

Customer perception and attitude towards NIKE Brand

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Abstracts

This study helps to understand the brand loyalty towards NIKE products, know how much awareness does NIKE brand impacted, to analyse the factor influencing on purchase, to determine the level of satisfaction of costumers towards NIKE brand, to assess the loyalty of consumer while purchasing NIKE products. NIKE is a market leader in their group and NIKE as an most loyal customers who preferred to buy NIKE products more regular basis and the customers are willing to recommend the products to others and NIKE as an advantage on rivals as they have good word of mouth through consumer. For an apparel or footwear firm, developing this kind of customer devotion is exceedingly challenging. Nike excels at many different aspects, like producing stylish, high-quality shoes, creating professional or fashionable clothing, supporting several sports teams, and generating enormous amounts of revenue.. Nike is the market leader in sports equipment because to its innovative branding techniques. The research design which is used in this study is descriptive method through structured questionnaire, online survey conducted through Google forms. And the sample size for this study is 100 respondents with help of the statistical tool used in the study are Anova to analyse the data. This study helps to know which age group, income class gender are more likely to buy NIKE products and to know how which NIKE products are preferred by the customers.

Keywords: Brand awareness, customer satisfaction, brand loyalty, NIKE.

Introduction

“Nike, the biggest manufacturer of sports clothing in the world, is best recognized for its footwear, clothes, and gear. Originally known as Blue Ribbon Sports, the business changed its name to Nike in 1971 to honor the Greek goddess of triumph. Nike, one of the most valued companies in the sports industry, employs more than 76,000 people globally. It sells its clothing under the Nike name as well as the brands of its Jordan Brand and Converse affiliates. LeBron James, Serena Williams, Rafael Nadal, and Alex Morgan are just a few of the world's best players and sports teams that are sponsored by the organization. In an effort to decrease consumer waste and fight

climate change, the firm revealed intentions to start repairing returned shoes in 2021. Nike's approach to be able to charge high prices for its products heavily relies on quality and longevity. Their company is known for offering top-tier products to athletes that enhance their performance”.

Customers' perceptions of Nike Sport, a representative brand of sports footwear, are shaped by its, emotive, and behavioral elements. Consumers' ideas and knowledge influence the cognitive aspect of an attitude. For instance, those who buy Nike Sport shoes would think that these shoes are made for people who are passionate about sports. Additionally, this brand is well-known and widely available worldwide. This brand's items are acknowledged and authorized for their high quality. This is the basis behind each of these beliefs, which are informed opinions about a brand feature, and the cognitive attitude.

Affective attitudes help businesses respond to the sentiments and emotions of their clients. For instance, Nike's "just do it" motto, which encourages people to do anything they want, may draw in more customers. Nike represents freedom, enjoyment, and excitement in the thoughts of its consumers. As a consequence of an emotional assessment of the athletic shoes, the branding's color and spirit are conveyed in this instance. When responding in a certain way to an attitude, another behavioral attitude component is important. Customers could purchase athletic shoes in a sports store at this time because they think the store may provide more options

When consumers have a personal opinion of the Nike brand, the company's marketer may implement a marketing plan to alter consumers' opinions of the brand. The individuality and flexibility that define the Nike Sport brand implies that the marketer may use these attributes to alter the sophisticated mentality. Because of their unconventional personalities and tendency to be irritated and aggressive, the majority of Nike Sport's advertising efforts revolve on these sports players. At this time, Nike Sport intends to employ these celebrities to develop its brand attitude. For instance, the basketball legend Michael Jordan is used as a spokesperson in a Nike advertising. Michael Jordan embodied the brand's values of vitality, renown, excellence in sports, and thrilling sports spirit. This is an effective tactic employed by Nike to appeal to consumers' emotions and persuade them of the value of individuality and freedom.

"Just do it" is a well-known Nike Sport advertising catchphrase that is straightforward, basic, and informal. It also symbolizes a certain sporting and life philosophy that emphasizes comfort, liberation, and pleasure. Because these advertising tactics aim to progressively alter people's views, when consumers discover this term, they also experience changes in their cognitive attitudes. These strategies are effective and effective in changing customers' attitudes and opinions about the commercial.

Nike's Mission Statement

"Carry Inspiration and Innovation to each competitor on the planet."

Nike's Vision Statement

"Our main goal drives us to do all that could be within reach to extend human potential. We do that by making noteworthy game developments, by making our items more economically, by building an imaginative and different worldwide group and by having a beneficial outcome in networks where we reside and work."

Nike's Purpose

"Our motivation is to join the world through game to make a sound planet, dynamic networks, and an equivalent battleground for all."

Objectives

1. To identify the awareness level and customer attitude toward brand NIKE.
2. To analyse the factors influencing to purchase NIKE.
3. To determine the level of satisfaction of costumers towards NIKE brand.

Scope of the study

This study helps to understand the brand awareness of NIKE, analyse the factors influenced to purchase NIKE products, and to know the satisfactional level of the consumers and to access to the brand loyalty of the consumer.

Review of literature

“Dr Bhadrappa Haralayya (2017)”

The auther is conducted the research in the title: “A study on Customer satisfaction towards Bata India ltd” with the objective of "To provide BATA grade items in order to satisfy customers." to draw consumers to BATA goods. superior customer service to rival competitors For greater advantage to actively engage in the job. To collaborate with many amazing infrastructural institutions to estimate the proportion of people wearing footwear bearing the BATA brand”.

“Mohit Khanna (2017)”

The auther is conducted the research in the title: “A study on Analysis on Consumer Buying Behavior of Reebok shoes in india” with the objective “to research and evaluate many elements that have an impact on customer

behavior while buying REEBOK shoes to ascertain the factors that influence consumer choice for REEBOK over competing products to contrast REEBOK's many qualities with those of other brands”.

“R Alexander and A K Subramani (2015)”

The author is conducted the research in the title: “A study on CUSTOMER BUYING BEHAVIOUR TOWARDS BRANDED CASUAL SHOES” with the objective to “keep an eye on what customers like This educational approach is well-liked since it gives students the chance to become familiar with the outside world. The practical work aids in gaining a close perspective of the genuine business environment, which has a general influence on the origins and view of achieving their discernment with regard to branded casual shoes. This research examines a variety of ongoing merchandising initiatives, market shares of various shoes, and deal development strategies in the shoe sector. Reebok, Nike, and Adidas are the three leading brands in India's sports and casual shoe markets”

“C. Whan Park, Deborah J. Macinnis, Joseph Priester (2010)”

The author is conducted the research in the title: “A study on: Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers” with the objective of “Research has not verified the theoretical or practical value of the brand attachment construct in relation to alternative constructs, particularly brand attitude strength. The authors make conceptual, measurement, and managerial contributions to this research issue. Conceptually, they define brand attachment, articulate its defining properties, and differentiate it from brand attitude strength”.

“J. Joško Brakus, Bernd H. Schmitt, Lia Zarantonello (2009)”

The author is conducted the research in the title: “A study on Brand Experience: What is It, How is it Measured, Does it Affect Loyalty” with the objective of “Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments and several experience dimensions and construct a brand experience scale that includes four dimensions: sensory, affective, intellectual, and behavioral”.

“Scott A. Thompson, Rajiv K. Sinha (2008)”

The author is conducted the research in the title: “A study on Brand Communities and New Product Adoption: The Influence and Limits of Oppositional Loyalty” with the objectives of “the impact of brand community membership on actual new product adoption behavior has yet to be explored. This study examines the effects of brand community participation and membership duration on the adoption of new products from opposing brands as well

as from the preferred brand. Longitudinal data were collected on the participation behavior, membership duration, and adoption behavior spanning four brand communities and two product categories”.

“**Arjun Chaudhuri, Morris B. Holbrook (2001)**”

The author is conducted the research in the title: “A study on The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty” with the objective of “brand loyalty, purchase loyalty and attitudinal loyalty, as linking variables in the chain of effects from brand trust and brand affect to brand performance (market share and relative price). The model includes product-level, category-related controls (hedonic value and utilitarian value) and brand-level controls (brand differentiation and share of voice)”.

RESEARCH DESIGN

Type of research

Research is method used by the Individuals and businesses to collect and analyse the data. The type of research adopted for the study is Descriptive Research. Descriptive research can be defined as a statement of current events in which the researcher has no control over the variables. This study shows that what consumer experience will purchase an NIKE brand products and why they choose to select NIKE products over their rivals and who influenced the consumer to purchase the first time and their experience with NIKE products.

Sources of Data Collection

The primary data is collected through structured questionnaire, online survey which is conducted through Google forms and the secondary data is conducted through reference from Articles, Books, Newspapers.

Sampling Method

The study is based on the convenience sampling method. The most prevalent sort of non probability sampling is convenience sampling, which gathers information from individuals who are convided for the researcher to reach. This implies that you may locate your sample at anytime, anywhere – for example, individuals in a mall, on the street, at work, or in an online community

Sample Size

The sample size for the study is 100 respondents who uses NIKE products.

Statistical Tools and Techniques

The statistical tool used in the study are Anova ,correlation.

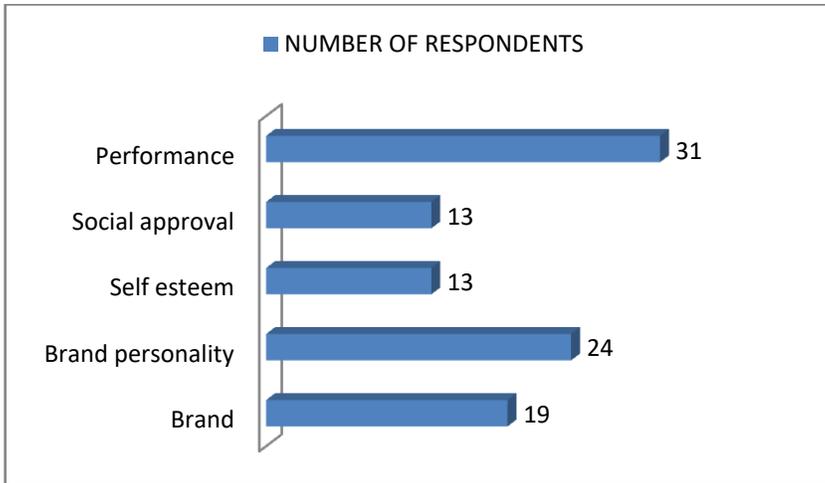
Analysis and Interpretation

1. The table shows that respondents preference when they think of NIKE.

	NUMBER RESPONDENTS	OF	PERCENTAGES
Brand	19		19%
Brand personality	24		24%
Self esteem	13		13%
Social approval	13		13%
Performance	31		31%
Total	100		100

Analysis:

The above table shows 31% respondents said that their preference when they think about NIKE brand is performance, 24% respondents prefer NIKE brand for their brand personality, 19% respondents prefer NIKE brand for their brand reputation, 13% respondents prefer NIKE brand as their self esteem, 13% respondents prefer NIKE brand as their social approval.



Interpretation:

The above graph, it can be interpreted that majority of the respondents preferred performance of the NIKE products because NIKE provides more durable products and which can be used for long period of time.

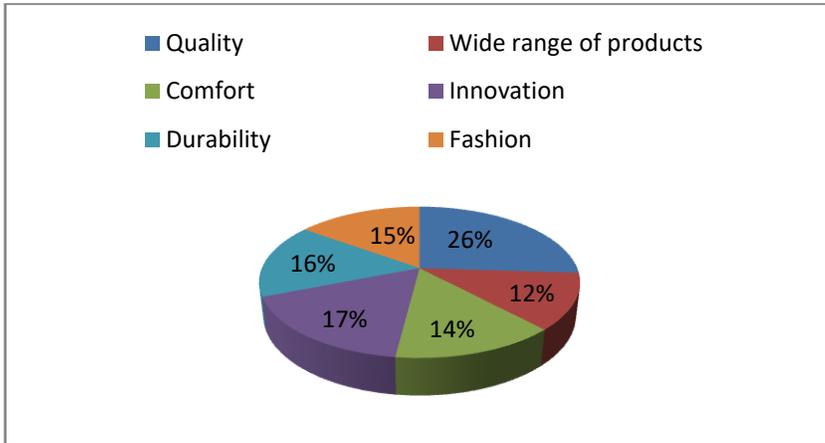
2. The table shows that what factor respondents consider while purchasing NIKE.

	NUMBER OF RESPONDENTS	PERCENTAGES
Quality	26	26%
Wide range of products	12	12%
Comfort	14	14%
Innovation	17	17%
Durability	16	16%
Fashion	15	15%
Total	100	100

Analysis:

The above table shows that 26% of the respondents said they consider quality while purchasing NIKE products, 17% of the respondents consider innovation of the product, 16% of the respondents consider durability of the products, 15% of the respondents consider fashion while purchasing, 14% of the respondents consider comfort of

the products, and 12% consider wide range of products as their factors considered while purchasing NIKE products.



Interpretation:

The above graph, it can be interpreted that majority of the respondents preferred quality in NIKE while they purchasing NIKE products because NIKE products have more quality and the respondents pay even more money for the products.

3. The table shows that from how many years are respondents using NIKE.

	NUMBER OF RESPONDENTS	PERCENTAGES
Less than a year	10	10%
From 1 to 5 years	58	58%
5 to 10 years	20	20%
More than 10 years	12	12%
Total	100	100

Analysis:

The above table shows that 58% respondents said that they are using NIKE products from 1 to 5 years, 20% respondents are using from 5 to 10 years, 12% respondents are using from more than 10 years, 10% respondents are using from less than a year.

4. The table shows that how often respondents wish that NIKE products should be available on discount.

	NUMBER OF RESPONDENTS	PERCENTAGES
Monthly	12	12%
3 month once	26	26%
6 month once	45	45%
Yearly once	17	17%
Total	100	100

Analysis:

The above table shows 45% respondents said that NIKE products should be available on discount for 6 month once, 26% respondents said 3 month once, 17% respondents said yearly once, and 12% respondents said every month.

5. The table shows that does respondents self esteem will be increased due to usage of NIKE products.

	NUMBER OF RESPONDENTS	PERCENTAGES
Yes	92	92%
No	08	08%
Total	100	100

Analysis:

The above table shows that 92% respondents said that their self esteem will increase due to usage of NIKE products and 8% respondents said their self esteem will not increase due to usage of NIKE products.

6. The table shows that the respondents often to purchase from NIKE products.

	NUMBER RESPONDENTS	OF PERCENTAGES
Apparels	36	36%
Shoes	26	26%
Sports equipments	14	14%
Accessories	22	22%
Bags	02	02%
Total	100	100

Analysis:

The above table shows that 36% respondents said that they often purchase apparels from NIKE, 26% respondents said they often purchase shoes, 22% respondents said they often purchase accessories, 14% respondents said they often purchase sports equipments, and 2% respondents said they often purchase bags from NIKE

Hypotheses for the study**Hypothesis 1**

(H10): There is no significance difference between the performance of the brand and gender response on the performance question.

(H11): There is significance difference between the performance of the brand and gender response on the performance question.

Hypothesis 2

(H10): There is no significance difference between the education and gender of the respondents.

(H11): There is significance difference between the education and gender of the respondents.

ANOVA

Performance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.883	1	2.883	4.804	.031
Within Groups	57.607	96	.600		
Total	60.490	97			

Conclusion:

From the preceding table it can be seen that the significance value 0.05 is more than the significance value of the 0.031 hence null hypothesis rejected and the alternative hypothesis accepted

ANOVA

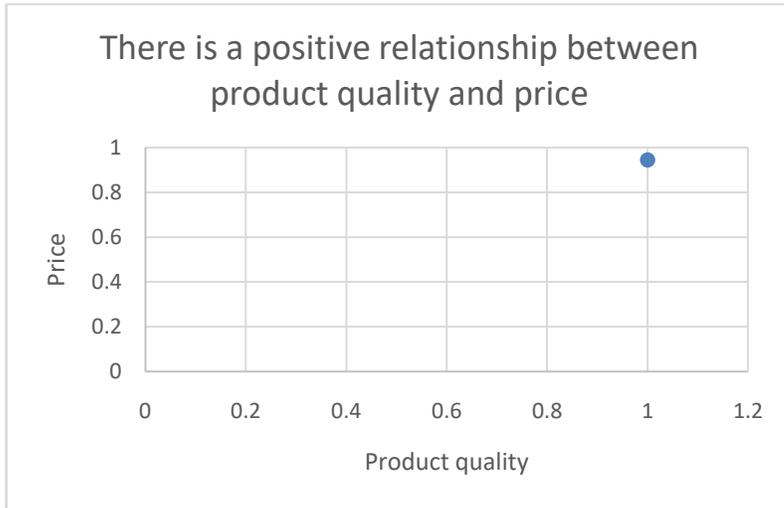
Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.767	1	2.767	2.916	.091
Within Groups	92.993	98	.949		
Total	95.760	99			

Conclusion:

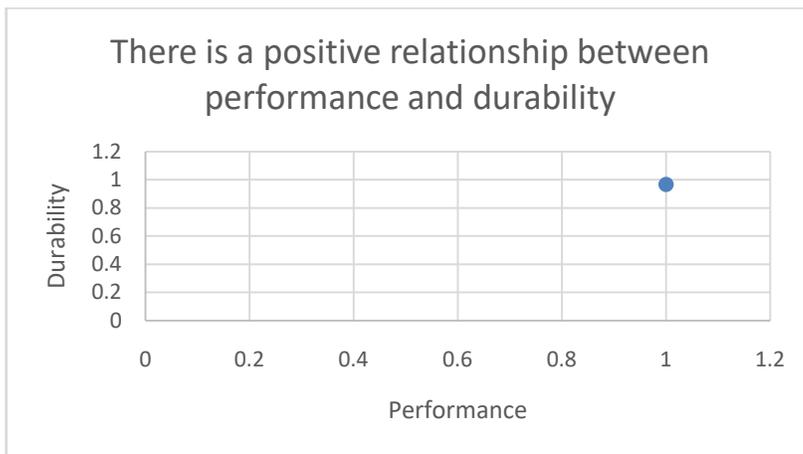
From the preceding table it can be seen that the significance value 0.05 is lesser than the significance value of the 0.091 hence alternative hypothesis rejected and the null hypothesis accepted.

CORRELATION



There is a positive relationship between product quality and price

0.943839



There is a positive relationship between performance and durability

0.966788

FINDINGS

From the analysis of the data it is found that all the respondents are aware of NIKE brand, and more respondents are youth, majority are students, and respondents came to know about NIKE by their friends or colleagues, majority respondents agree that they prefer performance of the NIKE products while purchasing the products and majority of the respondents preferred to purchase in retail shops, the respondents said that they buy NIKE products yearly once, or majority respondents said they buy NIKE products 6 month once if they get special discounts, still

respondents are not using NIKE products more than 10 years, but respondents said they will recommend NIKE products to others to buy, and will try new products of NIKE brand in the future, majority respondents purchases apparels more often in NIKE brand and bags are the least often purchased products, majority of the customer themselves are the loyal customer in their family who buys NIKE products more often.

SUGGESTIONS

NIKE is an large company but still fails to keep their customers for long time as youth prefer branded products more, NIKE invest more to promote through advertisement or modern media but still friends and colleagues are the one's still influencing to buy NIKE products, NIKE should encourage the customer to buy through online website as still majority of the consumer buy NIKE through retail shops, and NIKE brand should advertise that NIKE as official fashion collections not only casual or sports editions, even NIKE should promote that they customize products according to the customer preferences, and NIKE should give regular discounts for loyal customers who buy on regular basis this may help NIKE retain customers and sell their new products to customer who give honest review and help NIKE to increase their revenues.

CONCLUSION

NIKE is a huge company and as many subsidiaries and their advertisement have more impact than other brand due to top athletics stars and major sports club and NIKE as built the trust of the customers as they are willing to buy the products more often and recommend The emotional component, the behavioral component, and the cognitive component are the three attitude components. Using Nike Sports as an example, cognitive attitude is how you perceive the Nike brand and the beliefs that are shown to the general audience. Nike's emotional element is your attitude toward the company and whether you like it or not. The behavioral attitudes are what determine how you will react to this brand, which includes whether you will purchase the items or not and if you will suggest or discourage this brand to your friends.

The link between attitude and conduct is crucial to managers since it not only sums up a consumer's assessment of a product or business but also potentially indicates positive or negative sentiments and behavioral inclinations. Numerous variables, including advertising and promotion, might have an impact on the link between attitude and behavior. They may alter unfavorable attitudes or strengthen those that already exist. Typically, an advertisement's message or the evaluation of the product shown in the campaign might affect how customers feel about a new product. One of the key elements influencing customer behavior is attitude. When referring to marketing, attitudes are predispositions toward certain firms, brands, or goods that influence how consumers feel about them

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