRODUCTS ARE WORTH THEIR PRICE



Inference:

Table 4.20 reveals that 31.7% of the respondents opt second ranking, 28.3% of the respondents opt third ranking, 23.3% of the respondents opt first ranking, 8.3% of the respondents opt fourth and fifth ranking.

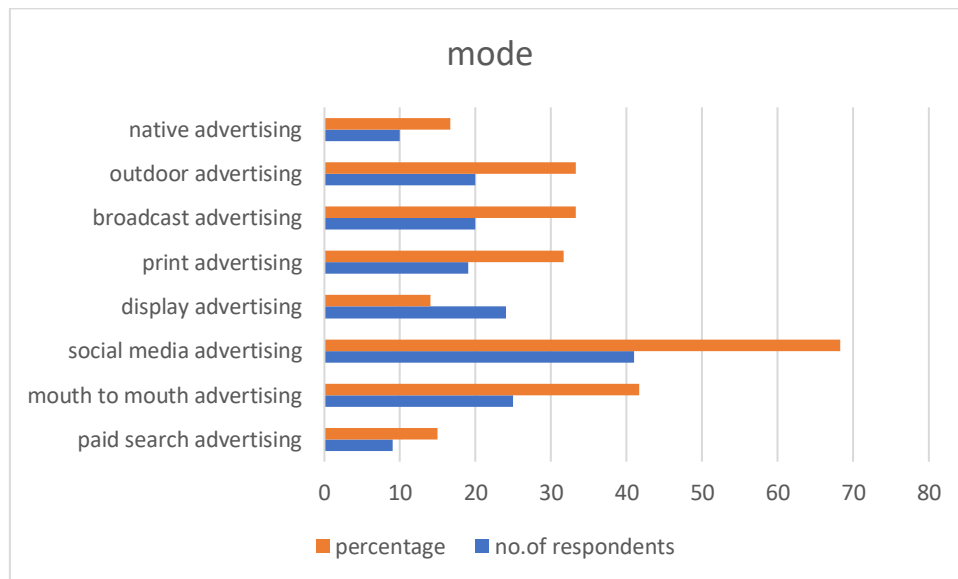
4.21 SUITABLE MODE OF ADVERTISEMENT FOR NIKE BRAND

TABLE 4.21 SHOWING SUITABLE MODE OF ADVERTISEMENT FOR NIKE BRAND

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
Paid search advertising	9	15
Mouth to mouth advertising	25	41.7
Social media advertising	41	68.3
Display advertising	24	14
Print advertising	19	31.7
Broadcast advertising	20	33.3
Outdoor advertising	20	33.3
Native advertising	10	16.7

Source: primary data

FIGURE 4.21 SHOWING SUITABLE MODE OF ADVERTISEMENT FOR NIKE BRAND



Inference:

From table 4.21 inferred that 68.3% of the respondents prefer social media ads as the best for Nike products, 41.7% of the respondents prefer mouth to mouth ad's, 33.3% of the respondents prefer broadcasting ad's, 33.3% of the respondents prefer outdoor ad's, 31.7% of the respondents prefer print ads, 16.7% of the respondents prefer native ad's, 15% of the respondents prefer paid search ad's and 14% of the respondents prefer display ads as the best for Nike products.

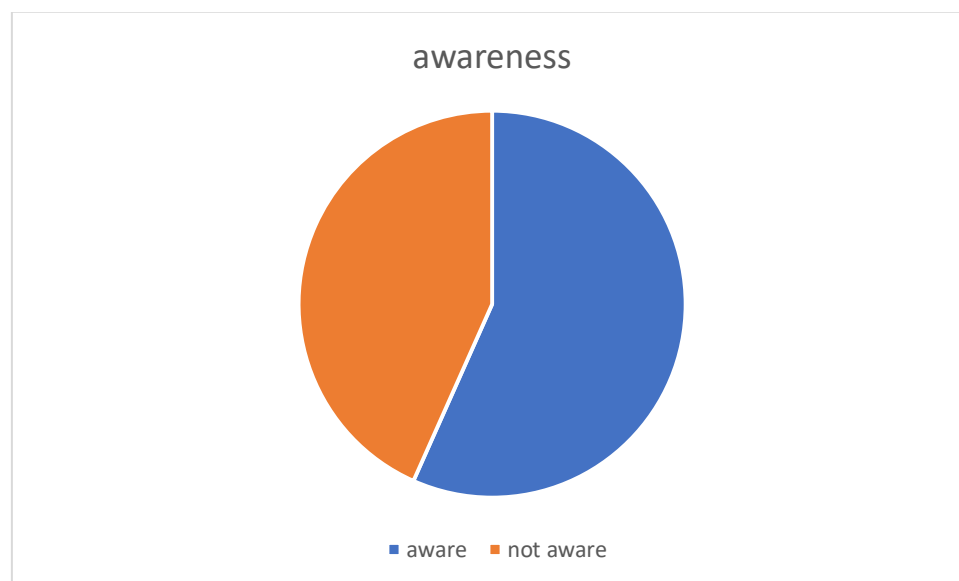
4.22 AWARENESS REGARDING NIKE STUDENT DISCOUNT

TABLE 4.22 SHOWING AWARENESS REGARDING NIKE STUDENT DISCOUNT

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Yes	34	56.7
No	26	43.3

Source: primary data

FIGURE 4.22 SHOWING AWARENESS REGARDING NIKE STUDENT DISCOUNT



Inference:

Table 4.22 reveals that 56.7% of the respondents are aware about Nike student discount whereas 43.3% of the respondents are unaware about Nike student discount. Majority of the respondents are aware about Nike student discount.

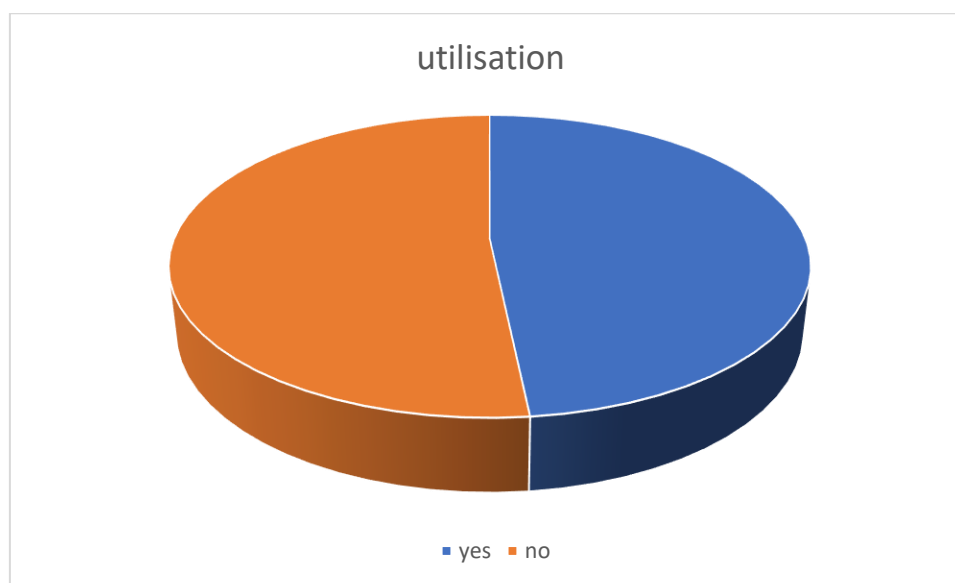
4.23 UTILISATION OF NIKE STUDENT DISCOUNT

TABLE 4.23 SHOWING UTILISATION OF NIKE STUDENT DISCOUNT

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Yes	29	48.3
No	31	51.7

Source: primary data

FIGURE 4.23 SHOWING UTILISATION OF NIKE STUDENT DISCOUNT



Inference:

Table 4.23 reveals that 51.7% of the respondents got Nike discount whereas 48.3% of the respondents never got Nike discount. Majority of the respondents got Nike discounts.

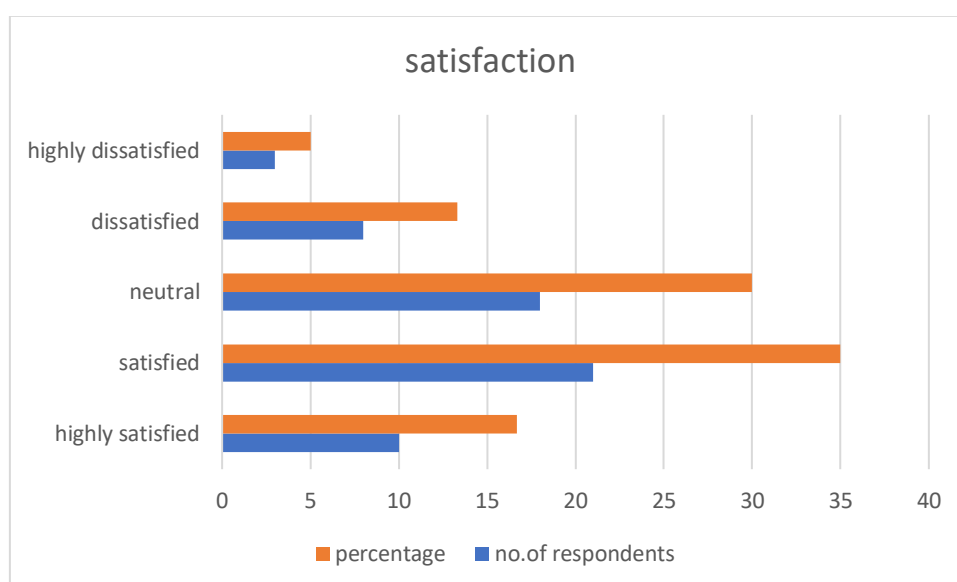
4.24 SATISFACTION REGARDING WITH THE PRICE CHANGE IN NIKE PRODUCTS

TABLE 4.24 SHOWING SATISFACTION REGARDING WITH THE PRICE CHANGE IN NIKE PRODUCTS

CATEGORY	NO.OF RESPONDEMENTS	PERCENTAGE
Highly dissatisfied	10	16.7
Satisfied	21	35
Neutral	18	30
Dissatisfied	8	13.3
Highly dissatisfied	3	5

Source: primary data

FIGURE 4.24 SHOWING SATISFACTION REGARDING WITH THE PRICE CHANGE IN NIKE PRODUCTS



Inference:

It is clear from the table that 35% of the respondents opt second ranking with the price change, 30% of the respondents opt third ranking with the price change, 16.7% of the respondents opt first ranking with the price change, 13.35 of the respondents opt fourth ranking with price change and 5% of the respondents opt fifth ranking with the price change.

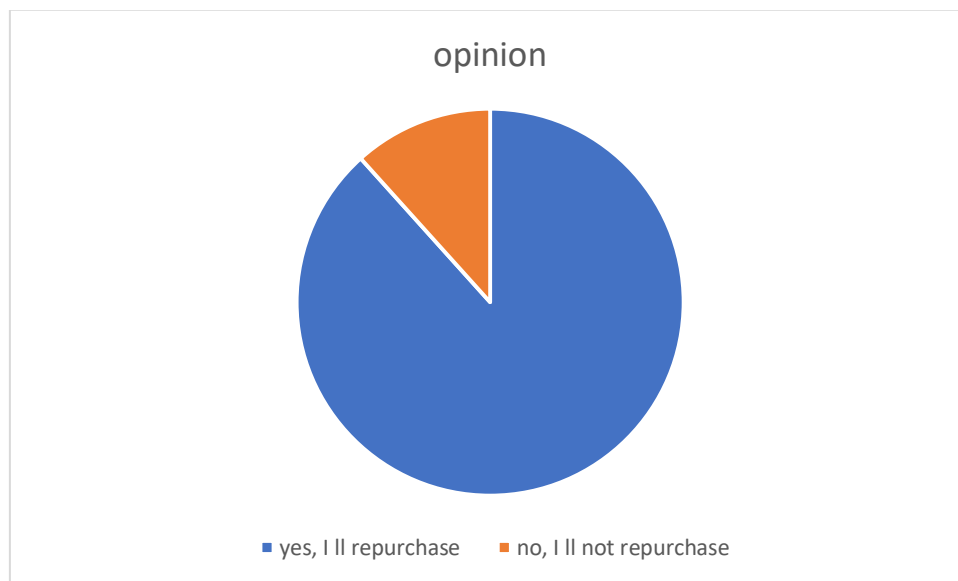
4.25 OPINION ABOUT RE-PURCHASING NIKE PRODUCTS

TABLE 4.25 SHOWING OPINION ABOUT RE-PURCHASING NIKE PRODUCTS

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Yes, I will repurchase	53	88.3
No, I will not repurchase	7	11.7

Source: primary data

FIGURE 4.25 SHOWING OPINION ABOUT RE-PURCHASING NIKE PRODUCTS



Inference:

It is clear from the table that 88.3% of the respondents consider re-purchasing the Nike products whereas 11.7% of the respondents do not consider re-purchasing the Nike products. Majority of the respondents consider re-purchasing the Nike products as they influenced by the factors and marketing techniques of Nike products.

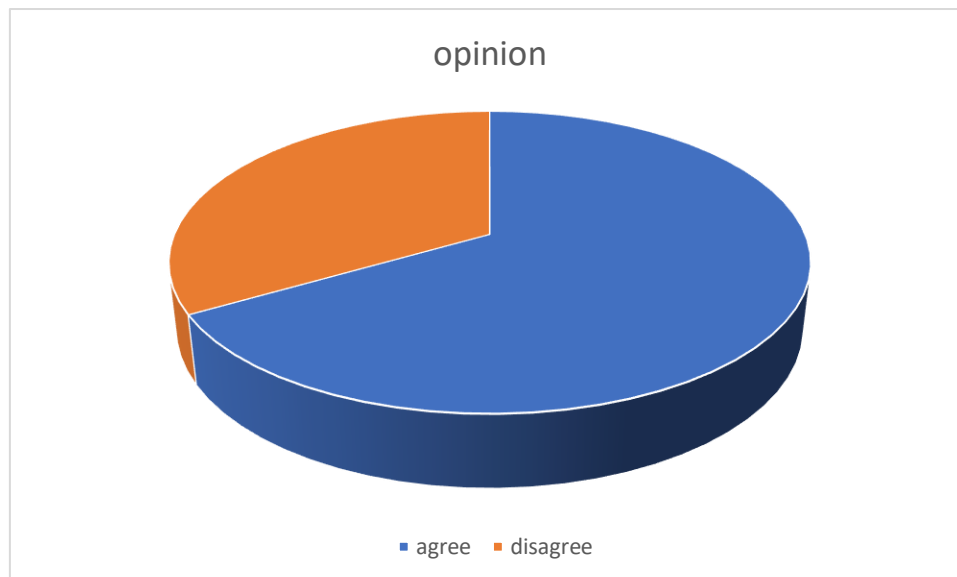
4.26 OPINION ABOUT SWITCHING TO ANOTHER BRAND IF THAT BRAND PROVIDES THE SAME QUALITY AT A LOWER PRICE

TABLE 4.26 SHOWING OPINION ABOUT SWITCHING TO ANOTHER BRAND IF THAT BRAND PROVIDES THE SAME QUALITY AT A LOWER PRICE

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
Agree	40	66.7
Disagree	20	33.3

Source: primary data

FIGURE 4.26 SHOWING OPINION ABOUT SWITCHING TO ANOTHER BRAND IF THAT BRAND PROVIDES THE SAME QUALITY AT A LOWER PRICE



Inference:

Table 4.26 reveals that 66.7% of the respondents agree with the statement whereas 33.3% of the respondents disagree with the statement. Majority of the respondents may switch onto another brand if the brand provides same quality at a lower price. But 33.7% of the respondents will not switch onto another brand if that brand provides the same quality at a lower price because they have belief towards Nike brand.

CHAPTER 5
FINDINGS, SUGGESTIONS
& CONCLUSION

5.1 FINDINGS

The following are the major findings of the study:

- Majority of the respondents are females, it reveals that 50% of the respondents are female, 45% of the respondents are male and 5% of the respondents are transgender.
- Age category belongs to 20-24 have higher response as compared to other age and least response from the age category below 15, reveals that 1.7% of the respondents are from the age group below 15, 8.3% of the respondents are from the age group of 15-19, 58.3% of the respondents are from the age group of 20-24, 18.3% of the respondents are from the age group 25-29 and 13.3% of the respondents are from the age group 30 and above.
- Students seem to be using Nike products on a regular basis for sports activity. This is because Nike products were highly sailed for sport purposes.
- The major source of awareness regarding Nike is from advertisement. The advertisement was influenced in purchasing decision of customer.
- The major factor which influences the loyalty of customer towards Nike product here were, majority of the respondents are loyal customers of Nike products.
- The commonly used product from Nike brand is footwear. Because, footwear is commonly used by students for sport purpose.
- The majority of respondents spend the amount of below 4000 on Nike products and least respondents spend above 12000 on buying Nike products. So, it is because of Nike products are worth their price.
- The customers are motivated to use Nike products with pricing, style, trend, brand value, quality, color, durability. most of the respondents were from the brand value, quality of Nike products.
- Majority of the respondents are agreed with the statement. Therefore, it reveals that there is a positive impact of advertisement and celebrity endorsement on the purchasing decision. Advertisement placed a very significant role in Nike products.
- Mostly marketing technique adopted by Nike were discount, media, visuality, belief towards brand product, offers, nothing influencing and majority of respondents says they have belief towards Nike products. The respondents also influenced by the other marketing techniques like offers, discounts to buy Nike products.

- The study shows the occupation of respondents. Our survey majority of respondents were students and least respondents were house wives.
- From the study, it is clear that Nike product have higher level of awareness regarding brand.
- Most of the respondents were brand consciousness in Buying products.
- Some of them were prefers to buy the product online, in store, online and in-store. Online and in-store were have high level of respondents and online mode have least respondents.
- The Nike product usage is occasionally as per the respondents in the study.
- The certain negative factors which affect the Nike product were as Price, durability, quality, color. As per the study, price is one of the Negative factors have higher respondents.
- Most of the respondents are agreed with the Statement. Therefore, it reveals that there is a positive impact of advertisement and celebrity Endorsement on the purchasing decision. Advertisement placed a very significant role in Nike products.
- There certain suitable mode of advertising for Nike brand were Paid search advertising, Mouth to mouth advertising, social media advertising, Display advertising, Print advertising, Broadcast advertising, Outdoor advertising, Native advertising. The print advertising, Broadcast advertising and outdoor advertising have higher respondents in the study.

5.2 SUGGESTIONS

- More features like new colors, variety, fashion, trend can introduce in the market to increase the satisfaction level of customer.
- While preferring Nike brand must consider quality instead of their Popularity.
- Branding company should make effective use of available opportunities Which helps to build brand loyalty.
- Consumers feel the company is lacking in innovation hence, there preference Has shifted to other local brands.
- Quality products are mostly preferred but quality alone doesn't work, brand Should focus on innovative ideas regarding its product.
- Proper techniques are to be adopted to ensure the quality of products as youth Consumers are very much attracted by the quality of Nike.

- As large proportion of youth prefer branded products much care must be Taken to satisfy their needs so that they stick on a specific brand.
- In present scenario competition is high and consumers may prefer some other Product if the brand fails to satisfy their needs.
- The mostly influenced marketing technique adopted by Nike were discount, media, visuality, belief, offers, nothing influences.as per the study, mostly influenced technique is belief towards brand product have high percentage as per response.
- The study shows there is a positive impact of advertisement and celebrity endorsement on the purchasing decision. Advertisement placed a very significant role in Nike products.
- From the study which shows majority of the respondents chosen Nike brand over the other competitive brand due to brand name, quality and durability. Majority of the respondents are influenced on these factors of Nike brand.

5.3 CONCLUSION

A brand is a name, word, appearance, or other characteristics that sets one seller's product apart from those of competitors. Business, marketers and advertisers use brands. A current illustration of a brand is Nike, Adidas etc. The corporation that is closely associated with a brand is frequently referred to by the metonym brand. A brand connected to a commodity is called commodity brand. Old norsebrandr, which means to burn, is where the term brand originates. Recalling the custom of manufacturers marketing marking their items with a burning mark. They ensure availability of long-term direction, establishing appropriate objectives, and essentially creating an effective strategy. Brand analysis includes knowing what a specific industry's dominant economic features are. Also, brand analysis examines what existing industry competition is like and how strong each of the industry's competitive forces is. Effective brand analysis is achieved through an analytical sequence of strategic appraisals of a business' external and internal environment, to establish issues, evaluate alternatives, and create strategy. If these crucial assessments are not executed, a business may find that the brand it developed does not fit well with the environment of its intended industry and will not be capable of establishing and maintaining a competitive advantage for the business. Brand analysis is requiring a strategic evaluation of a business ecosystem. Any decisions should be based on sound analysis of a business, external and internal structure.

The research is conducted on the topic “A study on consumer satisfaction of Youth on Nike brand with special reference to Cochin district”. The main objective of the research is to measure satisfaction of brand Nike among its consumers. Majority of respondents are brand conscious in buying product. Most among the respondents consider quality of a product before buying a product. Satisfaction on analyzing the satisfaction level of customers, it is revealed that the major part of respondents is satisfied with quality of Nike brands. Respondents says that there is an impact of advertisements and celebrities in the purchasing behavior of Nike product. According to the responses the social media advertising is the best method of advertising suitable for Nike products. More than half respondents of the research are willing to recommend Nike products to others. As large proportion of youth prefer branded products, must be taken to satisfy their needs so that they stick on a specific brand. In present scenario competition is high and consumers may prefer some other product if the brand fails to satisfy their needs.

BIBLIOGRAPHY

References

1. Prof. Gill (2009) report based on branding strategy of Nike & Adidas Prof. Smith may have been observed that in relation to consumer and perception of sportswear, it is important to understand the culture impact and personality of fashion globally. "Research methods for managers", "Paul Chapman Publishing, 1997.
2. Troy, P. (2000) Lowering the standard, in: P. Troy (Ed.) A History of European Housing in Australia, pp. 306-315. Melbourne: Cambridge University Press.
3. Anderson, V. (2004) Research Methods in Human Resource Management. CIPD, London.
4. Celuch, K, (2010). SME Internet Use and Strategic Flexibility: The Moderating Effect of It Market Orientation. Journal of Marketing, 26, 131-145.
5. Amit Jain: Learning by Doing and the Locus of Innovative Capability in Biotechnology Research. Organ. Sci. 24(6): 1683-1700 (2013) Gregg Schudel, Amit Jain, Victor Moreno: Locator/ID Separation Protocol (LISP) MIB. RFC 7052: 1-66 (2013)
6. Cyert and March (1955) indicated that such relationships are information communication patterns formed to support organizational decision making. Jensen and Meckling (1995) further argued that communication patterns include the collocation between the attribute of the knowledge required for decision-making and the decision-making power.

Websites

www.about.nike.com

<https://fortune.com/company/nike/www.nikebrand.com>

<https://ivypanda.com/essays/nike-corporation/>

<https://realresearcher.com/media/40-percent-of-survey-respondents-are-satisfied-with-nike-products/>

<https://melbado.com/the-pricing-strategy-of-nike-and-why-it-is-so-effective/>

<https://www.nike.com/in/help/>

ANNEXURE

QUESTIONNAIRE

1. Gender

male female transgender

2. Age group:

below 15 15-19 20-24 25-29 30 and above

3. Which category do you belong to?

student

home-maker

salaried person

business person

other_____

4. Are you aware of Nike brand?

yes no

5. Are you brand consciousness in buying products?

yes no

6. Where did you hear about Nike for the first time?

word of mouth

friends

advertisement

social media

other_____

7. Are you a loyal customer of Nike products?

yes no

8. Which of the following product of Nike brand do you use?

footwear

apparel

accessories

9. How much money do you spend on Nike products?

below 4000

4000-8000

8000-12000

above 12000

10. Which of the following factor motivate you to use Nike products?

pricing

style

trends

brand value

quality

color

durability

11. Which of the following mode would you choose to buy Nike products?

online

in-stores

both online and in-stores

12. How frequently do you use Nike products?

daily occasionally rarely other _____

13. How advertisement influence you to buy Nike products?

highly influenced slightly influenced not at all influenced

14. Why did you choose Nike brand over the other competitive brand?

brand name

durability

quality

replacement

other _____

15. State your level of satisfaction on the following factors:

PARTICULARS	highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied
-------------	------------------	-----------	---------	--------------	---------------------

Price

Quality

Durability

Fashion/Trend

Variety

16. What do you dislike about Nike products?

price durability quality color

17. Which of the following Nike product do you consider the best?

apparel footwear accessories

18. There is a positive impact of advertisement and celebrity endorsement on the purchasing decision?

agree disagree

19. Which of the following marketing technique influence you to buy Nike products?

discount

media

visuality

belief towards brand product

offers

other_____

20. Nike products are worth their price. Comment your opinion.

1 2 3 4 5

21. Which type of advertisement is best for Nike products?

paid search advertising

mouth to mouth advertising

social media advertising

display advertising

print advertising

broadcast advertising

outdoor advertising

native advertising

22. Are you aware about Nike student discount?

yes no

23. Have you ever got Nike discount?

yes no

24. Are you satisfied with the price change?

1 2 3 4 5

25. Would you consider re-purchasing the Nike products?

yes no

26. Will you switch onto another brand if that brand provides the same quality at a lower price?

agree disagree