

A Comparative Study on the Effectiveness of Marketing Strategies with Reference to Packaging Adopted by Adidas and Nike

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Abstract: *This study explores into the packaging and marketing strategies of two global giants, Adidas and Nike, aiming to scrutinize their effectiveness and subsequent influence on consumer behavior. Employing both qualitative and quantitative research methods, the researcher intends to explore various facets of these brands' approaches. By employing social and behavioral research methodologies, the study seeks to gain insights into how these strategies shape consumer perceptions and actions in the marketplace*

Keywords: Nike, Adidas, packaging, consumer perception

I. INTRODUCTION

In this study the researcher analyses how the renowned brands Adidas and Nike packages and markets its products. It aims to understand the effectiveness of their chosen approaches and the impact of this on consumers behaviour. The researcher will be using qualitative and quantitative methods of research. The researcher will carry out social and behavioural methods of research.

1.1 Scope of the study

The scope of studying the effectiveness of packaging and marketing strategies adopted by Adidas also include: -

- Analysis of Adidas and Nike packaging design, the materials used.
- Analysis on how sustainable the efforts are.
- Consumer's perception and preferences regarding Adidas and Nikes packaging and marketing initiatives.
- Comparison of Adidas and Nike.
- purchasing behaviour influenced by packaging.
- Exploring implications for marketing strategies within the sports apparel industry.
- Limiting focus to packaging aspects, excluding other marketing efforts or operations.

1.2 Significance of the study

Studying the effectiveness of Adidas and Nikes packaging and marketing strategies is important for making strategic decisions, for enhancing consumer satisfaction and loyalty, for aligning with sustainable goals, for giving a comparative edge and for contributing to both academic research and industry knowledge. Ultimately, the significance of this topic lies in its potential to drive innovation, foster competitiveness, and ultimately enhance the overall consumer experience in the retail landscape.

1.3 Limitations of the study

- Narrow focus on packaging may overlook broader marketing strategies.
- Limited generalizability beyond Adidas and Nike to other industries.
- Potential biases in consumer perception data.
- Inability to account for all factors influencing purchasing decisions.
- Lack of access to proprietary information may restrict comprehensive analysis.
- Inability to control external variables impacting consumer behaviour.

- Potential for changes in packaging strategies over time, affecting comparability.
- Difficulty in quantifying the direct impact of packaging on sales or brand loyalty.
- Limited consideration of cultural or regional differences in consumer preferences

1.4 Objectives and its Hypothesis

The objective of researching the effectiveness of Adidas and Nikes marketing strategies with reference to packaging is to assess their impact on consumer behaviour.

Objective 1

Evaluating the impact of Adidas’s packaging strategies on consumer perception and purchase decisions.

H_0 - Innovative packaging designs and sustainable materials do not positively influence brand perception and purchase intent among consumers.

H_1 - Innovation packaging designs and sustainable materials positively influence brand perception and purchase intent among consumers.

Objective 2

Evaluating the impact of Adidas and Nikes marketing campaigns across various channels in enhancing brand awareness and driving sales.

H_0 - Targeted and engaging marketing initiatives doesn’t lead to increased brand recognition.

H_1 - Targeted and engaging marketing initiatives lead to increased brand recognition.

1.5 Variables of the research

Independent variable		Dependent variable
consumers who buy Adidas and Nike products	Adidas and Nikes marketing strategies with reference to packaging	impact of packaging strategies
		Impact of marketing campaigns

II. REVIEW OF LITERATURE

A literature review for the impact of Adidas and Nike marketing campaigns on brand awareness and sales across various channels would encompass studies, academic articles, and books related to marketing strategies, brand management, consumer behaviour, and advertising effectiveness.

Keller, K. L. (2013) - "Strategic Brand Management: Building, Measuring, and Managing Brand Equity." Pearson Education. This book offers insights into building strong brands and measuring brand equity, which are essential for understanding the impact of marketing campaigns on brand awareness.

Kotler, P., & Keller, K. L. (2015)- "Marketing Management." Pearson Education. This comprehensive textbook covers various aspects of marketing, including brand management, consumer behaviour, and marketing communications, providing a foundational understanding for analysing the impact of marketing campaigns.

Solomon, M. R. (2019)- "Consumer Behaviour: Buying, Having, and Being." Pearson Education. Understanding consumer behaviour is crucial for evaluating the effectiveness of marketing campaigns. Solomon's book delves into the psychological and social factors influencing consumer decisions.

Schultz, D. E., Patti, C. H., & Kitchen, P. J. (2013)- "Integrated Marketing Communications: Putting It Together & Making It Work." Routledge. This book discusses the importance of integrating various marketing communication channels to create a cohesive brand message and enhance brand awareness. These books offer a solid foundation for understanding the theories and concepts relevant to evaluating the impact of Adidas and Nike marketing campaigns on brand awareness and sales. Additionally, academic journals and research articles in marketing and branding would provide empirical evidence and case studies.

III. RESEARCH METHODOLOGY

3.1 Type of research used.

The researcher will carry out Empirical and Socio-Behavioural methods of research, seeking to understand the consumers behaviour on Adidas and Nikes packaging and marketing initiatives.

3.2 Research design

The researcher would be using both Qualitative and Quantitative techniques. The researcher used a Qualitative approach to assess attitudes, opinions and behaviour, as the preference of everyone is different. Along with qualitative approach the researcher undertook a Quantitative approach to analyse the data which was. collected from the respondents.

3.3 Population

The population consists of consumers who buy Adidas and Nike ranging from the ages of 15 to 45. The sample size would be 50 people or more.

3.4 Sampling method

The researcher would be using Convenience Sampling and snowball sampling from the Non-Probability Method of Sampling.

3.5 Data collection method

Primary Data: For this research, to study the effectiveness of marketing strategies with reference to packaging adopted by Adidas and Nike data is collected through survey method. As this study depends on quantitative method for primary data collection the questionnaire tool was used.

3.6 Research instruments and tools

The researcher would be using questionnaire as the research instrument and the questions. will be asked in such a manner that it will test the hypothesis and satisfy the objectives of the research.

3.7 Method of data analysis and interpretation

The data collected from the questionnaires will be analysed using descriptive statistics. The researcher will be using Bar graph and statistical tool

IV. DATA ANALYSIS AND INTERPRETATION

The researcher has collected the data using survey and questionnaire methods. The collected data will be analysed and interpreted using quantitative approach. The data would be analysed using demographic analysis and objectives for proving and testing the hypothesis.

	15-25		26-35		36-45	
Gender	Male	Female	Male	Female	Male	Female
	18	19	3	5	6	6
Total	37		8		12	

As it is seen from the Table 1.1 the total respondents are 57 out of which from age group, 15-25 there are 18 males and 19 females. 26-35 there are 3 males and 5 females. 36-45 there are 6 males and 6 females.

For better understanding of the comparative analysis of the effectiveness of Adidas and Nikes marketing strategies with reference to packaging the researcher kept 3 graphs for 3 different age groups for each objective so that the analysis would be standardly easy.

Objective1

Evaluating the impact of Adidas’s packaging strategies on consumer perception and purchase decisions.

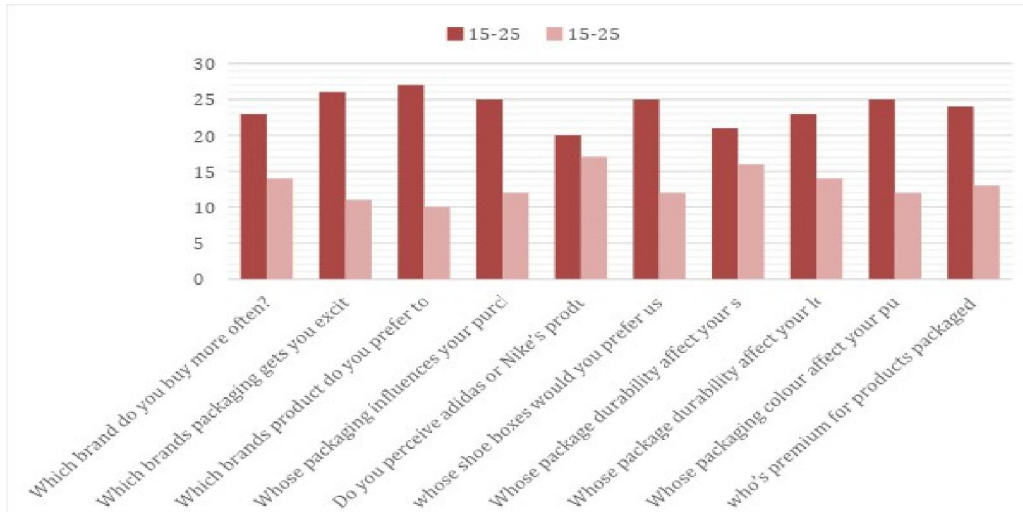
H_0 - Innovative packaging designs and sustainable materials do not positively influence brand perception and purchase intent among consumers.

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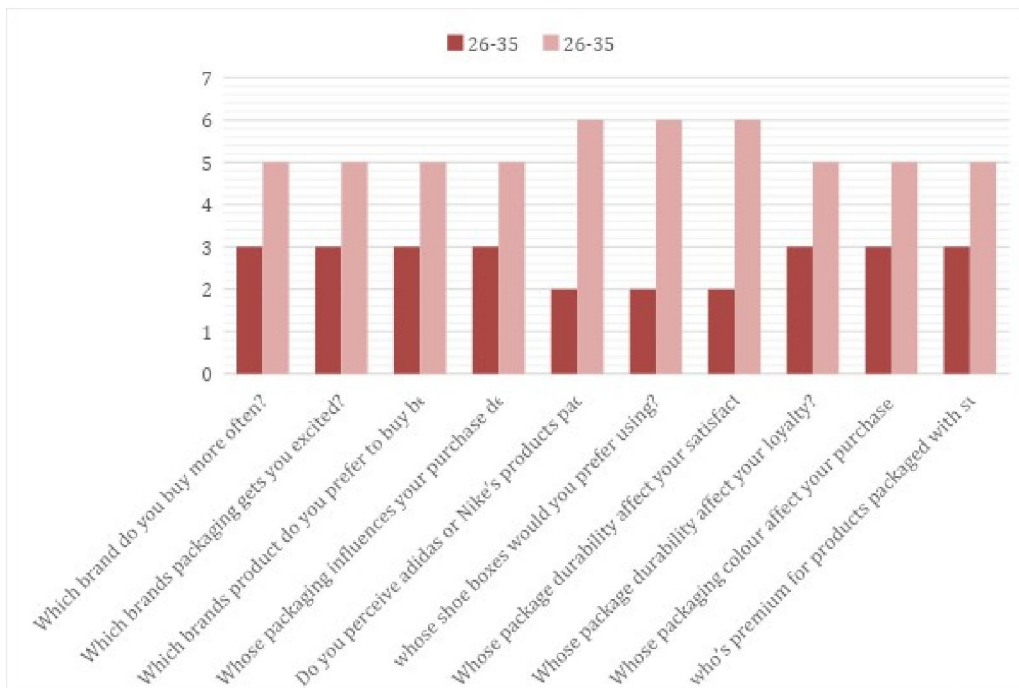
Objective One	Brand	Nike	Adidas	Nike	Adidas	Nike	Adidas
	Variables	15-25		26-35		36-45	
	Age Group						
1.1	Which brand do you buy more often?	23	14	3	5	3	9
1.2	Which brand's packaging gets you excited?	26	11	3	5	4	8
1.3	Which brand's product do you prefer to buy because of its packaging?	27	10	3	5	5	8
1.4	Whose packaging influences your purchase decision?	25	12	3	5	4	8
1.5	Do you perceive adidas or Nike’s products packaged with sustainable products more environmentally friendly?	20	17	2	6	2	10
1.6	whose shoe boxes would you prefer using?	25	12	2	6	3	9
1.7	Whose package durability affect your satisfaction?	21	16	2	6	4	8
1.8	Whose package durability affect your loyalty?	23	14	3	5	3	9
1.9	Whose packaging colour affect your purchase decision?	25	12	3	5	3	9
1.10	Who's premium for products packaged with sustainable materials are you willing to buy?	24	13	3	5	3	9

15-25 AGE GROUP DATA

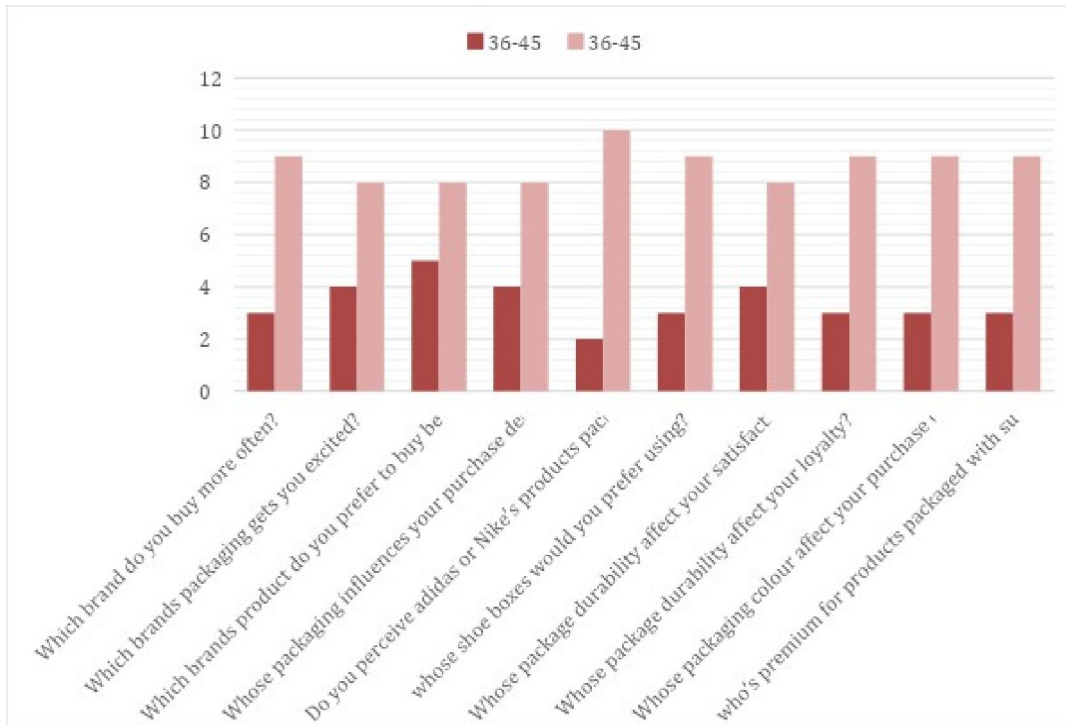
(Note- Red is Nike, pink is Adidas.)



26-35 AGE GROUP DATA



36-45 AGE GROUP DATA



INTERPRETATION

The researcher's analysis indicates a clear trend wherein the demographic aged 15-25 exhibits a stronger inclination towards buying Nike products, finding Nike's packaging particularly appealing. Conversely, the remaining two age groups display a preference for Adidas, indicating a divergence in brand preference and packaging attraction across different age brackets

Objective 2

Evaluating the impact of Adidas and Nikes marketing campaigns across various channels in enhancing brand awareness and driving sales.

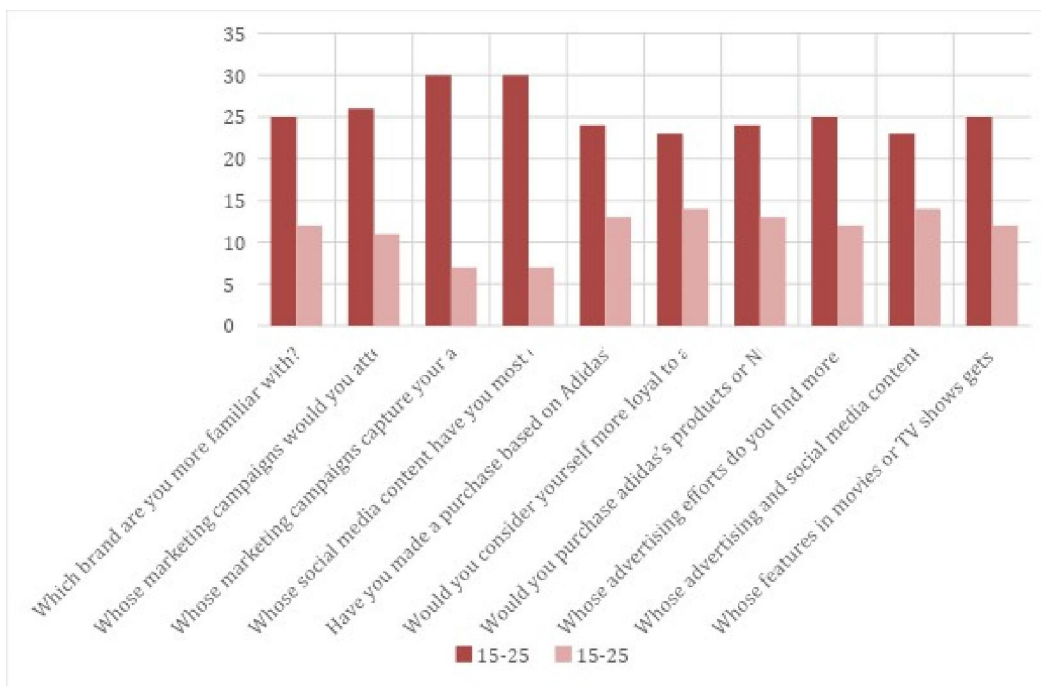
H_0 - Targeted and engaging marketing initiatives doesn't lead to increased brand recognition.

H_1 - Targeted and engaging marketing initiatives lead to increased brand recognition.

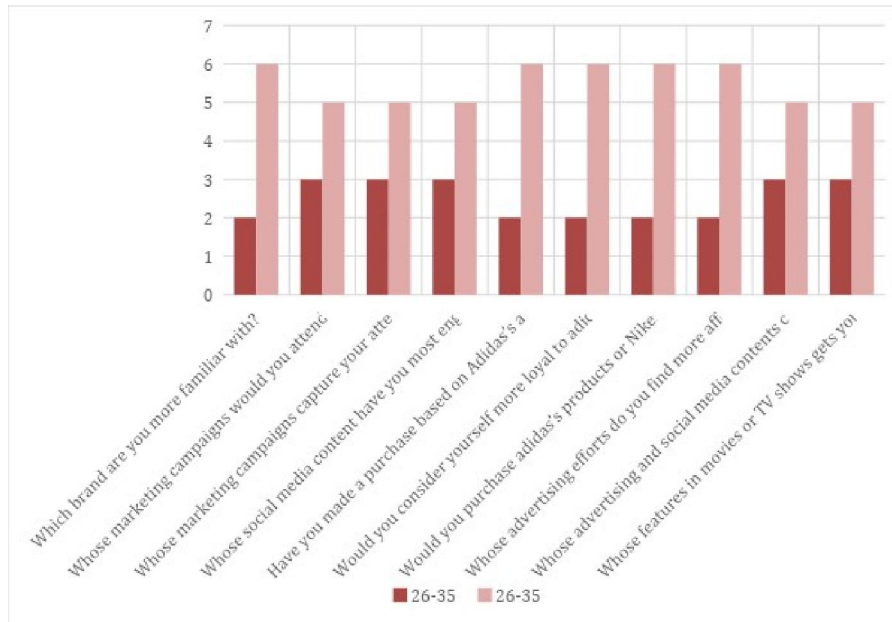
Objective Two	Brand	Nike	Adidas	Nike	Adidas	Nike	Adidas
	Variables	15-25		26-35		36-45	
	Age Group	15-25		26-35		36-45	
1.1	Which brand are you more familiar with?	25	12	2	2	2	10
1.2	Whose marketing campaigns would you attend?	26	11	3	3	3	9
1.3	Whose marketing campaigns capture your attention?	30	7	3	3	3	9
1.4	Whose social media content have you most engaged with?	30	7	4	4	4	8
1.5	Have you made a purchase based	24	13	2	2		10

	on Adidas's advertisement or Nikes advertisement?						
1.6	Would you consider yourself more loyal to adidas or Nike?	23	14	3	3	3	9
1.7	Would you purchase adidas's products or Nikes products based on influencers perception?	24	13	2	2	2	10
1.8	Whose advertising efforts do you find more affective?	25	12	4	4	4	8
1.9	Whose advertising and social media contents capture your attention?	23	14	4	4	4	8
1.10	Whose features in movies or TV shows gets you excited?	25	12	4	4	4	8

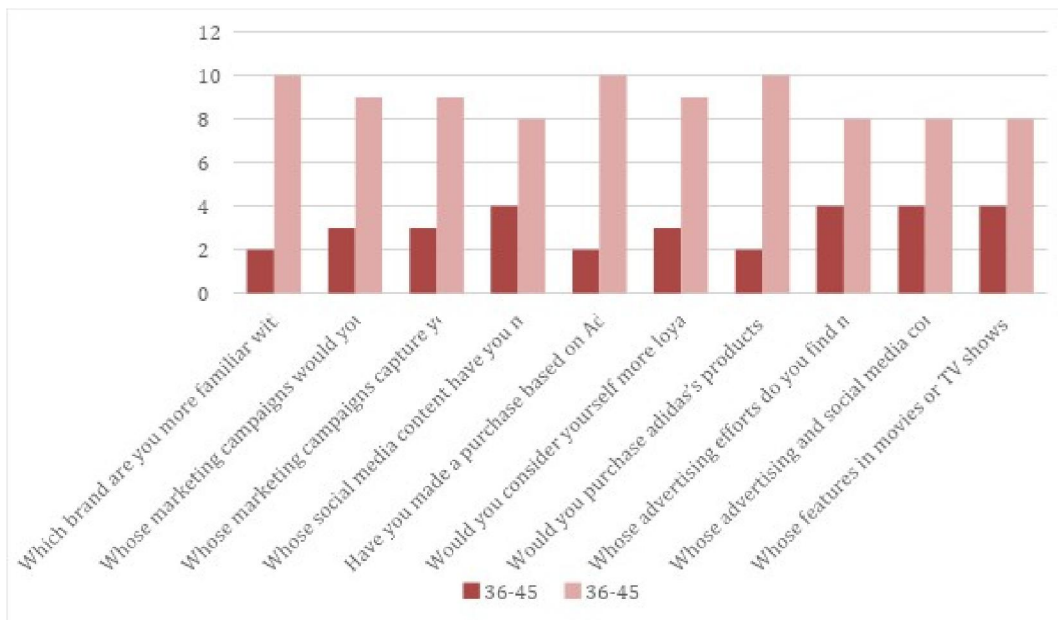
15-25 AGE GROUP DATA



26-35 AGE GROUP DATA



36-45 AGE GROUP DATA



The researcher's interpretation suggests that individuals aged 15-25 demonstrate a preference for purchasing Nike products and are more drawn to Nike's marketing strategies, actively engaging with and following them. Conversely, the remaining two age cohorts showcase a preference for Adidas over Nike's marketing initiatives, indicating a higher degree of resonance and affinity towards Adidas' branding efforts within these groups. This nuanced segmentation underscores the importance of comprehending age-related consumer behaviours and preferences, thereby informing targeted marketing approaches tailored to distinct demographic segments.

V. CONCLUSION

Analysis reveals a stark generational contrast in consumer preferences, with individuals aged 15-25 showing a clear affinity for Nike's packaging and marketing strategies, while the 26-35 and 36-45 age groups exhibit a stronger preference for Adidas. This observation underscores a nuanced understanding of consumer behavior, indicating that younger demographics are more drawn to Nike's dynamic branding approach, whereas older cohorts resonate with Adidas' established image.

Both Nike and Adidas employ distinctive marketing tactics, leveraging their respective strengths to maintain competitiveness in the ever-evolving sportswear industry. The impact of their marketing endeavours transcends mere brand awareness, significantly influencing consumer perceptions and purchase decisions across diverse channels. Utilising a strategic blend of social media engagement, traditional advertising mediums, and strategic partnerships with influencers, both brands have effectively expanded their reach and solidified their positions in the market. By continuously evaluating campaign performance and adapting to shifting consumer preferences, Nike and Adidas demonstrate their commitment to staying ahead of the curve and retaining their competitive edge.

In summary, this research highlights the age-based preferences between Nike and Adidas in the sportswear market. While younger consumers favour Nike and older ones lean towards Adidas, both brands employ effective marketing strategies to maintain their competitiveness. Understanding these dynamics is crucial for navigating the evolving consumer landscape in the sportswear industry.

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