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# “MARKETING STRATEGIES OF NIKE FOR CONSUMER ACQUISITION”

*Dhruv Kaushal Chutani*

Student-Final Year, BBA

Dr. Ambedkar Institute of Management Studies and Research, Deekshabhoomi, Nagpur

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## ABSTRACT :

A well-known company's success is frequently linked to its effective marketing strategy. Marketing may be quite beneficial for a business. In 1964, Bill Bowerman and Phil Knight established Nike, the biggest sportswear company globally, as Blue Ribbon Sports. Marketing is the process of getting the right goods and services or ideas to the right people at the right time, place, and price, using the right promotion techniques and utilizing the appropriate people to provide the customer service associated with those goods, services, or ideas. This research paper is based on the marketing strategies of NIKE, and the product is Nike Shoes. The need from customers for distinctive, customized experiences can be satisfied by personalization when it is paired with a thorough examination of pertinent literature and market data. Through the production of captivating content, content marketing efficiently conveys brand image and values while increasing consumer awareness and loyalty. With social media's emergence, consumers now have a way to determine what products they need and look up other people's purchasing patterns, all while increasing brand exposure and fostering good emotional connections. Our findings indicate the strong impact of these determinants on Purchase Intention, emphasizing their importance in consumer decision-making. In order to influence the direction of the athletic shoe market, we suggest Nike take steps like improving product quality and offering unique shoe designs, utilizing social media to raise brand recognition, and adding features that lower the likelihood of counterfeit goods.

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Keywords: Athletic footwear, Brand Management, Marketing Strategies, Consumer Acquisition, Sportswear Industry

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## INTRODUCTION:

The athletic footwear market is the subject of major and dynamic changes that the sports equipment sector is currently going through in order to keep up with worldwide fashion trends. Athletic shoes are no longer only appropriate for sporting events; they are now the go-to option for daily use as well, giving wearers an effective way to project a sporty image (Mehra, 2017). In the world of sports equipment, Nike is a well-known brand that commands a significant share of the industry. Nike has a global marketing presence as well. In today's fiercely competitive marketplace, effective marketing strategies are crucial for companies to not only attract but also retain their consumers. This is particularly true in the athletic footwear and apparel industry, where brands like Nike continuously strive to innovate and differentiate themselves to capture market share and sustain growth. This research project focuses on examining the marketing strategies employed by Nike to acquire consumers, exploring the various channels, tactics, and approaches utilized by the brand to reach and engage with its target audience.

Marketing is a multifaceted discipline that involves understanding, creating, communicating, and delivering value to customers and managing relationships with them in ways that benefit both the customer and the organization. It encompasses a wide range of activities aimed at promoting products, services, or ideas to target audiences with the ultimate goal of generating revenue and fostering long-term customer loyalty.

A sports-related company called Blue Ribbon Sports was created in 1963 by Phil Knight, an American University of Oregon alumnus, and his mentor Bill Bowerman. Blue Ribbon Sports changed its name to NIKE Inc. in 1972. From that point on, Nike started building its own commercial empire, distributing its operations, marketing campaigns, and manufacturing across the globe. Nike employs 22,000 people in total, and it works with about a million retailers and associated service providers. Nike's primary operations involve creating, manufacturing, distributing, and advertising athletic footwear, apparel, accessories, and equipment. Nike's product portfolio consists of brands including Hurley, Jordan, Converse, and Nike, which offer apparel for various sports across the world, including football, basketball, and running.

Product innovation technology. Nike's innovation in products and its unique technology have made Nike popular among a large number of consumers. Innovative technologies such as Nike Air for sports shoes and Dri-FIT technology for clothing make Nike stand out among many brands

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## MARKETING STRATEGIES USED BY NIKE:

1. **Brand Positioning:** Nike focuses on positioning itself as a premium brand associated with performance, innovation, and inspiration. Its tagline "Just Do It" embodies this spirit of determination and motivation. It also inspires many people to work hard and achieve big.

2. **Sponsorship and Endorsements:** Nike strategically partners with high-profile athletes and teams across various sports, such as basketball (e.g., Michael Jordan, LeBron James), soccer (e.g., Cristiano Ronaldo, Neymar), and track and field (e.g., Usain Bolt). These partnerships not only enhance brand visibility but also reinforce Nike's image of excellence and athleticism.
3. **Influencer Marketing:** Beyond professional athletes, Nike collaborates with influencers and celebrities across social media platforms to reach a broader audience and create buzz around its products. These influencers often embody Nike's values of athleticism, style, and empowerment. Nike's current influencers are @nikemetcontribute, @shoes2bysm etc.
4. **Content Marketing:** Nike produces engaging and inspirational content through various channels, including its website, social media platforms, and branded apps. Content ranges from athlete stories and motivational videos to fitness tips and product showcases, all aimed at fostering a sense of community and encouraging active lifestyles.
5. **Innovative Product Development:** Nike continuously invests in research and development to create cutting-edge products that address athletes' evolving needs and preferences. This commitment to innovation helps Nike differentiate itself in the market and attract tech-savvy consumers.
6. **Omni-Channel Retailing:** Nike offers a seamless shopping experience across multiple channels, including its own retail stores, e-commerce website, mobile app, and partnerships with third-party retailers. This omni-channel approach allows Nike to reach consumers wherever they are and provide personalized shopping experiences.
7. **Limited Edition Releases and Exclusive Drops:** Nike frequently releases limited edition and exclusive products, often in collaboration with designers, artists, or cultural icons. These limited releases generate hype and exclusivity, driving demand and fostering brand loyalty among sneaker enthusiasts and collectors.

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## LITERATURE REVIEW

Nike's marketing strategies, including personalized customization, content marketing, social media, and scarcity-based "hunger marketing," have been effective in meeting consumer demand and increasing brand value (Gan, 2023). In the Chinese market, Nike's focus on innovation, technology, and localization has contributed to its success (Yao, 2023). However, the effectiveness of its social media marketing is hindered by price promotions, suggesting a need for a more balanced approach (Li, 2023). The company's brand presence, product quality, and risk perception also significantly influence consumer purchase intention (Bursan, 2023). Research conducted by Vinita (2018) suggests that high brand awareness can increase consumers' intention to consume a product. Furthermore, the relationship between brand awareness and purchase intention is noteworthy. A range of studies have explored consumer preferences towards Nike in India. Sudhakar (2014) found that Indian consumers are price-sensitive and are experimenting with foreign brands, while Alexander (2015) noted that Nike, along with Reebok and Adidas, dominates the sports and casual shoe market. Kamalesh (2022) focused on youth and their satisfaction with Nike footwear, and found that customer behaviour is influenced by various parameters. Finally, Lakra (2020) identified factors influencing preference for sportswear brands, with Nike and Decathlon emerging as the most preferred brands due to product quality, material, and price. Lifestyle, reference group, and brand image have been identified as significant drivers of brand loyalty in Nike shoe users (Referensi, 2019). The quality, comfort, price, and innovation of international sports shoes, including Nike, are key factors in consumer buying behaviour (David, 2020). Nike's strategies to influence consumer buying behaviour include new product development, customer engagement, and marketing, as well as collaborations with third-party companies and athletes (Saini, 2022). Nike's marketing strategy has been highly effective, making it a global leader in the athletic wear industry (Matić 2018).

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## OBJECTIVES

1. To understand the impact of marketing strategies on the targeted customers.
2. To understand which factor is influencing the buying decision of customers.
3. To understand the importance of marketing strategy.
4. To understand which channel of marketing is working efficiently.
5. To understand the proper utilization of customer service.

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## RESEARCH METHODOLOGY

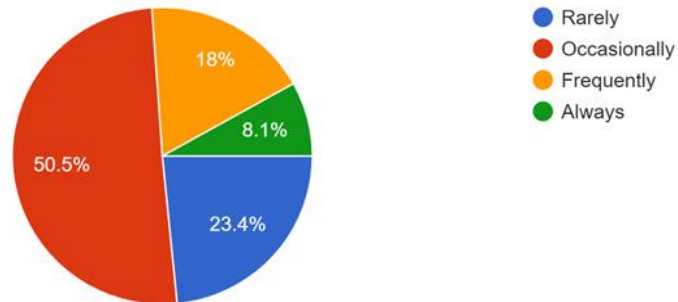
This research employs a mixed-methods approach to comprehensively investigate Nike's marketing strategies for consumer acquisition, combining qualitative and quantitative techniques to explore their impact, effectiveness, and consumer preferences. Through purposive sampling, qualitative methods including interviews probe into consumer perceptions and attitudes towards Nike's marketing strategies, while quantitative surveys quantify these insights and identify key factors influencing consumer acquisition. Quantitative data is collected through structured surveys administered online or in-person. The survey instrument is designed to measure consumer preferences, satisfaction levels, brand perceptions, and factors influencing purchasing decisions related to Nike products.

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**DATA ANALYSIS**

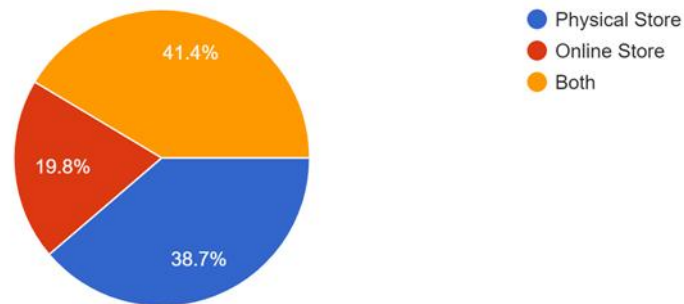
a. How frequently do you purchase sportswear or athletic shoes ?

111 responses



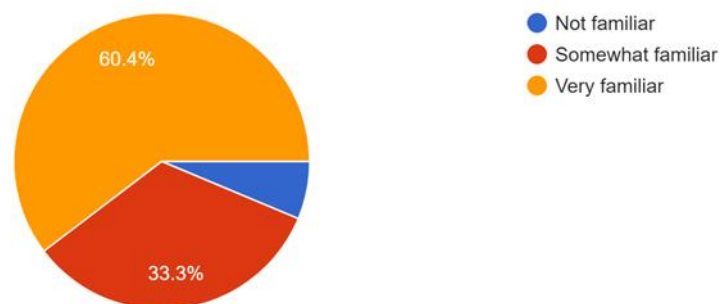
b. Where do you prefer to shop for sportswear or athletic shoes ?

111 responses



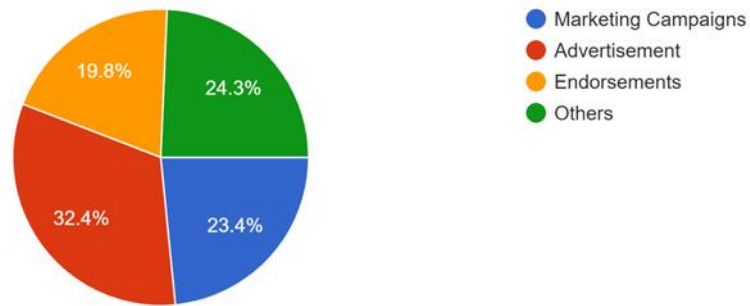
c. How familiar are you with NIKE brand ?

111 responses



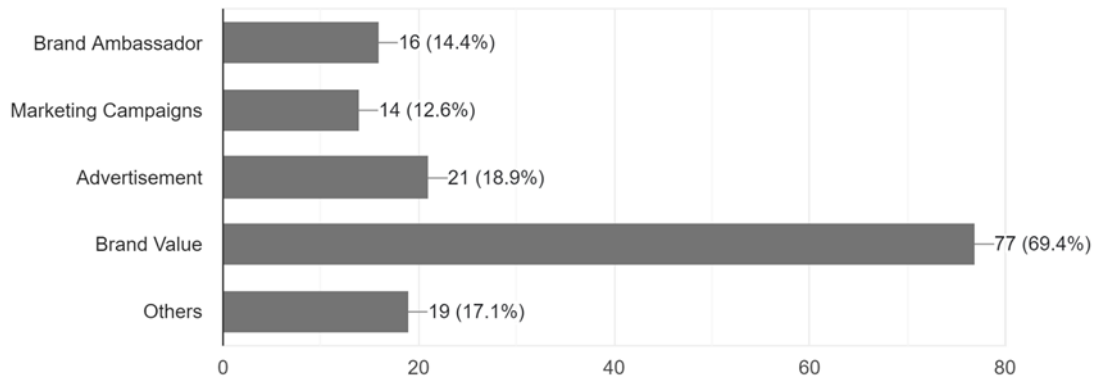
d. What factors contribute to your awareness of the NIKE brand ?

111 responses



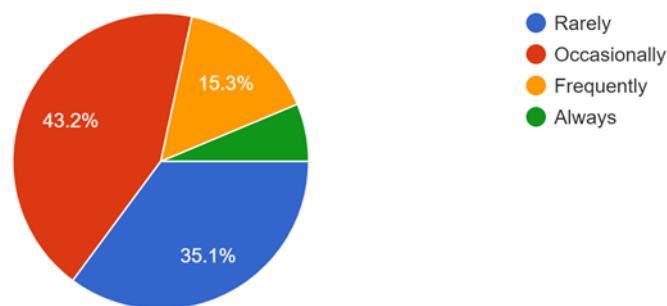
e. What factors influence your decision to choose NIKE over other brands ?

111 responses



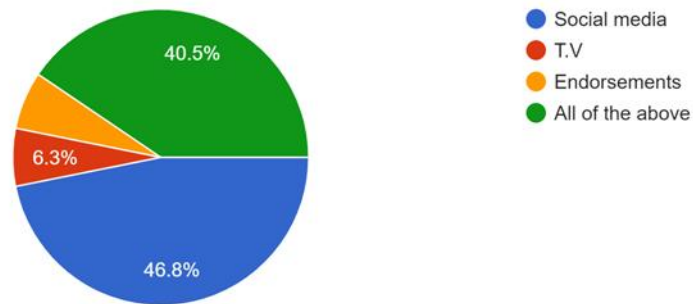
f. How often do NIKE's marketing campaigns influence your purchasing decisions ?

111 responses



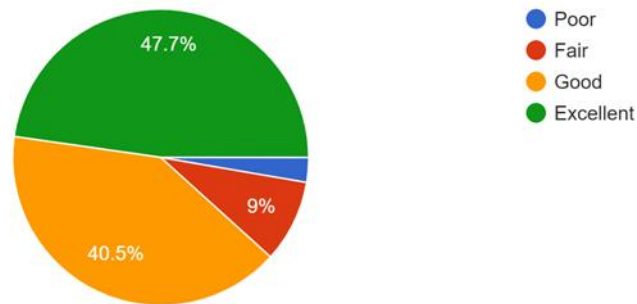
g. Which marketing channels do you find most influential ?

111 responses



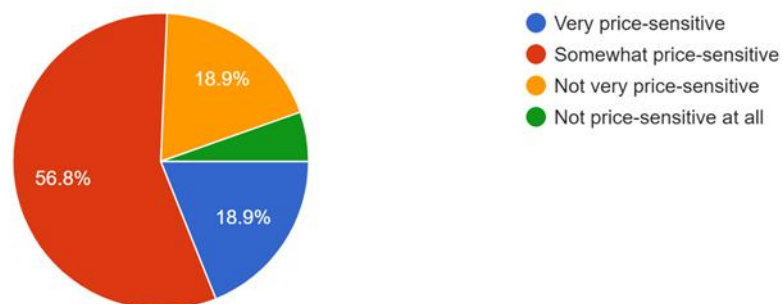
h. How would you rate the perceived quality of NIKE products ?

111 responses



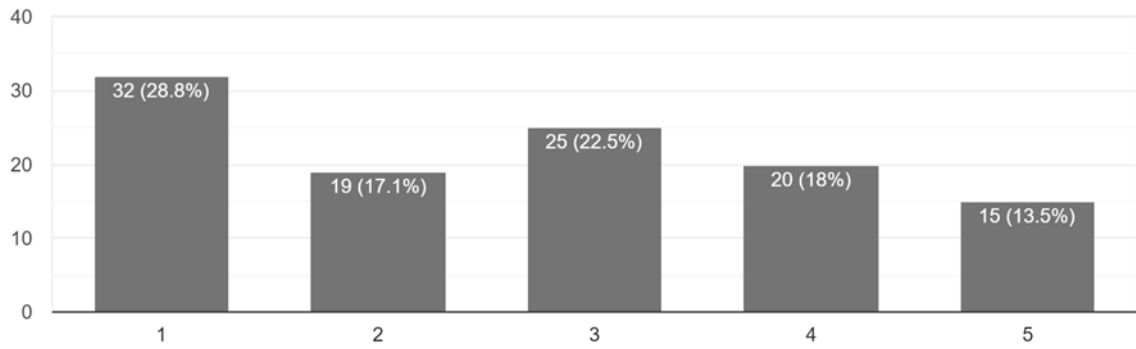
i. How would you describe your sensitivity to the pricing of NIKE products ?

111 responses



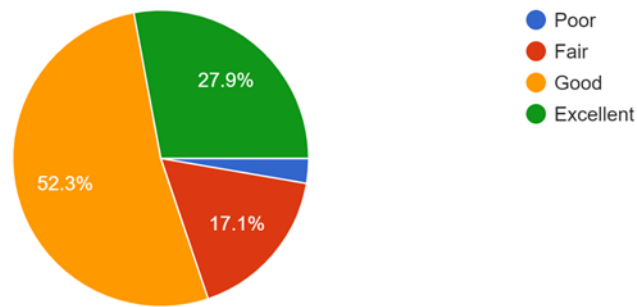
j. How likely are you to recommend NIKE products to friends and family ?

111 responses



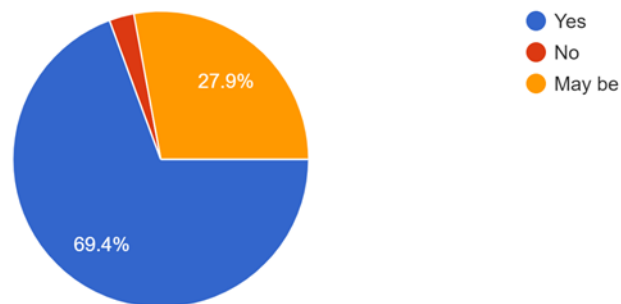
k. How would you rate your overall shopping experience with NIKE ?

111 responses



l. Do you anticipate purchasing more NIKE products in the future ?

111 responses



**FINDINGS**

- **High level of consumer acquisition:**

The majority of respondents are attracted or influenced to purchase Nike's product because of marketing strategies used by Nike and provide them with best brand value and best quality products. Due to their innovative ideas and designs people are wanting something unique to wear and purchase from Nike at a high price.

- **Importance of Brand value and Endorsements:**

The respondents are seen to be divided among the two most important factors which are brand value and endorsements with celebrities. Some of them are influenced by the brand value and some of them are influenced by the celebrity endorsements.

- **Cool physicals Stores:**

The majority of respondents are seen to enjoy their shopping experience at Nike's store as they are fun and interesting places to shop, which makes people want to go there and buy stuff. Nike stores often feature innovation and visually appealing designs that reflect the brand commitment to creativity and are curated to enhance the overall shopping experience.

- **New and innovative features:**

Nike keeps making new and innovative products that people want to buy because they are cool and useful. They provide new designs with comfort and style so that each individual can buy it and people will never be bored from the products.

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## CONCLUSION

Overall, Nike's marketing strategies for consumer acquisition have been highly effective in driving brand awareness, product innovation, and consumer engagement. Through a combination of extensive advertising, product excellence, influencer partnerships, community involvement, personalization, omni-channel experiences, and sustainability efforts, Nike has successfully attracted and retained a loyal consumer base worldwide.

Looking ahead, Nike should continue to innovate and adapt its marketing strategies to evolving consumer preferences and market trends. By staying true to its core values of innovation, performance, and social responsibility, Nike is well-positioned to maintain its leadership in the sportswear industry and continue acquiring new consumers in the future.

The paper, however, acknowledges several shortcomings. First of all, a thorough examination of the strategy's specifics is not provided. Further research is necessary to fully understand the implementation and outcomes of Nike's product, price, distribution, and promotion strategies in India, even though these topics are covered in the paper. Which marketing techniques, for instance, work better for certain consumer demographics Nike's multifaceted marketing strategies have solidified its position as a global leader in sportswear. By prioritizing brand awareness, innovation, consumer engagement, personalization, and sustainability, Nike continues to attract and retain a diverse consumer base. Moving forward, ongoing adaptation and commitment to excellence will sustain Nike's success in consumer acquisition.

## AKNOWLEDGEMENT

The researcher wants to thank Prof. Nidhi Somani Assistant Professor, Dr. Ambedkar Institute of Management studies & Research, Nagpur for her support and guidance throughout the completion of this research paper.

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