



A STUDY ON CONSUMER SATISFACTION TOWARDS NIKE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:

Nike India's primary brand objective is to enhance its brand equity, reputation, and image. A brand goes beyond being just a collection of products and benefits; it represents a reservoir of value built on consumer awareness, loyalty, and associations with quality and a distinctive brand identity. A brand name can be a word, symbol, sign, name, or a combination of these, used to differentiate one seller's products or services from competitors. Essentially, a brand identifies the producer or seller and can convey up to six levels of meaning: attributes, benefits, values, culture, personality, and user. Viewing a brand as merely a name undermines its true value. The key branding challenge lies in establishing strong positive associations with the brand.

INTRODUCTION OF THE STUDY:

Marketing is a dynamic and impactful process. While the specifics vary across industries, at its core, marketing involves how businesses reach potential customers and communicate the unique benefits of their products or services. It includes all activities that companies undertake to promote, sell, and distribute these offerings. The ultimate goal is to generate sales and build a loyal customer base by informing both prospective and existing buyers about what is available. Before you can inspire a purchase, your target audience must first be aware that your product or service exists. As a critical function in any business, marketing plays a key role in acquiring, retaining, and growing a customer base.

However, marketing doesn't stop there—ongoing engagement is crucial for building loyalty and establishing long-term relationships. Effective programs and campaigns not only reach and engage audiences but also differentiate the company from competitors and support broader business objectives, such as increasing sales or expanding into new markets.

Customer satisfaction measures how pleased customers are with a company's products, services, and capabilities. Information from surveys and ratings can help a company identify areas for improvement or changes to its products and services. The primary focus of any organization should be to satisfy its customers. This principle applies to industrial firms, retail and wholesale businesses, government agencies, service companies, nonprofit organizations, and every subgroup within an organization.

STATEMENT OF PROBLEM:

This study focuses on analyzing the brand's reach and customer satisfaction to determine whether its brand image is justified.

OBJECTIVES OF THE STUDY:

- To analyze the demographic characteristics of the respondents.
- To identify the factors that influence consumers' purchase decisions.
- To assess consumer satisfaction levels with Nike products.

SCOPE OF STUDY:

- To assess customer brand loyalty.
- To understand the reasons behind purchasing Nike products.
- To determine the most preferred price range among consumers.
- To identify the features that customers admire most in Nike products.

REVIEW OF ITERATURE:

- Kyle Gallagher (2013) research, Why Do We Just Do It: A Study of Adolescents' Influences for Nike Sneakers, aims to explore the reasons, influences, and decision-making process of adolescent boys when purchasing athletic footwear and apparel. The study also finds that, regardless of age, adolescent male consumers often prefer using the Internet as their primary source of product information.
- Laura Virginia, and Masar Vieties (2014) In their 2014 research, Athlete Endorsement as a Marketing Strategy: A Case Study of Nike and Michael Jordan, Laura Virginia and Masar Vieties examine how companies strive to expand their customer base and boost brand awareness. The study focuses on the use of athlete endorsements as a widely used strategy within companies' marketing efforts.
- Patrick Flynn (2015) In his 2015 research, Nike Marketing Strategy: A Company to Imitate, Patrick Flynn explores the factors that have contributed to Nike's dominance as the largest company in its industry and examines how companies from various sectors have tried to replicate Nike's success.

PROFILE OF THE STUDY:

Nike, Inc. is a leading American multinational corporation specializing in the design, development, manufacturing, and global marketing of apparel, footwear, accessories, equipment, and related services. Headquartered near Beaverton, Oregon, in the Portland metropolitan area, the company is a major producer of sports equipment and ranks among the world's largest suppliers of athletic shoes and apparel.

Nike, Inc. employs over 44,000 people globally and was valued at \$19 billion in 2014, making it the most valuable brand in the sports industry. Originally founded as Blue Ribbon Sports by Bill Bowerman and Phil Knight on January 25, 1964, the company officially became Nike, Inc. on May 30, 1971. Its name was inspired by Nike, the Greek goddess of victory.

In addition to its flagship brand, Nike markets products under various labels such as Nike Pro, Nike+, Nike Golf, Nike Blazers, Air Jordan, and Air Max. The company also operates subsidiaries, including brands like Jordan, Hurley International, and Converse. Nike sponsors numerous high-profile athletes and sports teams worldwide, distinguished by its iconic "Just Do It" slogan and the Swoosh logo, symbolizing the wing of the Greek goddess Nike.

ANALYSIS AND INTERPRETATION OF DATA:

PERCENTAGE ANALYSIS:

Table showing the age of respondents

Age	Frequency	Percentage
Below 18	17	11.2%
18 – 25	52	34.2%
26 – 35	41	27%
36 – 45	26	17.1%
Above 45	16	10.5%
Total	152	100%

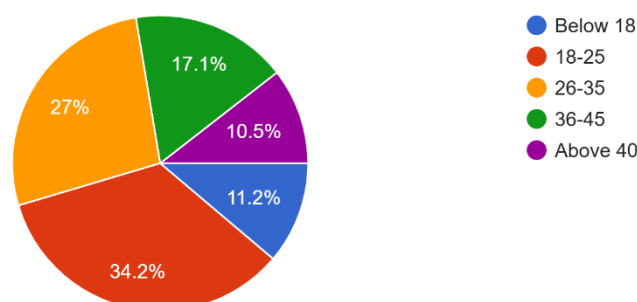
(source: primary data)

Interpretation:

The above table shows the age of respondents that 11.2% of below 18 years, 34.2% of 18 – 25 years, 27% of 26 – 35 years, 17.1% of 36 – 45 years, 10.5% of above 45 years.

Age

152 responses



Ranking analysis:**Table showing the rate of satisfaction of customer with Nike.**

Attributes	5	4	3	2	1	Total	Rank
Product quality	73	12	29	28	10	566	1
Pricing	24	57	36	28	7	519	2
Availability	22	39	64	17	10	502	5
Variety of products	34	29	43	37	9	498	6
Customer services	28	40	42	26	16	494	7
Store ambience	30	33	46	29	14	492	8
Online shopping experience	23	50	41	27	11	503	4
After sale services	33	46	32	20	21	506	3

Interpretation:

Product Quality and Pricing are the top two factors driving consumer satisfaction. These attributes are critical for the brand to maintain its competitive edge. After-Sale Services and Online Shopping Experience are also important, highlighting the need for the brand to focus on post-purchase support and digital platforms. Availability and Variety of Products are moderately important, but they are not as influential as quality or pricing. Customer Services and Store Ambiance rank lower, suggesting that while they contribute to satisfaction, they are not primary drivers.

CHI SQUARE ANALYSES :**The table showing the relationship between the age of the respondents and primary reason for choosing the Nike brand.**

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	30.57	15	.010
Linear-by-Linear Association	24.65	1	.000
N of Valid Cases	151		

Interpretation:**1. Pearson Chi-Square Test:**

- The Pearson Chi-Square test indicates a statistically significant association between the age of the respondents and their primary reason for choosing Nike. The p-value (0.010) is less than the common significance level of 0.05, meaning the relationship is not due to random chance.

2. Linear-by-Linear Association:

- This test examines whether there is a linear relationship between the two variables. The highly significant p-value (0.000) suggests that as age increases or decreases, the primary reason for choosing Nike changes in a predictable, linear manner. For example, younger respondents might prioritize style or trendiness, while older respondents might prioritize comfort or brand reputation.

Summary: There is a statistically significant relationship between the age of the respondents and their primary reason for choosing Nike. This means that different age groups have different motivations for preferring Nike. The Linear-by-Linear Association result indicates that the relationship is not only significant but also follows a linear trend. This suggests that age influences the reasons for choosing Nike in a systematic way.

FINDINGS:

PERCENTAGE ANALYSIS:

- 34% respondents are 18 – 25 years.
- 39.5% respondents are female.
- 32.2% respondents are business persons.
- 34.9% respondents are earning 50000 – 100000
- 41.1% respondents are under graduates.
- 28.3% respondents are purchase Nike products biannually.
- 33.6% respondents are purchase accessories in Nike brand.
- 34.2% respondents are purchase Nike products at multi brand retail stores.
- 25% respondents are choose Nike products for comforts.
- 26.3% respondents are come to know Nike products by In-store displays.
- 28.7% of respondents are neutral in satisfaction of nike products.
- 25% of respondents are satisfied with quality of nike products.
- 30.3% of respondents are satisfied with the overall satisfied with nike products.
- 29.6% of respondents prefer nike over others for budget friendly.
- 32.2% of respondents prefer nike over others for style value.
- 31.6% of respondents are neutral with design of nike products.
- 67.8% of respondents are no with nike products offers good value for money.
- 53.3% of respondents are not faced issue with nike products.
- 27.6% of respondents are accept that nike are responsive in addressing the customer concern.
- 24.3% of respondents are influenced by price to purchase nike products.
- 32.9% of respondents are perceive nike brand for comfortable.
- 30.9% of respondents are prefer price as somewhat important for making purchase.
- 30.9% of respondents are prefer quality as very important for making purchase.
- 52.6% of respondents accept the nike sustainability initiatives.
- 42.8% of respondents are moderate about social and environment cause influence customer purchasing decision.
- 30.9% are likely recommend nike products to others.

5.1.2 RANKING ANALYSIS:

Product Quality and Pricing are the top two factors driving consumer satisfaction. These attributes are critical for the brand to maintain its competitive edge. After-Sale Services and Online Shopping Experience are also important, highlighting the need for the brand to focus on post-purchase support and digital platforms. Availability and Variety of Products are moderately important, but they are not as influential as quality or pricing. Customer Services and Store Ambiance rank lower, suggesting that while they contribute to satisfaction, they are not primary drivers.

5.1.3 CHI SQUARE ANALYSIS:

There is a statistically significant relationship between the age of the respondents and their primary reason for choosing Nike.

SUGGESTION:

- Seasonal promotional campaigns, such as special discounts and advertisements, can effectively reach customers through social media, which was identified as the preferred advertising platform by most respondents.
- Expanding the number of outlets can help Nike cater to a wider range of customers across different regions.
- Introducing more variants in the accessories section can enhance product diversity and meet customer preferences.
- Additionally, Nike should focus on enhancing its brand value and image, as respondents highlighted the need for improvement in these areas.

CONCLUSION:

Through this study, I have gained valuable insights into consumer psychology — understanding how they behave, what they want, what they need, and how they think while gathering information about Nike products.

Nike India's primary brand objective is to enhance its brand equity, reputation, and image. A brand goes beyond being just a collection of products and benefits; it represents a reservoir of value built on consumer awareness, loyalty, and associations with quality and a distinctive brand identity. A brand name can be a word, symbol, sign, name, or a combination of these, used to differentiate one seller's products or services from competitors. Essentially, a brand identifies the producer or seller and can convey up to six levels of meaning: attributes, benefits, values, culture, personality, and user. Viewing a brand as merely a name undermines its true value. The key branding challenge lies in establishing strong positive associations with the brand.

BIBLIOGRAPHY:

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2. Laura Virginia, and Masar Vieties (2014) In their 2014 research, Athlete Endorsement as a Marketing Strategy.
3. Patrick Flynn (2015) In his 2015 research, Nike Marketing Strategy.

WEBSITES:

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