

A Study of Brand Marketing of Nike in Pune City

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Abstract: *This research explores Nike's brand Marketing in Pune by understanding all aspects and preferences. Nike is known for its iconic marketing campaigns, featuring top athletes and celebrities. The company has established endorsement deals with numerous sports stars, including Michael Jordan, LeBron James, Cristiano Ronaldo, and Serena Williams, among others. Nike also sponsors professional sports teams, events, and organizations worldwide. Despite challenges like competition and price sensitivity, respondents generally express satisfaction with Nike's products and pricing. The findings suggest a significant link between customer expectations and Nike's brand Marketing. Recommendations include expanding outlets, adopting eco-friendly practices, and improving feedback mechanisms.*

Keywords: Nike's brand Marketing

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