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A Study of Customer Satisfaction Towards Nike in Selected Area of Noida

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ABSTRACT- A brand refers to a unique name, term, design, or feature that sets apart the products of one seller from those of its competitors. Brands are widely used in business, marketing, and advertising, with Nike and Adidas being prime examples of successful brands. The term "brand" is often used to refer to the company that is closely associated with a particular brand.

The origin of the word "brand" can be traced back to the Old Norse word "brandr," meaning "to burn," which refers to the practice of producers burning their mark or symbol onto their products. In the 13th century, Italians used watermarks on paper as a form of branding. In modern times, the term "brand" has expanded to encompass trademarks used by factories to stamp their logos or insignias on barrels used for shipping.

The American Marketing Association defines a brand as a name, symbol, design, or combination thereof that identifies the goods and services of a specific seller or group of sellers and differentiates them from those of competitors. The ultimate goal of branding is to make your prospects see your brand as the only solution to their problems, rather than merely choosing you over the competition.

In today's competitive marketplace, a strong brand is invaluable. Investing time in researching, defining, and building your brand is crucial, as it serves as a promise to your customers. While opinions, intuition, and creativity play a role in branding, brand analysis involves a more strategic approach to sizing up a business situation and determining the best course of action.

I. INTRODUCTION

Customer satisfaction is a critical business metric that measures how well a company's products and services meet or exceed the expectations of its customers. This KPI is essential for a balanced scorecard and is widely used by organizations to differentiate themselves in a competitive market. Retaining existing customers while attracting new ones is a top priority for businesses, and measuring customer satisfaction is an effective way to assess how well the organization is delivering its products and services to the marketplace.

However, customer satisfaction is not a concrete concept, and it can vary from person to person and from product to product. Psychological and physical variables influence customer satisfaction, and satisfaction behaviors such as repeat business and recommendations are key indicators. Additionally, customer satisfaction can be affected by factors such as comparison with other products or services in the market.

Marketing professionals frequently use the term "customer satisfaction" to describe this metric. It is defined as the percentage of customers whose experience with a company, its products, or its services exceeds specified satisfaction goals. In a survey of senior marketing managers, 71% found customer satisfaction to be a very useful metric for monitoring and managing their businesses.

II. LITERATURE REVIEW

On May 12, 1998, Nike's CEO and founder Mr Phillip Knight spoke at the National Press Club in Washington, DC and made what were, in his words, "some fairly significant announcements" regarding Nike's policies on working conditions in its supplier factories. The announcements received favourable treatment from the press, with a New York Times editorial suggesting that Nike's new reforms "set a standard that other companies should match." Nike's critics were more cautious, expressing concern that Knight's promises represented an attempt to side-line their demands for decent wages and rigorous factory monitoring and replace them with a significantly weaker reform agenda. This report represents a comprehensive examination of Nike's labour performance in the three years since that speech was made. That performance is first assessed against the commitments Knight announced and is then compared with the human rights standards and independent monitoring practices labour rights organizations have demanded of the company. In this review we have taken up few articles considering few problems that we have noticed in the Nike manufacturing units that will help us in our study and research of topic. We have taken up problems from worldwide Nike stores and manufacturing units. We have provided a precise summary of common interests of the articles.

Health and Safety Measures



All Nike shoe factories will meet the U.S. Occupational Safety and Health Administration's (OSHA) standards in indoor air quality. Nike was the subject of considerable scandal in 1997 when it was revealed that workers in one of its contract factories were being exposed to toxic fumes at up to 177 times the Vietnamese legal limit. Although Nike claims that its factories now meet OSHA standards, it gives factory managers advance notice of testing, giving them considerable scope to change chemical use to minimize emissions on the day the test is conducted. Nike is also not yet willing to regularly make the results of those tests available to the interested public. Rights groups have challenged Nike to put in place a transparent system of monitoring factory safety standards involving unannounced monitoring visits by trained industrial hygienists. This article mainly focuses on the Safety and health standards of the contract factories where Nike is manufactured. We feel that Nike has this problem in almost all its contract factories; they are still not ready to reveal their test reports to the public. All this shows that Nike is still focussing on making profit and despite having a social responsibility department, it is not able to stop this, and the worst is that Nike being such a big brand has all the resources to tackle this problem but still they are not doing it.

Decent Wages to the workers

Demand: Decent Wages- Nike has rejected demands that it ensures that Nike workers are paid a living wage-that is, a full time wage that would provide a small family with an adequate diet and housing and other basic necessities.

Instead, the company has used statistics selectively and in a misleading fashion to give the false impression that wages currently paid to Nike workers are fair

and adequate. Meanwhile those workers struggle to survive on wages that are barely enough to cover their individual needs, let alone those of their children.

Apart from the fact that Nike spends billions of dollars every year in advertisement, which has made Nike symbol and its products famous throughout the world is the fact that Nike has also been a pioneer in exploiting the low wage labour of the countries so much so that the CEO of Nike Philip Knight is one the richest person on planet. In Vietnam the pay is even less- 20 cents an hour, or a mere \$ 1.60 a day. But in urban Vietnam, three simple meals cost about \$2.10 a day, and then of course there is rent, transportation, clothing, health care, and much more. According to Thuyen Nguyen of Vietnam Labour Watch, a living wage in Vietnam is at least \$3 a day.

Security of Workers

Demand: Protect workers who speak honestly about factory conditions.

Nike's track record in protecting workers who blow the whistle on sweatshop conditions is very poor. The company has turned its back on individual workers who have been victimized for speaking to journalists, and has cut and run from other factories after labour abuses have been publicized. Until this changes, Nike workers will have good reason to keep silent about factory conditions for fear that speaking honestly may result in them and their fellow workers losing their jobs. Nike had promised its workers that it will protect its worker rights dignity and honesty, but they have failed so far. This article proved that Nike is known to turn its back on the workers who speak the truth about the factory conditions to the social responsibility team or the media. This proves that when it comes to earning good publicity in the market through these promises, but it is very bad when it comes to fulfilling those promises.

III. RESEARCH METHODOLOGY

A research design is the determination and statement of the general research approach or strategy adopted for the particular project. It is the heart of the planning. If the design adheres to the research objectives, it will ensure that the client need will be served.

Research design is a plan structured and strategies of investigation. It is the arrangement of condition and analysis of data in a manner to combine relevance to the research purpose with economy in procedure.

In order to achieve the objective it was necessary to talk to the customers and public to draw the conclusions regarding the objective. For collecting the relevant information; a questionnaire will be designed. The questionnaire will be designed in such a manner to achieve the objective of the research. The sample was approximately 50.

DESCRIPTIVE RESEARCH DESIGN:

Descriptive research is also called Statistical Research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation. Descriptive research is mainly done when a researcher wants to gain a better understanding of a topic for example, a frozen ready meals company learns that there is a growing demand for fresh ready meals but doesn't know much about the area of fresh food and so has to carry out research in order to gain a better understanding. It is quantitative and uses surveys and panels and also the use of probability sampling.

Descriptive research is the exploration of the existing certain phenomena. The details of the facts won't be known. The existing phenomena's facts are not known to the persons 50.



The Research Methodology here includes:-

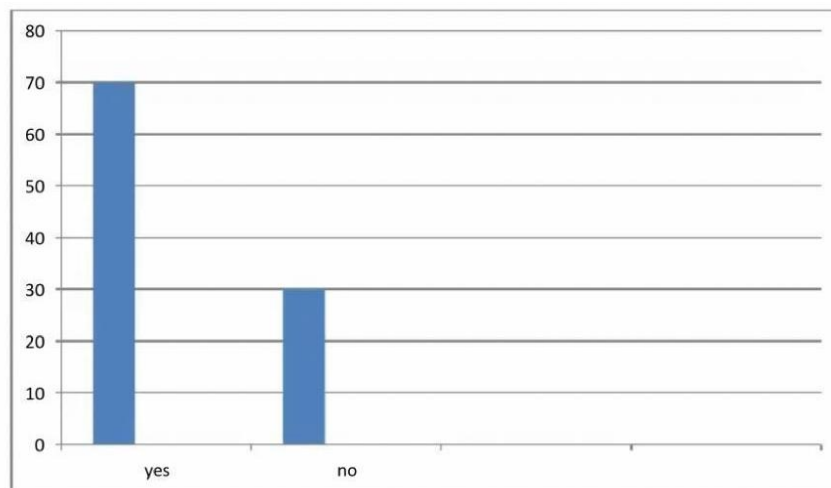
- RESEARCH DESIGN
- SAMPLING DESIGN
- SAMPLING UNIVERSE
- SAMPLE SIZE
- DATA COLLECTION
- INSTRUMENT
- DATA SOURCE
- DESCRIPTIVE RESEARCH
- SIMPLE RANDOM SAMPLE
- NOIDA
- Questionnaire (Structured)
- Primary & Secondary Sources.

IV. DATA ANALYSIS AND INTREPRETATION

THE SAMPLE SIZE

Q1. Do you prefer wearing sports shoes?

A.35 respondents responded that they prefer wearing sports shoes while 15 responded that they don't prefer wearing sports shoes.



SL.NO	OPTIONS	IN NUMBER	IN PERCENTAGE
1	YES	35	70%
2	NO	15	30%

Figure 1: Sports Shoes Wear Ratio

V. CONCLUSIONS

- Nike is the preferred brand of shoes and other sports accessories among public.
- Puma n Reebok are the least preferred brand of shoes and other sports accessories amongst the public.
- More than half of the population visits the Nike showroom once in a month.
- 90% of the population is satisfied with the Nike brand.
- Durability and comfort are the main concern of public in relation to sport shoes.
- Pricing strategy in India plays an important part in attracting consumers.
- More than half of the population believes that Nike advertisements are satisfactory.



VI. SUGGESTIONS

- Half of the population prefers buying Nike sportswear products.
- Nike is preferred over Adidas.
- 90% of the population is satisfied with the Nike products.
- Durability and comfort are the main concern for buying shoes.
- 60% of total population visits the Nike showroom once in a month.
- More than half of the population thinks that Nike should introduce new range of Shoes.
- Reebok and puma are the least preferred brand of shoes and sportswear.

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