

An Empirical Study of Consumer Preference and Satisfaction towards Nike Products in Coimbatore City

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Abstract – This study explores consumer satisfaction towards Nike products with specific reference to Coimbatore City. With the rising popularity of global brands in Indian markets, understanding consumer perceptions is essential for sustaining brand loyalty and enhancing customer experience. The research focuses on key factors influencing satisfaction, including product quality, pricing, availability, brand image, and post-purchase services. A structured questionnaire was used to collect primary data from 120 respondents across various demographics in Coimbatore. The findings indicate that consumers generally have a positive perception of Nike products, especially in terms of quality and brand prestige. However, some concerns were noted regarding pricing and limited product availability in local outlets. The study highlights the importance of aligning global brand strategies with local consumer expectations. The insights gained can help Nike and similar brands improve their regional marketing strategies and enhance customer satisfaction levels in tier two cities like Coimbatore.

Keywords – Customer Satisfaction, Nike, Indian Market.

I. INTRODUCTION

A brand is a name, word, appearance, or other characteristics that sets one seller's product apart from those of competitors. Business, marketers and advertisers use brands. A current illustration of a brand is Nike, Adidas etc. The corporation that is closely associated with a brand is frequently referred to by the metonym brand. A brand connected to a commodity is called commodity brand. Old Norse Brandr, which means to burn, is where the term brand originates.

Recalling the custom of manufacturers marketing marking their items with a burning mark.

The American marketing association (AMA) defines a brand as a "name, term, sign, symbol, or design or combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Therefore, it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem. A strong brand is invaluable as the battle for consumers intensifies day by day.

It's important to spend time investing in researching, defining, and building your brand. After all brands is the source of a promise to your consumer. Opinions, good instinct and creative thinking are not enough when it comes to brand analysis. Brand analysis involves sizing up a business situation and deciding on a strategy. Two 12 major concerns of brand analysis are the industry and the existing competitive conditions. These assessments are necessary essential of brand analysis.

They ensure availability of long-term direction, establishing appropriate objectives, and essentially creating an effective strategy. Brand analysis includes knowing what a specific industry's dominant economic features are. Also, brand analysis examines what existing industry competition is like and how strong each of the industry's competitive forces is. Effective brand analysis is achieved through an analytical sequence of strategic appraisals of a business' external and internal environment, to establish issues, evaluate alternatives, and create strategy. If these crucial assessments are not executed, a business may find that the brand it developed does not fit well with the environment of its intended industry and will not be capable of establishing and maintaining a competitive advantage for the business. Brand analysis is requiring a strategic evaluation of a business ecosystem. Any decisions should be based on sound analysis of a business, external and internal structure.

In order to successfully establish a business' brand, an evaluation of dominant economic features in an industry must be carried out. Industry, in this context, refers to several businesses with the same or similar product or service competing for the same consumers. When evaluating an industry's economic features, some common factors should be focused on. Some of the economic factors include the market size, the scope of competitive rivalry, the growth rate of the industry, the current growth cycle in industry, the number of competitors and their relative size, the number of consumers and their relative size, and the kinds of distribution channels used to access existing and potential consumers. Having evaluated and established the industry's dominant economic features, it is time to assess the competition and existing competitive forces. Any important part of the brand analysis is examining how exactly works in an existing industry and what are the competitive strength. Although every industry's environment will vary slightly from the other, the

competitive processes at work within each industry are generally the same. These competitive processes are usually made of five competitive forces. These five competitive forces include the rivalry among competing business in an industry, the market attempts of business to win over the potential buyer. The bottom line to brand analysis is the need to evaluate branding strategy can be delivered.

Brand analysis is done to ensure that the developed branding strategy effectively protect its long-term competitiveness and profitability, and establishes if the pricing of products and services are right. A fundamental industry and competition assessment is essential to ensure a good branding strategy. Successful businesses use their brand analysis to establish and implement shrewd strategies that match the industry's environment. Brand loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word-of-mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, consumer satisfaction, etc. Brand loyalty analysis is the analysis of how much consumer remains loyal to a specific brand as long as it available. Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brand is available at cheaper price or superior quality, the brand loyal consumer will stick to his brand. It acts as a means of launching and introducing more products that are targeted at same consumers at less expenditure. It also restrains new competitors in the market. Nike produces a wide range of sports equipment and apparel. Their first products were track running shoes. Nike Air Max is a line of shoes first released by Nike, Inc. in 1987. Additional

product lines were introduced later, such as Air Huarache, which debuted in 1992. The most recent additions to their line are the Nike 6.0, Nike NYX, and Nike SB shoes, designed for skateboarding. Nike has recently introduced cricket shoes called Air Zoom Yorker, designed to be 30% lighter than their competitors'.

Nike's range of products include shoes, jerseys, shorts, cleats, base layers, etc. for sports activities such as association football, basketball, track and field, combat sports, tennis, American football, athletics, golf, ice hockey, and cross training for men, women, and children. Nike also sells shoes for activities such as skateboarding, baseball, cycling, volleyball, wrestling, cheerleading, lacrosse, cricket, aquatic activities, auto racing, and other athletic and recreational uses. Nike recently teamed up with Apple Inc. to produce the Nike+ product that monitors a runner's performance via a radio device in the shoe that links to the iPod nano. While the product generates useful statistics, it has been criticized by researchers who were able to identify users' RFID devices from 60 feet (18 m) away using small, concealable intelligence motes in a wireless sensor network.

Statement of the Problem

Nike brand is a name, word, appearance, or other characteristics that sets one seller's product apart from those of competitors. Business, marketers and advertisers use brands This study aims to make an analysis of youth approach towards NIKE brand. The study attempts to understand the affect or importance of brand loyalty for a brand and attitude of consumers regarding the brand Nike. The study was conducted to understand and evaluate the strengths and opportunities for these companies in the market and also to examine the significant developments and milestone that have taken place in the company.

Significance of the Study

The study helps us to know the satisfaction towards Nike brand special reference to

Coimbatore City. Some of the main benefits of Nike's loyalty program are access to exclusive products, advice from experts on training and exercise, priority tickets to sporting events, rewards for activity on the apps, early access to product launches, special offers on birthdays, and free delivery. It's one of the main significances is to add greater customer loyalty. It also

Increases brand popularity. The key is Nike's ability to cultivate customer trust. Between its brand legacy, its knowledgeable team and its commitment to the entire athletic experience, Nike proves it knows athletes. Needless to say, they're equally good on providing support. Nike has one of the strongest customer service accounts on Twitter. They feature a dedicated Twitter account, Team Nike etc. This study also Lends support during corporate crisis. It also helps to stand out from competition.

Objectives

- To analyze the level of awareness of customers towards Nike brand
- To identify the factor influencing in purchase decision of customers
- To analyze the satisfaction level of the customers
- To analyze the effectiveness of the marketing strategies adopted by Nike

Scope of Study

The study was confined only to the s of the Nike brand. For the analysis primary data are collected through questionnaires and secondary data are obtained from published journals, magazines, websites. The scope of the study is to analyse the approach of youth towards Nike brand and understanding about the factors affecting the brand loyalty.

III. RESEARCH METHODOLOGY

Research Design

The present is descriptive, quantitative, and analytical in nature. It is descriptive in the sense it tries to identify various characteristics of research problem. It is quantitative because it involves numerical expression. And

it is analytical since it examines, analysis, and interprets collected data order to arrive at conclusion.

Research Instrument: Questionnaire is a research instrument consisting of a series of questionnaire and other prompts for the purpose of gathering information from respondents.

Primary Data: The data which is collected from primary sources that is source of origin from where the data is generated, they are collected for the first time by an investigation or an agency for any statistical analysis. for collecting primary data, we use the method of questionnaire. The questionnaire is a major technique for collecting primary data. The structured questionnaire was distributed to samples for gathering primary data.

Secondary Data: Secondary data on the other hand is one which has already been collected by someone else has been passed through the statistical process. Information from secondary sources Like journals, newspaper, books, magazines, reports, websites etc. has contributed to this study.

Sample design: sampling is a process used in the statistical analysis in which a predetermined no: of Observation are taken from a larger group. Random sampling technique was used to select the samples from population.

Sample data: out of the whole consumers in Coimbatore taluk, a sample size of 120 was selected for the slavery.

Tools for analysis: The collected data were used with the help of statistical tool like percentages analysis, Chi-square, ranking, etc. In questionnaire five-point scales were used in several ties, four point and three- point scales were also used. Tabular and graphical presentations were used for presentation of data. Graphical presentation includes bar diagram, histogram, pie chart etc.

IV. ANALYSIS INTERPRETATION

Table. 1: The Table Showing Purchase Nike Product Wise Classification Respondents

S.no	Purchase Nike Product	Responsesdent	Percentage
1	Monthly	32	27%
2	Every3-6 monthly	38	31%
3	Once a year	35	29%
4	Rarely	15	12%
	Total	120	100

Interpretation

The data shows that the majority (31.8%) engage every 3-6 months, followed by 29.1% who do so once a year. 27.3% engage monthly, and 11.8% engage rarely.

Inference

The majority of respondents every 3-6 monthly 35 (31%)

Chart NO: 1

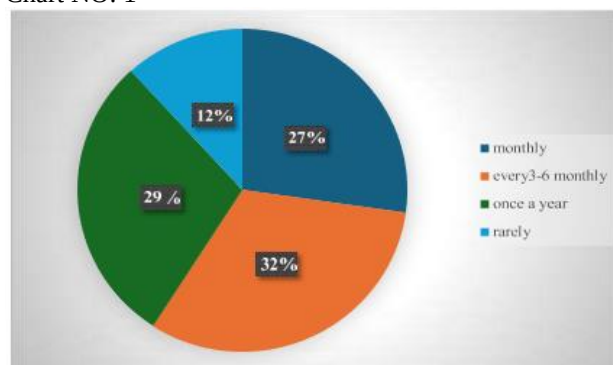


Table 2: The Table Showing Satisfied the Quality of Nike Product Wise Classification Respondents

S.No	Satisfied	Respondents	Percentage
1	Very satisfied	44	37%
2	Satisfied	32	27%
3	Neutral	31	26%
4	Dissatisfied	8	7%
5	Very dissatisfied	5	2%
	Total	120	100

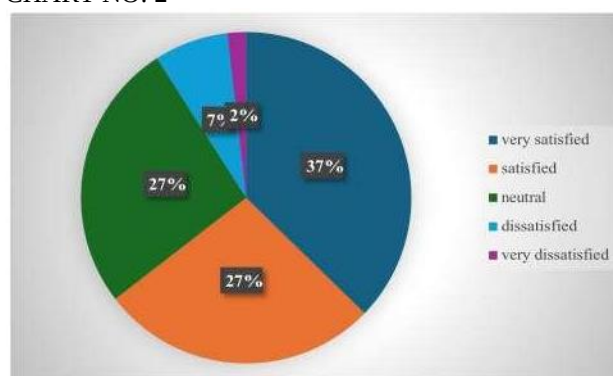
Interpretation

The data shows that most people are either very satisfied (37.3%) or satisfied (27.3%) with their experience. 26.4% are neutral, while fewer are dissatisfied (7.3%) or very dissatisfied (1.8%).

Inference

The majority of respondent very satisfied 41 (37%)

CHART NO: 2



Chi-Square Analysis

Chi-square analysis is a statistical method commonly used to determine if there is a significant association between to categorical variables. by comparing absorbed frequencies to excepted frequencies, the chi-square test assesses whether there is a significant relationship between these variables it is particularly useful when dealing with data that doesn't follow the assumptions of parametric test, such as a normal distribution.

The chi-square list is applied for personal factors over the other factors. All test is carried out at a 5% level of significant and the results reported in the tables that follow, along with appropriate hypothesis and interpretation.

$$\chi^2 = \sum \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

Association Between Age and Overall Satisfaction from Nike

- Null Hypothesis: HO There is an association between Age and comparison overall satisfaction of Nike.
- Alternate Hypothesis: HI There is no association between Age and comparison overall satisfaction of Nike.

Table 3: Table Showing Age and Overall Satisfaction Level From Nike

Age	Overall Satisfaction level from Nike					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Below25	64	59	17	2	2	144
25-30	1	11	1	0	0	13
30-35	0	2	0	0	0	2
35-40	0	0	1	0	0	1
Total	65	72	19	2	2	160

Interpretation

This above table shows that 72% of respondents are satisfied, 65% of respondents are highly satisfied, 19% of respondents are neutral, 2% of respondents are dissatisfied and 2% of respondents are Highly dissatisfied.

Chi-Square Tests

	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-Square	19.468 ^a	12	.078
Likelihood Ratio	18.231	12	.109
Linear-by-Linear	3.192	1	.074
Association N of Valid Cases	160		

Interpretation

The calculated X value is 19.468, p=0.078, Hence the Alternate Hypothesis is accepted.

This tells that there is an association between Age and overall satisfaction of Nike.

Findings

- Majority of the respondents are females, it reveals that 50% of the respondents are female, 45% of the respondents are male and 5% of the respondents are transgender.
- Age category belongs to 20-24 have higher response as compared to other age and least response from the age category below 15, reveals that 1.7% of the respondents are from the age group below 15, 8.3% of the respondents are from the age group of 15-19, 58.3% of the respondents are from the age group of 20-24, 18.3% of the respondents are from the age group 25-29 and 13.3% of the respondents are from the age group 30 and above.
- Students seem to be using Nike products on a regular basis for sports activity. This is because Nike products were highly sailed for sport purposes.
- The major source of awareness regarding Nike is from advertisement. The advertisement was influenced in purchasing decision of customer.
- The major factor which influences the loyalty of customer towards Nike product. Here were, majority of the respondents are loyal customers of Nike products.

Suggestions

- More features like new colours, variety, fashion, trend can introduce in the market to increase the satisfaction level of customer.
- While preferring Nike brand must consider quality instead of their Popularity.
- Branding company should make effective use of available opportunities Which helps to build brand loyalty.
- Consumers feel the company is lacking in innovation hence, there preference Has shifted to other local brands.
- Quality products are mostly preferred but quality alone doesn't work, brand Should focus on innovative ideas regarding its product.
- Proper techniques are to be adopted to ensure the quality of products as youth Consumers are very much attracted by the quality of Nike.

V. CONCLUSION

This study on consumer satisfaction towards Nike products in Coimbatore city has provided valuable insights into the factors influencing the purchasing decisions of consumers in this region. The research highlights that Nike, as a global brand, has successfully established a strong presence in Coimbatore, a city with a growing fitness culture and a diverse consumer base. However, consumer satisfaction is influenced by multiple factors, including product quality, pricing, brand perception, customer service, and retail experience. Based on the findings, it is evident that consumers in Coimbatore appreciate Nike's high quality products, especially in footwear and athletic apparel. The

city's younger demographic, particularly in the 18-25 age group, is highly responsive to Nike's trendy, performance-oriented products. However, the study also indicates that there is a need for Nike to cater more specifically to the local climate and preferences, with a focus on lightweight and breathable apparel that suits the hot and humid conditions of Coimbatore.

Pricing also emerged as a critical factor, with many consumers associating higher costs with the premium quality and brand reputation that Nike offers. Nonetheless, there is a growing demand for affordable options and discounts, particularly during local festivals and seasonal sales, which would enhance overall satisfaction.

Customer service plays a pivotal role in shaping consumer perceptions, with many respondents highlighting the importance of knowledgeable staff and a seamless shopping experience both in-store and online. Furthermore, the role of personalized shopping experiences and after-sales service, such as easy returns and exchanges, was emphasized as an area for improvement to boost customer loyalty. Nike's association with innovation, quality, and performance resonates well with the community in Coimbatore. The brand's strong presence in the sports and fitness segments has helped build a loyal customer base. However, there is a noticeable gap in terms of deeper community engagement. To enhance its appeal, Nike could benefit from stronger collaborations with local athletes, sports events, and fitness initiatives, thereby fostering a more personal connection with the community.

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