

A Study of Customer Expectations and Brand Positioning of Nike in Pune City

Dr. Kiran Nagare , Ms. Siddhi Aher, Ms. Tanvi Thorat

MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India

Abstract: *This research explores Nike's brand positioning in Pune by understanding customer perceptions and preferences. It aims to analyze how Nike's positioning influences its brand management decisions. Through a mix of quantitative and qualitative methods, the study highlights the importance of delivering on the brand promise to foster loyalty. 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 positioning. Recommendations include expanding outlets, adopting eco-friendly practices, and improving feedback mechanisms.*

Keywords: Nike's brand

REFERENCES

- [1]. <https://gemini.google.com/app/12c5a84f215e1f4e>
- [2]. <https://in.search.yahoo.com/search?fr=mcafee&type=E210IN885G0&p=what+is+brand+positioning>
- [3]. Managing Brand Experience: The Market Contact Audit- Janet K. Kamps and Erik C. Nijhof (2014)
- [4]. Determinants of Brand Loyalty in the Apparel Industry: A Study of Indian Consumers. -Anirban Mukhopadhyay and Naveen Donthu (2016)
- [5]. Brands and Brain- Arvind Sahay
- [6]. Positioning: The battle for your mind- Al Ries and Jack Trout