

CONSUMER BEHAVIOUR TOWARDS NIKE

MANOJ .K,

POST GRADUATE STUDENT (M.COM),JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

DEEPAK C B

POST GRADUATE STUDENT (M.COM), JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

DR. PATCHA BHUJANGA RAO

PROFESSOR & FACILITATOR, JAIN DEEMED-TO-BE UNIVERSITY, BANGALORE

ABSTRACT

Consumer behaviour in relation to Nike shoes is investigated in this abstract. Specifically, the elements that influence purchase choices are investigated, including brand loyalty, perceived quality, and marketing methods. Specifically, the research investigates how consumers' decisions are influenced by cultural trends, celebrity endorsements, and social media media. At the same time, it analyses the influence that price, perceived value, and brand image have in determining the preferences and attitudes of people with regard to Nike footwear. In the market for athletic footwear, the results add to a more in-depth knowledge of the variables that drive consumer decisions about footwear.

Keywords: Nike, consumer behavior, purchase decisions, brand image, marketing, athletic footwear

INTRODUCTION

Nike is an American firm that specialises in sports footwear and gear. Its headquarters are located close to Beaverton, Oregon, in the United States. It has a revenue that is more than 46 billion United States dollars in its fiscal year 2022, making it the biggest seller of athletic shoes and clothing in the world as well as a significant producer of sports equipment globally. Shoes manufactured by Nike are used by athletes and those of a younger age. Nike has a versatile collection of shoes that may be worn for a variety of circumstances. Nike is widely considered to be one of the most successful shoe brands in history.

OBJECTIVE OF THE STUDY

1. Analyze the purchasing habits, inclinations, and customer preferences about Nike footwear.
2. Provide Nike with sales-growth recommendations.
3. In order to comprehend the challenges buyers of Nike sneakers face.
4. To determine if Nike sneakers satisfy consumers

REVIEW OF LITERATURE

Raju Agrawal, Noora Mohamed Kutty, Saravanan D., and Nike Mankeshva Saini comprised the team (2022), The emphasis of this study has been on Nike and the techniques that the company use to assist it in influencing the purchasing behaviour of its customers. In order to accomplish this goal, this research endeavour has gathered information from two reputable sources. Following the collection of data from these two websites, it was discovered that Nike's operations to influence the purchasing behaviour of its customers are entirely dependent on factors such as the creation of new products, the involvement of customers, and marketing.

Mehmood Dar. The review article is directed primarily on the impact that digital marketing has on the

products and services that customers choose to acquire. Even if the process of making a purchase choice by a consumer is not handled by a single person, it is a consolidated process that incorporates social impact, word-of-mouth, cultural values, amount of money, and other psychological components. In spite of this, the present age of the 2.0 web is not inferior to anything else and plays a significant role in the process of creating a customer's choice to make a purchase order. Next is a review of sixteen research publications from across the globe that were published in 2010. This helps to ensure that the following article is objective. In spite of this, a summary of specific advice in order to assist marketers in digitalizing their companies and increasing the loyalty of their clients has been included at the conclusion of this review piece.

Sana Khan in today's world, businesses are increasingly turning to a wide variety of in-store influencers in order to convert browsers into customers who make purchases. When it comes to success, however, the perception that buyers have of these influencers is crucial. Since the 1950s, the phenomena of buying has been the subject of study in consumer research, as well as in other fields such as psychology and economics with similar purposes. The purpose of this research was to evaluate the link between a number of different parameters and the purchasing behaviour of customers in the organised retail sector of Lucknow City, which is located in the state of Uttar Pradesh in India. In this article, an empirical evaluation is conducted to determine how consumers in Lucknow perceive different in-store stimuli, including product, promotions, displays, and atmosphere. The evaluation is conducted across a variety of shops found in Lucknow.

Zhefu Murong The objective of this research was to study the brand image of Nike products among consumer generation Z in Thailand. Based on the quantitative research approach, two hundred of Nike's current consumers aged between 18 to 25 years old in Thailand, who had purchased/owned Nike's products before, were asked to complete an online questionnaire to study the brand image. The research findings illustrated that most of Nike's generation Z consumers considered Nike to own a positive brand image. The result of the study in each brand image factor shows that most of the respondents have positive attitude toward Nike whether it is belief, reputation, impression, or emotion factors. Although most of the consumers hold a less favourable emotional perception toward Nike brand compared to their belief, reputation, and impression factor toward Nike brand. Most of Nike's consumers perceived that Nike is a brand for athletes and describe Nike has a personality that distinguishes itself from competitor's brand, while they recognise Nike among other competing brands, and they are also trust Nike as a brand. It is hoped that this research will provide a better understanding of the Nike brand's image toward Thai consumers

Nazan Okur and Canan Saricam. The notion of sustainability in the garment industry refers to the manner in which items are designed, manufactured, and consumed while taking into account the unique implications on the environment and society. Not only do merchants of clothes compete with one another to provide customers with a wide selection of products, but they also strive to design their business models in a way that is environmentally responsible. When viewed from the point of view of consumers, the ever-increasing launch of environmentally friendly products and brands that are manufactured with an understanding of corporate social responsibility is encouraging them to take a more active role in improving sustainability through the purchasing of apparel. As a consequence of the increasing awareness, customers are more inclined to buy sustainable items; nonetheless, information is the important problem driving the consumers towards sustainability in clothes purchasing. Therefore, if customers have a greater understanding of sustainability, then they are more inclined to buy garment goods that are sustainable. A model that was developed for the investigation of consumers' behaviour toward sustainable apparel consumption is the subject of this chapter. The model includes the constructs of knowledge of environmental issues, knowledge of social issues, motivation for environmental responsibility, attitude toward green brand, and purchasing intention. The empirical testing of the model is an important part of the investigation.

2018, Riset Ekonomi, Manajemen, Business, and Administration Annual Report When it comes to athletic footwear, clothes, and other types of sporting goods, Nike is the most prominent supplier and producer in the world. More than 34 billion United States dollars were created by the firm's global sales in 2017, and the corporation employed around 74,400 workers anywhere in the globe. In the modern period, the business sector has been seeing a very fast expansion. The purpose of this research was to investigate the impact that the personality of the brand has on the shopping intentions of consumers for Nike Sportswear Products. Sincerity, enthusiasm, competence, sophistication, and ruggedness are the five fundamental aspects that make up the personality of brands.

According 2010, Andrea Rubini Savonia-ammattikorkeakoulu the primary objective was to investigate and investigate the function that brands have in customer behaviour. Despite the fact that it is intangible, brand seems to be the most significant factor that might affect our selections throughout the process of purchase. As an additional point of interest, the research has presented the novel idea of love mark, which is the ultimate embodiment of loyalty. The research approach that was used for this thesis was qualitative. That being said, there was no questionnaire that was produced. Literature (either books or online material), previous research, and actual instances from businesses served as the basis for the processes of data collection and the findings that were obtained. In addition, since there was no clear distinction between the theories and the facts, the thesis focused on shoes as a product example in order to take a more pragmatic approach.

ACQUISITION OF SECONDARY DATA

For the purpose of obtaining secondary evidence on the consumer behaviour with regard to Nike shoes, websites, journals, magazines, analyses, and data pertaining to the subject matter. To provide evidence for study, it is important to take into account methods, findings, and key discoveries.

Sample size

Thirty people will make up the study's sample.

FREQUENCY TABLE

		Frequency	Percent
Age	Below 30	30	100
	Above 30	0	0
	Total	30	100.0
Gender	Male	20	66.7
	Female	10	30
	Prefer not to say	1	3.3
	Total	30	100.0
Education level	Post Graduate	20	66.6
	Under Graduate	10	33.3
	Total	30	100.0
Maritalstatus	Un Married	25	83.3
	Married	5	16.7
	Total	30	100.0
Currentstatus	Studying	21	70
	occupation	9	30
	Total	30	100.0
User of Nike brand	Yes	20	66.6
	No	10	33.3
	Total	30	100.0
If Nike brand satisfied you	Yes	22	73.3
	No	8	26.7
	Total	30	100.0

Here is a table that illustrates how the answers to the survey were distributed across the various demographic groups. An analysis of the data may be summarised as follows:

INTERPRETATION ON DEMOGRAPHICS

Each and every one of the individuals that responded is less than thirty years old (100 percent). According to the gender split, there are sixty-seven point seven percent of men, thirty-three point three percent of females, and three point three percent of those who would rather not know. Regarding the level of education, 66.6% of the population has a post-graduate degree, while 33.3% of the population is actively enrolled in undergraduate programmes. 83.3 percent of the population is comprised of persons who are not married, while 16.7 percent of the population is comprised of married individuals. At this time, seventy percent of the population is participating in educational programmes, while thirty percent of the population is professionals who are now working. Sixty-six percent of individuals either own or use footwear or apparel manufactured by Nike. Customers who have purchased Nike products are satisfied with the brand, as shown by the fact that 73.3 percent of them are delighted with the product. There is a younger population that seems to be the intended audience for this sample, which may include college students or young professionals. This group is considered to be younger than thirty years old.

That there is a significant gender imbalance is shown by the fact that the number of male respondents is much higher than the number of female respondents. To a large degree, the bulk of them have degrees from educational institutions of higher learning. A significant proportion of those who responded identifies as single. There are a big number of people who are brand loyalists and who purchase Nike products. These individuals are often satisfied with the enterprise.

1. The most recognisable and well-known sports brand in the world is Nike.

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	8	26.7%
AGREE	5	16.7%
NEUTRAL	10	33.3%
DISAGREE	2	6.6%
STRONGLY DISAGREE	5	16.7%
TOTAL	30	100%

INTERPRETATION

Twenty-seven point seven percent of respondents are in complete agreement that Nike is the most iconic sports brand in the world, whereas sixteen point seven percent are in agreement. Twenty-three point three percent of respondents are agnostic, six point six percent disagree, and sixteen point seven percent strongly disagree.

It is noteworthy to notice that there is a sizeable percentage of individuals who do not see Nike as the most iconic sports brand in the world. This is something that should be taken into consideration. It is possible that this is due to a variety of different circumstances, such as the popularity of other sports brands, such as Adidas or Puma, or the fact that some individuals may not have any interest in sports at all.

2. Respondents thoughts on the degree to which you consider Nike to be a symbol of success and achievement

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	7	23.3%
AGREE	10	33.4%
NEUTRAL	5	16.7%
DISAGREE	7	23.3%
STRONGLY DISAGREE	1	3.3%
TOTAL	30	100%

INTERPRETATION

Among those who participated in the survey, 23.3 percent are in complete agreement that Nike is a symbol of success and accomplishment, while 33.4 percent are in agreement. Out of the total responses, 16.7 percent are indifferent, 23.3 percent disagree, and 3.3 percent strongly disagree with the statement.

According to the findings as a whole, a sizeable section of the public seems to view Nike as a representation of success and accomplishment. On the other hand, there is a subset of people that do not have this perspective toward Nike.

3. Are you willing to pay a premium price for Nike products compared to other brands

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	8	26.7%
AGREE	3	10%
NEUTRAL	13	43.3%
DISAGREE	2	6.6%
STRONGLY DISAGREE	4	13.4%
TOTAL	30	100%

INTERPRETATION

Ten percent of respondents are in agreement with the statement that they are prepared to spend a higher price for Nike items in comparison to other brands, while 26.7% of respondents strongly agree with this statement. Fifty-three point three percent of respondents had no opinion, six point six percent disagree, and thirteen point four percent strongly disagree.

The fact that a sizeable proportion of respondents are prepared to pay a higher price for Nike items is an intriguing observation to make. It's possible that this is due to a variety of different causes, such as the perceived quality of Nike items, the brand's relationship with success and accomplishment, or the status symbol that Nike products might represent.

4. To the extent respondents believe that advertisements, social media, and celebrity endorsements have a role in the choices that you make about the purchase of Nike products?

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	7	23.3%
AGREE	9	30%
NEUTRAL	10	33.3%
DISAGREE	2	6.7%
STRONGLY DISAGREE	2	6.7%
TOTAL	30	100%

INTERPRETATION

Twenty-three point three percent of respondents are in complete agreement that advertising, social media, and celebrity endorsements have a significant impact on the choices they make about the purchase of Nike items. Thirty percent of respondents are in agreement, thirty-three point three percent are indifferent, six point seven percent disagree, and six point seven percent strongly disagree.

When it comes to making judgments about whether or not to buy Nike items, it is noteworthy to notice that a sizeable proportion of respondents are affected by advertising, social media, and celebrity endorsements. Given this information, it seems that these marketing platforms have the potential to be successful in boosting sales for Nike.

5. Respondents concerns about the ethical practices of the businesses with whom you do business influenced the judgments you've made about the items that you buy from Nike?

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	7	23.3%
AGREE	6	20%
NEUTRAL	12	40%
DISAGREE	1	3.3%
STRONGLY DISAGREE	4	13.4%
TOTAL	30	100%

INTERPRETATION

Twenty-three point three percent of respondents are in complete agreement that their concern for ethical procedures in businesses with whom they do business has influenced their selections to buy Nike items. Twenty percent are in agreement, forty percent are indifferent, three point three percent disagree, and thirteen point four percent strongly disagree.

It is important to notice that a sizeable proportion of respondents are worried about the ethical standards of businesses with whom they do business, and that this concern has influenced their choices about the purchase of Nike items.

6. Impact did the COVID-19 epidemic have on your purchasing decisions about Nike

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	7	23.3%

AGREE	5	16.7%
NEUTRAL	13	43.3%
DISAGREE	1	3.3%
STRONGLY DISAGREE	4	13.4%
TOTAL	30	100%

INTERPRETATION

Two-thirds of those who participated in the survey are in complete agreement that the COVID-19 outbreak had an impact on their purchasing decisions about Nike. 16.7 percent of respondents are in agreement, 43.3% are indifferent, 3.3% disagree, and 13.4 percent strongly disagree with the statement.

It is noteworthy to note that the COVID-19 pandemic had an effect on the purchasing behaviour of a substantial number of the respondents, which was equal to forty percent at the time of the survey (23.3 percent plus 16.7 percent).

7. Customers have a strong sense of devotion to Nike, which the company values.

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	7	23.3%
AGREE	14	46.7%
NEUTRAL	7	23.3%
DISAGREE	0	0%
STRONGLY DISAGREE	2	6.7%
TOTAL	30	100%

INTERPRETATION

Strongly agree or agree: Twenty-three point three percent plus forty-seven point seven percent equals seventy percent of respondents believing that Nike has a high level of consumer loyalty.

Twenty-three point three percent of those who responded had no opinion about this statement. The percentage of respondents that disagree or strongly disagree with the statement that Nike has a high degree of consumer loyalty is 6.7 percent. This is the result of adding 0 percent and 6.7 percent.

8. The Nike brand is regularly connected with its customers via various social media platforms and other channels.

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	8	26.7%
AGREE	8	26.7%
NEUTRAL	8	26.6%
DISAGREE	6	20%
STRONGLY DISAGREE	0	0%

TOTAL	30	100%
--------------	-----------	-------------

INTERPRETATION

Twenty-seven point seven percent of respondents (strongly agree) and twenty-seven point seven percent (agree) equal fifty-three point four percent of respondents who indicate active consumer involvement with Nike online. This demonstrates that the brand has been successful in establishing an interesting presence on the internet. Neutral segment: 26.6% of respondents are neither in agreement nor disagreement with the statement.

This may indicate that they are unaware of Nike's attempts to communicate with its customers online or that they have conflicting perspectives. Twenty percent of respondents (disagree) say that customers are not actively involved with Nike's online presence. This is an area that has room for development.

In light of this, a possible area in which the brand might concentrate on increasing its online ties has been identified.

9. The growing apprehension among consumers over the ethical conduct of businesses with which they engage may have an influence on their purchasing choices with respect to Nike items.

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	7	23.3%
AGREE	7	23.3%
NEUTRAL	12	40%
DISAGREE	1	3.4%
STRONGLY DISAGREE	3	10%
TOTAL	30	100%

INTERPRETATION

Concerned and possibly impacted: In all, 46.6 percent of respondents express worry about the influence that ethical standards have on their choices to buy Nike products. This includes 23.3 percent who strongly agree with the statement and 23.3 percent who agree with it. This brings to light a sizeable segment of the population that takes ethical considerations into account when making purchasing decisions.

A neutral approach is taken by forty percent of the respondents, which indicates either a lack of clarity about the statement or the belief that ethical considerations do not play a role in individuals' decisions to buy Nike products.

The percentage of respondents who disagree with the statement that ethical considerations play a role in their Nike selections is minimal, with 3.4 percent rejecting the statement and 10 percent strongly disagreeing with it.

It seems that there is a smaller section of consumers for whom ethics play a less significant part in their purchasing decisions.

10. Respondents thoughts on the notion that Nike items are synonymous with excellent quality and performance?

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	15	50%
AGREE	4	13.3%
NEUTRAL	5	16.7%
DISAGREE	4	13.3%
STRONGLY DISAGREE	2	6.7%
TOTAL	30	100%

INTERPRETATION

A strong association: a very strong majority of respondents (50 percent plus 13.3 percent, which equals 63.3 percent) feel that Nike items are linked with great quality and performance. This demonstrates that the brand has successfully positioned itself as a market leader in the field of sports footwear and clothing.

Disagreement and neutrality: 16.7 percent of respondents are neutral, which may indicate that they do not have strong views or experiences with Nike. On the other hand, 13.3 percent of respondents disagree, and 6.7% of respondents strongly disagree.

Based on this, it seems that there is a tiny percentage of people who reject the quality or performance promises made by Nike.

FINDINGS

Brand Perception and Recognition:

Strong brand association: 26.7 percent of respondents strongly think that Nike is the most recognisable sports brand and a sign of success and accomplishment (23.3 percent strongly agree). Superior quality and performance are attributes that a significant majority (63.3 percent) ascribes to Nike, so reinforcing its dominant status in the sports clothing and footwear industry.

Active online engagement: A considerable proportion (53.4 percent) of customers respond positively to Nike's online marketing efforts by actively engaging with the brand via social media and other channels.

The Purchase Decisions of Consumers:

Price premium willingness: Although a minority of respondents (26.7 percent) firmly feel that Nike is worth the additional cost, the majority (43.3 percent) are ambivalent on this matter. The percentage of respondents (46.6 percent) who are concerned that their Nike buying choices may be influenced by ethical practises suggests that consumer awareness and consideration of ethical considerations are increasing. The COVID-19 epidemic had a notable influence on the purchasing habits of a considerable proportion (40 percent) of the participants, so underscoring the evolving tastes and purchasing trends of consumers.

Customer Concerns and Loyalty: Strong brand ties are shown by the fact that Nike has a high degree of consumer loyalty, as stated by an overwhelming majority (70 percent). Potential areas for improvement: Nike may consider concentrating on the neutral segments that exist in domains such as ethical concern impact (40 percent) and online engagement (26.6 percent).

Contrary viewpoints: Although minority, several groups hold the view that Nike's high consumer loyalty, quality-performance correlation (13.3 percent), and iconic status (16.7 percent) are not in line with these concerns (6.7 percent disagree).

CONCLUSION

Nike has a robust brand image that is characterised by favourable connotations of excellence, accomplishment, performance, and success. It has established a devoted clientele and sustains active participation on its online platform with a substantial segment of its target demographic. Nevertheless, there are aspects that might be enhanced, specifically in regards to handling ethical considerations, including impartial parts, and comprehending the viewpoints of opposing opinions. By placing emphasis on these facets, Nike may enhance its brand standing and foster more robust customer connections among the ever-changing consumer environment.

REFERENCE

1. Saini, M., Saravanan, D., Mohamed Kutty, N., & Agrawal, R. (2022). Brand influencing customers buying behaviours: A case study on Nike. ECS - The Electrochemical Society.
2. Dar, T. M. (2021). Footprints of digital marketing on customers' purchase decision. *Electronic Research Journal of Social Sciences and Humanities*, 3(1), 20-30.
3. Khan, S. (2020). Factors affecting consumer buying behaviour and consumer preference towards organized retail outlets in India. *Journal of Advances and Scholarly Researches in Allied Education*.
4. Murong, Z. (2022). Brand image of Nike products among consumer generation Z in Thailand. *Chulalongkorn University Theses and Dissertations (Chula ETD)*. 8148.
5. Okur, N., & Saricam, C. (2019). Consumer behaviour and sustainable fashion consumption. In F. Seçkiner & G. Özsözgür (Eds.), *Sustainability in fashion and textiles* (pp. 69-96). Springer, Cham.
6. Mamangkey, C. M., Lapijan, J. S. L. H. V., & Tumbuan, W. J. F. A. (2018). The influence of brand personality on consumer purchase intention of nike sportswear products in manado. *Journal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(1).
7. Rubini, A. (2010). Role of brand in consumer behavior: Case how sneakers have turned into status symbols. *Savonia-ammattikorkeakoulu*.
8. Udupa, A. R., & Sharma, A. (2023). Modern research in consumer behaviour and marketing research. In V. Saraswathi & R. Raj (Eds.), *Handbook of advanced research in marketing and consumer behavior* (pp. 1-10). Springer, Singapore.
9. Vukasović, T., & Petrič, A. (2022). The influence of brand personality on brand loyalty: A case study of Nike. *International Journal of Management, Knowledge and Learning*, 11(2), 464-472.
10. David, A., Kumar, B., Choudhary, N., Garwal, Y. S., & Kothandaraman, R. (2021). Factors influencing consumers' brand loyalty towards NIKE brand in Chennai city. *Psychology and Education*, 11(8), 2753-2758.
11. Atef, D., Ayman, S., & Samir, M. (2023). The impacts of online influencers on purchasing decisions of Generation Z youth: A case study of Nike. *October University for Modern Sciences and Arts*.
12. Tran, H. T. M. (2020). The influence of celebrity endorsement on consumer purchase decision towards Nike brand in Vietnam. *Journal of Public Relations and Advertising*, 13(1), 1-23.
13. Eyada, B. (2020). The influence of digital marketing on consumer purchase intention on online luxury brands: A case study of Nike Jordan. *International Journal of Marketing Studies*, 12(4), 30-42.
14. Pillay, D. H. (2017). The influence of brand personality on consumers' purchase intention in the clothing industry: A case study of Nike in South Africa. *University of Pretoria*.
15. Reddy, G. (2017). The influence of celebrity brand endorsement on consumer buying behaviour towards sports apparel brands: A case study of Nike in South Africa. *University of Pretoria*.
16. Sudhakar, R., Singhanian, S. K., Iyer, A., & Kesarwani, A. (2014). The influence of brand loyalty on consumer purchase intention: A case study of Nike shoes. *International Journal of Marketing and Technology*, 4(3), 31.
17. Kuo, Z. C. (2008). The effect of brand image on consumer purchase intention: A case study of Nike brand in Taiwan. *Assumption University*.
18. Rodrigues, F., Souza, V., & Leitao, J. (2011). The influence of brand equity on consumer purchase intention. *International Journal of Entrepreneurial Venturing*, 3(4), 435-455.