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CONSUMER SATISFACTION TOWARDS NIKE FOOTWEAR AMONG YOUTH

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ABSTRACT

The buying process that goes into a purchase. With customers becoming increasingly fashion conscious and wasteful, and the industry becoming more global in its appeal, the customer purchase pattern has also seen a shift in terms of various parameters. However, in a diverse Indian market, the entire customer base can be segmented to use the Bottom Pyramid approach. This paper to analyse customer behaviour for knite footwear

KEYWORDS: Customer Satisfaction,Nike ,footwear

INTRODUCTION:

Nike is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$37.4 billion in its fiscal year 2020 (ending May 31, 2020). As of 2020, it employed 76,700 people worldwide. In 2020 the brand alone was valued in excess of \$32 billion, making it the most valuable brand among sports businesses. Previously, in 2017, the Nike brand was valued at \$29.6 billion. Nike ranked 89th in the 2018 Fortune 500 list of the largest United States corporations by total revenue. The company was founded on January 25, 1964, as "Blue Ribbon Sports", by Bill Bowerman and Phil Knight, and officially became Nike, Inc. on May 30, 1971. The company takes its name from Nike, the Greek goddess of victory.[9] Nike markets its products under its own brand, as well as Nike Golf, Nike Pro, Nike+, Air Jordan, Nike

Blazers, Air Force 1, Nike Dunk, Air Max, Foamposite, Nike Skateboarding, Nike CR7, and subsidiaries including Jordan Brand and Converse. Nike also owned Bauer Hockey from 1995 to 2008, and previously owned Cole Haan, Umbro, and Hurley International. In addition to manufacturing sportswear and equipment, the company operates retail stores under the Nike town name. Nike sponsors many high-profile athletes and sports teams around the world, with the highly recognized trademarks of "Just Do It" and the Swoosh logo. Nike, originally known as Blue Ribbon Sports (BRS), was founded by University of Oregon track athlete Phil Knight and his coach, Bill Bowerman, on January 25, 1964. The company initially operated in Eugene, Oregon as a distributor for Japanese shoe maker Onitsuka Tiger, making most sales at track meets out of Knight's automobile.

Customer satisfaction (often abbreviated as **CSAT**) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty. The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and measures that appear in *Marketing Metrics* as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. Customer satisfaction is viewed as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a major differentiator and increasingly has become an important element of business strategy.



STATEMENT OF PROBLEM

This study aims to make an analysis of youth approach towards NIKE brand. The study attempts to understand the affect or importance of brand loyalty for a brand and attitude of s regarding the brand Nike.

OBJECTIVES OF THE STUDY

- To study the socio-economic background of the respondents.
- To analyze the factors considering by youth to purchase Nike Foot Wear
- To find out the problem faced by the consumers towards the various products of Nike Foot wears.
- To identify the satisfaction level of the sample respondents.

SCOPE OF STUDY

The study was confined only to the s of the Nike brand. For the analysis primary data are collected through questionnaires and secondary data are obtained from published journals, magazines, websites. The scope of the study is to analyse the approach of youth towards Nike brand and understanding about the factors affecting the brand loyalty.

RESEARCH METHODOLOGY

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic. Once the objective is identified that next step is to collect the data which is relevance to the problem identified and analyze the collected data in order to find out the hidden reasons for the problem. There are two types of data namely.

- 1) Primary Data
- 2) Secondary Data

1) Primary Data

Primary data is collected by the concerned project researcher with relevance to the problem. So, the primary data is original in nature and is collected first hand.

Sampling

A non-probability conclusive sampling method was used in the study for data collection.

Sample size:

The sample was taken from the universe on random sampling basis in Coimbatore. The sample size designed for this project is 120 keeping in mind the paucity of time and also the customer base of the organization in the research area.

Research Methodology

A structured questionnaire was prepared and presented to the respondents and related questions were asked. Questionnaires mainly contained close-ended questions and a few open-ended questions, to identify the reasons for customer's satisfaction & their dissatisfaction.

2) Secondary data

It is the data already existing, which has gone through some standard analysis. Under the secondary data, the company's annual reports, brochure, pamphlets, newspapers, journals and internet were taken into consideration.

TOOLS USED FOR ANALYSIS

- ❖ PERCENTAGE ANALYSIS
- ❖ RANK ANALYSIS
- ❖ CORRELATION ANALYSIS

LIMITATIONS OF THE STUDY:

- The sample respondents taken for the study is limited 120
- Due to lack of time, the study has been destructed to Coimbatore city only
- The respondents may not be true in filling up the questionnaires.

REVIEW OF LITERATURE:

Craig Deegan

This chapter provides an overview of legitimacy theory as applied within the social and environmental accounting literature. In doing so it first defines organizational legitimacy and describes how organizational legitimacy can be considered to be a resource that is necessary to the survival of an organization. We then proceed to describe legitimacy theory as a positive theory that embraces a systems-oriented perspective and which is often considered as being derived from political economy theory. Often linked to legitimacy theory is the theoretical construct known as the social contract.

The effect of service quality and perceived quality on brand loyalty through perceived value and customer satisfaction on nike shoes outlet in diponegoro surabaya
dwirani, fichela

Global apparel industry continues to grow at a healthy rate even though global economic is facing a crisis now. Towards economy in terms of trade, employment, investment, and revenue all over the world, apparel industry is one of the very important aspects. These apparel goods accounted for more than 55% of the overall market. Indonesia, which is fourth most populated country in the world, become an attractive market for its textiles and clothing because of the strong economic growth and improved on purchasing power. The growth of apparel industry in Indonesia is increasingly promising, attracted many apparel companies to Indonesia, which one of it is Nike. Nike, Inc. was found on 8 September 1969. It engaged in many ways, which are design, apparel,

selling athletic footwear, services, equipment, accessories, and marketing. Nike is number one for apparel brand in the world, Nike is proofed to have strong brand loyalty. Therefore, the researcher has planned to conduct the study of factors that influences Brand Loyalty of Nike. The data used in this test were collected from 124 respondents. Five-point Likert type was used to obtain respondent's level of agreement. The eligibility of 124 respondents, they must have bought Nike shoes for at least once in a year in Nike Outlet Diponegoro Surabaya. The study revealed significant result of Service Quality towards Perceived Value, Perceived Quality towards Perceived Value, Service Quality towards Customer Satisfaction, Perceived Quality towards Customer Satisfaction, Perceived Value towards Brand Loyalty, Customer Satisfaction towards Brand Loyalty, while Perceived Value insignificantly effect Customer Satisfaction. This research used descriptive analysis and multiple linear regression analysis with SPSS to test the relationship between variables. This research finding revealed that in order Nike to gain brand loyalty Nike should focus on improving perceived value and customer satisfaction. To increase perceived value and customer satisfaction Nike should focus on Service Quality and Perceived Quality.

A project report on foreign brand penetration among the indian consumers of products at decathlon

Indian consumers towards the international brands has become pertinent. After liberalization, as the economy opened up to the international market, imported goods gradually gained traction among Indian buyers. The repercussion is, today the market is almost flooded with goods from international market. Together with foreign origin brands, Indian brands ran through significant improvement becoming successful to pose a stiff competition against their foreign counterparts. In terms of quality, technology, performance and efficacy, both Indian and foreign brands are catching up the market lately. Foreign brands like decathlon on the other hand, are becoming more popular amongst Indian buyers gradually turning as cofactors to mould their preferences, buying habits and thereby lifestyle. Sport consumer lifestyle in India has been through a massive transformation. Leaving aside the cost factor, the drive of spending among Indian consumers is on high tides. The growth of Indian economy and markets has given birth to a new range of Customers who is inclined towards the purchase of braded and quality products. Specially the apparels as the youth of the country is now exposed to various Business and professional situations .The working class people segment has grown since the economic growth and it has benefited middle class and upper middle class people It was found that the quality of foreign brands was perceived to be generally higher and superior to local brands. Most consumers also associated greater accessibility of foreign brands in the Indian market with better quality at lower prices. Despite high levels of nationalism and preference for indigenous manufacture, as evidenced in high factor ratings on an ethnocentrism scale, which might indicate a positive bias towards local brands, Indian consumers were not prejudiced against foreign brand names. In fact, they evaluated them higher on technology, quality, status and esteem than Indian brands, and attributed higher credibility to those countries-of-origin.

FINDING

SIMPLY PERCENTAGE

- Majority of the respondents are Below 20 years (46.7%).
- Majority of the respondents are Unmarried (68.3%).
- Majority of the respondents have completed college level (60%).
- Majority of the respondents are Student (46.7%).
- Majority of the respondents are Rs.10000 - Rs20000 (37.5%).
- Majority of the respondents are urban (53.8%).
- Majority of the respondents are Nuclear (61.7%).
- Majority of the respondents are Price (34.2%).
- Majority of the respondents are 1-2 Members (35%).
- Majority of the respondents are Sports shoe and Sneakers (34.2%).
- Majority of the respondents are Instagram (49.2%).
- Majority of the respondents are E-commerce site (54.2%).
- Majority of the respondents are Price (32.5%).
- Majority of the respondents are 1-2 years (39.2%).
- Majority of the respondents are Comfort (35.8%).
- Majority of the respondents are Increases the branches (36.7%).
- Majority of the respondents have chosen If Needed (50%).
- Majority of the respondents have chosen Yes (61.7%).

RANK ANALYSIS

- The table 4.2.1 shows that rank 1 is secured for Price by respondents, rank 2 is secured for Innovation, rank 3 is secured for Advertisements, and rank 4 is secured for Look, rank 5 is secured by Quality, rank 6 is secured by Brand Image, rank 7 is secured by Comfort, rank 8 is secured Availability rank 9 is secured by Latest Design, rank 10 is secured by Sustainability, hereby respondents.
- The table 4.2.2 shows that rank 1 is secured for Quality by respondents, rank 2 is secured for Look, rank 3 is secured for Celebrity Influence, and rank 4 is secured for Varieties, rank 5 is secured by Brand Image, rank 6 is secured by Comfort, hereby respondents.

- The table 4.2.3 shows that rank 1 is secured for Price by respondents, rank 2 is secured for Discounts and sales, rank 3 is secured for Quality, and rank 4 is secured for Availability, rank 5 is secured by Look of the footwear, rank 6 is secured by Ethical Issues, rank 7 is secured by lack of preferred size, rank 8 is secured by not in trend hereby respondents

CORRELATION ANALYSIS

- The table 4.3.1 shows that out of 120 respondents Correlation relationship between Education qualifications and Social media outlet would be best at reaching potential Nike customers are you using highest value of 0.213629 and 1 is secured for Education qualifications by respondents and the Correlation relationship between Education qualifications and Social media outlet would be best at reaching potential Nike customers are you using secured 1 by the respondents for using.
- The table 4.3.2 shows that out of 120 respondents Correlation relationship between Age Group and Mode of Buying are you using highest value of 0.038993 and 1 is secured for Age Group by respondents and the Correlation relationship between Age Group and Mode of Buying would be best at reaching potential Nike customers are you using secured 1 by the respondents for using
- The table 4.3.3 shows that out of 120 respondents Correlation relationship between Occupation and Most important element are you using highest value of 0.20624 and 1 is secured for Age Group by respondents and the Correlation relationship between Occupation and Most important element would be best at reaching potential Nike customers are you using secured 1 by the respondents for using

SUGGESTION

- The branding company should make the most of the options that are accessible to them.
- Customers believe the company lacks innovation, thus they prefer competitors.
- The majority of people choose high-quality products, but quality alone isn't enough; brands are also important.
- As youth, proper processes must be used to assure product quality.
- Because a substantial fraction of young people choose branded products, great caution must be taken.
- In today's market, there is a lot of competition, and customers may prefer something else.

CONCLUSION

The study's main goal is to determine how satisfied Nike's consumer are with the brand. When it comes to purchasing a product, the majority of respondents are brand conscious. Nike footwear is the most popular and well-known Nike product among the respondents. In the view of the respondents, Nike's footwear is the best product of the Nike brand. Before purchasing a product, the majority of respondents examine its quality. According to the research's satisfaction study, the majority of respondents are satisfied with the quality of Nike brands. Advertisements and celebrities, according to respondents, have an impact on Nike product purchasing behaviour. According to the comments, the best means of advertising for Nike products is through social media. More over half of the survey participants said they would suggest Nike products to others. Because a substantial percentage of young people favour branded products, steps must be done to meet their wants so that they remain loyal to one brand. In today's market, competition is fierce, and consumer may opt for a different brand if their current one fails to meet their needs.

