

# **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

## **I. INTRODUCTION**

Branding is vital for businesses as it creates a unique identity for products and services, fostering customer loyalty and emotional connections. Brand management, overseeing all aspects from product development to marketing, aims to build a positive reputation and increase market share. Strategic planning involves market analysis, identifying the target audience, developing brand identity, positioning, setting objectives, crafting a communication strategy, and establishing brand guidelines. Brand positioning is key, defining how a brand wants to be perceived relative to competitors and shaping consumer perceptions to gain a competitive edge. It requires understanding the target audience and competition to carve out a unique market space.

### **Objectives of the study**

- To study the tastes, preferences, and buying behaviour of consumers in case of footwear of Nike
- To study Various Marketing Tools used by Nike
- To Study the marketing strategies adopted by Nike for brand building

### **Scope of the study**

- This study offers insights into Nike strategies in creating its brands Marketing through various methods.
- Nike's successful strategies serves as a model for establishing a strong global brand presence.
- Learning from Nike's experience helps mitigate risks associated with creating brand position

## **II. REVIEW OF LITERATURE**

The concept of brand equity appeared in the eighties and several definitions were proposed (Aaker 1991; Dyson et al. 1996; Kapferer 1995; Keller 1993). One of the first definition Of brand equity was given by the Marketing Science Institute (MSI) in 1988, a set of associations and behaviour of a brands consumers, of channels of distribution and the company of the brand, which allows the branded product to achieve volume and profit margins more important than without the brands name, and which gives them a sustained, strong and differentiated advantage regarding competitors. Beside purely financial approaches, studies on brand equity have followed two different directions: 1. Consequences of brand equity: revealed by the preferences (Park and Srinivasan 1994) or choice (Kamakura and Russel 1993) of the consumer. Park and Srinivasan (1994) measure brand equity as the difference for the consumer between overall preference for the branded product and the preference due to objective features of the product.

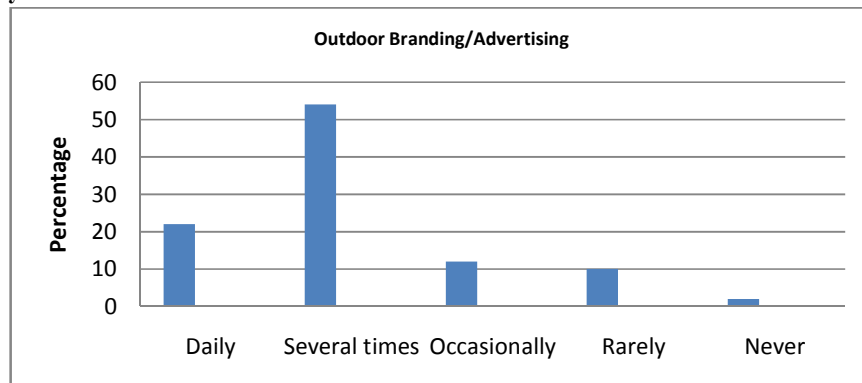
Antecedents of brand equity: a set of strong, positive and unique associations to the brand (Aaker 1991; Keller 1993). Our study will focus on the second approach. Brand associations in the consumer's mind form the perceptual dimension of brand equity (Changeur 1998), in opposition to the behavioural dimension. The literature generally divides the perceptual dimension of brand equity into two components: brand awareness and brand image (Aaker 1991; Aaker and Keller 1990; Biel 1992; Keller 1993). The first component deals with the presence of the brand in the mind of the consumer (brand recognition and recall). Brand awareness or the attention accorded to the brand refers to the likelihood that the brand's name comes to mind for the consumer (Keller 1993). It is composed of brand recognition (ability of the consumer to confirm a previous exposure to the brand) and brand recall or memorization (which asks the consumer to remember correctly brands and their attributes). The effects of website exposure on brand awareness will not be analysed in this paper. Instead, we will focus on the effects of exposure on brand image.

### III. RESEARCH METHODOLOGY

The study aims to explore Nike's brand marketing strategies in Pune city through a mix of quantitative and qualitative methods. With a sample size of 50 consumers, data will be collected via surveys and supplemented by existing literature. Analysis will employ graphical representations for quantitative data and thematic/content analysis for qualitative insights. Hypotheses will test the relationship between customer expectations and Nike's brand Marketing. This research seeks to provide valuable insights

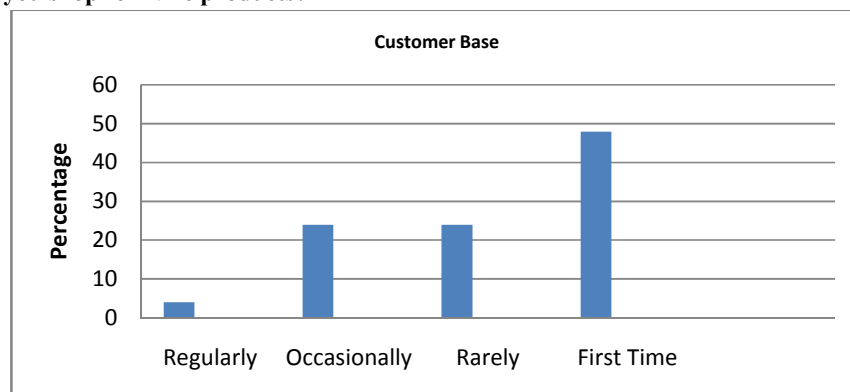
### IV. DATA ANALYSIS AND INTERPRETATION

#### 1 How often do you use to see outdoor Advertisises of Nike ?



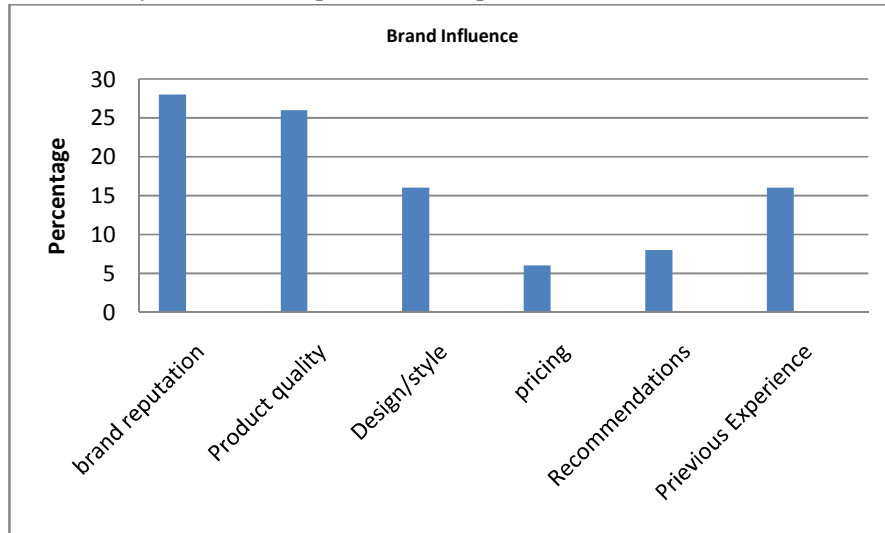
Overall, the survey results show that a large majority of people sees advertizes of nike on a daily or weekly basis. This suggests that Outdoor Advertising is a very popular and integrated part of many people's lives.

#### 2 How often do you shop for Nike products?



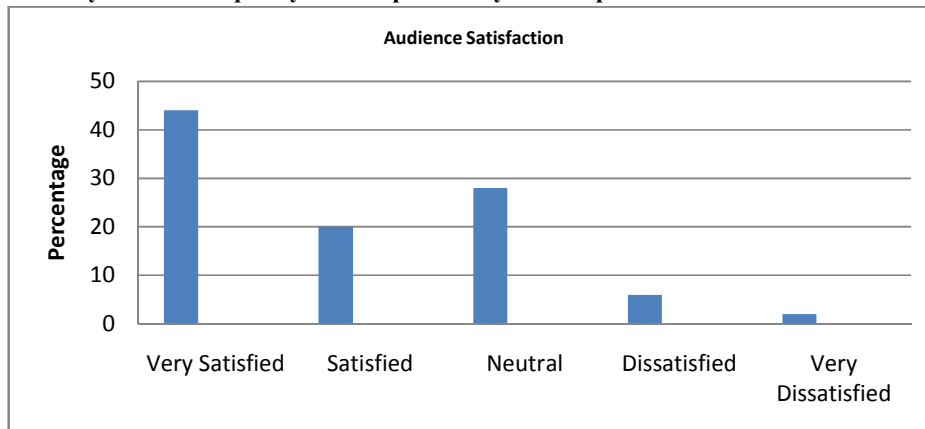
These results suggest that Nike's most sales grow during festival period (Occasionally), and they need to grow efficiently, there's a rumor that Nike's products are Expensive due to Quality they provide, need to overcome these by making strategic decisions.

**3. What factors influenced your decision to purchase Nike products ?**



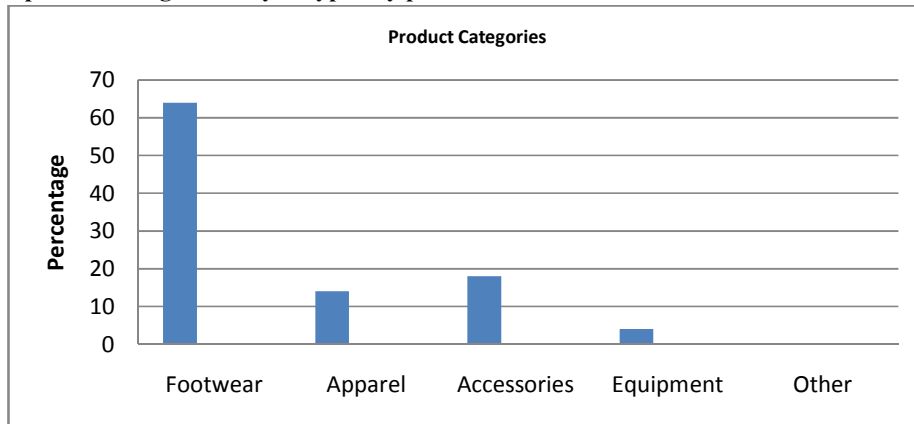
This bar chart suggests that there are much more factors influencing customers / buyers to buy the products of Nike such as Brand Reputation, Product Quality, Design / Style Of the Products, Pricing, Recommendations from Family And Friends along with some previous experiences.

**4. How satisfied are you with the quality of Nike products you have purchased?**



Based on these results, it appears that a large majority of people believe that Nike is effective in Quality for its products. However, there is still a significant minority who disagree.

**5. Which Nike product categories do you typically purchase?**



According to survey most of the audience often purchases **footwear** from Nike Because of high end Quality and Brand reputation. 64% of loyal total customers of Nike voted for Footwear / sneakers.

**Findings of the study**

These results suggest that social media is an important marketing channel for Nike . The company may want to consider investing more in social media marketing to reach even more potential customers.there are much more factors influencing customers / buyers to buy the products of Nike such as Brand Reputation , Product Quality, Design / Style Of the Products, Pricing, Recommendations from Family And Friends along with some prvious experiences.According to survey most of the audience often purchases footwear from Nike Because of high end Quality and Brand reputation. 64% of loyal total customers of Nike voted for Footwear / sneakers

**V. CONCLUSION**

From the data analysis and survey method we got to know that Nike has a unique brand structure. The company is much concern about their products and investing high amount into advertising and promotion. From this reason the customer that much aware of the product in urban areas. The cost are somewhat higher than the reasonable price and non availability in rural areas. Is also concern by the local customers. This brand has a high value in online market by using different advertising tools and cadre. So the customers are much more interested in buying the product. Nike has a unique feature and thats why it became the rulling brand in all over the world consumer. Nike is a well-known, successful company worldwide. Nike maintains a positive, corporate culture within an innovative and profitable company. Nike is more profitable than its competition and dominates the global athletics and footwear market. Furthermore, Nike has more followers on its social media than all of its competition and is able to target specific audiences through multiple pages, such as Nike football or Nike Women. Social media plays a key role in Nike's marketing strategy and is a key reason for its strong brand name. Lastly. Nike's corporate social responsibility is extensive and highly transparent. Nike goes to great lengths for its corporate social responsibility by increasing sustainable practices and additionally spreading innovation and physical activity.

**VI. SUGGESTIONS**

The company should manufactures different wide variety of sports shoes for the games like basketball, football, golf, soccer, baseball, snowboarding, hockey, tennis and volleyball

As far as local cities are concerned like pimprichinchwad , Main City etc, this people will only get the accessories and equipment from the online mode of transaction. There are very few Nike stores available in the Pune City.

There are many online sites where people purchase very low quality of Nike shoes which are the first copy, second copy starts from 1000 Rupees. Some of the people faced this problem by getting cheated Nike Duplicate shoes even after ordering the original one. Nike should take strict action against such fake shoe makers

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