



A Study on Consumer Satisfaction towards Nike with Reference to Coimbatore City

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ABSTRACT

In this project, we study into the area of consumer satisfaction with respect to Nike products, specifically focusing on the vibrant city of Coimbatore. Nike, an American multinational corporation, is renowned for its athletic shoes, apparel, equipment, and accessories. Our investigation aims to understand the factors that influence consumer behavior and their level of satisfaction.

INTRODUCTION

Marketing is dynamic and impactful. The details differ between industries, but at its most basic marketing is how businesses reach prospective customers and communicate the unique benefits of a product or service. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. Customer satisfaction information, including survey sand ratings, can help a company determine how to best improve or change its products and services. Your target audience must first be aware that your product or service exists before you can hope to inspire a purchase. An essentials function in any business, marketing supports efforts to acquire, keep and grow customers. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations and every subgroup within an organization.

REVIEW OF LITERATURE

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 sales by media, internet, advertisement and all. Customer satisfaction needs are not met by only brand name but also by quality of product. Also, there are different types of shoes choices like in sports shoes (gym shoes, jogging shoes or any other game shoes), etc.

Venkata Ramaswamy (2008) in his research titled "Co- creating value through customers experiences: the Nike case" aims to show how leading businesses are learning to keep their competitive advantage by working together to develop useful customer experiences. By interacting with informed, connected and networked customers all around the world, Nike uncovered a new source of value in its customers' shared experiences. Customers frequently use these new technologies to express their thoughts and opinions.

Kyle Gallagher (2013) in his research titled "Why do we just do it: a study of adolescents' influences for Nike sneakers" states that the goal of this research project is to investigate the reasons, influences, and decision-making process of adolescent boys when it comes to buying athletic footwear and apparel. Additionally, regardless of age, adolescent male consumers tend to prefer using the Internet as a source of information about products.

OBJECTIVES OF THE STUDY

To study the demographic factors of the respondents

To find out the factors influencing purchase decision of the consumers

To find out the consumer's satisfaction level on Nike products

STATEMENT OF PROBLEM

This study deals with analyzing how far this brand has reached the customers and satisfied them. So that it's brand image can be justified.

CHI-SQUARE ANALYSIS

Chi-square analysis is a statistical method commonly used to determine if there is a significant association between to categorical variables. by comparing absorbed frequencies to expected frequencies, the chi-square test assesses whether there is a significant relationship between these variables it is particularly useful when dealing with data that doesn't follow the assumptions of parametric test, such as a normal distribution.

The chi-square list is applied for personal factors over the other factors. All test is carried out at a 5% level of significant and the results reported in the tables that follow, along with appropriate hypothesis and interpretation.

$$X^2 = \sum \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

ASSOCIATION BETWEEN AGE AND OVERALL SATISFACTION FROM NIKE

Null Hypothesis: H₀

There is an association between Age and comparison overall satisfaction of Nike.

Alternate Hypothesis: H₁

There is no association between Age and comparison overall satisfaction of Nike.

TABLE SHOWING AGE AND OVERALL SATISFACTION LEVEL FROM NIKE

Overall Satisfaction level from Nike						
Age	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
Below25	64	59	17	2	2	144
25-30	1	11	1	0	0	13
30-35	0	2	0	0	0	2
35-40	0	0	1	0	0	1
Total	65	72	19	2	2	160

INTERPRETATION

This above table shows that **72%** of respondents are **satisfied**, **65%** of respondents are **highly satisfied**, **19%** of respondents are **neutral**, **2%** of respondents are **dissatisfied** and **2%** of respondents are **Highly dissatisfied**.

CHI-SQUARE TESTS

	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-Square	19.468 ^a	12	.078
Likelihood Ratio	18.231	12	.109
Linear-by-Linear Association	3.192	1	.074
N of Valid Cases	160		

A. 15 cells (75.0%) have expected count less than 5. The minimum expected count is 01

INTERPRETATION

The calculated **X value** is **19.468**, **p=0.078**, Hence the **Alternate Hypothesis is accepted**. This tells that there is an **association between gender and overall satisfaction** of Nike.

ASSOCIATION BETWEEN GENDER AND FACTORS WHEN BUYING NIKE SHOES

Null Hypothesis: HO

There is association between gender and Factors when buying Nike shoes.

Alternate Hypothesis: HI

There is no association between gender and Factors when buying Nikes hoes.

TABLE SHOWING GENDER AND FACTORS WHEN BUYING NIKE SHOES

Factors when buying Nike shoes					
Gender	Design	Air cushioning	Heal Height	fit	Total
Male	50	20	7	60	93
Female	27	8	6	26	67
Total	77	28	13	42	160

INTERPRETATION

This above table shows that **77%** of respondents are attracted to **design**,**42%** of respondents are attracted to **fit**,**28%** of respondents attracted to **air cushioning**,**13%** of respondents are attracted to **heal height**.

CHE-SQUARE TEST

	Value	df	Asymp.Sig.(2-sided)
Pearson Chi-Square	10.524 ^a	3	.015
Likelihood Ratio	10.526	3	.015
Linear-by-Linear Association	8.180	1	.004
N of Valid Cases	160		

0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.44.

INTERPRETATION

This above table shows that **77%** of respondents are attracted to **design**,**42%** of respondents are attracted to **fit**,**28%** of respondents attracted to **air cushioning**,**13%** of respondents are attracted to **heal height**.

SIMPLE PERCENTAGE

The phrase "**simple percentage method**" describes a particular type of **comparison** that is done **between two or more data series**. The **basis** for percentages is a **descriptive connection**. It **contrasts the related objects**. By reducing the data to a form where the base is **100%**, the percentage method makes relative comparison easier.

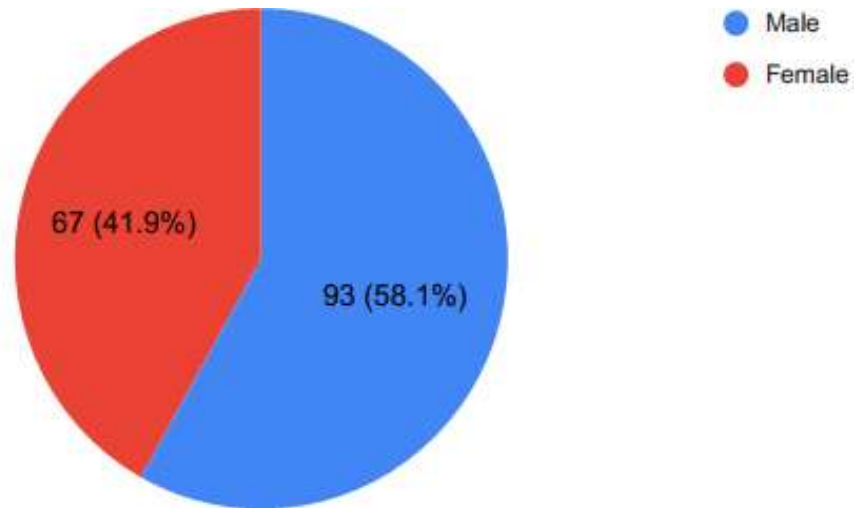
Formula = Amount of Individual Item/ Amount of Base Item*100

GENDER CLASSIFICATION OF RESPONDENTS

GENDER	FREQUENCY	PERCENT
Male	93	58.1
Female	67	41.9
Total	160	100

INTERPRETATION

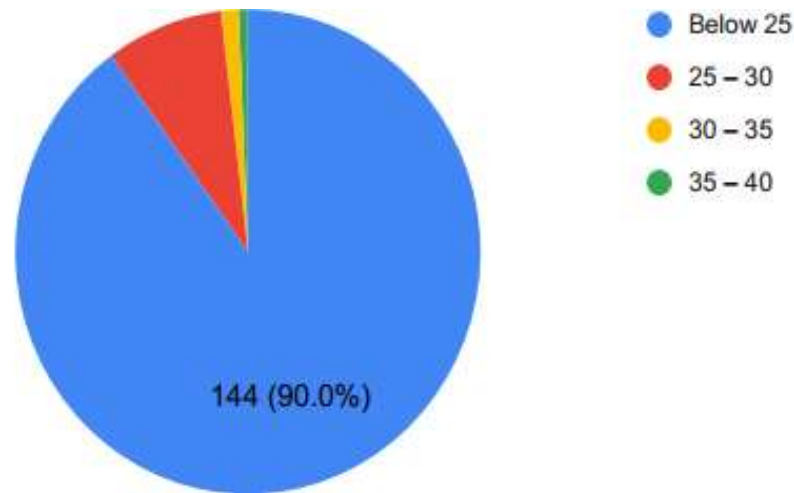
This table shows that **58.1%** of respondents are **male** and **41.9%** of respondents are **female**. Hence the **highest** of the respondents are **male**.

**AGE WISE CLASSIFICATION OF RESPONDENTS**

AGE	FREQUENCY	GENDER
Below 25	144	90.0
25 – 30	13	8.1
30 – 35	2	1.3
35 – 40	1	0.6
Total	160	100

INTERPRETATION

This table shows that **90%** of respondents are **age of below 25 years**, **8.1%** of respondents are **age of 25 – 30 years**, **1.3%** of respondents are **age of 30 – 35 years**, **0.6%** of respondents are **age of 35 – 40 years**. Hence the highest of respondents fall **below the age of 25 years**.

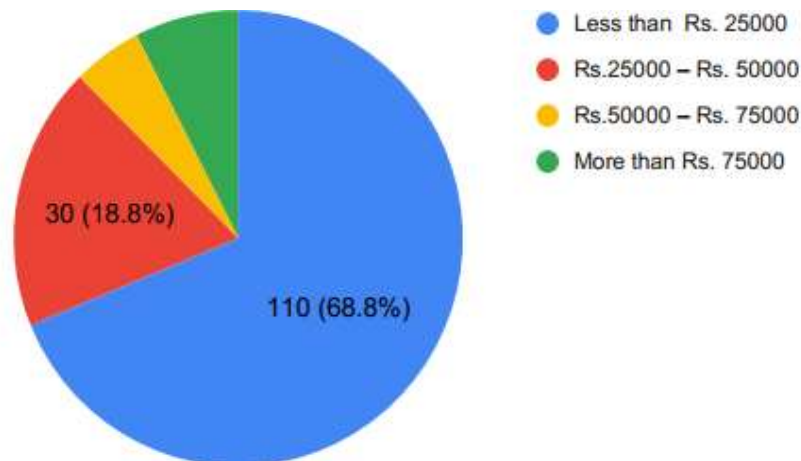


MONTHLY INCOME WISE CLASSIFICATION OF RESPONDENTS

MONTHLY INCOME	FREQUENCY	PERCENT
Less than Rs. 25000	110	68.8
Rs.25000 – Rs. 50000	30	18.8
Rs.50000 – Rs. 75000	8	5.0
More than Rs. 75000	12	7.5
Total	160	100

INTERPRETATION

This table show that **68.8 %** of respondents are **earning less than Rs. 25000**, **18.8%** of respondents are **earning Rs. 25000 – 50000**, **5%** of respondents are **earning Rs. 50000 – 75000**, **7.5%** of respondents are **earning more than Rs. 75000**. Hence the highest of respondents earn a **monthly income of less than Rs 25000**.



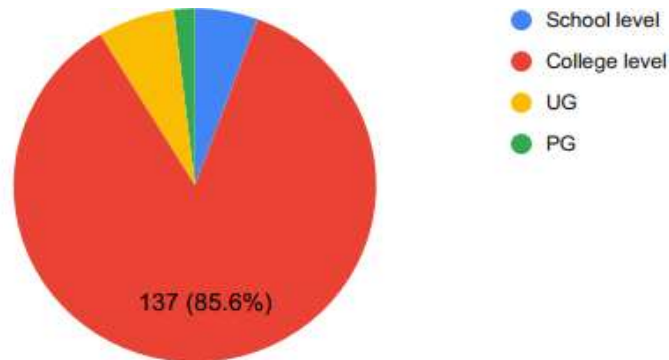
EDUCATION WISE CLASSIFICATION OF RESPONDENTS

QUALIFICATION	FREQUENCY	PERCENT
School level	9	5.6
College level	137	85.6
UG	11	5.9

PG	3	1.9
Total	160	100

INTERPRETATION

This table shows that **5.6%** of respondents are **belong to school level**, **85.6%** of respondents are **belongs to UG**, **6.9%** of respondents are **belongs to PG**, **1.9%** of respondents are **belongs to others**. Hence the highest of respondents are **UG qualified**.

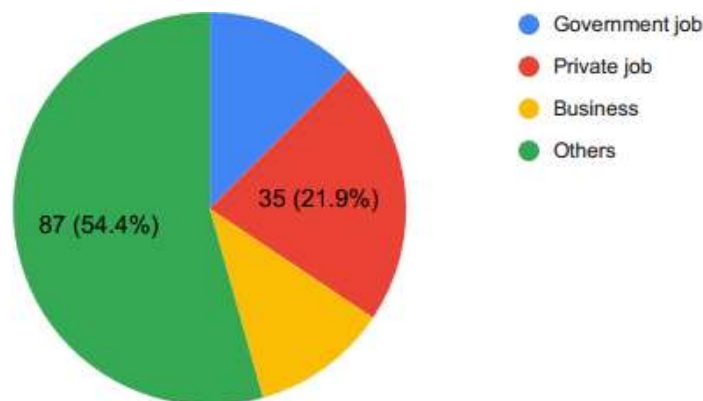


OCCUPATION WISE CLASSIFICATION OF RESPONDENTS

OCCUPATION	FREQUENCY	PERCENT
Government job	20	12.5
Private job	35	21.9
Business	18	11.3
Others	87	54.4
Total	160	100

INTERPRETATION

This table shows that **12.5%** of respondents are **employed in government job**, **21.9%** of respondents are **employed in private job**, **11.3%** of respondents are **employed in business**, **54.4%** of respondents are **employed in other jobs**. Hence the highest of respondents are employed in **other categories of job**.



FINDINGS

This study intends to investigate **how satisfied customers are with Nike products**, as well as to pinpoint **consumer preferences, experiences, and variables impacting buying decisions** concerning Nike's reputation. It evaluated the **general level of happiness and knowledge of Nike items** in the city of Coimbatore using a number of **analytical methods**, including **chi-square and percentage analysis**.

CHI – SQUARE ANALYSIS:

From the analysis, **XI value is 10.524, p=0.015**. Hence the **Alternate Hypothesis is accepted**. This says that there is an **association between gender and comparison factors** when buying a Nike shoe.

From the analysis, **X value is 19.468, p=0.078**. Hence the **Alternate Hypothesis is accepted**. This says that there is an **association between gender and overall satisfaction of Nike**.

PERCENTAGE ANALYSIS:

58.1% of the respondents are male

90.0% of the respondents belong to age group below 25 years

68.8% of the respondents' monthly income is less than Rs 25000

85.6% of the respondents are UG qualified

54.4% of the respondents are occupied in other categories of job

SUGGESTIONS

Nike has to **concentrate more on improving quality of their products** as many of the respondents have disliked it.

Seasonal promotion campaigns, like **special discounts & advertisement** can be reached to customers through **social media advertising** as most of the respondents have preferred that particular mode of advertising for Nike.

More number of outlets can be opened to reach **all types of customers in all the regions**.

More variants should be introduced in the **accessories section**.

Nike should **aim at improving their worthiness & brand image** as respondents ratings clearly state that they still want those aspects to be improved.

CONCLUSION

By making this study, I have learned a lot of things like consumers psychology how they behave, what they want, what they need, how they think while collecting the information about Nike products. Developing the brand's equity, reputation and image is Nike India's distinct brand goal. A brand is more than just an assortment of goods and advantages; it's also a repository of value derived from consumer awareness, steadfastness, and associations with excellence and distinctive brand identity. A brand name is any phrase, sign, symbol, name, or combination of these that is used to distinguish and set one seller's products or services apart from those of rivals. A brand essentially identifies the producer or seller. Upto six levels of meaning can be conveyed by it: characteristics, advantages, values, culture, personality, and user. A corporation misses the mark if it regards a brand as nothing more than a moniker. Building a strong foundation of favourable associations for the brand is the branding problem. These six connotations have not yet been developed in India, despite being evident in the Nike brand in the west and other regions of the world. In India, Nike must make sure that these pillars serve as the foundation for their brand. Making ensuring they are on par with the market dynamics and sales volumes of their rivals is Nike India's secondary goal. A company's goal is to out the perform its rivals in terms of profitability, after all Even with a seller reputation and image, a business, product ,or brand might nevertheless fulfill its intended purpose even if it is not lucrative. Therefore, it is also necessary to consider market share. This survey unequivocally shows that Nike has successfully reached a wide spectrum of customers by better satisfying them with its brand image.

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