



A STUDY ON CUSTOMER PREFERENCE TOWARDS NIKE PRODUCTS WITH SPECIAL REFERENCE IN MADURAI CITY

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ABSTRACT:

Consumer preference in relation to Nike shoes is investigated in this abstract. Nike was created in 1964 by Bill Bowerman, a nationally known University of Oregon track coach, and Phil Knight, a former track athlete. Specifically, the elements that influence purchase choices are investigated, including brand loyalty, perceived quality, and marketing methods. Specifically, the research investigates how consumers' decisions are influenced by cultural trends, celebrity endorsements, and social media. In the market for athletic footwear, the results add to a more in-depth knowledge of the variables that drive consumer decisions about footwear. The convenience sampling design is used and a sample of 50 respondents was selected. 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. The analysis of customer preferences towards Nike products reveals a profound appreciation for the brand's performance, style, and eco-friendly initiatives. By prioritizing customer needs, embracing technological advancements, and promoting sustainability, Nike has established itself as a leader in the sportswear industry.

KEYWORDS:

NIKE, CONSUMER PREFERENCE, BRAND IMAGE, MARKETING, ATHLETIC FOOTWEAR.

1.1 INTRODUCTION

Nike was created in 1964 by **Bill Bowerman**, a nationally known University of Oregon track coach, and **Phil Knight**, a former track athlete. Originally known as Blue Ribbon Sports, the two began by distributing Netsuke Tiger sneakers to players around Oregon. After track and sporting events, Phil Knight would frequently sell sneakers from the trunk of his car. Their primary motivation for entering the athletic shoe industry was to equip athletes with higher-quality footwear. In 1978, Blue Ribbon Sports officially became Nike, Inc., after immediately terminating its affiliation with Onitsuka Tiger. Nike went public in 1980 after only two years, with a 50% market share of the US athletic shoe market. Nike is now the world's largest provider of athletic footwear and apparel.

1.2 STATEMENT OF THE PROBLEM

- Nike faced declining demand for its premium-priced sneakers, which affected profits. This decline was exacerbated by factors like growing unemployment, economic uncertainty, and changing consumer preferences.

- Nike had a public dispute with Foot Locker, one of its major retail partners, over issues like product allocation and pricing. This dispute led to cancelled orders and a significant loss of revenue for Nike.
- 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.

1.3 OBJECTIVES

- To Analyse the level of awareness of customers towards Nike brand
- To Identify the factor influencing in purchase decision of customers
- To Analyse the satisfaction level of the customers
- To Analyse the effectiveness of the marketing strategies adopted by Nike
- To identify the key factors influencing customer preferences for Nike products: understand the

demographics, needs and expectation of customer who prefer Nike products

- To analyze the perceived value of Nike products among customers: Evaluate how customers perceive the quality, price, and overall value of Nike products

1.4 RESEARCH METHODOLOGY

RESEARCH DESIGN

A **quantitative Research Design** for studying **Nike products** would typically involve systematically collecting and analysing numerical data to identify trend, patterns and relationships. It is descriptive in the sense it tries to identify various characteristics of research problem. And it is analytical since it examines, analysis, and interprets collected data order to arrive at conclusion.

1.5 SAMPLESIZE

The study is conducting with a sample size of 50 respondents.

1.6 METHODSOFDATACOLLECTING

PRIMARYDATA

- Surveys: Conducting online or offline surveys among Nike customers to gather information about their preferences, buying behaviour, and satisfaction levels.
- Questionnaires: Designing questionnaires with structured and unstructured questions to collect data from respondents.

SECONDARYDATA

- Company Website: Analysing Nike's official website, annual reports, and investor presentations to gather information about their products, marketing strategies, and financial performance.
- Social Media: Monitoring Nike's social media platforms to gather data about customer engagement, brand reputation, and marketing campaigns.

1.7 DATAANALYSIS AND INTERPRETATION

FIGURE NO 1

FIGURE SHOWING OPINION OF CUSTOMER PREFERENCES IN NIKE PRODUCTS

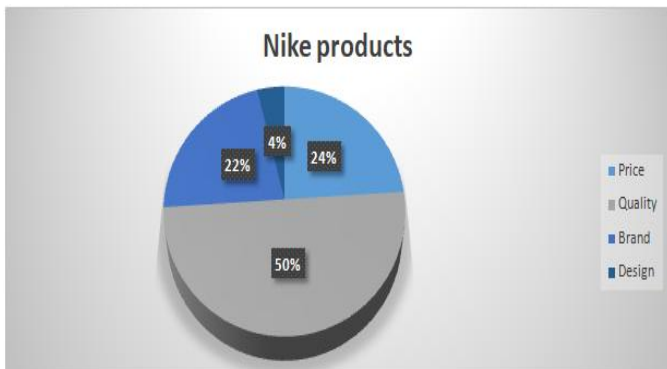


TABLE NO 1

TABLE SHOWING OPINION ABOUT WHAT KINDS OF NIKE PRODUCTS CUSTOMER PREFERE

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Shoes	23	46
Apparel	15	30
Accessories	11	22
Equipment	1	2
Total	50	100

INTERPRETATION

It is clear from the above table no 1 that 46% of the respondents indicating that nearly half of the participants prefer NikeShoes. 30% of the respondents showing a strong interest in Nike Apparel. And 22% of the respondents demonstrating a moderate preference for Nike Accessories. A small portion approximately 2% chose equipment, showing it is the least popular category

FIGURE NO 2

FIGURE SHOWING OPINION ON CUSTOMER CONSIDER ON IMPORTANCE OF SPORTS SHOES IN NIKE BRAND

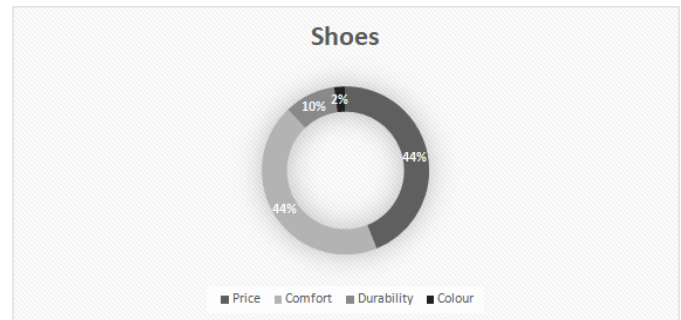


TABLE NO 2

TABLE SHOWING WHERE COUSTOMER PREFERE TO BUY A NIKE PRODUCT

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Online	31	62
In store	11	22
Both online and In store	8	16
Total	50	100

INTERPRETATION

The above table no 2shows the preference of choosing online or offline stores to buy a Nike product, 62% of respondents prefer to buy Nike products online, indicating a strong inclination towards digital shopping, 22% prefer to shop in store, showing a smaller but significant segment that values the physical shopping experience,16% like to purchase through both online and in store channels,

suggesting a flexible approach to shopping.

FIGURE NO 3

FIGURE SHOWING OPINION ABOUT COST OF NIKE PRODUCTS

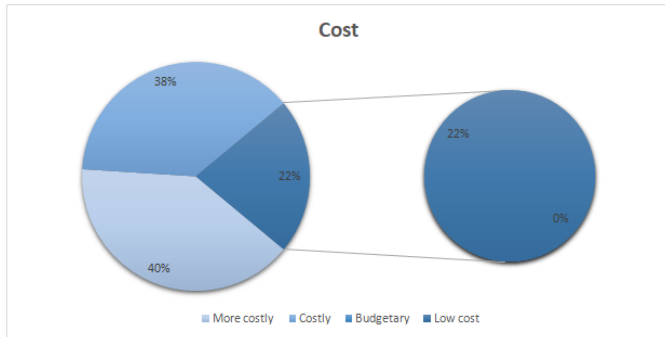


TABLE NO 3

TABLE SHOWING OPINION ON QUALITY OF NIKE PRODUCTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Highly satisfied	27	54
Satisfied	21	42
Not satisfied	0	0
Others	2	4
Total	50	100

INTERPRETATION

The above table no 3 shows opinion for Nike products, 54% of respondents are highly satisfied with Nike's products quality, indicating a strong positive perception, 42% of respondents are satisfied, showing that a significant portion of customer have a generally have a good but not exceptional experience, 4% of respondents for others, the not satisfied category is either extremely small or absent.

1.8 FINDINGS:

- The above table 1 data Indicates 46% of respondent were Nike shoes and 30% of respondent were Nike apparel.
- The above table 2 data indicate that 62%of the responded are online store,22% of the respondent are in store ,16% of both online and on-line stores.
- The above table 3 data indicate 54% of the respondent are Highly satisfied and 42% of the respondent are satisfied.

1.9 SUGGESTION:

- While preferring Nike brand must consider quality instead of their Popularity.
- More features like new colours, variety, fashion, trend can introduce in the market to increase the satisfaction level of customer.

- Quality products are mostly preferred but quality alone doesn't work, brand Should focus on innovative ideas regarding its product.
- 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.

1.10 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 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. They ensure availability of long-term direction, establishing appropriate objectives, and essentially creating an effective strategy. 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

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.

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