

A Study on Customer Satisfaction Towards Nike Shoes



**A report submitted to Department of Commerce, Higher And Technical
Institute, Mizoram (HATIM) for the academic year 2023-24**

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CERTIFICATE

This is to certify that the dissertation entitled “A Study on Customer Satisfaction Towards Nike Shoes” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by ‘ZD Malsawmtluanga’ under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University.

This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, ZD Malsawmtluanga, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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ACKNOWLEDGMENT

I would first like to express my deepest appreciation to Almighty God for his grace, guidance and protections throughout my research period and I am deeply thankful to our respected supervisor Miss Rinsangi for your unwavering support and expert guidance. Your insightful feedback and dedication have been instrumental in shaping this project and pushing it towards excellence.

I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal, HATIM and Mrs. Vankhawpuimawii Pachuau, Head of Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Thank You,

ZD MALSAWMTLUANGA

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CHAPTER-1

(INTRODUCTION)

CHAPTER-1

INTRODUCTION

Nike is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$37.4 billion in its fiscal year 2020 (ending May 31, 2020). As of 2020, it employed 76,700 people worldwide. In 2020 the brand alone was valued in excess of \$32 billion, making it the most valuable brand among sports businesses. Previously, in 2017, the Nike brand was valued at \$29.6 billion. Nike ranked 89th in the 2018 Fortune 500 list of the largest United States corporations by total revenue. The company was founded on January 25, 1964, as "Blue Ribbon Sports", by Bill Bowerman and Phil Knight, and officially became Nike, Inc. on May 30, 1971. The company takes its name from Nike, the Greek goddess of victory.

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty. The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. Customer satisfaction is viewed as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a major differentiator and increasingly has become an important element of business strategy.

1.1 LITERATURE REVIEW:

Prof. Gill (2009) report based on branding strategy of Nike & Adidas Prof. Smith may have been observed that in relation to consumer and perception of sportswear, it is important to understand the culture impact and personality of fashion globally. Because fashion is representation of personality, style, preference when combined with sportswear .it represent an active lifestyle and present the assumption that one is concern with his or her physical well-being and striving for a better quality of life. Consumer motivations for purchasing sportswear, especially for its versatile use of being available to be worn casually and for athletic participation.

Preeti Mehra (2010) examine consumer satisfaction over purchase of branded shoes the study offers and validates a comprehensive approach to explain factors influencing the attitude of respondents towards various characteristics of branded sports shoes. In order to attain this objective a sample of 322 respondents belonging to three cities of Punjab; Jalandhar, Amritsar and Ludhiana, was drawn, nonprobability convenient sampling adopted for selecting the respondents. It was however, found that brand loyal preferred buying shoes of their fancied companies whereas innovator's preferred shoes with the latest state of the art trends and technologies. Consumers desired sport shoes to be colorful and stylish and happened to relate traits of shoes to their personality.

According to Andrea Rubini Savonia-ammattikorkeakoulu (2010) the primary objective was to 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.

A study of Wembo Cui (2011) examine of practicality and application of a customer-based equity model in the Chinese sportswear market. This study collected data from consumers from Chinas 2 largest cities Beijing and shanghai. Based on Aakers concept of frame of brand equity it studied causal relationship among the four dimensions of brand equity and overall brand equity in sportswear industry weak support was fond of the perceived quality and brand aware that the brand managers and marketing planners should considered the relative importance of brand equity in their overall brand equity evaluation and should concentrate their effort primarily on building brand loyalty and image. This study basically provides important insight about understanding of Chinese consumer perception of overall brand equity and its dimension.

Amit Jain (2012) study the market comparison on Nike and Adidas and observe that satisfied customers are most likely to share their experiences with other people to the order of perhaps five six people. Equally 23 well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience. Furthermore, they conclude that it is important to realize that many customers will not complain and this will differ from one industry sector to another. Lastly, if people believe dealing with customer satisfaction complaint is costly, they need to realize that it costs a much as 25 percent more to recruit new customer.

Mohammad & Hashim (2016) indicated that when customers gain the best experience from the brand purchasing, brand loyalty and confidence in making a purchasing decision on the brand been built, it can reduce some cost to promote their brand products. Loyal customers will pass the message to the friend, which is called “word of mouth”. When consumers recommend their friends to buy the product brand, the news will continue to spread to other people. Word-of-mouth communications are one of the powerful marketing strategies in brand exposure. Brands that can make customer satisfaction may encourage more purchases and increase brand loyalty

Rajdeep Singh (2016) study based on brand loyalty in footwear industry The dynamic competitive environment has changed the way the businesses were run in the past. The increased awareness of the customers along with increase in the number of options available to them as completely revolutionized the marketing task. In the current scenario a great need is felt for long term relationships with the customers to enjoy repeat sales. The business organizations these days are laying focus on enhancing the brand loyalty among the consumers to reap the benefits of repeat sales. The present study, therefor, is an endeavor to investigate the factors that affect brand loyalty in the footwear industry. Simultaneously a attempt has been made to identify the most sought-after brand in the footwear industry. A sample of 100 respondents was selected from the Ludhiana region. Statistical techniques of correlation and multivariable regression were used. The result depicted that out of the total fourteen identified factor had significant relationship with brand loyalty. Proper pricing techniques and customer satisfaction were the dominant variables in affecting brand loyalty a footwear brand.

According to the study of Riset Ekonomi, Manajemen, (2018) 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.

The emphasis of the study by Raju Agrawal, Noora Mohamed Kutty, Saravanan D., and Nike Mankeshva Saini (2022) 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.

1.2 RATIONALE OF THE PROJECT:

Conducting a study on customer satisfaction provides valuable insights into consumers' perceptions, preferences, and behaviors related to Nike shoes. Understanding what aspects of the product experience resonate positively or negatively with customers helps Nike make informed decisions regarding product design, quality, and features.

By continuously monitoring and improving customer satisfaction levels, Nike can maintain a competitive advantage over rival brands. Identifying areas where Nike outperforms competitors or where improvements are needed allows the company to differentiate itself in the market and stay ahead of industry trends.

Studying customer satisfaction towards Nike shoes is crucial for the brand's success on multiple fronts. By analyzing customer feedback, Nike can identify strengths to capitalize on and areas for improvement to enhance product quality and design. This approach fosters long-term customer loyalty and advocacy, driving repeat purchases and positive word-of-mouth referrals. Additionally, staying attuned to consumer preferences allows Nike to innovate and stay ahead of competitors, ensuring its offerings remain relevant and appealing in the dynamic footwear market. Ultimately, prioritizing customer satisfaction enables Nike to allocate resources effectively, maximize marketing impact, and maintain a strong competitive edge, positioning the brand for sustained growth and success.

Understanding customer satisfaction towards Nike shoes is pivotal for the brand's sustained success. By delving into customer feedback, Nike gains insights into product performance, design preferences, and service expectations, enabling the company to refine its offerings and meet evolving consumer needs. This proactive approach not only cultivates brand loyalty and advocacy but also empowers Nike to differentiate itself in a competitive market landscape.

Moreover, by continuously enhancing the customer experience based on feedback, Nike can drive sales growth, expand its customer base, and reinforce its position as a leader in the global footwear industry. This customer-centric approach not only drives short-term profitability but also fosters long-term brand resilience and relevance in an ever-changing market environment.

1.3 STATEMENT OF THE PROBLEMS:

The study on customer satisfaction towards Nike shoes seeks to address a range of potential issues affecting consumer perceptions and experiences. These encompass concerns surrounding product quality, fit, comfort, durability, customer service encounters, and price perception, alongside broader considerations like Nike's brand image, social responsibility, and product range diversity. By thoroughly investigating these factors, the study aims to uncover insights that can help Nike refine its offerings and enhance overall customer satisfaction. Ultimately, the research endeavors to assist Nike in optimizing its products, services, and brand positioning to better align with customer preferences and expectations, thereby fostering stronger brand loyalty and market competitiveness.

The study on customer satisfaction towards Nike shoes aims to delve into various challenges that may influence consumer perceptions and experiences. These include discrepancies in perceived versus actual product quality, issues regarding fit, comfort, and durability, as well as concerns related to customer service interactions and pricing perceptions. Additionally, factors such as Nike's brand reputation, social responsibility initiatives, and the diversity of its product range may also impact overall satisfaction levels among customers. By exploring these multifaceted aspects comprehensively, the study endeavors to provide valuable insights that can guide Nike in refining its products, services, and communication strategies to better meet the diverse needs and preferences of its customer base, ultimately strengthening brand loyalty and market positioning.

The study on customer satisfaction towards Nike shoes is poised to uncover a myriad of potential challenges influencing consumer perceptions and experiences. These encompass

nuanced aspects ranging from discrepancies between perceived and actual product quality to concerns regarding fit, comfort, and durability, alongside issues surrounding customer service encounters and pricing perceptions. Furthermore, broader considerations such as Nike's brand image, corporate social responsibility initiatives, and the breadth of its product portfolio may also significantly impact overall satisfaction levels among consumers. Through a comprehensive exploration of these multifaceted dynamics, the study endeavors to furnish Nike with actionable insights to refine its product offerings, augment customer service strategies, and fortify brand resonance, thereby fostering enduring customer loyalty and competitive advantage in the dynamic footwear market landscape.

1.4 OBJECTIVES OF THE PROJECT:

- 1.) To study the tastes, preferences and buying behaviour of customers in case of footwear of Nike.
- 2.) To study on customer satisfaction towards Nike shoes in Lunglei City.

1.5 RESEARCH METHODOLOGY:

1.5.1 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.

1.5.2 TOOLS FOR ANALYSIS: The collected data were used with the help of statistical tool like frequencies and percentages. In questionnaire five-point scales were used in several ties, four point and three points scales were also used. Tabular presentation is primarily used for presentation of data.

1.5.3 SAMPLE SIZE : For this research 32 respondents were selected who are willing to participate, where majority of the respondents were students of HATIM College and the rest from the residing in Lunglei town.

1.6 LIMITATIONS OF THE PROJECT:

- The timespan of the study was limited.
- Response of the respondents may have the bias, which may not give true picture about the chosen research topic.
- Sample may not be representatives of the interest of the entire population.
- It takes some time to acquire the data.

1.7 CHAPTER PLAN:

These are the chapter plan for the study:

Chapter I: INTRODUCTION

- 1.1 Literature Review
- 1.2 Rationale of the project
- 1.3 Statement of the problem
- 1.4 Objective of the project
- 1.5 Research Methodology
- 1.6 Limitations of the project
- 1.7 Chapter Plan

Chapter II: ANALYSIS AND INTERPRETATION OF DATA

Chapter III: RESULTS AND DISCUSSION

Chapter IV: CONCLUSION AND SUGGESTIONS

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CHAPTER-II

ANALYSIS AND INTERPRETATION

CHAPTER-II

ANALYSIS AND INTERPRETATION

Table 2.1 Gender

This section is the study about the gender of the respondents in Lunglei Town.

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	27	81.8%
Female	6	18.2%
Prefer not to say	0	0%
TOTAL	33	100%

Interpretation

From the above table, it shows that the respondent of male is 81.8% and female 18.2%

Table 2.2 Age

This section is the study about the gender of the respondents regarding customer satisfaction towards Nike shoes.

AGE	NO. OF RESPONDENTS	PERCENTAGE
15-25	33	100%
26-35	0	0
35 & above	0	0
TOTAL	33	100%

Interpretation

From the above table, it shows that the age of the respondent's age range between 15-25 are 100%

Table 2.3 Educational Qualification

This section is the study about the Educational Qualification of the respondents.

EDU. QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
HSLC	1	3.03%
HSSLC	30	90.9%
Bachelor	2	6.07%
Others	0	0%
TOTAL	33	100%

Interpretation

From the above table, we can see that the respondent educational qualification is HSLC 3.03%, HSSLC 90.9% and Bachelor 6.07%.

Table 2.4 Occupational Status

This section will show us the Occupational status of the respondents.

Occupational Status	No. of Respondents	Percentage
Students	33	100%
Salaried Person	0	0%
Business person	0	0%
Others	0	0%
TOTAL	33	100%

Interpretation

From the above table, it shows that 100% of the respondents are Students.

Table 2.5 which of the factors motivate the respondent to use Nike products?

This section will show us what factors motivate the respondents to use Nike Products.

OPTIONS	No. of Respondents	Percentage
Quality	18	54.5%
Trends	2	6.06%
Pricing	0	0%
style	13	39.44%
TOTAL	33	100%

Interpretation

From the table, it can be seen that more than half of the respondents chose Nike because of the quality (54.5%) followed by Style (39.44%) and then trends (6.06%).

Table 2.6 Are the respondents more likely to buy Nike Shoes Online or In-Store?

This section will show us what the respondent preferred whether to buy Nike shoes Online or In-store.

OPTIONS	No. of Respondents	Percentage
Online	12	36.3%
In-store	9	27.4%
Both	12	36.3%
Total	33	100%

Interpretation

From the above table, it can be seen that the percentage of buying process(online & in-store) are same which was chosen by the respondent i.e. 36.3% and the percentage of in-store is 27.4%.

Table 2.7 How satisfy are the customer with the online shopping?

This section will show us how satisfy are the customer with the online shopping while buying Nike Shoes.

OPTIONS	No. of Respondents	Percentage
V. Satisfied	9	27.3%
Somewhat Satisfied	15	45.4%
Neither Satisfied nor Dissatisfied	7	21.1%
Somewhat dissatisfied	2	6.2%
V. Dissatisfied	0	0
Total	33	100%

Interpretation

From the above table, it can be seen that 45.4% respondents are somewhat satisfied with the online shopping, 27.3% respondents are very satisfied and 21.1% are neither satisfied nor dissatisfied while 6.2% are somewhat dissatisfied with the online shopping.

Table 2.8 How satisfy are the customer with the Nike shoe purchase?

Here, we will see how satisfy are the respondents with the Nike shoe purchase.

OPTIONS	No. of Respondents	Percentage
V. Satisfied	11	33.3%
Somewhat Satisfied	17	51.5%
Neither Satisfied nor Dissatisfied	2	6.1%
Somewhat dissatisfied	3	9.1%
V. Dissatisfied	0	0%
Total	33	100%

Interpretation

From the above table, it can be seen that 33.3% of the respondents are very satisfied with the Nike shoe purchase, 51.5% are somewhat satisfied and 6.1% are neither satisfied nor dissatisfied while 9.1% are somewhat dissatisfied with the Nike shoe purchase.

Table 2.9 How satisfy are the customer with the comfort of Nike footwear?

OPTIONS	No. of Respondents	Percentage
V. Satisfied	17	51.5%
Somewhat Satisfied	10	30.3%
Neither Satisfied nor Dissatisfied	5	15.1%
Somewhat dissatisfied	1	3.1%
V. Dissatisfied	0	0%
Total	33	100%

Interpretation

From the above table, it can be seen that 51.5% of the respondents are very satisfied with the comfort of the Nike footwear, 10% are somewhat satisfied and 15.1% are neither satisfied nor dissatisfied while 3.1% are dissatisfied with the comfort of the Nike shoes.

Table 2.10 To what extend do the customer think that Nike shoes are stylish and appealing?

OPTIONS	No. of Respondents	Percentage
V. Stylish	4	12.1%
Stylish	15	45.4%
Neutral	13	39.4%
Unstylish	1	3.1%
V. Unstylish	0	0%
Total	33	100%

Interpretation

From the above table, it can be seen that 12.1% of the respondents find the Nike shoes very stylish and appealing, 45.4% somehow find it stylish while 3.1% doesn't find it stylish and appealing.

Table 2.11 Do you read reviews or recommendations before purchasing Nike shoes?

OPTIONS	No. of Respondents	Percentage
Yes	9	27.3%
No	4	12.1%
sometimes	20	60.6%
Total	33	100%

Interpretation

From the above table, it can be seen that 27.3% of the respondents read the recommendations and 12.1% does not read at all while 60.6% sometimes read the recommendations.

Table 2.12 The respondents answer this question if they read the recommendations.

OPTIONS	No. of Respondents	Percentage
V. influential	3	9.7%
Influential	13	42%
Neutral	15	48.3%
Uninfluential	0	0
V. Uninfluential	0	0
Total	31	100%

Interpretation

From the above table, it can be seen that 9.7% of the respondents are very influential with the recommendations, 42% are influential and 48.3% are neutral.

Table 2.13 Have the respondents utilize and post-purchased support services offered by Nike? (Examples Warranty, exchange, etc.)

OPTIONS	No. of Respondents	Percentage
Yes	23	69.7%
No	10	30.3%
Total	33	100%

Interpretation

From the above table it can be seen that 23 respondents utilize the post-purchased support service offered by Nike while 10 respondents do not utilize at all.

Table 2.14 Do you feel Nike Shoes offer a unique and distinct style compare to other brands?

OPTIONS	No. of Respondents	Percentage
Yes	18	54.5%
No	2	6.1%
Maybe	13	39.4%
Total	33	100%

Interpretation

From the above table it can be seen that 18 persons feel Nike shoes are unique compared to other brands while 2 persons does not find it at all and 13 persons says it may be unique and have a distinct style compared to other brands.

Table 2.15 Rate the overall image of Nike as a brand from a scale 1 to 5.

OPTIONS	No. of Respondents	Percentage
1	1	3.1%
2	1	3.1%
3	5	15.1%
4	15	45.4%
5	11	33.3%
Total	33	100%

Interpretation

From the above table it can be seen the ratings of the overall image of Nike as a brand by the respondents.

Table 2.16 Were you contacted by Nike for feedback after purchase?

OPTIONS	No. of Respondents	Percentage
Yes	20	60.7%
No	13	39.3%
Total	33	100%

Interpretation

From the above table it can be seen that 60.7% of the respondents were contacted by Nike while 39.3% were not contacted at all.

Table 2.17 Rate their satisfaction with the after-sales service if they were contacted by Nike after purchase.

OPTIONS	No. of Respondents	Percentage
1	1	5%
2	1	5%
3	5	25%
4	9	45%
5	4	20%
Total	20	100%

Interpretation

From the above table it can be seen ratings of the satisfaction with the after-sales service.

CHAPTER-III

RESULTS AND DISCUSSION

CHAPTER-III

RESULTS AND DISCUSSION

Major Findings:

This chapter highlights the findings of the study from the data collected from 33 respondents.

Demographic profile of the respondents

The demographic status of the respondents is one of the objectives that this research tried to find out.

- 81.8 per cent of the respondents are male and 18.2 per cent of the respondents are female which may indicate male are more interested in Nike shoes.
- All of the respondents are between 15 and 25 years of age which indicate that Nike shoes are more influence on the youth.
- 90.9 per cent of the respondents are studying Bachelor, 3.03 per cent just passed HSLC while 6.07 had finished their Bachelor.
- 100 per cent of the respondents are students which indicate that Nike shoes are more influence on the youth.
- 54.5 per cent of the respondents choose Nike shoes because of the quality, 39.44 per cent followed by the style of the product and 6.06 per cent on the trends.
- 36.3 per cent of the respondent preferred online while 27.4 per cent choose in-store and 36.3 per cent choose both online and in-store.
- 27.3 per cent of the respondents were quite satisfied through online, 45.4 per cent were satisfied somewhat satisfied, 21.1 per cent were neither satisfied nor dissatisfied and the remaining 6.2 per cent were dissatisfied.
- 12.1 per cent of the respondents find it very stylish regarding Nike shoes, 45.4 per cent find it stylish, 39.4 per cent find it neutral and 3.1 per cent does not find it attractive.
- 27.3 per cent of the respondents read the recommendations and 12.1 per cent does not read at all while 60.6 percent sometimes read the recommendations.

- 9.7 per cent of the respondents are very influential with the recommendations, 42 per cent are influential and 48.3 are neutral.
- 69.7 per cent of the respondents utilize the post-purchased support service offered by Nike while 30.3 per cent of the respondents do not utilize at all.
- 54.5 per cent of the respondents feel Nike shoes are unique compared to other brands while 6.1 per cent does not find it at all and 39.4 per cent says it may be unique and have a distinct style compared to other brands.
- 60.7 per cent of the respondents were contacted by Nike while 39.3 per cent were not contacted at all and most of them were satisfied with the after-sales service.

The majority of the respondents are male and all of the respondents are in the age group between 15-25 which means that the youth are more interested regarding Nike shoes. All of the respondents are students which indicates that Nike shoes are more influence to the students.

More so, the study shows that most of the respondents choose Nike shoes because of its quality, styles and trends, this shows that its quality, style and trends play a vital role in customer satisfaction towards Nike shoes.

Most of the responses of all 33 respondents are satisfied with the buying process i.e. online and in-store.

CHAPTER-IV

CONCLUSION AND SUGGESTIONS

CHAPTER-IV

SUGGESTIONS AND CONCLUSION

4.1 SUGGESTIONS:

More features like new colors, 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. 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.

The mostly influenced marketing technique adopted by Nike were discount, media, visuality, belief, offers, nothing influences.as per the study, mostly influenced technique is belief towards brand product have high percentage as per response. The study shows there is a positive impact of advertisement and celebrity endorsement on the purchasing decision. Advertisement placed a very significant role in Nike products. rom the study which shows majority of the respondents chosen Nike brand over the other competitive brand due to brand name, quality and durability. Majority of the respondents are influenced on these factors of Nike brand.

4.2 CONCLUSION:

The research is conducted on the topic “**A Study on Customer Satisfaction Towards Nike Shoe**”. The main objective of the research is to study the tastes, preferences and buying behavior of customers in case of footwear of Nike and to study on customer satisfaction towards Nike shoes in Lunglei City. Majority of respondents are brand conscious in buying product. Most among the respondents consider quality of a product before buying a product. Satisfactions on analyzing the satisfaction level of customers, it is revealed that the major part of respondents is satisfied with quality of Nike brands. Respondents says that there is an impact

of advertisements and celebrities in the purchasing behavior of Nike product. According to the responses the social media advertising is one of the best methods of advertising suitable for Nike products. More than half respondents of the research are willing to recommend Nike products to others. As large proportion of youth prefer branded products, must be taken to satisfy their needs so that they stick on a specific brand. In present scenario competition is high and consumers may prefer some other product if the brand fails to satisfy their needs.

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APPENDIX

APPENDIX

Questionnaire on customer satisfaction towards Nike Shoes.

1. Gender

- ☒ Male
- ☐ Female
- ☐ Prefer not to say

2. Age Group

- ☒ 15-25
- ☐ 26-35
- ☐ 35 Above

3. Educational Qualification

- ☐ HSLC
- ☐ HSSLC
- ☐ Bachelor
- ☐ Masters
- ☐ Others

4. Which category do you belong to?

- ☐ Student
- ☐ Salaried Person
- ☐ Business Person
- ☐ Others

5. Which of the following factors motivate you to use Nike products?

- ☐ Quality
- ☐ Trends
- ☐ Pricing
- ☐ Style

☐

6. Are you more likely to buy Nike Shoes Online or In-Store

- ☐ Online
- ☐ In-Store
- ☐ Both

7. How satisfied are you with the online shopping experience? (if applicable)

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

8. How satisfied are you with your recent Nike shoe purchase?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

9. How satisfied are you with the comfort of your Nike footwear?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

10. To what extend do you find Nike shoe styling and appealing?

- ☐ Very Stylish
- ☐ Stylish
- ☐ Neutral
- ☐ Unstylish
- ☐ Very Unstylish

11. Do you read reviews or recommendations before purchasing Nike shoes?

- ☐ Yes

- ☐ No
- ☐ Sometimes

12. If yes/sometimes, how influential were these reviews or recommendations in your decision-making process?

- ☐ Very Influential
- ☐ Influential
- ☐ Neutral
- ☐ Uninfluential
- ☐ Very Uninfluential

13. Have you utilize and post-purchased support services offered by Nike? (Eg. Warranties, exchange, etc.)

- ☐ Yes
- ☐ No

14. If yes, how satisfied were you with the services?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

15. To what extend do you feel that Nike shoes align with your lifestyle?

- ☐ Completely Aligned
- ☐ Aligned
- ☐ Unaligned
- ☐ Completely Unaligned

16. How likely are you to purchase custom or personalized Nike shoe in the future?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

17. Does the involvement of celebrities or athletes in Nike's marketing influence your decision to purchase their shoes?

- ☐ Yes

- ☐ No
- ☐ Neutral

18. If yes, what extent does it influenced your decision?

- ☐ Very Influential
- ☐ Influential
- ☐ Neutral
- ☐ Uninfluential
- ☐ Very Uninfluential

19. Rate the Overall image of Nike as a brand.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☒ 5

20. Were you contacted by Nike for feedback after your purchase?

- ☐ Yes
- ☐ No

21. If yes, rate your satisfaction with the after-sales service.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☒ 5

22. Do you feel Nike shoes offer a unique and distinct style compared to other brands?

- ☐ Yes
- ☐ No
- ☐ Maybe