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A STUDY ON MARKETING STRATEGY OF NIKE

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ABSTRACT:

This study dives at Nike Inc.'s marketing approach, a well-known leader in athletic Apparel and footwear. The research seeks to deconstruct the many layers of Nike's Marketing strategy by investigating a variety of components such as brand positioning, Target audience segmentation, digital engagement, sponsorships, and community Involvement. The report analyzes Nike's issues, which include brand dilution, severe Competition, digital innovation, and striking a careful balance between profit and social Responsibility. The study identifies crucial insights such as consumer preferences, Purchasing behavior, and content engagement on social media platforms based on data Obtained from 103 respondents in the Coimbatore urban region. Furthermore, ANOVA Tests show strong relationships between demographic characteristics and consumer Perceptions.

INTRODUCTION OF THE STUDY:

Nike Inc., a leader in sporting gear and footwear, has evolved into a cultural phenomenon. Established in 1964 under the name Blue Ribbon Sports, the corporation experienced a transformation in 1971, renaming as Nike, a symbol of triumph and excellence. Since then, Nike has reinforced its position as a global leader, thanks to a marketing approach that combines innovation and chutzpah. Nike's marketing concept is around an unwavering dedication to uniqueness, authenticity, and strategic connections. Nike has carved itself a niche that goes beyond typical marketing paradigms by constructing a story that resonates with people all around the world. Through this study, we embark on a quest to dissect the many layers of Nike's marketing approach, hoping to unravel the enigmatic.

This study will explore the many layers of Nike's marketing strategy, focusing on major components such as brand positioning, target audience segmentation, digital engagement, sponsorships, and community involvement. By thoroughly scrutinizing each piece, we want to find the synergies and strategic decisions that have brought Nike to the forefront of the sports clothing business

REVIEW OF LITERATURE:

Anna Zhavoronkova (2021) conducted research titled “Sports marketing and its Social implications.” Nike’s social media marketing approach involves in-depth study Of four platforms. Modern sports have become an important aspect of modern life. This Thesis tries to investigate the This study examines Nike’s social media marketing Approach across four platforms (Twitter, Instagram, YouTube, Facebook, and TikTok) To determine its impact on sports marketing.

Lauren Thomas’s (2020) study, “Nike Learned a Lesson in China: Some Want to Sweat Away Their Coronavirus Stress,” examines how Nike raised sales during the Pandemic. To facilitate this, Nike has created the premium edition of its Nike Training Club app, which features Virtual workouts, including a 43-minute upper body strength Program and a 23-minute core strength yoga course, are free for all US consumers. Nike just launched a new advertising campaign titled “Play Inside and Play for the World” in response to the coronavirus outbreak.

According to **Nancy Lough and Jennifer R. Pharr’s (2010)** paper titled “The Use of a Multi-tiered Framework to Analyse Commercial, Cause, and Social Marketing Strategies in Sport,” marketing can be commercial, cause-related, or Social, depending On the intended benefit, anticipated consequences, and purpose of the exchange. This Study examines how social marketing, cause-related marketing, and commercial Marketing are utilized in sports to achieve economic and non-economic goals.

According to **Michael T. Donaghu and Richard Barff’s (2006)** research titled “Nike just did it: International Subcontracting and Flexibility in Athletic Footwear Production,” Nike has established a complex network of industrial alliances with South East Asian manufacturers over the past 25 years. The investigation aims to understand the “New International Division of Labour” in Nike shoe manufacturing on a global scale, including vertical disintegration and production subcontracting, as well as the debate over industrial system adaptabilityebate over industrial system adaptability

According to **Fox Teryn R. (2002)**, the study “What Women Want: How Does Nike Target Female Athletes?” examines how Nike Corporation targets female athletes Through sports marketing. This study aims to analyze Nike’s targeting strategies for Women and how their advertisements have evolved with the growing female market In his “Nike Strategic Analysis” research, Serdar Bayram (2001) examines Nike’s Corporate strategy as a leading maker of athletic clothing and footwear.

The study examines Nike’s core competitive advantages, current marketing strategy, And possible new Techniques to flourish in the ever-changing global market. The Research relied heavily on online qualitative data from non-Nike sources. The study Revealed diverse perspectives on the business’s operations and future direction.

STATEMENT OF THE PROBLEM:

Nike faces several challenges in its marketing strategy. Firstly, there is a risk of brand dilution due to overextension and diversification. The proliferation of sub-brands and collaborations could potentially weaken the core brand’s message and relevance, leading to consumer confusion and erosion of brand equity. Additionally, competition intensity poses a significant threat. In an increasingly crowded marketplace, Nike must work diligently to maintain market share and differentiation amidst a sea of competitors. Moreover, while Nike has made significant strides in digital marketing, the rapidly evolving landscape presents ongoing challenges. Adapting to changing consumer behaviors, emerging technologies, and evolving digital platforms requires agility and investment in digital infrastructure and capabilities. Furthermore, authenticity and social responsibility are paramount. Nike must navigate the delicate balance between profit-driven initiatives and genuine commitment to social causes to avoid reputational damage. Finally, enhancing consumer engagement and loyalty is critical. As consumer preferences shift towards experiences over products, Nike must enhance its efforts to engage and retain customers beyond transactional relationships by building emotional connections and fostering brand loyalty through personalized experiences and community-building initiatives.

Through a comprehensive analysis of these challenges, this study aims to provide actionable insights and

recommendations to strengthen Nike's marketing strategy and ensure its continued success in the dynamic and competitive landscape of the sports apparel industry.

OBJECTIVES:

- To enhance profitability across all product categories, aim to boost annual sales growth by 4.96% in each line.
- To fulfil the need and tastes of the target audience wassneakers designed for both young and senior customers.
- To Assess Nike's content marketing strategies on specific social media platforms, emphasizing their approach and execution.

RESEARCH METHODOLOGY:

Participants located in Coimbatore urban area. The investigation employed a quantitative research methodology to examine and comprehend 103 respondents. The research adopted a descriptive approach to analyzing the data

TOOLS:

Percentage Analysis

One-way Anova

DATA COLLECTION:

This study relies on gathering primary data directly from participants. A questionnaire is developed for this purpose. Additionally, secondary data sources such as articles, journals, and websites are utilized.

LIMITATIONS OF THE STUDY:

The study was conducted with a limited sample size of 103 respondents from the Coimbatore urban area, which may not fully represent the diverse perspectives and demographics of Nike consumers worldwide

The study may not capture real-time changes in market dynamics and consumer trends due to its static nature

Cultural differences and attitudes can affect data interpretation and findings, thereby reducing the study's validity across varied cultural contexts.

ANALYSIS AND INTERPRETATION:**PERCENTAGE ANALYSIS:****TABLE 1:****DEMOGRAPHIC PROFILE:**

Variables	Particulars	No ofrespondents	Percentage%
Gender	Male	63	61.2
	Female	40	38.8
Age	Below25	50	48.5
	25-40	43	41.7
	40&above	10	9.7
Location	Rural	30	29.1
	Urban	39	37.9
	Semi-urban	34	33
Occupation	Student	38	36.9
	Professional	33	32
	Self-employed	22	21.4
	Homemaker	10	9.7
Monthlyincome	0-10000	30	29.1
	10001-20000	23	22.3
	20001-30000	27	26.2
	30000&above	23	22.3
	Total	103	100
Maritalstatus	Married	32	31.1
	Unmarried	71	68.9
Member infamily	0-2	11	10.7
	2-4	38	36.9
	4&above	54	52.4

INTERPRETATION:

That data provides insights into various demographics of respondents. Most weremale (61.2%) and below 25 years old (48.5%). Geographically, respondents were evenly distributed between rural (29.1%), urban (37.9%), and semi-urban (33%) areas. Occupationally, students (36.9%) and professionals (32%) were the largest groups. Income-wise, the distribution was fairly balanced across different brackets. Martially, 68.9% were unmarried. Family size varied, with 52.4% having 4 or more members.

Table: 2 sports foot wear

Particular	No.ofrespondent	Percentage
Nike	44	42.7
Puma	21	20.4
Adidas	19	18.4
Reebok	16	15.5
Other	3	2.9

INTERPRETATION:

Explain Nike emerges as the top choice for sports footwear among respondents, garnering 42.7% of preferences, followed by Puma, Adidas, and Reebok. “Other” brands representa smaller share. This indicates Nike’s strong popularity in the market for sports foot wear.

Table:3 Recommend NIKE shoes to anyone

Particular	No.ofrespondent	Percentage
Yes	77	74.4
No	26	25.2

INTERPRETATION:

Show that majority (74.4%) of respondents would recommend Nike shoes,indicating a generally positive perception of the brand. However, as ignificant portion (25.2%) would not recommend them, suggesting some room for improvement or differing preferences among individuals.

Table:4 Types of sports

Particular	No.ofrespondent	Percentage
Running	22	21.4
Basketball	41	39.8
Baseball	17	16.5
Golf	14	13.6
Other	9	8.7

INTERPRETATION

Show that Basketball is the most preferred sport among respondents, with 39.8% expressing a liking for it, followed by running (21.4%), baseball (16.5%), golf (13.6%), and other sports (8.7%).

Table: 5 Most important elements.

Particular	No.ofrespondent	Percentage
Brand	32	31.1
Price	18	17.5
Quality	24	23.3
Packaging	17	16.5
Comfort	12	11.7

INTERPRETATION:

Show that Among the factors considered when selecting foot wear, respondents prioritize brand the most (31.1%), followed by quality (23.3%), price (17.5%), packaging (16.5%), and comfort (11.7%).

Table: 6 Stores display is the best form of advertising

Particular	No.ofrespondent	Percentage
Yes	50	48.5
No	53	51.5

Table 6 show that Opinions are divided, with 48.5% of respondents believing store displays are the best form of advertising, while 51.5% disagree.

Table :7 NIKE footwear products for what reason

Particular	No.ofrespondent	Percentage
Stylish design	22	21.4
Fashion trends	31	30.1
Customization option	30	29.1
Innovation technology	17	16.5
Other	3	2.9

INTERPRETATION

Explain that majority of respondents like Nike foot wear products because they align with fashion trends (30.1%)

and offer customization options (29.1%). Additionally, 21.4% appreciate their stylish design, while 16.5% value the innovative technology incorporated into the foot wear.

Table: 8 NIKE product

Particular	No.ofrespondent	Percentage
Footwear	39	37.9
Clothing	26	25.2
Accessories	33	32
Other	5	4.9

INTERPRETATION

Show that majority of respondents (37.9%) purchase Nike footwear, followed by accessories (32%) and clothing (25.2%). Only a small percentage (4.9%) opt for other Nike products.

Table: 9 Purchase NIKE product in a year

Particular	No.ofrespondent	Percentage
Oneyear	37	35.9
2-3time inyear	45	43.7
3-5time inyear	13	12.6
Morethan6 time	8	7.8

INTERPRETATION

Show that majority of respondents (43.7%) purchase Nike products 2-3 times a year, followed by once a year (35.9%), 3-5 times a year (12.6%), and more than 6 times a year (7.8%). This suggests a consistent demand for Nike products among respondents, with many making multiple purchases annually.

Table:10 NIKE social media presence

Particular	No.ofrespondent	Percentage
Video	20	19.6
Images	40	39.2
Articles	17	16.7
Contest	17	16.7

INTERPRETATION

Show that most engaging types of content in Nike’s social media presence, according to respondents, are images (39.2%), followed by video (19.6%), articles and contests (16.7%each), and giveaways (7.8%).

Table:11 Price of Nike foot wear is expensive

Particular	No.ofrespondent	Percentage
Yes	55	53.4
No	48	46.6

INTERPRETATION

Displays that Opinions are divided, with 53.4% of respondents considering Nike foot wear expensive, while 46.6% disagree with this perception.

Table:12 Best place to reach you with Nike advertisement?

Particular	No.ofrespondent	Percentage
Newspaper	20	19.4
Television	23	22.3
Shoppingmall	35	34
Internet	22	21.4
Other	3	2.9

INTERPRETATION

Explains that most preferred places to reach respondents with Nike advertisements are shopping malls (34%), followed by television (22.3%), internet (21.4%), and newspapers (19.4%). Only a small percentage (2.9%) have other preferences.

Table :13 Product lines do you believes

Particular	No.ofrespondent	Percentage
Footwear	35	34
Accessories	35	34
Apparel	28	27.2
Other	5	4.9

INTERPRETATION

Show that Respondents believe both foot wear and accessories (34%each) have the most potential for achieving a 3-4% increase in profitability, followed by apparel (27.2%). Only a small percentage (4.9%) hold different believe

ANOVA:**TABLE 14 ONE WAY ANOVA BETWEEN MONTHLY INCOME**

<i>GENDER</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>Significant</i>
Between Groups	218.604	43.721	1.74	0.2133	Non Significant
Within Groups	251.333	25.133			
Total	469.938				
<i>Age</i>					
Between Groups	357.545	71.509	3.164	0.1159	Significant
Within Groups	113	22.6			
Total	470.545				
<i>Location</i>					
Between Groups	218.604	43.721	8.517	0.0023	Highly Significant
Within Groups	51.3333	5.1333			
Total	269.938				
<i>Occupation</i>					
Between Groups	119.132	23.826	1.967	0.1511	Significant
Within Groups	157.5	12.115			
Total	276.632				
<i>Monthly Income</i>					
Between Groups	156.31	31.262	5.754	0.0037	Highly Significant
Within Groups	81.5	5.4333			
Total	237.81				

INTERPRETATION:

Clear that There is a Highly Significant Different with Location and Monthly income, there is Significant different with age and Occupation and finally there is no significant different with gender.

TABLE 15 ONE WAY ANOVA BETWEEN POTENTIALS WITH DEMOGRAPHIC VARIABLES

<i>Gender</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>Significant</i>
Between Groups	303.38	101.1	2.63517915	0.016211	<i>Significant</i>
Within Groups	153.5	38.38			
Total	456.88				
<i>Age</i>					
Between Groups	202.25	67.42	1.16068867	0.38289	<i>Non Significant</i>
Within Groups	464.67	58.08			
Total	666.92				
<i>Location</i>					
Between Groups	126.05	42.02	8.05770029	0.011346	<i>Significant</i>
Within Groups	36.5	5.214			
Total	162.55				
<i>Occupation</i>					
Between Groups	109.57	36.52	1.10928056	0.386736	<i>Non Significant</i>
Within Groups	362.17	32.92			
Total	471.73				
<i>Monthly income</i>					
Between Groups	151.69	50.56	3.52249637	0.048819	<i>Significant</i>
Within Groups	172.25	14.35			
Total	323.94				

INTERPRETATION:

Clear that There is a Significant Different with Gender, Location and Monthly income and there is no significant different with age and Occupation.

FINDINGS:**PERCENTAGE ANALYSIS:**

Out of 103 respondents:

- Majority of respondents were male (61.2%) compared to female respondents (38.8%).
- A significant portion of respondents were below 25 years old (48.5%), followed by the age group of 25-40 (41.7%), and 40 & above (9.7%).
- Respondents were fairly distributed between rural (29.1%), urban (37.9%), and semi-urban (33%) areas.
- Respondents were evenly distributed across different income brackets, with a slight skew towards the 0-10000 (29.1%) and 20001-30000 (26.2%) brackets.
- A majority of respondents were unmarried (68.9%).
- Most respondents had a family size of 4 or more members (52.4%)

- Nike emerged as the top choice for sports footwear among respondents, with 42.7% preferences, followed by Puma, Adidas, and Reebok.
- Majority of respondents (74.4%) would recommend Nike shoes to others.
- Basketball was the most preferred sport among respondents (39.8%)
- The most important factor when selecting footwear for respondents is the brand (31.1%), followed by quality, price, packaging, and comfort. Nike's strong brand image resonates with respondents, influencing their purchasing decisions
- The 30.1% of respondents appreciate that Nike footwear aligns with current fashion trends, indicating a preference for stylish and trendy design
- The majority of respondents (37.9%) prefer purchasing Nike footwear.
- The majority of respondents (43.7%) purchase Nike products 2-3 times a year, followed by once a year.
- The most engaging types of content in Nike's social media presence, according to respondents, are images (39.2%)
- The preferred places to reach respondents with Nike advertisements are shopping malls (34%)
- Respondents believe footwear and accessories have the most potential for profitability growth, each at (34%).

ONE WAY ANOVA:

It Clear that one way anova between Monthly income. There is a Highly Significant Different with Location and Monthly income, there is Significant different with age and Occupation and finally there is no significant different with gen

It clear that one way anova between potentials with demographics variables. There is a Significant Different with Gender, Location and Monthly income and there is no significant different with age and Occupation

SUGGESTION:

A study of Nike's marketing techniques could include brand identity, celebrity endorsements, digital marketing, product innovation, sponsorship, worldwide marketing, consumer involvement, competitive analysis, sustainability initiatives, and crisis management. These sections provide insight into how Nike maintains its market position using various marketing approaches and strategies.

CONCLUSION:

In summary, the survey results show that respondents have a high preference for Nike, which is motivated by its strong brand image and alignment with fashion trends. Despite demographic differences, Nike has widespread appeal across economic levels and geographic regions. The poll emphasizes the importance of brand identity and fashion trend congruence in consumer choices, while also identifying potential opportunities in footwear and accessories. By focusing on innovation, digital marketing, and strategic expansion, Nike can strengthen its market leadership position and sustain development in the sportswear

industry

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