



# “A STUDY ON INTERNATIONAL MARKETING STRATEGY WITH REFERENCE TO NIKE”

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**Abstract:** Marketing research refers to the course of analyzing the viability of an afresh product by a research run directly with the consumers that authorizes a business-company to realize the target market and record thoughts and other inputs from the consumers concerning their interests in the product (Nair, 2009). This research paper examines the international marketing strategy of Nike, a global leader in the sports and athletic wear industry. The study explores Nike's approach to expanding its brand globally and analyzes the various marketing tactics that Nike employs in different countries. The research draws on a variety of sources, including academic literature, industry reports, and company data, to provide a comprehensive analysis of Nike's international marketing strategy. The findings of this study can help other companies in the sports and apparel industry to develop effective international marketing strategies and expand their brands globally.

## I.INTRODUCTION

Nike, Inc. is an American multinational corporation that designs, develops, and markets footwear, apparel, equipment, and accessories. It was founded in 1964 as Blue-Ribbon Sports by Bill Bowerman, a track and field coach, and Phil Knight, a middle-distance runner from the University of Oregon.

In 1971, Blue Ribbon Sports rebranded as Nike, named after the Greek goddess of victory. Today, Nike is one of the world's largest suppliers of athletic shoes and apparel, sponsoring many high-profile athletes and sports teams around the globe.

Nike's iconic swoosh logo is recognized worldwide and represents the company's commitment to innovation, performance, and style. Over the years, Nike has expanded its product line to include running, basketball, football, tennis, and training gear, as well as lifestyle products.

Nike is known for its "Just Do It" slogan, which has become a cultural catchphrase representing motivation and determination. The company is committed to sustainability and has implemented initiatives to reduce its carbon footprint and promote responsible manufacturing.

## Marketing Strategy Of Nike

Nike's marketing strategy is centered around creating a powerful brand image and developing innovative products that resonate with customers. Here are some key components of Nike's marketing strategy:

**Branding:** Nike has developed a strong brand image by consistently delivering high-quality, innovative products that appeal to athletes and consumers worldwide. The company's iconic "swoosh" logo is recognized globally and represents the brand's commitment to excellence, performance, and style.

**Sponsorship and Endorsements:** Nike has a long history of sponsoring high-profile athletes and sports teams, including LeBron James, Cristiano Ronaldo, and the Brazilian national football team. These partnerships help to raise brand awareness and associate Nike with top-performing athletes.

**Product Innovation:** Nike is known for its innovative product design and development, which is key to its success in the highly competitive athletic apparel market. The company invests heavily in research and development to create new products that meet the evolving needs of athletes and consumers.

**Digital Marketing:** Nike has a strong online presence and leverages digital marketing to reach its target audience. The company uses social media, email marketing, and online advertising to promote its products and engage with customers.

**Cause Marketing:** Nike has also incorporated cause marketing into its strategy, supporting various social and environmental causes that align with its brand values. For example, the company launched the "Move to Zero" initiative to reduce its carbon footprint and promote sustainable manufacturing practices.

Overall, Nike's marketing strategy is focused on creating a powerful brand image, delivering innovative products, and engaging with customers through multiple channels.

## II. LITERATURE REVIEW

### STRATEGIC MARKETING PLAN OF NIKE

**AUTHOR:** JOTI PRITHIANI, SUMIT KUMAR, ZAHEER ABBAS & ARSLAN BHUTTO (FEB 2016)

This Study is all about to show a Marketing plan for Nike's products; with reference to older offering, the report shows the plan that how can Nike offer new products in the market. With respect to this the report contains comprehensive marketing plan components including company analysis (Nike's current and future status), situation or market analysis and competitors' analysis. The report shows the Nike's objectives and marketing strategies in terms of its 4ps that is it is shown that Nike can offer and increase its product range by offering other related products as aerobic products to its customers and set value-based pricing strategy accordingly, and for new offerings it can increase its other media other than commercials that is it can focus more on social media to promote its new products and it may expand its business in other countries as China, Middle-East etc. Beside this, the financial budget of this marketing plan has been discussed which is been forecasted by reviewing Nike's previous years revenue and marketing expenses figures. Also, execution plan as well as contingency plan has been shown which is thoroughly depends upon Nike's senior management and teamwork which would make its objectives possible new offerings.

### SUSTAINABLE DEVELOPMENT OF SUPPLY CHAIN IN FOOTWEAR INDUSTRY - TAKE NIKE AS THE CASE

**AUTHOR:** WENJIE JIANG (2019), **PUBLISHER:** ASIAN BUSINESS RESEARCH

The Study says that Rapid growth in demand for designer shoes, rising per capita incomes in developed and developing economies, and the growing popularity of high-end customers and athletic shoes among men have led to a growing

global demand for fashionable and comfortable footwear of all ages (FELTON, 2018). The market share of footwear industry has expanded rapidly which attracted more and more new entrants. However, the competition of shoe industry more incline to the competition of the supply chain, so, it is essential to maintain a certain competitiveness in terms of supply chain. Sustainable development is an emerging but important topic. Some processes of the supply chain of the sportswear industry have been accused of restricting its development, such as the use of polluting raw materials and sweatshops. Supply chain development should not only focus on the economic level, but also pay more attention to the environmental and social aspects of sustainable development. Therefore, this paper will take Nike, the most representative company in the footwear industry, as the analysis target to reflect the development of the supply chain of the footwear industry.

## MARKETING CAPABILITIES IN INTERNATIONAL MARKETING

**AUTHOR:** Neil A. Morgan, Hui Feng, Kimberly A. Whittler (2018), **PUBLISHER:** JOURNAL OF INTERNATIONAL MARKETING

The study says that There has been a significant increase in scholarly research focusing on marketing capabilities as an important aspect of marketing theory-based explanations of firm performance. This growing research interest in marketing capabilities has also been reflected in the international marketing literature. However, it is unclear whether and how thinking and research about international marketing capabilities differs from that of marketing capabilities in a domestic market context. To explore this question, they conduct a review of studies of marketing capabilities in the most influential journals publishing research in international marketing. they supplement this with insights from interviews with a number of executives in different firms engaged to varying degrees in international marketing. Study suggests that there remain numerous important unanswered questions in conceptualizing and empirically researching international marketing capabilities.

## III. RESEARCH METHODOLOGY

### Concept Of Research Methodology

Research will comprise defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data; making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating. In short, the search for Knowledge through Objective and Systematic method of finding solutions to a problem is Research.

▪ **Sample Size and Sampling Techniques:** The number of items selected from the universe to represent the universe is 14 called size of the sample. It is not feasible to cover all the customers of NIKE. So, for the purpose of this study, a total of 50 respondents will be approached. The sampling technique used for the study will be convenience sampling.

▪ **Data Collection:** For the study, both primary and secondary data will be collected. For primary data, a questionnaire can be developed and administered to the respondents who are the customers of NIKE in Gujarat by the way of interview method. For secondary data, existing literature in form of magazines, papers, company literature, book, web sources will be consulted. Question relating to customer behavior towards Nike shoes can also be included.

▪ **Questionnaire Design Formulation:** Under this method, list of questions pertaining to the survey will be prepared consumers of Nike. Questionnaire will have structured type questions as well as unstructured type questions. Structured objective type questions will be prepared for the respondents with fixed response categories. Some of the questions will be of multiple-choice type. The questions will have more than one alternative.

▪ **Research Instruments:** Selected instrument for Data Collection for Online survey is Questionnaire.

▪ **Steps Followed in Completing the Study:** Internet sites containing information on Nike shoes & marketing will be browsed. Sample survey will be conducted. Data will be thoroughly checked for error.

- **Data Processing Methodology:** Research involves defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions, and testing the conclusions to determine whether they fit the hypothesis.

- **Primary Data:** The data that is collected firsthand by someone specifically for the purpose of facilitating the study is known as primary data. So, in this research the data is collected from respondents through questionnaire.

- **Secondary Data:** For the company information I had used secondary data like brochures, web site of the company etc. The Method used by me is Survey Method as the research done is Descriptive Research.

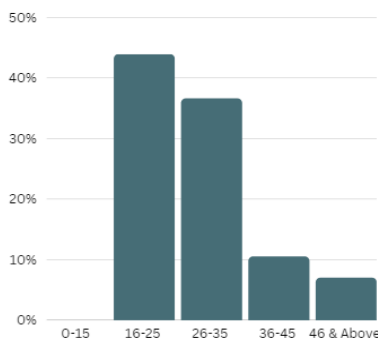
- **Questionnaire:** - A questionnaire consists of a set of questions presented to respondent for their answers. It can be Closed Ended or Open Ended Open Ended: - Allows respondents to answer in their own words & are difficult to Interpret and Tabulate. 31 Close Ended: - Pre-specify all the possible answers & are easy to Interpret and Tabulate.

#### Types Of Question Included:

- **Dichotomous Questions:** Which have only two answers “Yes” or “No”?
- **Multiple Choice Questions:** Where respondent is offered more than two choices.
- **Importance Scale:** A scale that rates the importance of some attribute.
- **Rating Scale** A scale that rates some attribute from “highly satisfied” to “highly unsatisfied” and “very inefficient” to “very efficient”

#### IV. DATA COLLECTION & INTERPRETATION:

##### 1. Age



*The following results were observed*

0-15 - 0%  
 16-25 - 43.9%  
 26-35 - 36.6%  
 36-45 - 10.5%  
 46 & above - 7%

#### INTERPRETATION

It has been observed that the age criteria of people who filled out this form fall mostly between 16 and 35.

##### 2. Gender

*The following results were observed*

- 18 Females
- 39 Males

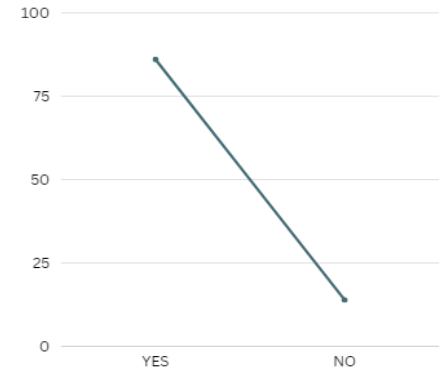
## INTERPRETATION

18 Female - 31.6%, 39 Males - 68.4% shared their views on the Questionnaire.

### 3. Are you brand conscious about Footwear, Clothing, Accessories & Equipment?

*The following results were observed*

- 14% Yes
- 86% No



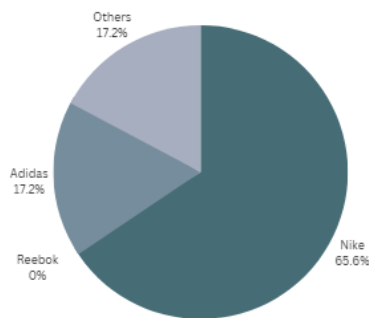
## INTERPRETATION

86% of consumers may be more likely to choose products from well-known and reputable brands over generic or lesser-known brands, as they believe that branded products are of higher quality and offer better value for their money.

### 4. If you want to buy a sports footwear, which one is your best choice?

*The following results were observed*

- a) 65.5% People said Nike
- b) 0. % People said Reebok
- c) 17.2% People said Adidas
- d) 17.2% People said others



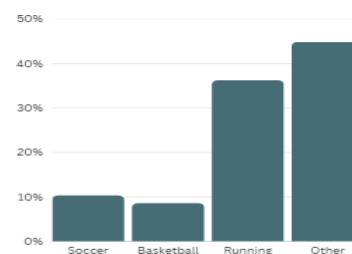
## INTERPRETATION

Therefore, it is observed that Nike is the most demanded footwear. The fact that 65.5% of the respondents chose Nike suggests that the brand has a strong reputation and is considered a top contender in the sports footwear market.

### 5. What type of sports do you like?

*The following results were observed*

- a) 10.3% People said Soccer
- b) 8.6% People said Basketball
- c) 36.2% People said Running
- d) 44.8% People said other



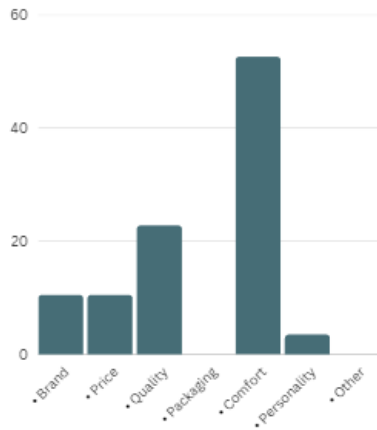
## INTERPRETATION

Therefore, it is observed that Running and other sports are the most likely sport.

### 6. Which is the most important element when you select footwear?

*The following results were observed*

- Brand - 10.5%
- Price - 10.5%
- Quality - 22.8%
- Packaging - 0%
- Comfort - 52.6%
- Personality - 3.5%
- Other - 0%



**INTERPRETATION**

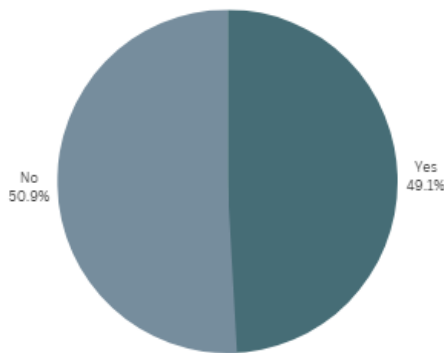
Based on the responses to the survey, it can be concluded that the majority of consumers consider comfort to be the most important element when selecting footwear. This indicates that consumers prioritize shoes that fit well and provide adequate support, cushioning, and breathability, as they want to avoid any discomfort or pain while wearing them.

**7. Have you bought any footwear influenced by any ways of marketing or branding programs?**

The following results were observed

50.9% said Yes

49.1 % said No



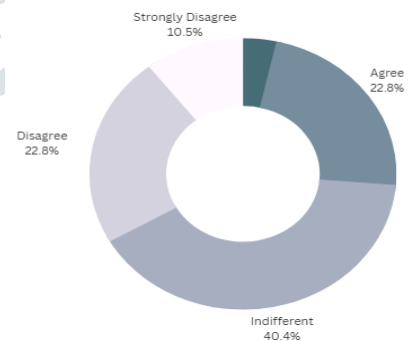
**INTERPRETATION**

Based on the response of 50.95% of the respondents saying that they have bought footwear influenced by marketing or branding programs, it can be interpreted that marketing and branding efforts have a significant impact on consumer behavior in the footwear industry. This suggests that consumers are influenced by various marketing strategies such as advertisements, influencer endorsements, product placements, and social media campaigns and are more likely to purchase footwear products from brands that have effectively marketed and branded their products.

**8. You prefer to buy shoes which are Advertised and endorsed by celebrity.**

The following results were observed

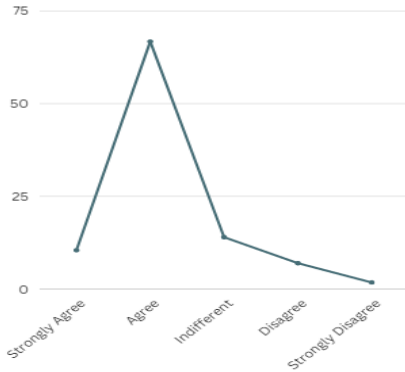
- Strongly Agree - 3.5%
- Agree - 22.8%
- Indifferent - 40.4%
- Disagree - 22.8%
- Strongly Disagree - 10.5%



**INTERPRETATION**

Based on the responses of the survey, it can be interpreted that a significant portion of consumers (40%) are indifferent to buying shoes that are advertised and endorsed by celebrities. This suggests that celebrity endorsements may not be a major factor in their purchasing decisions, and they are more likely to base their decisions on other factors such as comfort, style, and quality.

**9. Do you think stores display is the best form of advertisement?**



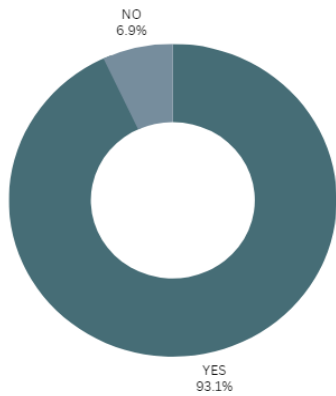
*The following results were observed*

- Strongly Agree - 10.5%
- Agree - 66.7%
- Indifferent - 14%
- Disagree - 7%
- Strongly Disagree - 1.8%

**INTERPRETATION**

Based on the responses to the survey, it can be concluded that the majority of consumers (66.7%) agree or strongly agree that store displays are the best form of advertisement. This suggests that consumers value the visual appeal of products in store displays and are more likely to be influenced by them when making purchasing decisions.

**10. Do you like Nike footwear products?**



*The following results were observed:*

- a) 93.1% people said Yes
- b) 6.9% people said No

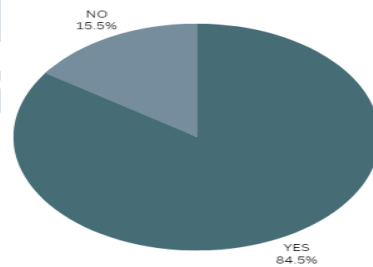
**INTERPRETATION**

Therefore, it is observed that most of the respondents like NIKE products.

**11. Have you bought Nike footwear products before?**

The following results were observed:

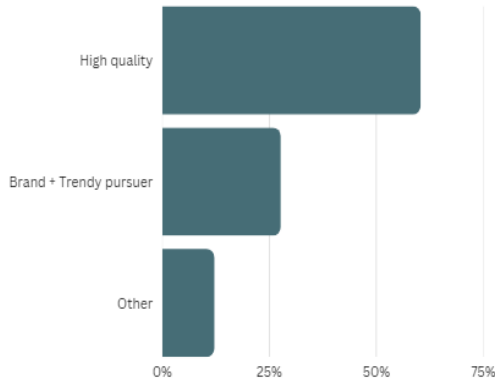
- (a) 84.5% people said Yes
- (b) 15.5% people said No



**INTERPRETATION**

Therefore, it is observed that most respondents have bought Nike footwear.

### 12. Why do you buy Nike footwear product?



The following results were observed:

- (a) 60.3% people said High Quality
- (b) 27.6% people said Brand + Trendy pursuer
- (c) 12.1% people said others

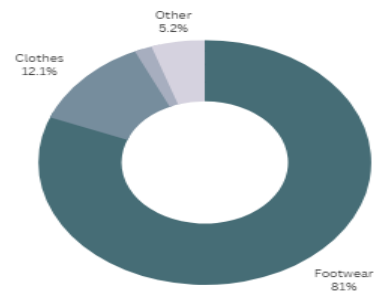
#### INTERPRETATION

Therefore, it is observed that most People buy Nike footwear because of its High Quality.

### 13. What kind of Nike products do you buy?

The following results were observed:

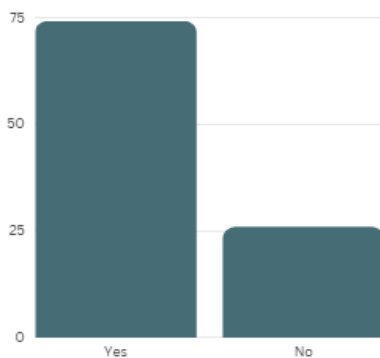
- a) 81% people said Footwear
- b) 12.1% people said Clothes
- c) 1.7% people said Accessories
- d) 5.2% people said Others



#### INTERPRETATION

Therefore, it is observed that most saleable item of Nike is Footwear.

### 14. Do you think prices of Nike footwear is expensive?



The following results were observed

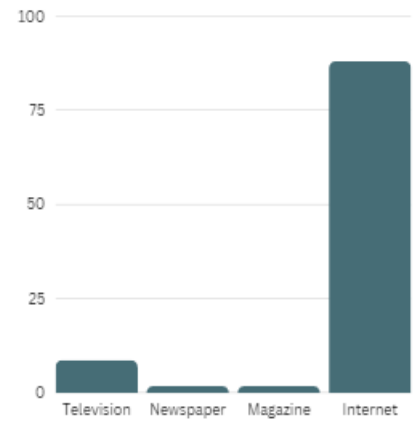
- a) 74.1% people said Yes
- b) 25.9% people said No

#### INTERPRETATION

Therefore, it is observed that most people think Nike footwear is Expensive.

**15. Where is the best place to reach you with Nike advertisement?**

- (a) Television
- (b) Newspaper
- (c) Magazine
- (d) Internet



**INTERPRETATION**

Therefore, it is observed that Internet is the most reachable Medium.

**16. How often do you buy Nike products?**

The following results were observed:

- a) 0% people said Daily
- b) 0% people said Weekly
- c) 14% people said Monthly
- d) 85% people said Yearly



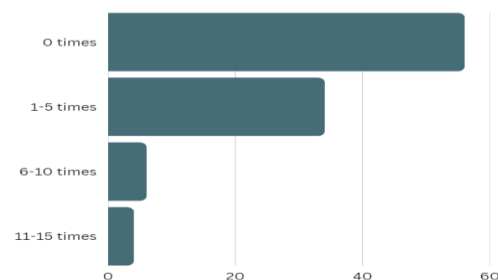
**INTERPRETATION**

Therefore, it is observed that people buy Nike products once in a Year.

**17. How many times do you watch Nike TV advertisement in one month?**

The following results were observed:

- a) 56% people said 0 Times
- b) 34% people said 1-5 Times
- c) 6% people said 6-10 Times
- d) 4% people said 11-15 Times



**INTERPRETATION**

Therefore, it is observed that people haven't watched Nike Advertisement in a month.

**V.CONCLUSION:**

Nike India's primary brand objective is to build up its brand reputation, image, and equity. A brand is a name, term, sign, symbol or design intended to identify the goods or services of one seller or group of sellers and to differentiate from those of competitors. It can convey up to six levels of meaning: Attributes, Benefits, Values, Culture, Personality and User. Nike must ensure that their brand is built up on these pillars in India and match the market share and sales volumes of its competitors. To achieve this, the image of the brand has to be improved and people must be made aware of its presence.

Nike's distinctive competency lies in marketing, particularly in the area of consumer brand awareness and brand power. This competency has led to its market share being number-one in the athletic footwear industry in most places around the world. Two key attributes of a distinctive competency are its inability to be easily replicated and the value or benefit it offers to consumers. The public benefits from the strength of Nike's image at the point of purchase, and younger consumers benefit from its positive influence.

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**Web Sites:**

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- [www.webcrawler.com](http://www.webcrawler.com)
- [www.google.com](http://www.google.com)
- [www.indiatimes.com](http://www.indiatimes.com)