

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

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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

I. INTRODUCTION

Branding is vital for businesses as it creates a unique identity for products and services, fostering customer loyalty and emotional connections. Brand management, overseeing all aspects from product development to marketing, aims to build a positive reputation and increase market share. Strategic planning involves market analysis, identifying the target audience, developing brand identity, positioning, setting objectives, crafting a communication strategy, and establishing brand guidelines. Brand positioning is key, defining how a brand wants to be perceived relative to competitors and shaping consumer perceptions to gain a competitive edge. It requires understanding the target audience and competition to carve out a unique market space.

Objectives of the study

- To study the brand positioning strategies with reference to Nike.
- To assess customer perceptions of Nike's brand positioning in Pune city.

Scope of the study

- The study focuses on analysis of brand positioning strategies of Nike in Pune city.
- The study provides an overview of the importance of brand positioning in occupying a unique and desirable space.
- The study will help in identifying the key challenges Nike faced in positioning itself in Pune city.

II. REVIEW OF LITERATURE

Pappu, R., & Quester, P.(2016) in their research paper "**How Does Brand Innovativeness Affect Brand Loyalty?.**" explored the relationship between brand innovativeness and brand loyalty, offering potential implications for Nike's brand positioning strategy in Pune city. By understanding the link between brand innovativeness and loyalty, managers can develop strategies to differentiate Nike's offerings and enhance its competitive advantage in Pune's market. This research highlights the role of brand innovativeness in fostering long-term relationships with consumers, underscoring its importance for Nike's brand positioning in Pune city.

Richard M. Dunford and Tazeeb Rajwani (2017) in their research paper "**Location, Location, Location: The Nike Experience in China.**" explored Nike's brand positioning strategies in China, shedding light on potential parallels and insights for the Pune city market. By examining Nike's success in a diverse market like China, managers can glean valuable lessons for navigating the unique challenges of Pune city. Understanding how Nike adapts its brand positioning to different cultural contexts can inform strategic decisions and marketing campaigns in Pune.

Janet K. Kamps and Erik C. Nijhof (2014) in their research paper "Managing Brand Experience: The Market Contact Audit." examined the importance of managing brand experience across different market contexts, which could be relevant for Nike's positioning in Pune city. Through a thorough analysis of market contact points, managers can identify areas for improvement in delivering a consistent brand experience in Pune. By implementing the Market Contact Audit framework, Nike can ensure that every customer touch point reinforces its desired brand positioning in Pune city.

III. RESEARCH METHODOLOGY

The study aims to explore Nike's brand positioning strategies in Pune city through a mix of quantitative and qualitative methods. With a sample size of 60 consumers, data will be collected via surveys and supplemented by existing literature. Analysis will employ graphical representations for quantitative data and thematic/content analysis for qualitative insights. Hypotheses will test the relationship between customer expectations and Nike's brand positioning. This research seeks to provide valuable insights into Nike's marketing strategies in Pune.

IV. DATA ANALYSIS AND INTERPRETATION

Data from Consumers

How often do you purchase Nike products?

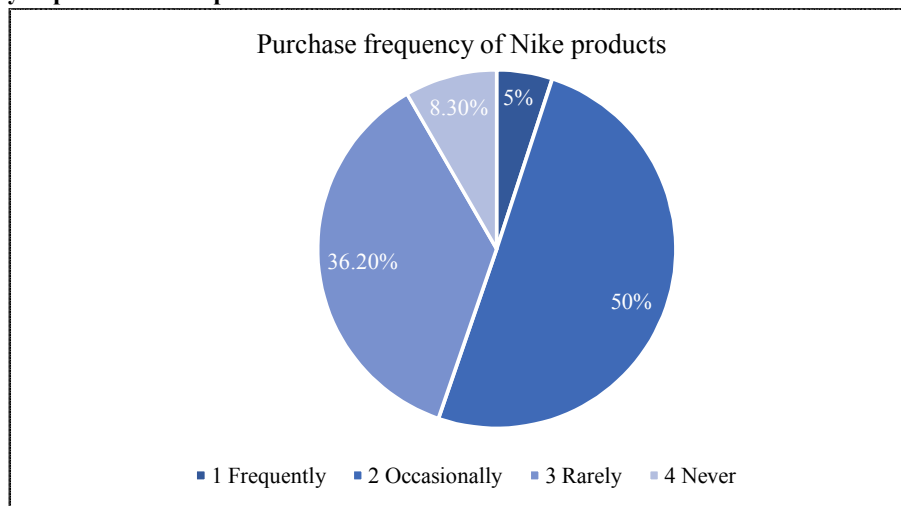


Fig no.4.1

(Fig name: Purchase frequency of Nike products)

Findings of the study

Out of the 60 respondents, 36.7% said they purchase Nike products frequently, 50% said occasionly, 8.3% said rarely, and 5% said never.

Which Nike products do you prefer the most?

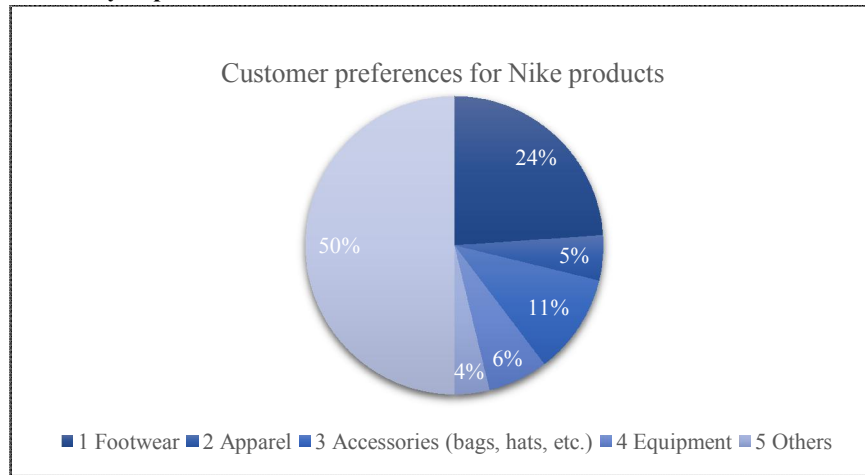


Fig no. 4.2

(Fig name: Customer preferences for Nike products)

Findings of the study

Data indicates footwear as the most preferred Nike product category among respondents, with 73.3% favoring it. Apparel follows at 15%, and sporting goods at 20%. Accessories received 33.3%, and "Others" 11.7%, suggesting moderate preference for them.

What factors influence your perception of Nike’s brand in Pune City?

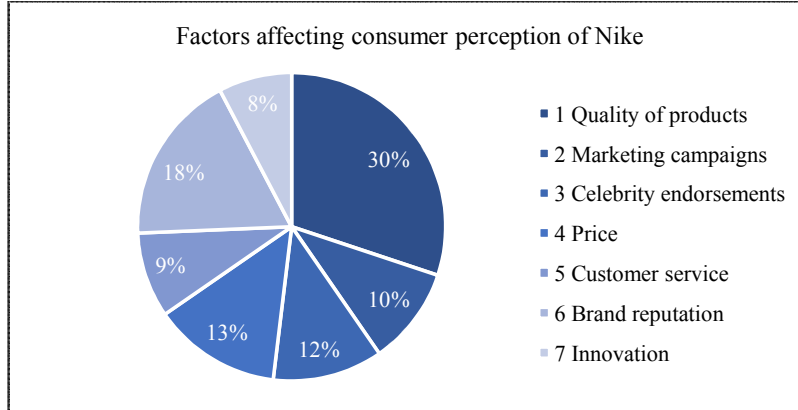


Fig no. 4.3

(Fig name: Factors affecting consumer perception of Nike)

Findings of the study

The data from the image indicates a positive perception of Nike's brand among most respondents in Pune City. 45% viewed Nike's brand image positively, with 26.7% finding it innovative, 18.3% trendy, and 8.3% reliable. 1.7% used other terms to describe Nike's brand image.

How satisfied are you with the availability of Nike products in Pune city?

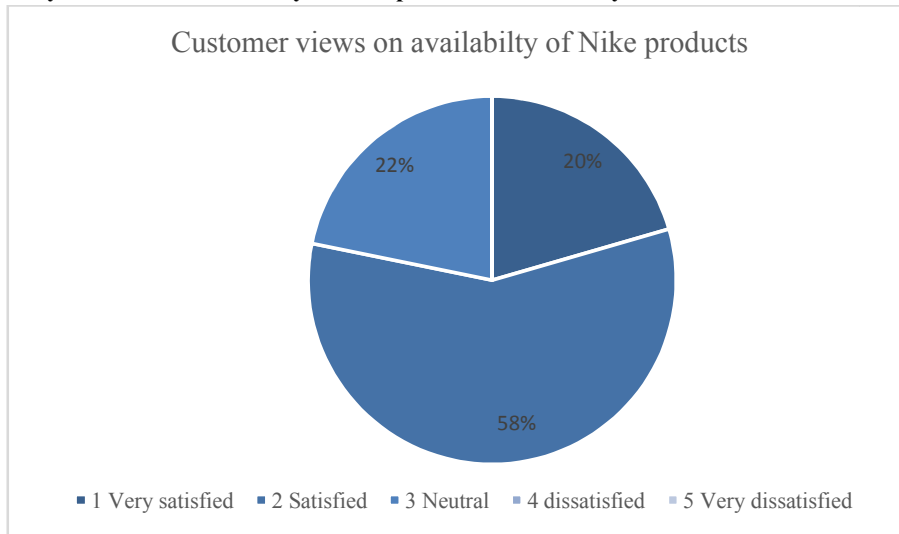


Fig no. 4.4

(Fig name: Customer views on availability of Nike products)

Findings of the study

The pie chart shows how satisfied people are with the availability of Nike products in Pune City. 43% of the respondents said they are very satisfied with the availability of Nike products in Pune City. 28.3% of the respondents said they are satisfied with the availability of Nike products in Pune City. 26.7% of the respondents said they are neutral about the availability of Nike products in Pune City. 1.7% of the respondents said they are dissatisfied with the availability of Nike products in Pune City. 0% of the respondents said they are very dissatisfied with the availability of Nike products in Pune City.

How would you describe Nike’s brand image in Pune city?

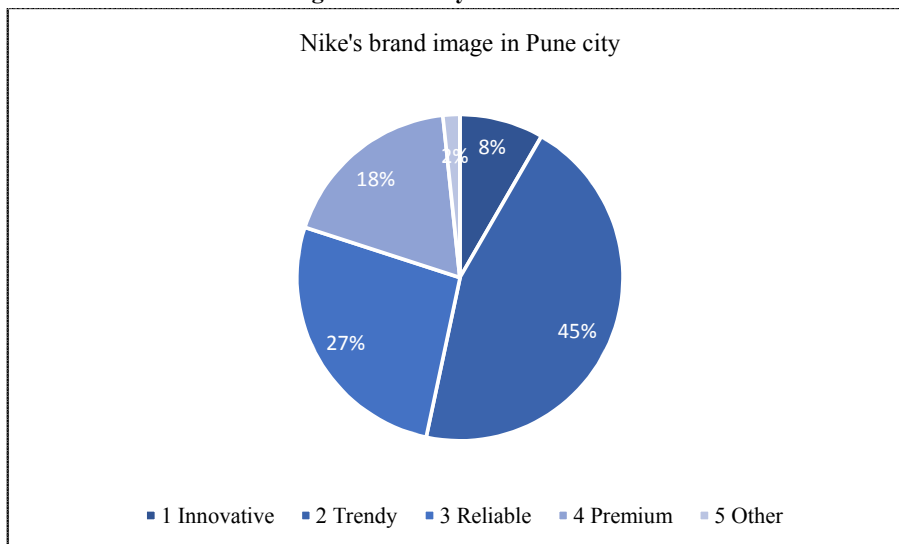


Fig no. 4.5

(Fig name: Nike’s brand image in Pune city)

Findings of the study

In Pune, the study reveals strong consumer preferences for Nike products, especially footwear (73.3%). 36.7% are frequent buyers, 50% purchase occasionally. Brand loyalty drives over half (51.7%). Perceptions of Nike's brand image are positive, emphasizing innovation, trendiness, and reliability. Challenges like competition and price sensitivity exist. However, most are satisfied with Nike's availability and pricing (85%). Product quality (56.7%) is the main differentiator, followed by marketing efforts and customer service. A majority (56.6%) are likely to recommend Nike products, reflecting a favorable outlook

IV. CONCLUSION

The study conducted on brand positioning strategies and customer expectations regarding Nike in Pune sheds light on various approaches employed by the brand to align with customer preferences and overcome challenges. The findings strongly support the Alternative Hypothesis (H1), indicating a significant relationship between customer expectations and Nike's brand positioning. Nike has effectively utilized multiple channels such as online platforms, word of mouth, and television commercials to enhance customer awareness. The data analysis reveals that Nike enjoys a robust brand image in Pune, perceived as innovative, trendy, and reliable. The study elucidates Nike's positioning strategies, encompassing value-based approaches, audience understanding, customer-centricity, emotional appeal, and competitor comparisons. Key aspects explored include customer perceptions, purchase frequency, product preferences, satisfaction levels, and customer service evaluation. Despite challenges like distribution issues, competition, price sensitivity, brand perception, and cultural differences, Nike exhibits a commitment to adapting its strategies to the Pune market. By addressing customer preferences and resolving existing issues through proactive measures such as enhanced customer service and feedback mechanisms, Nike is assured for continued success in Pune.

V. SUGGESTIONS

- Nike should consider increasing their outlets.
- Nike can reduce its price range as its products are at a premium price, which may limit their appeal to some consumers in Pune.
- Nike should consider implementing eco-friendly practices in packaging and waste management
- Nike should establish a strong customer feedback system and also address any concerns or complaints from the customers.
- Nike should clearly communicate the terms and conditions, refund policies, and product information to customers before placing their orders.
- Nike should consider introducing more trends and styles with respect to accessories and clothing.

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