



Impact of Customer Satisfaction and Brand Image on The Brand Loyalty of Nike

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Abstract

Introduction: The role of customer satisfaction and brand image on Nike's brand loyalty is the focus of this research. Discussing the interdependencies of these factors, the study makes a theoretical and practical contribution to the development of Nike's customer retention strategies and the company's reinforcement of its position in the athleisure market.

Literature review: This research focuses on investigating the effect of brand image on customer satisfaction and brand loyalty with reference to Nike. Nike is discussed with reference to its branding, product quality, and digital endeavours. The studies focus on the consumer attitude, marketing communication and the effects of innovation on customer retention. This study has established that Nike's brand image and customer satisfaction are the main determinants of brand loyalty.

Methodology: This chapter presents the methods of research used in the study based on positivism philosophy and deductive research approach. It employs a mono quantitative research approach that has a descriptive design and survey method. This research employs a cross-sectional time horizon, simple random sample of 50 Nike customers and data collection through surveys. Data analysis entail's themes, validity, reliability, and ethics in data analysis.

Findings: This chapter seeks to establish the relationship between Nike's brand image and customer satisfaction and brand loyalty. It analyses the survey data proving the enhanced customer satisfaction with the product quality as well the brand values match. The result validates the perceived positive links between brand image, customer satisfaction, and brand loyalty. This also helps in finding out some of the drawbacks in product design and the general customer satisfaction. Nike's marketing strategies and its sustainability efforts are presented as some of the reasons for ensuring that the brand loyalty is sustained.

Acknowledgement

I would like to convey my heartfelt appreciation to all the devoted persons who contributed in the development of this study, “Impact of Customer Satisfaction and Brand Image on The Brand Loyalty of Nike” First of all, I pay many thanks to my supervisors who supported, led, or supplied resources. They gently travelled with me and offered guidance at the most trying times of my journey. Additionally, I would want to express my gratitude to all of the participants for so willingly sharing their knowledge and experiences. I want to express my gratitude to all of the research participants, without whom it would not have been possible for me to contribute.



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**Master's Degrees by Examination and Dissertation
Declaration Form.**

I, Vedang Bhaskarbhai Trivedi, declare that this dissertation has been composed by myself, that the work contained herein is entirely my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or qualification, in whole or in part, except as specified.

Signature: Vedang Bhaskarbhai Trivedi

Date: 09/10/2024

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Chapter 1: Introduction

1.1 Chapter Introduction

In this following chapter the focus would be on providing a background of the research work. The chapter will cover research background which would help in providing a background of the context. The chapter would also cover rationale where the reason behind choosing this topic for research will be depicted. Furthermore, the aim, objectives and research questions will also be discussed in this chapter. The structure of the dissertation will be covered in the chapter.

1.2 Background

The aspect of customer satisfaction and brand image plays a critical role in developing brand loyalty. In the contemporary setting the customers in the market have enormous choices due to which the competition in the market is thriving. Thus, companies are trying their best to enhance their brand image and customer satisfaction by providing better quality services and products to their end users (Dam and Dam, 2021). Offering better customer services and effective quality of products the companies are able to enhance the overall consumer experiences. Companies in this current setting are investing heavily in creating personalised elastomer experiences so that the customers can be satisfied. This phenomenon involves user-friendly online shopping portals and websites, interactive retail stores, and engaging mobile applications. These initiatives develop a belonging for the customers which helps in reinforcing the attribute of brand loyalty (Rusmahafi and Wulandari, 2020). Considering the case study of Nike for this research work it can be observed that the company has successfully cultivated a strong brand loyalty by ensuring the prioritising of the customers experiences while maintaining the high product quality. The company Nike was established in the year 1964, the company deals in athletic footwear, apparel and equipment. The company became popular and spread its business around the world. The competition in the market where the company Nike operates has a soaring competition due to which brand loyalty comes in the first place for the company. Brand loyalty is a critical factor for Nike because the aspect of brand loyalty enables it to sustain market share and profitability.

1.3 Problem statement

In this contemporary market where the competition is high the athleisure industry where the company Nike is based on faces significant challenges for retaining the customer loyalty. To ensure that the brand's popularity and loyalty of the customers retain the company must ensure that they are able to innovate their products as per the requirement of the trending fashions and customer requirements so that the company is able to adapt the changing customer preferences (Abbas *et al.* 2021). It is evident that the company Nike has a strong market presence and dominance in the athleisure market and a huge customer base around the globe. Despite having the might of strong market presence and customer base the company needs a deeper understanding of the factors and attributes of other rival brands that helps in customer satisfaction and brand loyalty so that the company Nike can effectively utilise those measures to target the rival companies' customer bases for attracting them towards Nike's product. This specific research work tends to evaluate the complex relationship between customer overall satisfaction, brand image and brand loyalty, aiming to provide the insights that could help the company Nike in maintaining and enhancing its loyal customer base efficiently.

1.4 Research aim

The present research study aim is to assess the impact of customer satisfaction and brand image on the brand loyalty of Nike. The study will provide valuable insights regarding the relationship between customer satisfaction, brand image, and brand loyalty which enable the organisation to enhance customer retention and foster long-term loyalty.

1.5 Rationale

The rationale for this study involves the critical role that is played by customer satisfaction and brand image that helps in developing brand loyalty, specifically for the athleisure industry where the customers are able to choose their required products from the enormous choices available in the market. Day by day the awareness and expectation of the consumers are increasing in the market for better quality of products and services (Taqi and Muhammad, 2020). Thus, the companies like Nike require to be prioritising on the understanding of the drivers that leads to

customer loyalty so that the company can maintain its dominance in the athleisure market by enhancing brand loyalty. This research aims in fulfilling the existing research gaps that are present in this context and offer practical as well as effective recommendations for the company Nike so that Nike can strengthen its competitive advantage in the athleisure industry.

1.6 Research Significance

The importance of this specific research work is that this research works tends to evaluate the impact of customer satisfaction and brand image on brand loyalty, considering the company Nike. The significance of this research work extends in both academic as well as in practical business for the company. This research work is important because the area where this research will be evaluating would help in understanding the context of the athleisure industry where the competition among the companies is huge and the choices for the customers are also enormous, thus understanding the importance of brand loyalty with the help of this research work can significantly influence in Nike's overall market position and profitability.

From an academic point of view this research work helps in contributing to the existing research work performed on the importance of brand loyalty, customer satisfaction and brand image. Previously the studies that have been performed under this context have explored the importance of brand loyalty concepts independently which created a gap of knowledge and literature regarding the interconnected impact of the importance of brand loyalty, customer satisfaction and brand image over a global brand such as Nike in the athleisure industry. The prime significance of this research work is that this specific research would enable in developing a bridge the gap providing a comprehensive analysis of how customer satisfaction and brand image collectively helps in influencing the overall brand image of a company such as Nike.

The practical significance of this research work in business is equally important as academics. The findings from the research work would enable in developing more stringent customer satisfaction ways particularly for Nike and other brands within the athleisure industry. It becomes important to understand the factors that help in overall customer satisfaction and how the

customer satisfied with the products enables brand loyalty for the development of effective strategies in maintaining the competitive edge. Thus, this research would effectively help in developing the effective marketing strategies with which the company would be able to maintain a competitive edge in the market so that the company Nike can maintain its dominance around the world in the athleisure industry.

1.7 Research Objectives

- ❖ To determine the effectiveness of brand image on the brand loyalty of Nike.
- ❖ To assess the level of customer satisfaction with Nike's products and services.
- ❖ To analyse the effect of customer satisfaction on the brand loyalty of Nike.
- ❖ To investigate the current branding strategies implemented by Nike to increase brand loyalty.

1.8 Research Questions

- ❖ What is the influence of brand image on the brand loyalty of Nike?
- ❖ What is the level of customer satisfaction with Nike's products and services?
- ❖ What is the effectiveness of customer satisfaction on the brand loyalty of Nike?
- ❖ What are the current branding strategies implemented by Nike to increase brand loyalty?

1.9 Research Hypothesis

Null Hypothesis (H₀): Brand loyalty is positively impacted by customer satisfaction

Null Hypothesis (H₀): Brand loyalty is positively impacted by brand image

1.10 Structure of the dissertation

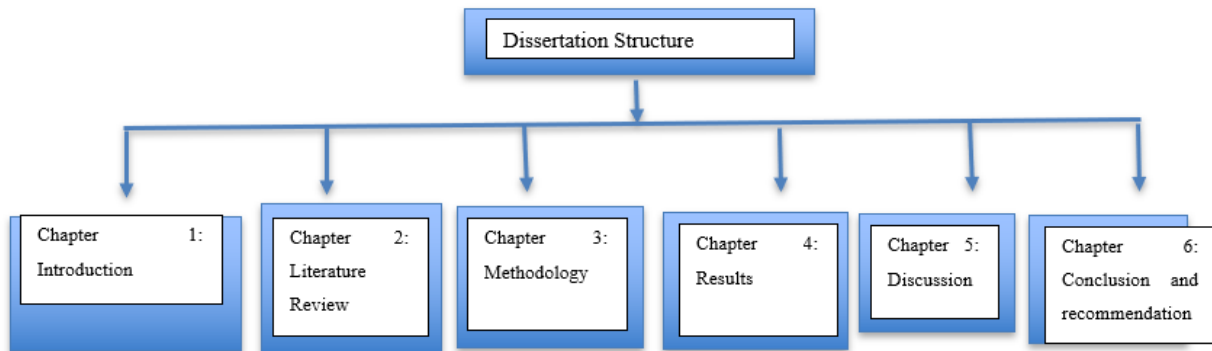


Figure 1: Structure of the dissertation

Source : Self created

The current research on the impact of customer satisfaction and brand image on the brand loyalty of Nike is presented in six broad chapters for a better understanding and perspectives. All the chapters highlight different attributes of the research process. Where the first chapter (**Chapter 1: Introduction**) provides the context of the research work which introduces the research topic along with the introduction of research rationale, aims, objectives, research questions and research significance. The critical evaluation with the help of scholarly literatures has been performed for this research work that has been highlighted in the second chapter (**Chapter 2: Literature Review**). In this perspective numerous viewpoints and concepts have been highlighted to extract adequate knowledge on the topic. Subsequently, (**Chapter 3: Methodology**) focuses on the method and technique that has been utilised for collection of data and for data analysis. The researcher developed (**Chapter 4: Results**) to depict the results that have been extracted from the participants, followed by the next chapter (**Chapter 5: Discussion**) discussing the data analysis. Lastly, the chapter (**Chapter 6: Conclusion & Recommendations**) proposes recommendations and provides an overall synopsis of the research work that has been carried out.

Chapter 2: Literature review

2.1 Chapter introduction

This chapter concentrates on the theories associated with the research topic: the impact of customer satisfaction and brand image on the brand loyalty of Nike. The chapter presents the opinions and points of view of several authors who have shared their research work that is relevant to the subject of this specific research project. The chapter discusses the concepts that are related to the importance of customer satisfaction and brand image that helps in developing brand loyalty. An overview of the athleisure industry in the UK context has also been provided in this chapter to understand the current situation in this industry and the competition in this industry. There are several sub topics in this chapter which would help in getting a deep insight with respect to the selected topic considering Nike as the case study.

Critical review of Brand image definitions

According to the opinion of Chien-Hsiung (2011), brand image can be defined as “Brand image is indispensable for marketing where customers infer the quality of products by the brand image and are further stirred up the behavior of purchasing”. “Brand image is an integral component of brand equity as it conveys the worth of the brand to the consumers”. (Malik , *et al.* 2012). As per (Arora , Stoner 2009) “Brand image represents the emotional aspects that identify the brand of a company or its products, and has a powerful impact on consumer buying behaviour”. Despite being a cornerstone of marketing theory and practice, the idea of brand image is not without its problems. Its subjectivity and tendency to prioritise appearance above content. In order to maintain brand image's relevance in a changing market, researchers and industry professionals alike need keep improving the concept and management of brand image.

Critical review of Brand loyalty definitions

“How likely customers are to return and their willingness to perform partner-shipping activities for the organization”. (Kotler, Bowen and Makens 1999). Basarir & Dhaheri (2009) asserted (referring Stone et al., 2000) that: “The term customer loyalty is a physical and emotional commitment given by customers in exchange for their needs being meet”. BOSE and RAO (2011)

appended definition of Khan and Khan (2006) “Customer loyalty exists when a person regularly patronizes a particular (store or non store) that he or she knows, likes and trusts”. Khan and Khan (2006). A more thorough grasp of the idea is provided by the definitions of brand loyalty that are developing and now include both behavioural and attitudinal aspects. Ongoing improvements to theoretical models and useful tactics are necessary, nevertheless, due to issues with measurement, shifting consumer dynamics, and the possible overemphasis on loyalty. Brand loyalty needs to be constantly redefined and modified to take into account the complexity of contemporary customer behaviour if it is to continue being a useful asset in a market that is changing quickly.

Critical review of Customer satisfaction definitions

As per (Oliver, 2014) customer satisfaction is "An assessment that a characteristic of a goods or service, or the goods or service itself, has offered (or is offering) a satisfying level of fulfilment associated with use, including levels of under- or over-fulfillment." (Anderson and Sullivan, 1993) defines customer satisfaction as a “post-buy analysis of the product's quality in light of the prospect of further purchase.” The idea of customer satisfaction may now be understood more thoroughly expanding definitions that take into account its cognitive, emotional, and experiential elements. Customer satisfaction needs to be constantly redefined and modified to take into account the realities of contemporary consumer behaviour in order to be a viable asset in a market environment that is becoming more and more complicated.

2.2 Themes

2.2.1 Analysing the effect of brand image on the brand loyalty of Nike

In the opinion of Manivel (2024), a strong brand image can affect the loyalty of customers and lead to repeated purchase by customers. A primary way by what brand image affects customer loyalty is through its ability to establish an emotional connection with the customers. The relationship between brand image and brand loyalty can be considered through the example of Nike company. Nike is considered to be the most recognized athletic brands globally. The

company has worked upon building a strong brand image which resonates with its products aligning with the customer needs.

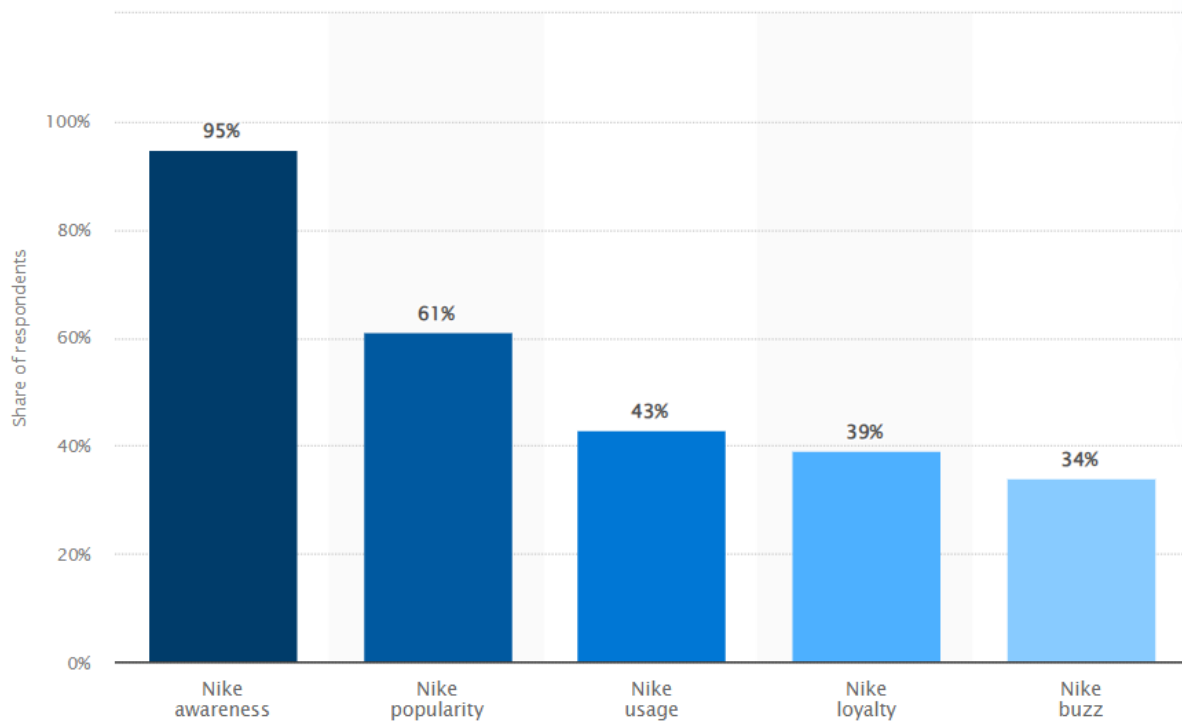


Figure 2: Nike brand awareness, usage, popularity, loyalty and buzz users in the UK in 2023

Source: Statista, (2024)

The above image relates to the views of the respondents regarding loyalty, awareness, popularity etc. 39% of the respondents opined that considering the products of Nike, they would indulge themselves in repeat purchase. The strong brand image of Nike is an amalgamation of various elements such as high-end products, innovative designs, robust marketing campaigns, endorsements by celebrities and commitment towards social and environmental causes. These elements help in attracting and retaining a loyal customer base (Statista, 2024). According to Neupane (2022), quality and innovation is deeply embedded in the products of the company Nike. The superior quality and innovative products of the company are foundational to the brand image. High performance athletic wear and footwear with a focus on cutting edge technology is delivered by Nike. The commitment to provide innovative products promotes trust and reliability thus leading to brand loyalty. The expectations of consumers purchasing products of Nike are met by

the company thus loyalty towards the brand is reinforced. Further the marketing strategies of Nike are important in maintaining the brand image and loyalty of the company. The iconic marketing campaigns of Nike such as “Just Do It” slogan is not only related to the sale of the products but also aims at inspiring the lifestyle of consumers. The advertisement campaigns often feature celebrated sportspersons like Serena Williams, Michael Jordan, Cristiano Ronaldo etc. The association of renowned sports persons with the company Nike helps in enhancing the prestige of the company. The achievements of these sports persons together with their experience of using the products of Nike creates a powerful aspirational pull. Consumers not only look forward to purchasing sportswear but also look for a vision of success and excellence through the products of Nike.

The brand image of Nike is also influenced by the company’s commitment towards social and environmental responsibilities. Commitment towards society and environment leads to enhancement of brand image and loyalty. The graph pasted below highlights upon the commitment of Nike towards society and environment.

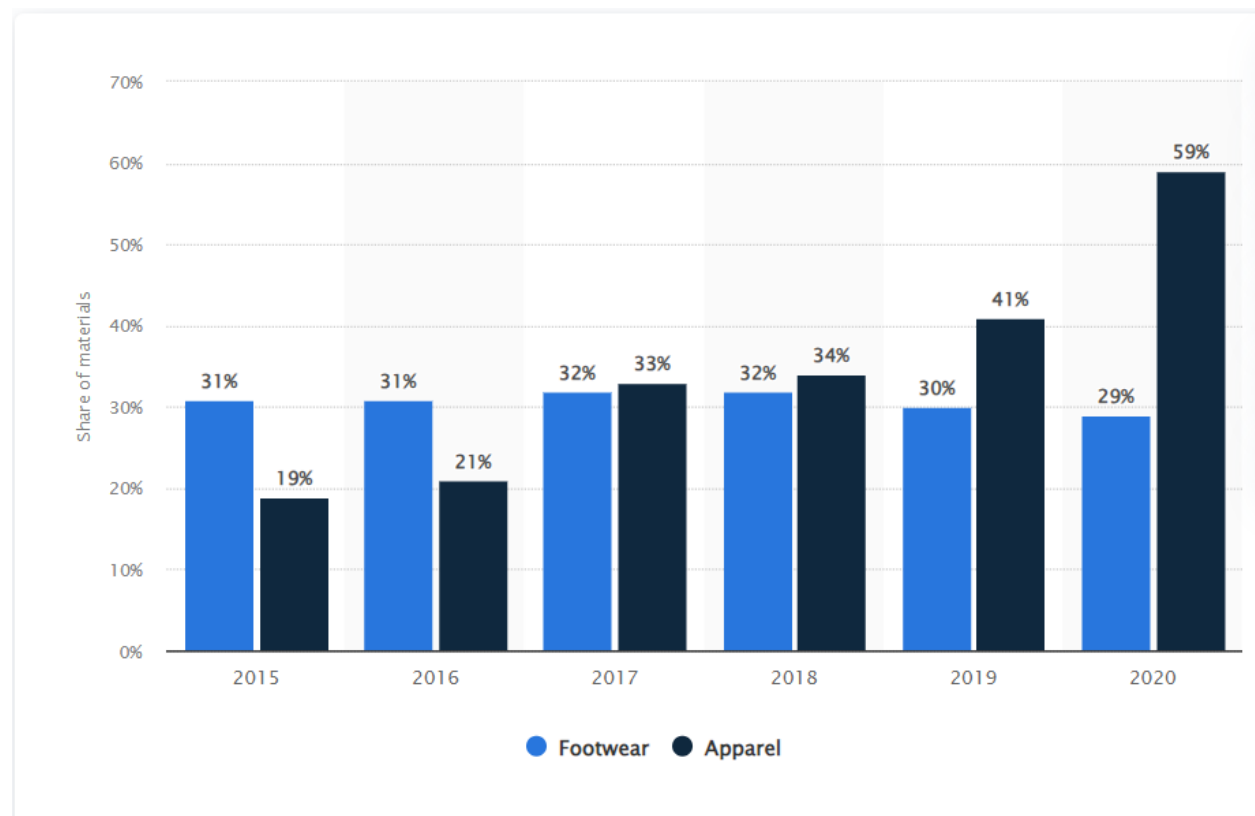


Figure 3: Sustainable Material used by Nike for footwear and apparel segment

Source: Statista, (2024)

For ensuring environmental commitments, the use of sustainable materials is mandatory. From the above graph it can be inferred that since 2015 Nike has been increasing the usage of sustainable materials within the production line of Apparels. The use of sustainable materials for footwear manufacturing has remained almost at the same level of 30%. With the rising awareness related to environmental degradation, customers are becoming more conscious about their purchasing decisions. “Move To Zero” campaign of Nike aims to achieve zero carbon and zero waste (Statista, 2024).

2.2.2 Assessing the level of customer satisfaction with Nike’s products and services

According to Nani, Badriyah and Ratnawati, (2022), the customer satisfaction is a critical as well as an important factor for a company because if the customers are satisfied with the products or services that a company is offering to their customers, then the customers would ensure that they repeat their purchases and become loyal to the companies which helps in overall development of brand loyalty among the customers. Thus, considering the significance of customer satisfaction the companies nowadays are investing more to improve their overall products quality, customer services, pricing and brand image. Customer satisfaction is defined as the degree to which the customers of a specific company are satisfied with the products or services offered by a company. The results and the impact of high level of customer satisfaction is that repeat purchases, and recommendation of the brands to their friends and families. As per the reports by Real Researcher (2021) more than 40% of the consumers that use products from the company Nike are highly satisfied with the brand and 23.45% of the customers are overall satisfied with the products by Nike. This data showcases that a large portion of customers are satisfied with the products and their efforts that the company has given to fulfil the customer needs and requirements.

As per the authors Nani, Badriyah and Ratnawati (2022), enabling customer satisfaction requires effective pricing and value perception of the products offered by businesses. Pricing is another major factor in influencing the customer overall satisfaction where if the company is able to provide adequate products at competitive rates in the market, then the customers are satisfied. The company Nike puts their pricing strategy in a premium segment where a significant number of customers feel that the pricing strategy or the price point in which the company Nike sells their

products puts values for the money that the customers spend because of the durability and performance of the Nike products. The authors Abbas, Islam and Gillani, (2023) stated that the company Nike has many iconic product lines which helps them to dominate in the athleisure market. Among the most popular brands in the athleisure industry Nike is one of the most leading brands. Considering the current situation in the market it can be witnessed that the global apparel industry is set to continue to grow at a healthy rate. Which also shows that the growth of Nike in the market is prevalent. The growth trajectory is high for Nike would require effective customer experience and service. As per Silva, Madhushani and Jayalath, (2020) the commitment made by Nike for enhancing the customer experience is well known in the market as the products they deliver to their end users are innovative and customer centric. This approach and commitment made by Nike has helped the company to sustain in the market with dominance. Whereas with all the advantageous position the company has several areas where the company must ensure that they are able to increase the level of satisfaction of the customers to ensure more profitability are that few designs of Nike are felt by the customers that they are repetitive thus the company needs to redesign and innovate new products for increasing the overall satisfaction level of the customers efficiently. According to the authors Nani, Badriyah and Ratnawati (2022), nowadays when the customers are having numerous choices in the market for their requirements the companies must ensure that they are able to get more improved products from the company so that the aspect of brand loyalty can be maintained. Moreover, considering the customer demand for more innovative products and unique products, the company must shift focus from only sports fashion and come up with new unique designs of apparels so that more customers are being attracted.

Nike's current position in the athleisure market is effective and it is supported by a strong customer loyalty and satisfaction with the products that the company has delivered over the years. Furthermore, the dominance of Nike in the market is due to their effective and excellent marketing strategies that includes effective online advertisements and social media campaigns. While comparing with other leading brands in the industry it can be observed that Nike continues to dominate its position in the market largely due to its innovative and durable offering to its end users (Junarta and Sulaeman, 2024). Over the years the trust and satisfaction of the customers has developed a positive brand image of Nike among the customers. The high level of satisfaction among the people considering Nike products enables that there is a strong brand loyalty. This sense

of loyalty among the customers of Nike is important because this would help Nike to increase its profit and face competition in the market.

2.2.3 Evaluation of the effect of customer satisfaction on the brand loyalty of Nike

Customer satisfaction and brand loyalty are critical factors in the competitive environment of the sports apparel industry. According to Abbas, Islam, and Gillani, (2023), the concept of “brand image” has emerged from the establishment of experiential marketing which is constructed from the collective memories of customers. This emphasises the importance of perception and beliefs in making a company’s brand image. In the context of corporate social responsibility, brand image plays a significant role in the customer’s perception of the value of a product or service which enhances a positive attitude towards a brand. In addition, a brand image is formed through dynamic interaction between consumers and the product influenced by the elements associated with it. There are various research studies that have demonstrated that a favourable brand image significantly impacts marketing outcomes by enhancing customer satisfaction, brand trust, loyalty, and overall brand values.

Nike is a global leader in this sector which has a significant emphasis on understanding and enhancing these aspects to maintain its market position. Customer satisfaction is a measure of how well a company’s products or services meet or exceed customer expectations as per Abbas, Islam, and Gillani, (2023). For Nike, maintaining high levels of customer satisfaction is crucial given the intense competition from brands like Adidas and Under Armour. The dimensions of brand loyalty positively influence customer purchase decisions, with a brand image which is the most significant factor. According to Silva, Madhushani, and Jayalath, (2020), Nike emerged as the most preferred Basketball shoe brand across six countries in Asia. In addition, it can be said that brand loyalty significantly impacts customer purchase decisions, with a strong brand image and positive brand experiences leading to higher customer loyalty and purchase intention.

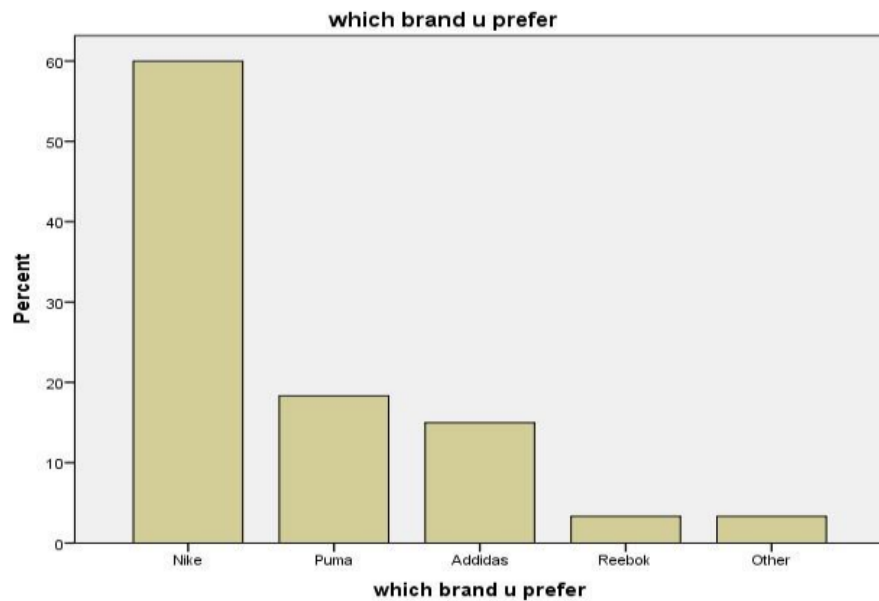


Figure 4: Most preferred brand

Source: Silva, Madhushani, and Jayalath, (2020)

The above figure showcases the most preferred brand among the selected age group. Among these brands, Nike emerges as the most demanded, highlighting its strong preference among the sample group. This indicates the importance of brand considerations in the Basketball shoe market and Nike's dominant position within this demographic.

Customer satisfaction in the footwear industry, particularly regarding product quality, is essential. As Adulyanukosol, and Silpcharu, (2020) stated the critical role of appropriate footwear by highlighting that shoes are more than just functional items; they contribute significantly to identity and image. The symbols and brand logos of major companies like Nike and Adidas not only enhance their brand status but also serve as powerful attractors for consumers, increasing product sales through media, internet, and advertisement channels. However, customer satisfaction is not derived from brand recognition but it also heavily depends on the quality of the product. Consumers demand high-quality footwear that meets their specific needs and expectations. For Nike and Adidas, maintaining a strong focus on product quality is crucial to sustaining customer satisfaction and loyalty. The diversity of shoe choices further highlights the importance of product quality. In the sports shoe segment, options range from gym shoes and jogging shoes to specialized

footwear for various sports. Companies like Nike and Adidas can better satisfy their customers by reinforcing brand loyalty and driving continued sales growth by delivering high-quality products.

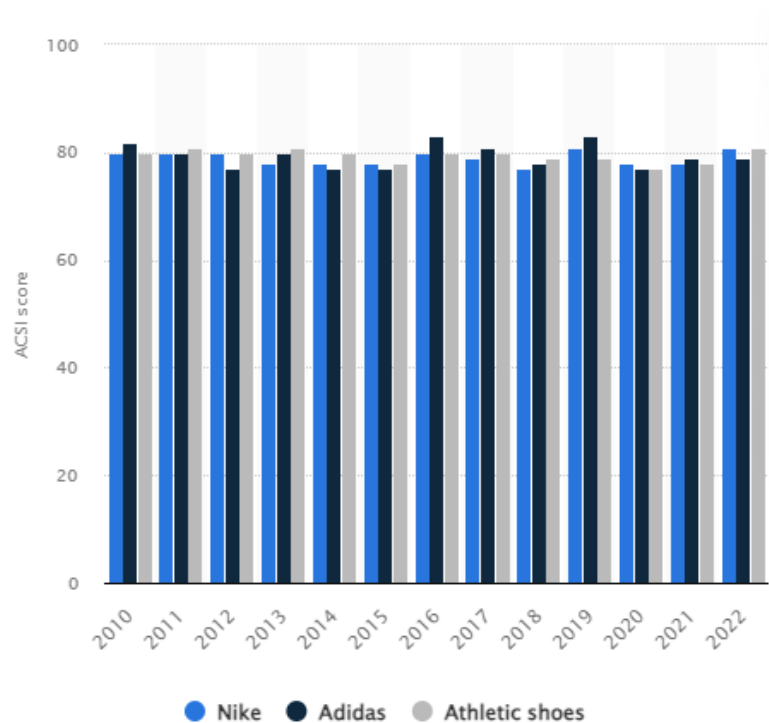


Figure 5: American customer satisfaction index: athletic shoe companies 2010-2022

Source: Statista (2024)

The American customer satisfaction index scores for athletic shoe firms in the United States from 2010 to 2022 are displayed in the above figure. In 2022, Nike achieved an American Customer Satisfaction Index score of 81 for its athletic shoes by competing with Adidas. Nike remains a leading global brand for sports shoes. In 2021, it generated nearly 15 billion U.S. dollars in North American footwear sales with apparel contributing nearly six billion dollars which makes it the second-largest segment (Statista, 2024). The United States, with the highest sales and the most active Nike stores, is the largest market in North America. This performance also indicated Nike's strong market presence and consumer preference, driven by high-quality products and a strong retail strategy. Nike engages in designing, and selling athletic footwear, services, equipment, accessories, and marketing, and is the top apparel brand worldwide by demonstrating strong brand loyalty. Kamales, and Maheswari, (2022) stated the factors influencing Nike's brand loyalty were conducted using data from 124 respondents who had purchased Nike shoes at least once a year from Nike Outlet Diponegoro Surabaya. The study employed a five-point Likert scale to measure

respondents' levels of agreement. The findings suggest that for Nike to enhance brand loyalty, it should focus on improving Perceived Value and Customer Satisfaction, which can be achieved by enhancing Service Quality and Perceived Quality. Brand equity is a fundamental driver of Nike's continued success and growth. Nike is a well-established brand by achieving key elements of brand equity which are brand awareness, brand loyalty, perceived quality, and brand associations. Strategic marketing communications and PR activities, along with high-quality products, have significantly enhanced Nike's brand equity. As per Neupane, (2022) the iconic slogan "Just Do It" and the recognizable logo have enhanced Nike's brand image globally.

2.2.4 Investigation on the current branding strategies implemented by Nike to increase brand loyalty

Nike Inc. is an American multinational corporation founded in 1964 and headquartered in Beaverton, Oregon. It is renowned for its design, development, marketing, and sale of athletic footwear, apparel, accessories, equipment, and services. The iconic "Just Do It" slogan reflects the company's marketing strengths as per Champaneri, and Jain, (2021). The company adopted digital marketing strategies before the digital era emerged. This has transformed how Nike conducts business from its flagship website and five-star mobile apps to social media, digital marketing, and retail store experiences, Nike's teams continually reimagine how technology can connect with and motivate consumers. According to Saini, *et al.* (2022), Nike's digital transformation has allowed it to grow aggressively, maintaining strong connections with consumers both locally and globally. The brand's comprehensive digital strategy integrates technology seamlessly into its marketing efforts, ensuring an engaging consumer experience across all touchpoints. This approach has enhanced Nike's position as a leading brand in the athletic industry by demonstrating its ability to adapt and thrive in the digital age.

As per Yan, Brown, and Greenleaf, (2022) Nike's pricing strategy is well-justified when compared to competitors due to its focus on delivering high-quality, innovative, and stylish products. Nike's investment in cutting-edge technologies, such as advanced cushioning and performance-enhancing features, aligns with its premium pricing. The brand's suite of free apps such as the Nike App, Nike Run Club, Nike Training Club, and SNKRS further enhances its value proposition by providing athletes with tools for training, motivation, and community engagement.

These resources help customers stay active and connected, reinforcing the brand's commitment to enhancing athletic performance. Nike engages in a diverse audience by offering a broad range of products, from lifestyle and walking shoes to specialized footwear for sports such as running, basketball, and soccer. Its website features a comprehensive selection for various demographics, including men, women, and children, with options for extended sizes. According to Yan, Brown, and Greenleaf, (2022) over 50% of Nike's global revenue stemmed from men's products, while women's products contributed 22% between 2020 to 2022. The remainder includes Nike Kids and the Jordan Brand highlighting Nike's strategic emphasis on its male consumer base while maintaining a broad and inclusive product range.



Figure 6: Nike launched the “Find Your Greatness” campaign

Source: Eyada, (2020)

Nike's advertising campaigns have consistently addressed significant social issues while promoting its brand values. According to Eyada, (2020) in 2007, Nike's “Just Do It” campaign highlighted inclusivity by featuring Matt Scott, a National Wheelchair Basketball Association player, advocating for people with disabilities. This reflected Nike's commitment to supporting athletes of all abilities and fostering a more inclusive sporting culture. In 2012, Nike further addressed gender issues with its “Voices” ad, celebrating female athletes and marking the 40th anniversary of Title IX. This federal legislation, enacted in 1972, mandated gender equality in education and sports, though debates about its application to athletics persisted until 1996. The campaign honoured the progress made while acknowledging ongoing challenges.

Also in 2012, Nike launched the “Find Your Greatness” campaign, which delivered a powerful message about personal achievement (figure 3). The ad's voice-over emphasized that greatness is not reserved for elite athletes but is attainable by everyone. This campaign aimed to

inspire individuals at all levels to pursue their own definitions of greatness in sports, reinforcing Nike's character that every person has the potential for exceptional achievement. Kim, (2020) stated that Nike's current brand strategies emphasize innovation, inclusivity, and sustainability. The company focuses on cutting-edge product development, integrating advanced technologies in footwear and apparel. Nike's marketing highlights diversity and inclusivity, celebrating athletes of all backgrounds and abilities. The brand is also committed to sustainability, aiming to reduce its environmental impact through initiatives like using recycled materials and promoting circular fashion. In addition, Nike leverages digital platforms and personalized experiences to engage consumers, offering tailored products and services through apps and online channels. This multi-faceted approach enhances Nike's position as a leading global sports brand.

Rodrigues, *et al.* (2021) have stated the user interactions with Nike's gamified application, "Nike Run Club," by focusing on its adoption and ongoing use. The ease of use is crucial for the adoption of new technological tools. The choice of Nike Run Club is due to its association with a globally recognized brand and its design to engage users in physical activity beyond just promoting Nike products. The app incorporates gamification principles to enhance user motivation. It functions as a virtual personal trainer, setting challenges and offering rewards to encourage users to achieve their fitness goals. The app fosters a sense of accomplishment and ongoing engagement by focusing on personal progress and goal achievement. This approach not only promotes physical activity but also strengthens brand loyalty by providing a valuable, user-centric experience.

2.3 Empirical Review

The studies conducted on Nike's customer satisfaction and brand loyalty show similarity and comparison in some ways in several research studies. Abbas, Islam, and Gillani (2023) stated that customer satisfaction is an indication of the degree to which Nike's offerings successfully fulfil customer needs in the intense competition from Adidas and Under Armour. They stated that consumer brand image plays a critical role in determining the degree of customer brand loyalty and their purchase preferences. On the other hand, Silva, Madhushani & Jayalath (2020) emphasize Nike basketball shoes' popularity in Asia, to maintain the theory of brand familiarity and the positive image of the brand which will make consumers purchase Nike basketball shoes.

In contrast, Champaneri and Jain (2021) state that Nike has one of the best brand symbols and logos that play a vital role in establishing brand and status, which adds value, and assists in branding awareness through media and advertisement. According to Champaneri and Jain (2021), Nike has used the “Just Do It” tagline very well and conducted digital campaigns. In its strategies, they observe that Nike was among the first companies to venture into digital marketing, which has been central to its business objective. Similarly, Saini *et al.* (2022) have highlighted Nike's ongoing digital transformation strengthening its consumer ties worldwide.

2.4 Research Hypothesis Analysis

Brand loyalty is positively impacted by brand image

In the opinion of Rodrigues *et al.* (2021), brand loyalty is positively impacted by brand image as it helps in cultivating a strong positive perception about brand by building trust and credibility among customers. A brand image which is favourable for the customers encompasses quality, innovation, trust and satisfaction. This creates brand loyalty among the customers as it creates long term commitment for the customers towards the company. It can also be said that brand image not only keeps the existing customers loyal but also attracts new customers.

Brand loyalty is positively impacted by customer satisfaction

According to the opinion of Neupane (2022), brand loyalty is positively impacted by customer satisfaction as satisfied customers are more likely to repurchase and recommend the brand to other customers. Customers experiencing satisfaction tend to develop emotional attachment with the particular brand. This leads to enhancement of trust and commitment thereby leading to repeated purchasing from the particular brand. It is also witnessed that satisfied customers share their positive feedback with others thereby promoting brand reputation.

2.5 Literature Gap

Champaneri and Jain (2021) have discussed Nike’s effective digital marketing efforts and content marketing. However, the cross-link between those digital methods and traditional forms of marketing has not been investigated in the literature. The relationship between online and offline

media and how this relationship influences a brand's aggregate brand image and consumer behaviour has been poorly investigated which restricts the overall view of the present information as Eyada (2020) has stated that there has been considerable research into brand activism and the way which is seen by consumers. There is a lack of comprehensive studies of the effects that specific campaigns have had on consumers' attitudes and purchases over time. The impact of such campaigns on the brand image and consumer trust in the long term might offer further understanding. Neupane (2022) specifically targeted the UK population to conduct the study. However, limited data are available that compare the prevalence of such attitudes between different geographic locations. Rodrigues *et al.* (2021) investigated the effect of the Nike Run Club app on engagement but not on brand engagement and satisfaction from gamification and digital tools. However, there is a lack of cross-sectional research that examines the changes in these factors and the firm's strategies in addressing changing consumer characteristics and market forces. For further research direction, this research study will bridge the literature gaps by investigating deeply about the topic in order to provide a comprehensive analysis.

2.6 Models related to the research topic

Keller's Model

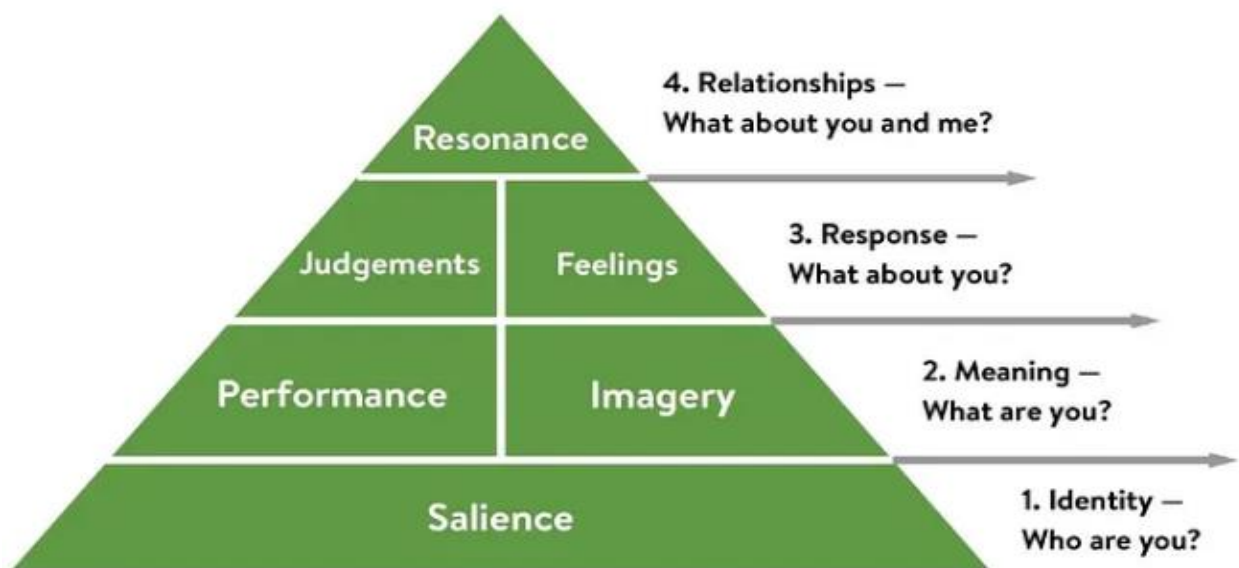


Figure 7: Keller's Model

Source: Hawker, (2019)

Kevin Way Keller created the Customer-Based Brand Equity Model, often known as Keller's Brand Model, which is a pyramid model (Hawker, 2019). It seeks to support the development of a strong brand by leveraging the favourable customer experiences that motivate people to become brand ambassadors. Four layers, including identity, meaning, reaction, and relationship, make up the framework of the model. With references to identify, it starts with concentrating on ensuring consumers' impression of the brand and establishing brand awareness among them. The meaning level is primarily focused on the achievement of the product, implying its capacity to satisfy consumer demands and maintain its reputation. A reaction level gauges the opinions and sentiments of consumers based on their interactions with companies. Brand attachment is the highest level in the hierarchy, indicating that consumers feel a strong affection for the brand.

Advantages and Disadvantages of Keller's Model

- Keller's concept is extremely relevant in today's consumer-driven marketplaces since it places a strong emphasis on comprehending and influencing customer perceptions and experiences.
- The model offers a precise, methodical approach to developing a brand, covering every stage from creating a brand identity to reaching brand resonance. Companies may better match their marketing activities with long-term brand goals by using this methodical approach, which ensures consistency and coherence across all consumer touchpoints.
- Because of its intricate structure, the approach can be difficult to apply, particularly for smaller businesses with tighter budgets.
- The organised methodology of the model may be too strict for brands operating in quickly evolving marketplaces. (Hawker, 2019)

Aaker's Model

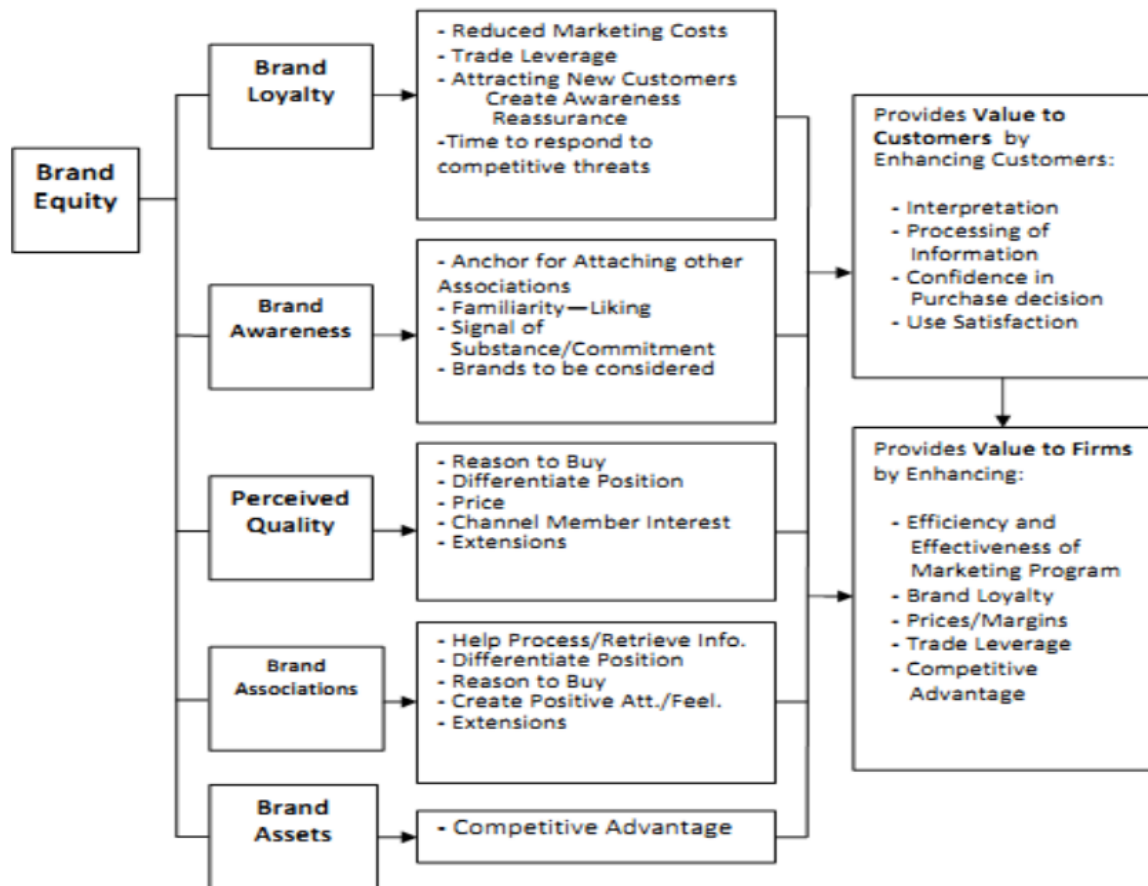


Figure 8 : Aaker's Model

Source: Sanaz Farjam, (2015)

The most thorough brand equity model was offered by Aaker (1992), and It is made up of five unique assets that provide value. Some examples of these assets include brand loyalty, brand name recognition, perceived brand quality, connections with brands that go below perceived quality, and other proprietary brand assets like patents, trademarks, and channel partnerships. (Sanaz Farjam *et al.*, 2015)

Advantages and Disadvantages of Aaker's Model

- Aaker's approach provides a comprehensive understanding of brand equity by encompassing a wide range of brand components.
- Aaker's concept is adaptable and may be used in a variety of sectors and industries. The model's components are applicable and versatile, allowing it to be used by businesses in consumer products, technology, or services.
- Implementing Aaker's model can be complex, especially for smaller companies.
- Aaker's approach is more centred on functional characteristics and brand value measures than Keller's model. This may be detrimental to businesses that depend on emotional ties to win over customers, such luxury items or lifestyle companies. (Sanaz Farjam *et al.*, 2015)

Comparison between Keller's Model and Aaker's Model

Keller's Model focuses on developing strong brand relationships through different brand stages such as brand identity, meaning, response and resonance. This model helps in building strong brand relationships. Whereas Aker's model focuses on brand equity through the dimensions of brand loyalty, brand awareness and brand association. This model helps in creation of brand awareness for a company. Keller's model focuses on customer relationship and brand resonance whereas Aker's model focuses on brand value and market performance metrics. (Sanaz Farjam *et al.*, 2015)

Loyalty Ladder

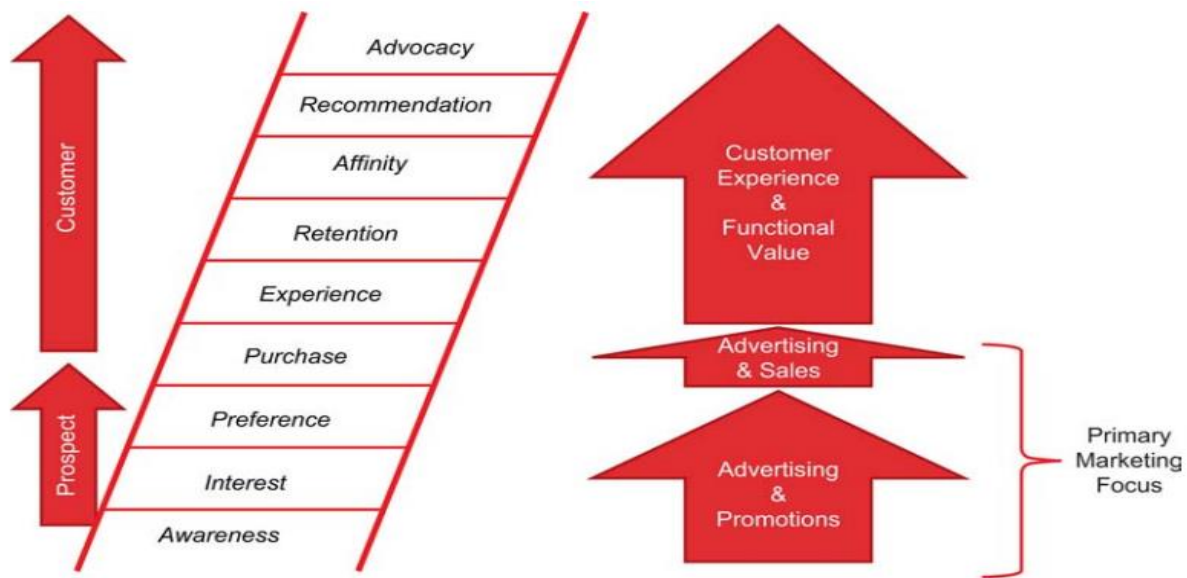


Figure 9: Loyalty Ladder

Source: Christopher Roberts, (2010)

Loyalty Ladder is a framework which represents stages of customer engagement and segregates as customer, non customer, prospect, loyal customer and repeat customer. This model helps in identifying and targeting customer engagement segments. (Christopher Roberts, Frank Alpert, 2010)

Advantages and Disadvantages of Loyalty Ladder

- The Loyalty Ladder Model divides the intricate process of developing customer relationships into manageable phases, such as prospect, customer, client, supporter, and advocate. In the end, this simplicity increases customer retention and loyalty by enabling marketers to focus on certain tactics that advance clients up the ladder.
- The approach highlights the value of fostering connections not just at the time of sale but also at every stage of the customer journey.

- The approach may miss external elements that might affect customer loyalty, like as market rivalry, economic conditions, or societal trends, as it primarily focusses on the relationship between the consumer and the brand.
- Personalised marketing, data analytics, and customer support are just a few of the major tools needed to manage consumers at different phases of the loyalty ladder. Smaller businesses could find it difficult to use this approach because of their limited resources.
(Christopher Roberts, Frank Alpert, 2010)

Total engagement model



Figure 10: Total Engagement Model

Source: Christopher Roberts, (2010)

This model focuses on holistic approach of customer interaction. It helps in managing and optimising stages of customer journey. It is essential that a firm align two additional critical components if it recognises that it must provide a unique value proposition and customer experience in order to generate engaged consumers. The first is brand, which should convey organisation's value proposition continuously. The second is the company's internal culture, which is essential to providing a unique value proposition and well-thought-out customer experience through motivated staff. (Christopher Roberts, Frank Alpert, 2010)

Advantages and Disadvantages of Total Engagement Model

- Engaging consumers at every point of their journey—from initial awareness to post-purchase support—is emphasised by the Total Engagement Model.
- Businesses may establish more meaningful emotional ties with their clients by emphasising complete involvement. Customers who feel appreciated and understood are more inclined to stick with a business, thus this emotional connection frequently results in increased consumer loyalty and advocacy.
- The Total Engagement Model implementation calls for hefty investments in technology, training, customer service, and ongoing observation.
- Customers may experience over-engagement if they are inundated with communications or interactions all the time. (Christopher Roberts, Frank Alpert, 2010)

2.7 Chapter Conclusion

The current research work highlights the chapters that focus on the research topic. The significance of customer satisfaction and brand image for brand loyalty of Nike has been highlighted. Various authors' perspectives regarding this topic have been considered to understand the importance. In the next chapter which is (***Chapter 3: Methodology***) the methods and techniques for the data collection process for this research work will be discussed.

Chapter 3: Methodology

3.1 Chapter Introduction

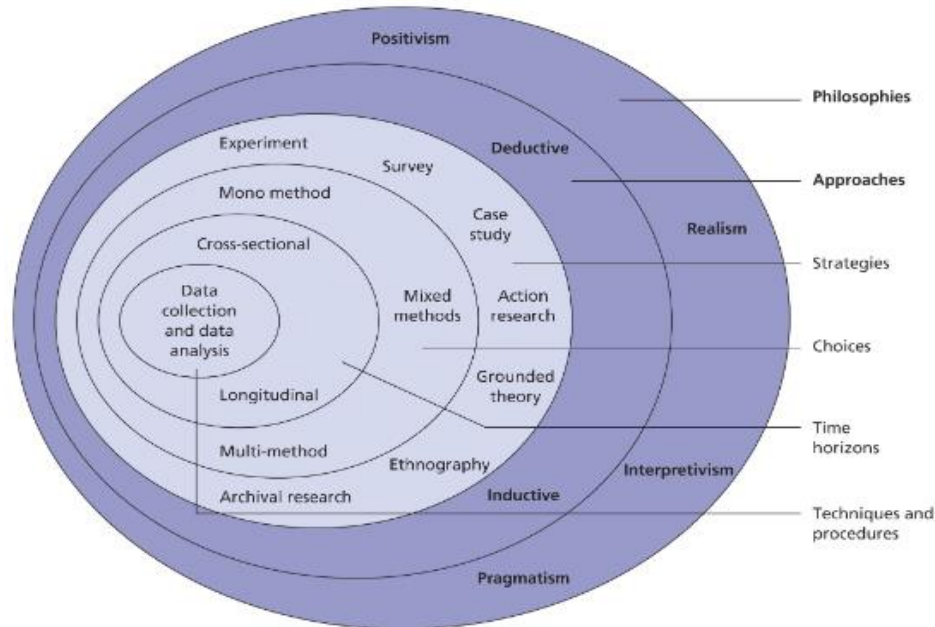


Figure 11: Research Onion

Source: Melnikovas (2018)

This chapter would highlight upon the research methodology undertaken by the researcher of this research study. As per the opinion of Pandey and Pandey (2015), a research methodology is understood as the techniques and the procedure needed for identification and analysis of the information regarding a research topic. In the opinion of Melnikovas (2018), research onion is considered to be a belief and philosophical assumptions which helps in understanding the research question and other research methods. Research onion consists of six layers and each layer represents a different aspect of research design. The outermost layer of the research onion addresses research philosophy paradigms such as positivism research philosophy, interpretivism research philosophy etc. Research philosophy is followed by research approach, research methodology, research strategy etc. The application of research onion is that it helps researchers in planning and executing their research work systematically so that the outcome of the research is as per the requirement. Moreover, utilising a research onion in a research work helps a researcher in ascertaining an alignment between research objectives and research methodology.

3.2 Research Philosophy

Research philosophy, in the opinion of Al-Ababneh (2020), is defined as a philosophy that addresses the origins, nature, and progression of knowledge. Regarding how data is gathered, used, and analysed, it is thought to be a belief. Research philosophy can be further divided into interpretivism, positivism, realism, and pragmatism when taking into account the components of the research onion. Every research philosophy has unique qualities that the investigator employs based on the requirements of the study subject. The research philosophy of positivism is concerned with using scientific procedures to measure goals and facts. The research philosophy of interpretivism, on the other hand, is concerned with the investigation of subjective and context-dependent experiences. Similar to this, the philosophy of realism acknowledges both objective reality and the social situation. The positivist research philosophy was employed by the study's researcher to aid in the investigation. Research on positivism is concerned with factual knowledge that is obtained by the use of observation on the gathered facts. Research on psychological phenomena has been made possible by the researcher's use of positivist research philosophy. In the opinion of Maretha (2023), positivism research philosophy is considered to be a scientific approach in research which emphasises on observable, empirical evidence and use of scientific method. By using positivism research philosophy, the researcher has ensured the use of standardised methods thus reflecting consistency and reliability in the research. Further the structured approach of positivism research philosophy facilitated the researcher to replicate and generalise the data thus enabling to compare results of the research study.

3.3 Research Approach

In the words of Hennink, Hutter and Bailey (2020), a research approach is understood as a procedure chosen by the researcher to collect, analyse and interpret data. The way in which a research study is conducted and analysed is determined by the application of the research approach. Research approach is primarily of three types: Inductive, Deductive and abductive. Inductive research approach is related to the method of developing theories or generalisation on the basis of specific observations. Inductive research approach aligns majorly with qualitative research method focusing on deeper understanding. On the other hand, deductive approach is based on the principles of top-down approach which highlights about making inferences by going from general premises to specific conclusions. Deductive approach is majorly related to quantitative research

study. In this research study the researcher has utilised deductive approach for achieving the research aims and objectives. The usage of deductive approach has benefited the researcher by enabling the researcher to provide a structured and logical approach to problem solving. Further deductive approach can be utilised for analysing different research studies, hence by using deductive approach the researcher of this research study has ensured knowledge application from all the spheres of the knowledge domain. The deductive approach has provided the researcher with a logical framework which has further helped in establishing cause and effect relationship. Further deductive approach has enabled the researcher to initiate the research work with a concrete theory thus providing structured framework for the research study. The researcher was also able to predict results on the basis of the theories utilised in the research study.

3.4 Research Strategy

The authors Hennink, Hutter and Bailey (2020), stated in their work that a research strategy is considered to be an overall plan which helps for the facilitation of research study while focusing on the research methods and approaches that are utilised in research work. Application of efficient research strategy leads to generation of robust framework for the purpose of data collection and analysis. Some of the common research strategies are related to survey, case study, action research etc. The approach related to experimental research strategy enables researchers in testing the causal relationship between independent variables and its effect on dependent variables. Similarly survey research strategy is related to collection of data from participants through survey questionnaires. Survey research strategy proves to be beneficial when large amounts of data needs to be collected. Further case study research strategy focuses on gathering in-depth details of a group or a phenomenon. The advantage of using this research strategy is that it provides detailed insights on complex topics. Similarly action research strategy is related to planning, acting, observing and reflecting on the problems of the research study. The researcher of this research study has utilised survey research strategy in order to facilitate the research work.

3.5 Research Method

Quantitative research method

“Quantitative research as defined that it uses empirical assessment based on numerical measurements.” (Zikmund et. al., 2013)

Qualitative research method

“ qualitative methods involve the interpretation of text or other materials without relying on numerical measurement.” (Zikmund et. al., 2013)

As per the view of Taherdoost (2021), research methods are considered to be specific procedures for collection and analysis of the collected data. It is considered to be a systematic approach utilised for collection and analysis of obtained data in order to answer research questions. Development of research methods is said to be an integral part of research study. There are 3 types of research methods namely: quantitative research method, qualitative research method and mixed research method. Quantitative research method is related to the data collection from surveys whereas qualitative research method is related to the data collection from interviews or peer reviewed journals. Further quantitative research methods are related to the collection and analysis of numeric data. On the other hand, the qualitative research method is related to the collection of non-numeric data. Qualitative research method entails interviews, focus groups, ethnographic studies with an aim to explore and uncover the complex data of the research study. Qualitative research method is evident that it is beneficial for a research work because it helps in exploring an in-depth detail about the research topic and provides adequate data for the research work. The researcher of this research study has utilised a mono quantitative research method for collection of adequate survey data. The utilisation of mono quantitative research methods has helped the researcher with real time information on the research topic, due to which mono quantitative research method has been considered for this research work over any other research method. Additionally, statistical analysis has helped the researcher by utilising mono quantitative research methodology. This mono quantitative research method's accuracy and clarity have made it easier for the researcher to gather adequate data for the research work, which eventually helps in increasing the research work's validity and authenticity and makes it a strong strategy for more scientific investigation and decision-making.

Advantages of Quantitative research method

- Larger scale research is present in it.
- It is used to research complex systems.
- It compresses a time period, making it possible to examine the system's behaviour more rapidly. (André Queirós et al, 2017)

Disadvantages of Quantitative research method

- Variables that are difficult to control with this method
- This method is costly and time-consuming.
- This strategy Do not record how respondents behave, how their emotions change, or how they feel.
- The dependability of the results is significantly impacted by the survey's design and its quality of responses. (André Queirós et al, 2017)

3.6 Time Horizon

As per the opinion of Mohammadreza Zolfagharian *et al.* (2019), time horizon in a research study is related to the time duration over which a data for research study is collected and analysed. The selection of the correct time horizon is important for developing the research design and research study. The choice of research strategy and overall research work is also influenced by the selection of time horizon. Time horizons for a research study is majorly classified into two types: cross sectional time horizon and longitudinal time horizon. The cross sectional time horizon relates to collection of data at a particular time point or over a particular time period. Cross sectional time horizon helps in providing a clear image of the population at a particular time period. Cross sectional time horizon also helps in identification of patterns and trends of the data at a particular time period. On the other hand longitudinal time horizon relates to collection of data over an extended time period. This helps the researcher to scrutinise data for a longer period of time. Using this time horizon also enables a researcher to identify trends and patterns but for an extended time period. Longitudinal time horizon proves to be beneficial for the researcher as it helps in studying and analysing the research phenomenon, causal relationships etc. As longitudinal time horizon is related to extended time period, it provides more in depth analysis to the research study. However,

the longitudinal time horizon is more time consuming and resource intensive. The researcher of this research study has utilised a cross sectional time horizon for meeting the objectives of the research study. By utilising cross sectional time horizons for this research study, the researcher was able to identify trends, patterns and relationship in the population considering a particular time period. Further the usage of cross sectional time horizons also enabled the researcher to address the research questions in an easier and faster way.

Definition of sampling

“Sampling is the act, process, or technique of selecting a suitable sample, or a representative part of a population for the purpose of determining parameters or characteristics of the whole population” (Mujere Never, 2016).

3.7 Sampling size

The sample size of 50 customers associated with the Nike brand has been considered as the sample for the study. The usage of simple random sampling has enabled the researcher of this research study to get an accurate and unbiased result as each element of the population had an equal chance of selection. Further simple random sampling also enabled the researcher to infer the results from the population sample thus providing a framework for the research study.

3.8 Sample type

The target group comprises young people and millennials purchasers from the UK. Due to this broad range, the study will be able to gather a variety of consumer experiences and viewpoints, which will offer insightful information about the brand's influence on various age and gender groups.

3.9 sampling method

In the words of Rahman et al., (2022), sampling methods are understood as the technique for selecting a subset of individuals from a population in order to represent the whole set. Researchers use sampling methods so as to identify a sample which can be considered as a representative of the population. This enables the researchers to reach valid conclusions and thus make generalisations. The main types of sampling methods are probability sampling and Non probability sampling. Probability sampling can further be classified into simple random sampling, stratified sampling, cluster sampling and systematic sampling. Under Random sampling and stratified sampling each element of the population has a certain chance of selection. This enhances representation and leads to reduction bias. The researcher of this research study has utilised simple random sampling for facilitating this research work.

Advantages of random sampling method

- Randomisation aids in mitigating the potentially misleading effects of both known and unknown variables.
- Every sample has the same chance of being chosen.
- It possesses population representativeness. (Shagofah Noor et al., 2022)

Disadvantages of random sampling method

- This is a laborious process that is rarely employed.
- It is essential to have an exhaustive populace list, which is not always readily available.
- challenging to utilise in situations when there is a wide geographic distribution and diversity in the population. (Shagofah Noor et al., 2022)

3.10 Data Collection

As per the opinion of Taherdoost (2021), in a research work, data collection is understood as the systematic method of collection of data from different sources in order to answer different research questions, testing of hypotheses and evaluation of results. The process of data collection ensures the accuracy and credibility of the research process. Researchers collect data for a research work in order to get insights for the research work and also to address research questions of the undertaken research study. Further data collection enables the researchers to understand a phenomenon and analyse the relationship between variables of the research study. There are mainly two types of data collection procedure namely: Primary data collection technique and secondary data collection technique. Primary data collection is a data collection technique in which data is collected from human beings/ participants in the form of their opinion regarding the research topic. On the other hand, secondary data collection is related to collection of data from published journals, websites etc. Primary data can further be collected through surveys and interviews. The researcher of this research study has utilised survey techniques to collect primary data. The utilisation of survey technique has benefitted the researcher in many ways. Firstly, the survey technique was a cost-effective technique for the researcher for data collection. Secondly, the survey technique was less time consuming for the researcher. The researcher has collected data from 50 participants. A survey questionnaire consisting of 10 multiple choice closed-ended questions was provided to the participants for the collection of data. Google form is used to collect the data and sent it through by various platforms such as Email and WhatsApp. Employing survey techniques has facilitated the researcher to gather large amounts of data within a short interval of time and also at minimum cost. Usage of survey has also proved to be beneficial for the researcher as the researcher was able to quantify the data and compare the data. Different types of survey questions have been considered for this research work such as Lickert scale and Multiple choice. The questions pertain to Likert scale, bar graph, pie charts etc.

Advantages and Disadvantages of Primary data collection technique.

- A greater sense of significance.
- Greater expenditure control in return for the necessary understanding.
- increased expenses for research.
- It takes more time to collect the data. (The Farnsworth Group, 2024)

Advantages and Disadvantages of Secondary data collection technique.

- Reduced expenses for research.
- Frequently quicker to carry out data.
- Not proprietary, therefore rivals may profit from the same study.
- Insufficient precision of data. (The Farnsworth Group, 2024)

3.11 Data Analysis

As per the view of Sarker (2021), data analysis is considered to be the process of systematic examination of data in order to uncover the patterns, drawing conclusions and supporting decision making. Data analysis technique involves different techniques to clean, transform and analyse data. The aim of data analysis is to extract useful information and make informed conclusions. Researchers use the technique of data analysis in order to convert raw data into insights related to research work. This helps the researcher to interpret and analyse the collected information. The main types of data analysis are thematic, inferential, predictive and descriptive. The descriptive data analysis aims at summarising the data features. On the contrary, data analysis uses a sample to infer characteristics about the population. The prime objective of predictive data analysis is to forecast future events by applying statistical models. Finding patterns and themes in a research work is made easier with the utilisation of thematic data analysis which eventually helps the researcher to perform the researcher work effectively (Dawadi, 2020). The researcher has utilised thematic data analysis to examine the collected data for this study. Pie chart analysis and thematic analysis has helped the researcher in gaining in depth knowledge from the study. Microsoft excel has been used for data analysis.

3.12 Validity and Reliability

As per the opinion of Pham et al. (2021), validity and reliability are considered to be a crucial aspect in a research work. Validity is defined as the accuracy and trustworthiness of the findings of the research. Both internal validity and external validity is validated through an accurate research work. Reliability is considered to be consistency of a research result considering a time span and different observers. A research study is considered to be reliable if it presents the same

results when executed under similar condition. The present research is executed considering both validity and reliability aspect of the findings of the research.

3.13 Ethical Consideration

As per the opinion of Abdul Awal (2023), ethical guidelines aims at protecting confidentiality of the participants along with transparency of the research process. Honesty and transparency in the study process are guaranteed by ethical concerns due to which it become important to upheld the ethical considerations in the research work. A primary research technique and a secondary research approach have different ethical implications. The preservation of anonymity, voluntary involvement, and openness in the research process are ensured by the ethical concerns primarily applicable for primary research as the involvement of participants are there. According to the author Surmiak (2020), maintaining the participants confidentiality involves preventing unwanted access to their personal data. To preserve secrecy, researchers must ensure that the data remains anonymous. Additionally, confidentiality includes safeguarding private data both while and after the overall research process is completed and published. Ensuring the aspect of confidentiality is a crucial strategy for ensuring ethical aspect in research work. Similarly, voluntary participation relates to participation of the participants in the research process after being aware of their participation in the research study relating to the purpose and procedure of the research study. The researcher needs to make the participants aware regarding their withdrawal from the research participation, benefits and loss from the research procedure. Voluntary participation norm ensures participation of the respondents after getting their autonomous approval regarding their participation. Further transparency in a research work relates to sharing of research method, research findings and conclusions in order to avoid conflict of interest. The ethical obligations for secondary research are related to acknowledging the efforts of the existing researchers. The existing researchers are acknowledged for their work by giving in texting and reference to their work. The researcher of this research study has adhered to the ethical guidelines related to primary research. The researcher has ensured taking consent from the participants regarding their participation in the survey process. The participants were provided with a consent form prior to their participation. The participants who gave consent regarding their participation were only

considered for the survey. Further the participants had the freedom to withdraw their participation at any point of time during the survey process. Voluntary participation was ensured from the researcher. Further the researcher has ensured confidentiality of the survey participants. No personal information was extracted from the participants. Further the responses of the participants were not shared with other participants or anyone else. The overall data that has been collected for this research work have been stored in a secured system that is protected by password.

Chapter 4: Results

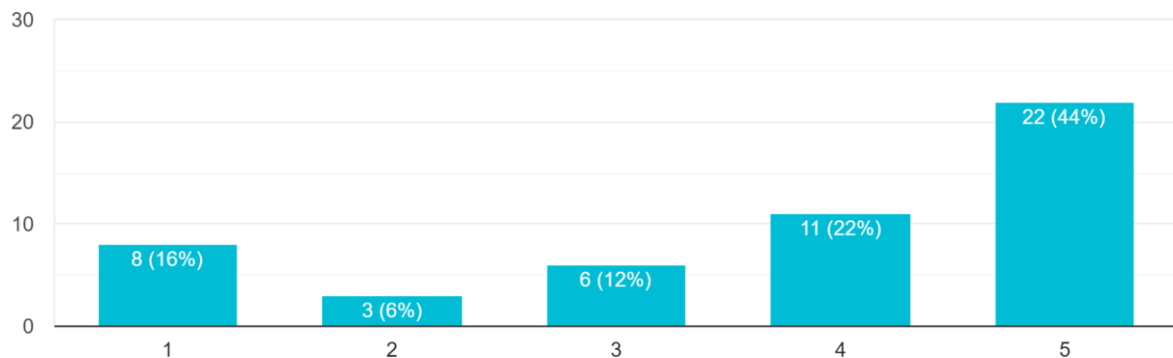
4.1 Chapter Introduction

In this chapter the survey results have been emphasised which has been gathered from 50 participants. The results from the survey would be analysed for understanding the viewpoints of the customers that buy products from the company Nike and their recommendations for the products of Nike for other people. The relation between customer satisfaction, brand reputation and loyalty is critical for effective marketing research. Understanding these factors would not only help Nike but it would also help enhance the customers loyalty for Nike products. The results showcased in the chapter is the output gathered is supported by qualitative data which helps in providing a comprehensive understanding about Nike's strategies for marketing, product quality and brand image in the market.

4.2 Data Presentation

1. How satisfied are you with the overall quality of Nike products you have purchased?

50 responses

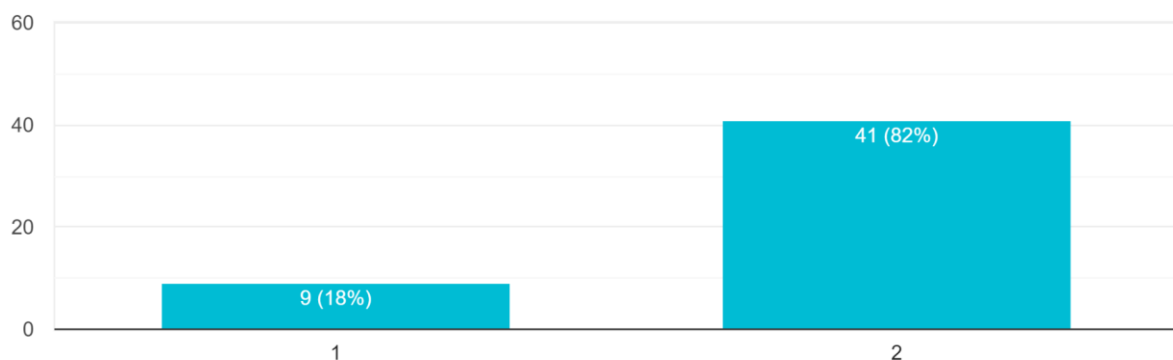


Analysis: According to the survey 66 percent of respondents were either very satisfied or satisfied with the quality of Nike products. This provides an easy explanation for why Nike frequently receives such high brand values, the brand merely strives to progress in quality and innovation, thereby proving its determination towards product performance as well. This low percentage of dissatisfaction (16%) underlines the work done by Nike quality control. The fact

that people generally like the quality of products made by Nike shows just how invested in fulfilling customer expectations is, which contributes immensely to brand loyalty. This 6% group of consumers who remained neutral as they were neither satisfied or dissatisfied with the products of Nike could be those that do not have a lot of experience with Nike products or simply may not feel them to necessarily be too different in terms of quality compared to other brands. Overall, the high customer satisfaction rates imply that Nike's market volatility is largely determined by its product quality and reflects positively on this leading athleisure brand.

2. How would you rate the value for money of Nike products?

50 responses



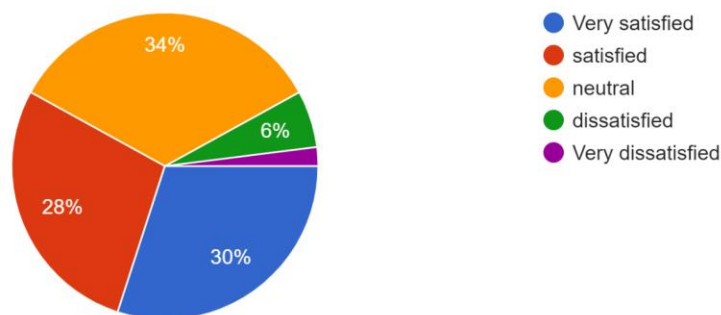
Analysis: It is believed that products from Nike are value for money. This implies that Nike is offered at an appropriate price based on the quality it is perceived to have. Those with who disagree, which represents 18% of those surveyed, may be reacting to price sensitivity or have experienced products in the past that seemed expensive relative to their quality. Nike may have to delve deeper into this segment, so that there are no negative fallout on its value perception in all the segments of customers. The high level of recommendations to which Nike has the potential to incite is probably due, in large part, by its strong image and perceived quality along with the emotion customers invest into it. Again, this speaks to the vital need for high customer satisfaction and brand consistency in order to shift neutral customers into advocates.

The survey results indicate a strong correlation between satisfaction with Nike's product quality and the perceived value for money, with 66% of respondents expressing high satisfaction with the

brand's quality, reflecting Nike's effective commitment to quality and innovation. This positive perception likely contributes to Nike's high brand value and customer loyalty. However, 18% of respondents feel that Nike products are not value for money, which may be due to price sensitivity or past experiences of perceived overpricing. The 6% of neutral respondents might lack sufficient experience with Nike or see little differentiation from competitors. To enhance overall brand perception and loyalty, Nike should address the concerns of those who question the value for money and convert neutral customers into advocates by reinforcing both product quality and perceived

3. How satisfied are you with the customer service experience you have had with Nike?

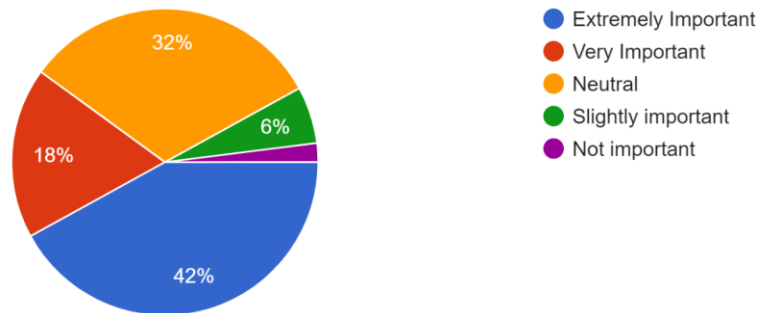
50 responses



Analysis: Customer service is an important part of customer satisfaction, and the survey results revealed that 58% rated Nike's to be excellent or good. This feedback represents Nike's success in receiving customer messages, processing returns and overall support which is very important to win a consumer trust returning customers. While 34% who rate the service as average figures are a common experience which does not go above and beyond what might be hoped for. At the same time, those who rated it as poor may have had particular problems that made their opinions different. There are no "Very Dissatisfied" ratings, which means Nike has an overall low incidence of serious customer service failures. To take customer experience a step further, it might even mean adding personal touches to conversation pathways or reducing wait times that will likely turn more of those 'average' ratings into good and excellent. The results indicate how critical it is to have excellent customer service in order to maintain brand loyalty long term.

4. How important is Nike's brand image (e.g., innovative, trendy, premium) in your decision to purchase their products?

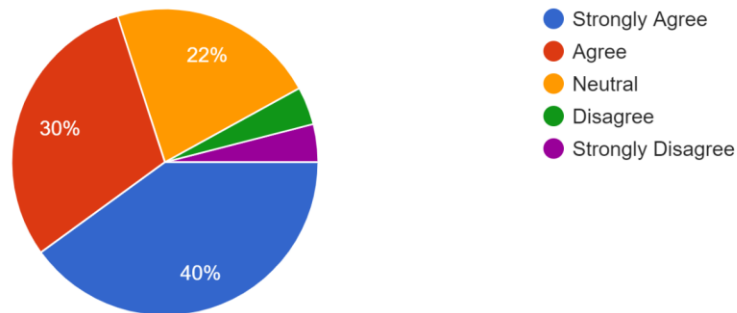
50 responses



Analysis: A positive brand image applies to the majority of the respondents as 60% either described Nike's brand image as extremely important and very important. Huge uptick in response just goes to show the sharp brand values and marketing method that Nike has used throughout their history. This, combined with its links to elite athletes and innovation as well as the 'Just Do It' mentality is pushing them up in consumers lifting their brand equity. The 32% neutrals might reflect customers thinking that Nike is just as good or bad as anything else the people who are willing to buy can buy these days. The only negative perceptions (8%) could be due to some products not meeting expectations or current controversies. Whereas the consumers send information to indicate that Nike's brand image is still strong and plays a valuable role in consumer retention. Given market leadership and consumer retention are the largest competitive advantages for the company, continued focus on maintaining a positive brand image will remain paramount.

5. How strongly do you agree with the statement: "Nike's brand image aligns with my personal values and lifestyle."?

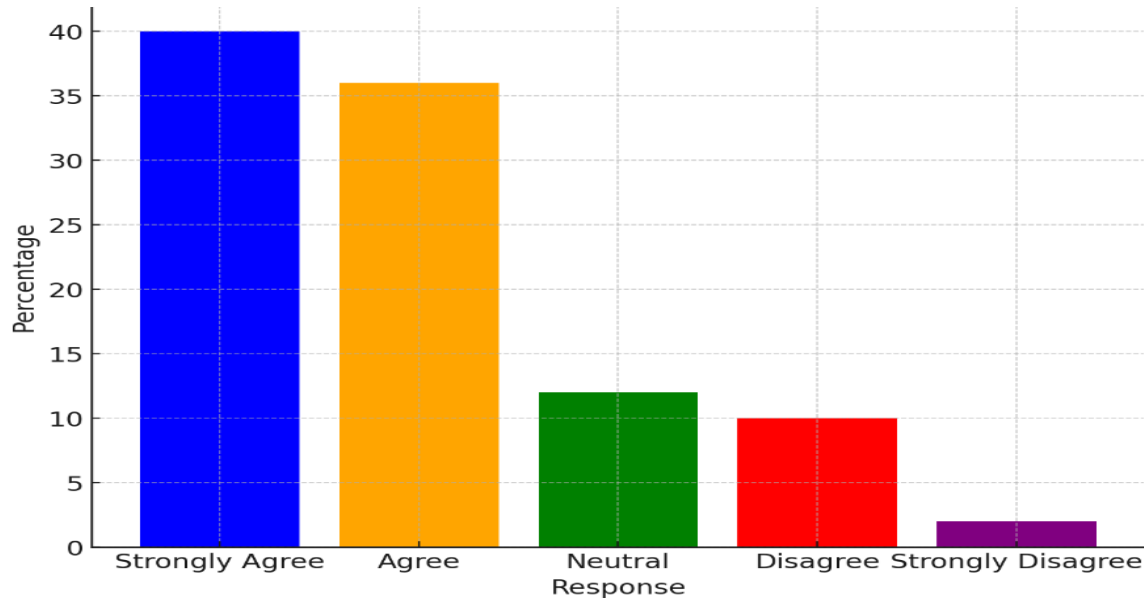
50 responses



Analysis: For modern consumers, having values and lifestyle in common with the brand is vital. From the survey results it can be evaluated that the statement of Nike's brand image aligns with personal values and lifestyle, the 70% of the respondents agreed where 40% respondents strongly agreed and the 30% of the respondents agreed with the statement. Whereas, disagreement with the statement by few respondents was also there which is of around 8% in total where some disagreed and some strongly disagreed. The distribution of responses can help Nike gauge if its brand message is truly hitting the mark with the values of their core target. The results showed that despite the commanding influence on purchase decisions, brand image appears to be more effective when supported by other factors such as product quality and price. Therefore, for Nike to continue its competitive edge in the market it is crucial because maintaining a strong brand image.

6. To what extent do you agree with the following statement: "I am loyal to Nike because of the consistent quality of their products."?

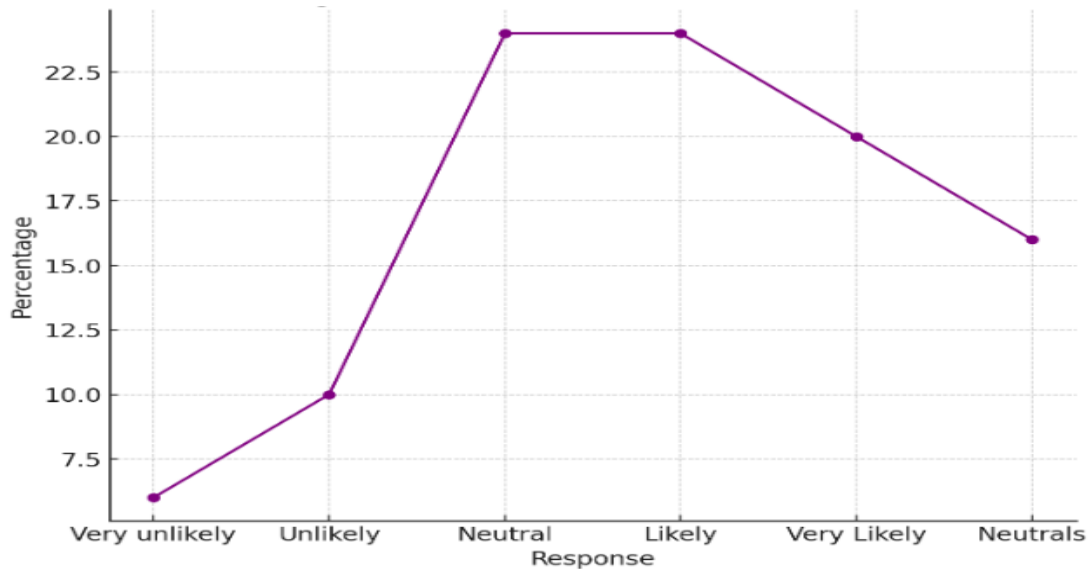
50 responses



Analysis: Nike's products have always been the primary driver behind loyalty, and this question relates to product performance. Mostly the respondents strongly agree or agree and the percentage of these respondents are around 75% which means that quality is indeed one of those core strengths for Nike. On the other end, if that colour makes a lot of fans neutral or disagree with it when combined with an additional prominent spot colours, Nike might want to look into fixing potential consistency problems before they start chewing away at loyalty.

7. How likely are you to recommend Nike products to friends and family based on your satisfaction and brand perception?

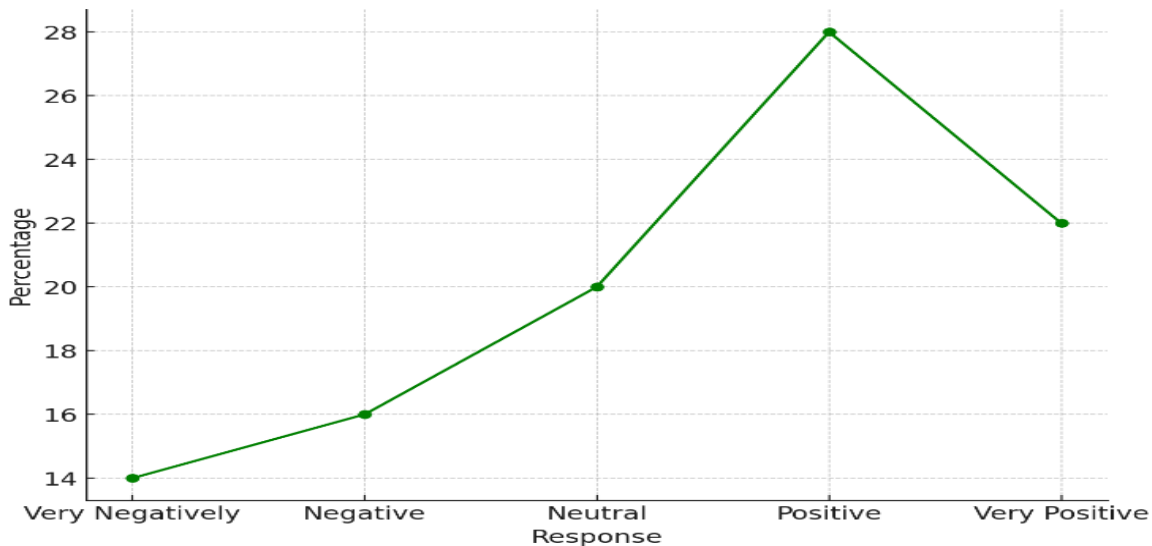
50 responses



Analysis: The likelihood of a recommendation is a strong indication that the customer will be happy with your product and become loyal to your brand. This area is crucial for brand growth as high scores here suggests a good word of mouth potential. Nike might conclude that the responses overwhelmingly slanted towards “Very Likely” and “Likely”, demonstrating its customer advocacy. But if the scores are lower, it might be seen as an early warning sign of hidden discontent beneath the surface that needs to be addressed before referrals can increase. On the whole, these findings indicate that Nike is cultivating customer loyalty with their strategy, although it would be wise for this to maintain long into the future and for them to innovate and communicate more evidently in order not only turn those undecided respondents but also addressing any looming dissatisfaction among the company’s consumer base.

8. How does Nike's product range and availability affect your overall satisfaction and loyalty?

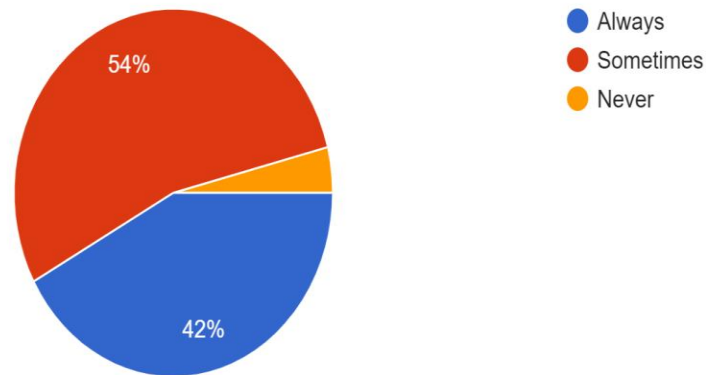
50 responses



Analysis: With a brand like Nike that operates on such a broad spectrum globally, the products able to be ranged and available is crucial for satisfaction. If the majority of responses are positive, it indicates that Nike is offering a lot of value to customers by having so many products available for distribution. A bad review has shortages in product availability, loss of sales and lower loyalty if a customer turns to competitors. This response from the respondents helps in understanding that the maximum number of consumers are positive about the aspect of Nike's product availability and ranges. This study implies that while Nike is successful in loyalty building for a considerable part of its target audience through various initiatives, making evident efforts and ensuring visibility could facilitate an incrementation to the same.

9. How frequently do you choose Nike over other brands for sportswear and athletic products?

50 responses

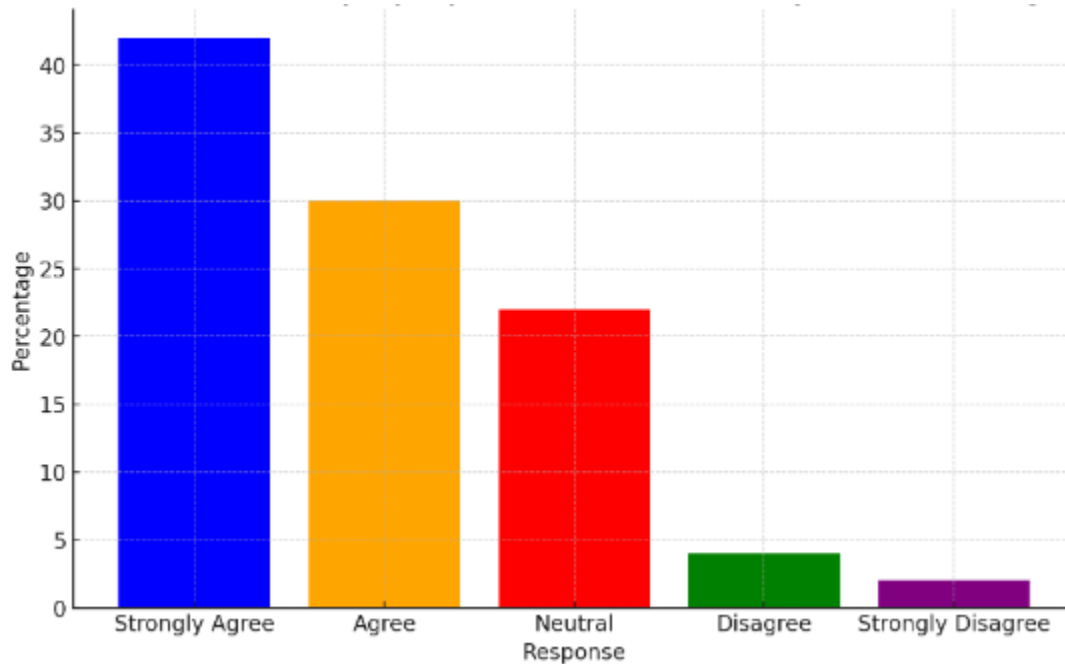


Analysis: Results with a large number of responses as "Always" indicates that there is a high brand preference and loyalty whereas if people respond either mostly or sometimes never then it can point out competition vulnerability. Nike can use insights about this distribution in its strategy to better position itself against the competition. In the grand context, it shows that Nike is doing a great job of engaging (at least) most of its audience through marketing but there are still potential constituents going uncovered who would provide incremental brand engagement with more tailored campaigns.

Nike's broad product range and global availability greatly enhance overall customer satisfaction and loyalty by providing a diverse selection that meets various needs, which helps prevent customers from turning to competitors due to product shortages. Positive feedback on product availability indicates that Nike's extensive distribution network is effective in maintaining high satisfaction and loyalty. Concurrently, frequent selection of Nike over other brands, especially if respondents choose "Always," reflects strong brand preference and successful marketing engagement. However, if some customers choose Nike only "mostly" or "sometimes," it highlights opportunities for Nike to refine its strategies and campaigns to further increase brand loyalty and capture a larger market share. Thus, Nike's product availability and brand preference are closely linked, with both aspects driving overall customer satisfaction and loyalty.

10. To what extent do you agree with the following statement: "My loyalty to Nike is influenced by their marketing and advertising strategies."?

50 responses



Analysis: Brand visibility and consumer perception is something that requires marketing and advertising. Even if the vast majority of consumers report their loyalty is swayed by marketing, that consistent support likely indicates Nike's campaigns are resonating with its base. On the other hand, a lower consent might indicate that consumers are driven to purchase more by experience with the product than marketing campaigns. That would in turn require Nike to review its marketing approach. Those among the 10% who disagree and strongly disagree may be less interested in sports wear due to which the marketing campaigns and advertisements might not have worked, however they might also place more importance on other elements of the brand, such as price-points, product range and ethical practices. The results therefore highlight the significance of marketing and advertising endorsements strategies is not only reinforcing Nike brand image within sports and athletics, but also confirm that such linkages remain key to informing their wider branding strategy.

This in-depth evaluation gives a window into the study of how satisfied consumers are with The Nike Brand. All the data for each question is linked directly to analysis so that the researcher is able to get a reference of how Nike strategies impact on the thinking customers and behaviour.

The survey found Nike has a strong brand presence with plenty of customers who are satisfied and loyal to the company in terms of product quality, value for money spent and maintained image. There is room for improvement definitely in terms of customer service and ensuring product quality consistency to retain the interest of customers. Furthermore, learning about the impact of marketing on customer loyalty can guide Nike in improving its tactics and scale down even closer to a larger market share. This analysis will allow Nike to understand where customer perceptions are, identify strengths and weaknesses. Where appropriate, additional detailed breakdowns of the data for each question could be provided to provide more tailored feedback around specific demographics or product categories.

Chapter 5: Discussion

5.1 Chapter Introduction

The current chapter focuses on the discussion of the research topic by triangulating the literature review, research objectives and survey findings. Furthermore, The chapter also presents a discussion of the predetermined research hypotheses which will be proved null and alternate accordingly.

5.2 Chapter discussion

5.2.1 The impact of Brand Image on Brand Loyalty of Nike

Brand image and brand loyalty are the factors that are most crucial for Nike, a brand that has a very strong image in the global athletic market. As stated by Manivel (2024), the brand image has the largest impact on the customers' loyalty, and this relationship works mainly on the emotional level. It helps to build a base of repeat business and customer loyalty in the short term and the long term. These results suggest that Nike has performed well in the product quality satisfaction of its consumers: 66% of the respondents expressed satisfaction with the quality of Nike's products; 44% of them expressed great satisfaction, and 22% expressed moderate satisfaction. This view is supported by the literature, which states that product innovation and superior performance contribute to a brand image (Neupane, 2022). Nike's focus on higher-end and innovative athletic wear further helps in building brand equity, thus improving consumer confidence.

Furthermore, Nike has a strong association between the brand image and its marketing mix, which has always been appealing to the customers' emotions and dreams. The famous slogan "Just Do It" campaign and association with legendary athletes like Serena Williams or Cristiano Ronaldo further elevates the brand image and generates a highly influential desire to become like the athletes (Manivel, 2024). This is supported by survey results where 60% of the respondents said that Nike's brand image plays a very important role in their decision-making process. This supports the notion that brand image is an essential determinant of customer loyalty because the customers not only use the products but also associate themselves with Nike's brand values. Environmental and social responsibilities are also the components of Nike's brand personality which strengthen

the loyalty of consumers who are sensitive to the environment. The “Move to Zero” campaign with the goal of eliminating carbon and waste also shows Nike’s commitment to sustainability, Nike has made large investments in sustainable materials for footwear and apparel (Statista, 2024). This is evident from survey data where the modern consumer is more conscious of the environment hence embracing Nike’s environmentalism. Since 70% of the respondents said that Nike’s brand image is consistent with their values and their lifestyle, it can also be said that the sustainability issue is an important factor of brand loyalty for Nike.

However, the survey also reveals some of the deficiencies that are as follows. Although 66% of the respondents seem to be happy with Nike product's quality, the 16% dissatisfied ratio may point out weaknesses in product uniformity.

5.2.2 Measurement of Customer Satisfaction with Nike’s Products and Services

The calculation of the customer satisfaction level of Nike’s products and services gives an insight into the image of Nike and its customers. Nani, Badriyah, and Ratnawati (2022) pointed out that customer satisfaction is the key factor in the development of brand loyalty; Nike has been quite effective in this regard. These assumptions are supported by the survey results: 30% of Nike’s consumers are highly satisfied, Overall, 45% are pleased, to some extent. This high level of satisfaction may be attributed to the long-lasting and unique products that Nike offers, giving this brand to have a competitive advantage in the market.

However, there are still some areas that require improvement and these are in the line of product design and customer services. In their study Abbas, Islam, and Gillani (2023) point out that Nike’s popular product lines are ruling the athleisure market, however, some customers complain that the product designs have become monotonous. This is in line with the survey results where 34% rated customer service as average implying that Nike has to step up both the innovation of designs and the quality of customer service to avoid compromising consumers’ loyalty. Silva, Madhushani, and Jayalath (2020) highlighted factors such as customer experience as the key to maintaining market leadership, which also supports the need for enhancing the quality of services and customer relations as identified in the survey. The other key determinant is Nike’s well-established brand image which is well-liked by customers. According to the survey, 60% of the respondents rated Nike’s brand image as extremely or very important, this is the result of Nike’s marketing strategy and its identification with elite athletes (Junarta & Sulaeman, 2024). However,

32% were neutral, which means that there is a possibility of brand identification being an issue. Also, since 70% of the respondents agreed with Nike's values that reflect their personal values, this has a positive implication for Nike's branding among its targeted consumers. However, the remaining 8% who disagreed show the areas where Nike needs to strengthen its brand image to all consumer groups. Overall, Nike is in good standing, and consumers are satisfied with the company's products and services; however, there is space to improve customer service and product design to sustain the competitive advantage. Thus, further development of Nike's brand image and consumer loyalty can be achieved by focusing on the following areas.

5.2.3 Analysis of the Impact of Customer Satisfaction on Brand Loyalty of Nike

The survey results as well as the literature presented suggest that brand image is a very critical determinant of customer satisfaction that ultimately leads to brand loyalty. Abbas, Islam, and Gillani (2023) pointed out that perception and beliefs are critical to the creation of a brand image which is as true for Nike that has a very powerful brand image backed by its "Just do it" idea and featuring athletes. The results also show that 70% of the respondents share Nike's brand image with their personal values and lifestyle further proving that brand image plays a critical role in customer loyalty. Another main reason that defines customer loyalty is the product quality. According to Adulyanukosol and Silpcharu (2020), footwear, especially in the sports industry, plays a significant role in defining the consumer's identity, and therefore, quality standards are important. According to the survey, 75% of the respondents agreed with Nike's product quality as a reason that made them be loyal to the company. This is in line with past research works like that of Silva, Madhushani, and Jayalath (2020), which have confirmed that Nike enjoys this reputation since it is capable of fulfilling customer expectations on product performance.

Nike is also able to reinforce brand loyalty because of the positive experiences that customers have with Nike Products based on the customer satisfaction indices that have been rated high (Statista, 2024). But some areas with suggestions for improvement are the matters concerning product consistency and customer service where some of the respondents had neutral or negative sentiments. According to Kamales and Maheswari (2022), perceived value and service quality can be crucial factors in enhancing customers' loyalty.

5.2.4 Study on the Existing Branding Techniques Adopted by Nike to Enhance Brand Identification

The survey results as well as the literature presented suggest that brand image is a very critical determinant of customer satisfaction that ultimately leads to brand loyalty. As Abbas, Islam, and Gillani (2023) pointed out, perception and beliefs are critical to the creation of the brand image, which is also true for Nike which has a very powerful brand image backed by its 'Just Do It' idea and featuring athletes. The results also show that 70% of the respondents share Nike's brand image with their personal values and lifestyle further proving that brand image plays a critical role in customer loyalty.

Another major reason that defines the customer loyalty is the product quality. According to Adulyanukosol and Silpcharu (2020), footwear, especially in the sports industry, plays a significant role in defining the consumer's identity, and therefore, quality standards are important. According to the survey, 75% of the respondents agreed with Nike's product quality as a reason that made them be loyal to the company. This is in line with past research works like that of Silva, Madhushani, and Jayalath (2020), which have confirmed that Nike enjoys this reputation since it is capable of fulfilling customer expectations on product performance. Nike is also able to reinforce brand loyalty because of the positive experiences that customers have with Nike products based on the customer satisfaction indices that have been rated high (Statista, 2024). But some areas with suggestions for improvement are the matters concerning product consistency and customer service where some of the respondents had neutral or negative sentiments. According to Kamales and Maheswari (2022), perceived value and service quality can be crucial factors in enhancing customers' loyalty.

5.3 Research hypothesis

To assess the predetermined hypotheses of the research that focuses on the interaction between brand loyalty and customer satisfaction as well as brand image, it is necessary to compare them with the existing theories and survey results.

Hypothesis 1: Customer satisfaction has a positive effect on brand loyalty

Many of the existing papers contribute to the idea that customer satisfaction constitutes the primary antecedent of brand loyalty. According to Yan, Brown, and Greenleaf (2022), Nike's

quality, innovation, and value-added services which include free applications like Nike Run Club and Nike Training Club are key drivers to customer satisfaction. This satisfaction leads to brand loyalty since customers who are happy with their purchase are more likely to buy from the brand again and also refer other people to do the same. This is supported by the survey data where 75% of the respondents either agreed or strongly agreed that it is the quality of the products that makes them loyal to Nike. This goes a long way in supporting the hypothesis that customer satisfaction has a direct positive relationship with brand loyalty. Nike's customers can be expected to be loyal to the products offered by the company if they place value on the high quality and performance of Nike's innovations.

Hypothesis 2: Brand image has a positive effect on brand loyalty.

Brand image has been discussed as an important aspect of loyalty for a long time. Nike's "Just Do It" campaign and its objective of empowering people of all genders and sexual orientations through high-performance gear has created an emotional bond with the customer, as stated by Champaneri and Jain (2021). This is in line with the survey results as 60% of the respondents considered Nike's brand image as either extremely or very important to them. The fact that 70% of the respondents have stated that their personal values are in harmony with Nike's brand image also supports the proposition that brand image has a major role to play in the generation of loyalty. Thus, the null hypothesis is supported as the evidence reveals that a strong positive brand image enhances the consumers' loyalty. Eliminating the other hypotheses further supports the assertion that customer satisfaction and brand image are vital elements needed in the sustenance of Nike's brand loyalty.

5.4 Limitation of the Research

Several limitations of this research could affect the generalization of the results. First of all, the study is based on more than one type of mono-quantitative research method which is using survey data, and therefore the depth of the understanding that could have been received through the use of qualitative research approaches was unavailable. It is also seen that quantitative data is analytical and all these different strategies' outcomes are purely measured; therefore, some of the rich aspects of customers' experience and their attitudes toward Nike may have been missed. Also, the number of respondents compiled in the study may not be enough since only fifty people

participated in the study living in the world of Nike. Nonetheless, the study has some drawbacks, meaning that the generalization of the study's findings may be restricted due to the sampling bias of the target population since the sample size is small and does not include a demographically and geographically diverse group of participants. The cross-sectional time horizon also limits the research by adopting data collection at a given time only. This approach carries the shortcomings of failing to capture changes in customer satisfaction or brand loyalty over time that could change with market trends, new product launches by competitors, or even changes in customer behavior. Finally, as a result of using self-administered questionnaires, certain sources of method bias can appear including the socially desirable response bias when the participants could give answers that are more socially acceptable rather than accurate. Another limitation of the given research is that it only compares the findings with Nike, a single brand. Thus, the scope for comparison with other brands in the athleisure industry is severely limited by this approach. Therefore, it is important to consider the following limitations whilst interpreting the results of this study.

6.0 Conclusion

6.1 Chapter introduction

This chapter examines of Nike brand image and customer satisfaction and its impact on customer brand loyalty. As a result, the study will look at existing branding initiatives and consumers' understanding of the concept to understand how Nike develops brand devotion and where the company can enhance.

6.2 Summary of Findings

The survey sought to compare customer satisfaction, brand image, and brand loyalty with reference to Nike. A sample of 50 participants was used to conduct a survey that provided an understanding of how the factors interrelate in determining consumer behaviour.

The survey was conducted to assess the perception that customers have on Nike company it was evident that 66% of the customers were satisfied with the quality of Nike products showing a strong appreciation for innovation and quality of Nike products. Such a level of satisfaction directly links to brand loyalty since customers with high satisfaction levels are more likely to stick with the brand and even encourage others to use the same brand. However, a minority of them (16%) said they were dissatisfied with Nike products identifying specific zones that needed improvement in terms of product homogeneity.

Therefore, the data analysis unveiled important findings seriously pointing out Nike's brand image that played a central role in influencing consumer loyalty. It is clear from the survey results that Nike's brand image was considered very important by 60 percent of the respondents and Nike's brand value system resonates with their personal values and lifestyle in accordance with the 70 percent agreeableness indicator. This obtrusive congruence between the affective aspects of the brand image and consumer values marks the emotional bond between Nike as a company and its clients, attributable to the powerful advertisement themes and endorsements from sports personalities. It helps to create bonds that form the foundation of a loyal consumer base.

Nevertheless, the survey revealed that Nike has some issues to address concerning customer service and product design, even though the general attitude towards the company is positive. Slightly over half of the respondents (58%) perceived the quality of Nike customer services as either good or excellent, while the remaining (34%) averagely; this presents an area of concern for Nike as poor performance in this area can lead to loss of clientele.

Therefore, in supporting the research question, the results posit that customer satisfaction and brand image are two key moderating factors of brand loyalty for Nike. A key force that sustains customer loyalty is the differentiated image that the company enjoys in the market through its products' quality and values that are consistent with those of consumers. On the same note, Nike needs to focus on other areas that may prevent it from maintaining a competitive advantage in the market; these include product quality and service delivery. In this way, Nike can enhance its brand association and persistently remain the market leader in the international athletic industry.

6.3 Linking with Objectives

6.3.1 Linking with Objective 1: To determine the effectiveness of brand image on the brand loyalty of Nike.

The research proposed focuses on relating between brand image, customer satisfaction and brand loyalty in Nike, an International Athletic company. The first aim of the study which seeks to establish the significance of brand image on brand loyalty is relevant to the study because Nike has gone to extra lengths to build its brand image through marketing and association with sporting legends. In fact, the presented research demonstrates that Nike's brand image associated with the well-known slogan 'Just Do It' and. Many of the respondents said that Nike's brand image is very important for them, which proves that Nike's buyers are very loyal to the brand.

The second goal of the study, which is to determine the level of satisfaction of its customer with Nike's products and services further emphasize on the significance of product quality and customer service in regard to the brand loyalty. 1 The findings of the survey suggest that most of

the respondents are content with Nike shoes' quality, which Smartphone perceived to as the major determinant of customer satisfaction. However, there were yet areas that were regarded as requiring urgent attention to maintain, let alone improve, satisfaction of the customers; these included aspects such as uniformity of product design and customer service quality.

6.3.2 Linking with the objectives: To assess the level of customer satisfaction with Nike's products and services.

The second aim which is to measure the overall customers' satisfaction levels towards Nike's products and services, proves that quality of the products and service delivery influences customer's loyalty towards a particular brand. About the product quality of Nike, 70% of the respondents are satisfied, and this is one of the most important reasons of customer satisfaction. However, such aspect as product design consistency and the quality of customer service was recognized as requiring focused attention to be strengthened and maintained in terms of customer satisfaction.

6.3.3 Linking with objectives: To analyse the effect of customer satisfaction on the brand loyalty of Nike.

The third aim of the study is cantered on understanding the role that customer satisfaction plays on customer loyalty; thus, this aim is actually an extension of the above objectives. According to the findings of the study, customer satisfaction was key determinant of brand loyalty since consumers who we satisfied are likely to continue using Nike brands and even persuade others to do so. It can be seen that this relationship highlights the need to uphold the quality and the level of service to the highest standards.

6.3.4 Linking with objectives: To investigate the current branding strategies implemented by Nike to increase brand loyalty.

Last but not the least is the fourth aim, which is to analyse the present day branding practices adopted by Nike to enforce the brand loyalty in the consumers, whereby highlights on how Nike has been constantly branding itself through sustainable opportunities and engaging the customers through applications like Nike Run Club. The findings of the study are that Nike is well-equipped to maintain the growth of its brand but there is always a need to work on new products,

the issues of service delivery to Nike's customers, and the need to ensure that Nike's brands' attribute is in harmony with the image consumers have in their minds.

6.4 Recommendation

Enhance Product Innovation: Nike should keep on creating products to ensure it does not have similar products in the market, thus meeting the ever-changing customer requirements.

Improve Customer Service: Hence improving on the "average" service experience received by 34% of Nike's customers will go a long way in boosting customer satisfaction. This may entail a cut down on wait times, incorporation of extra services and enhancement of the quality of service delivered to the clientele.

Expand Digital Engagement: Intensify the usage of Internet advertising and sales promotion with the use of applications and social networks to increase the impact on individuals and their decisions. Nike Run Club to have improved consumers' engagement could probably enhance the company's long-run hold.

Focus on Environmental Sustainability: Therefore, directly on the success of the "Move to Zero" Nike should further recycle sustainable materials as well as encourage environmental programs as consumers' awareness of the current environmental issues increases.

Diversify Customer Research: Therefore, future customer satisfaction studies should extend to a wider demographic across the world to get a full view of customers' behaviour and preferences.

Strengthen Brand Image Alignment: Keep on connecting brand equity with the consumers' lives in general, and make sure that all the marketing communications remain sensitive to minority and/or marginalized groups since these approaches have been effective in re-establishing brand commitment.

Monitor Competitor Strategies: This means that Nike should engage in competitive analysis from time to time in branding and product quality to continue out-competing rivals such as Adidas and Puma.

6.5 Scope for future research study

The implication of the results of this study holds several directions for further research. First of all, future studies could use other research methods, namely, interviews or focus groups, and obtain a richer understanding of customer satisfaction and brand loyalty. Quantitative data would have been useful in expanding understanding of customer relations, experiences, and the psychological and emotional perspectives of customers on brand loyalty, which was not possible in this current study as it exclusively used quantitative research methodology (Dawadi, 2020). To enhance the generalizability of the findings in future studies, it is also a good practice to use greater sample sizes as well as increase the variability of the participants concerning region and age. As for the consumer participants of the future studies, the variation of the regional and cultural diversity should be added, which will allow future research to identify how brand loyalty and customer satisfaction differ across the markets, to align it with the interests of such companies as Nike.

Also, more beneficial information about how customers' satisfaction and their loyalty change over time can be acquired through Longitudinal research (Champaneri, and Jain, 2021). This sort of strategy would enable scholars to determine the extent to which brand equity is impacted by time-related variables, changes in the market environment, product portfolios, and other social/economic factors. Future studies could track participants over a broader timeframe to see when and how much loyalty, to say, Nike, is either gained or lost.

One of the further research opportunities includes the comparison of the Nike case with its competitors like Adidas or Puma. This would help to understand the relationship between brand image and customer satisfaction to loyalty across different companies in an industry and thus be able to make comparisons across brands. Finally, it would be beneficial for future studies to investigate further upon the digital contact since digital marketing and the social media impact

customer loyalty in Nike. Considering the current and future trends in consumers' behaviour and their experience, exploring the factors that lead to the development of brand loyalty digital interactions can be valuable for enhancing brand experience in the context of the digital environment.

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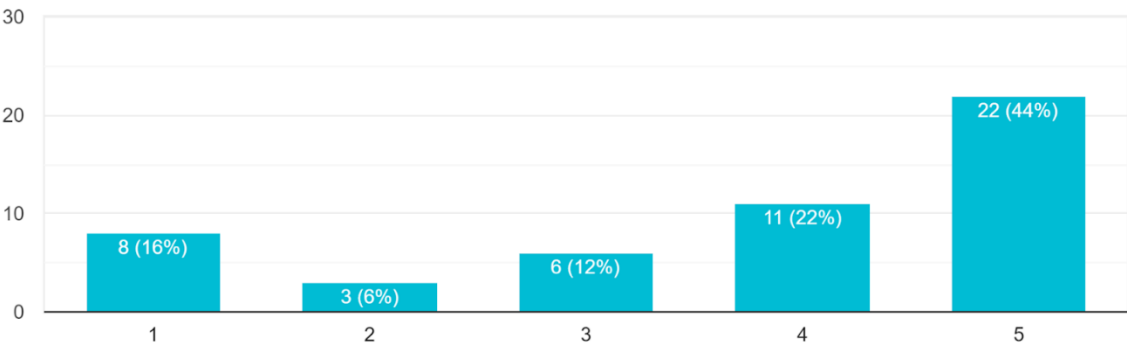
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Appendix

Survey Results

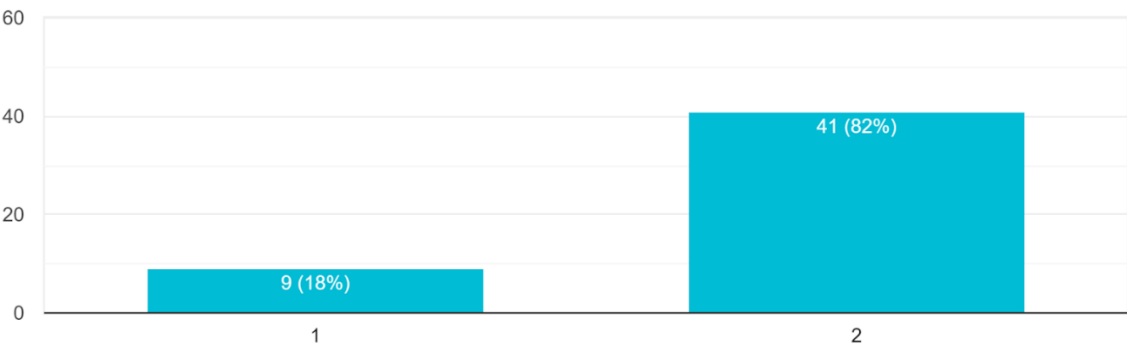
1. How satisfied are you with the overall quality of Nike products you have purchased?

50 responses



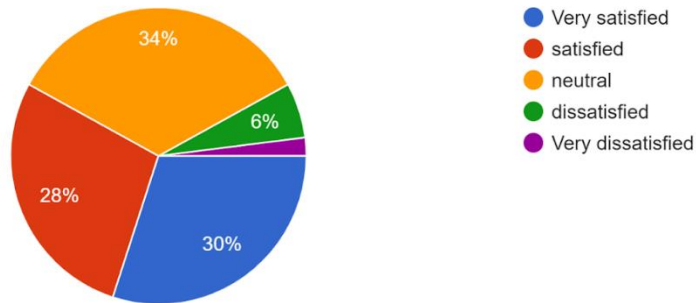
2. How would you rate the value for money of Nike products?

50 responses



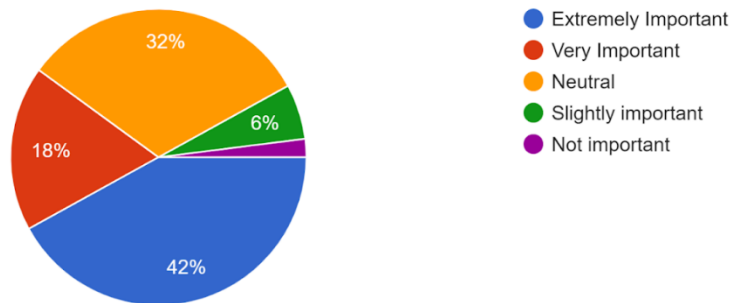
3. How satisfied are you with the customer service experience you have had with Nike?

50 responses



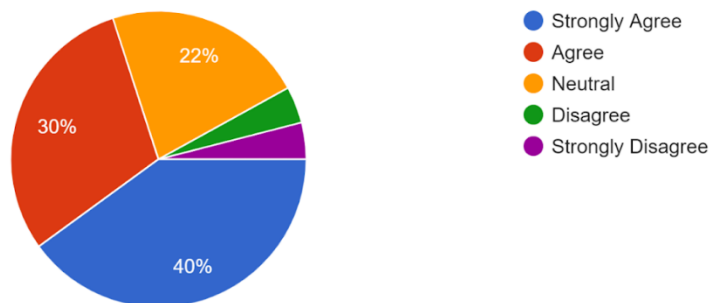
4. How important is Nike's brand image (e.g., innovative, trendy, premium) in your decision to purchase their products?

50 responses



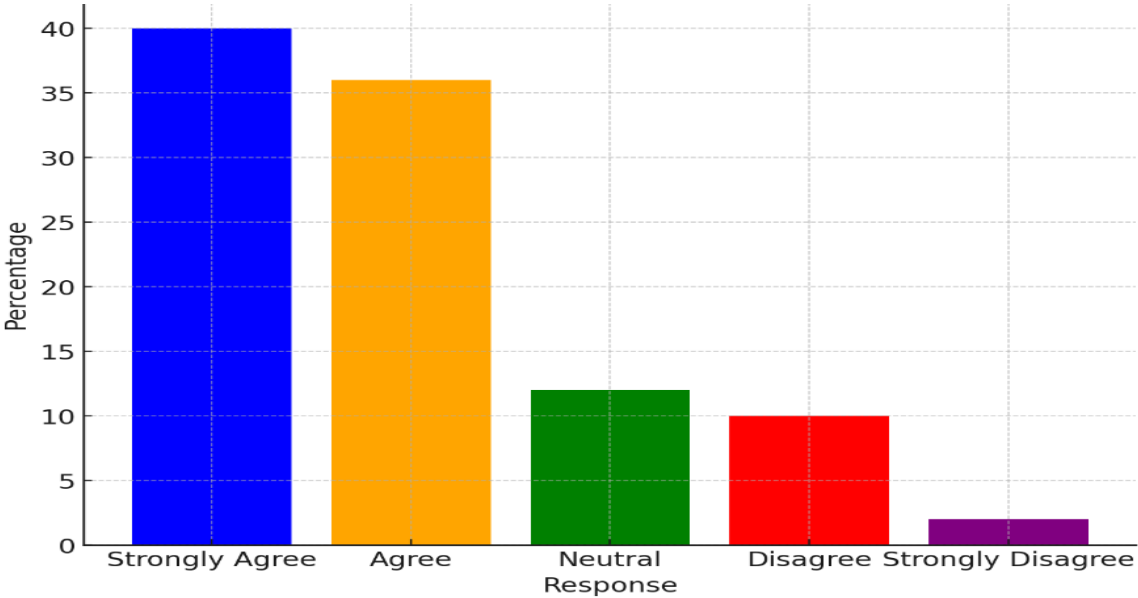
5. How strongly do you agree with the statement: "Nike's brand image aligns with my personal values and lifestyle."?

50 responses



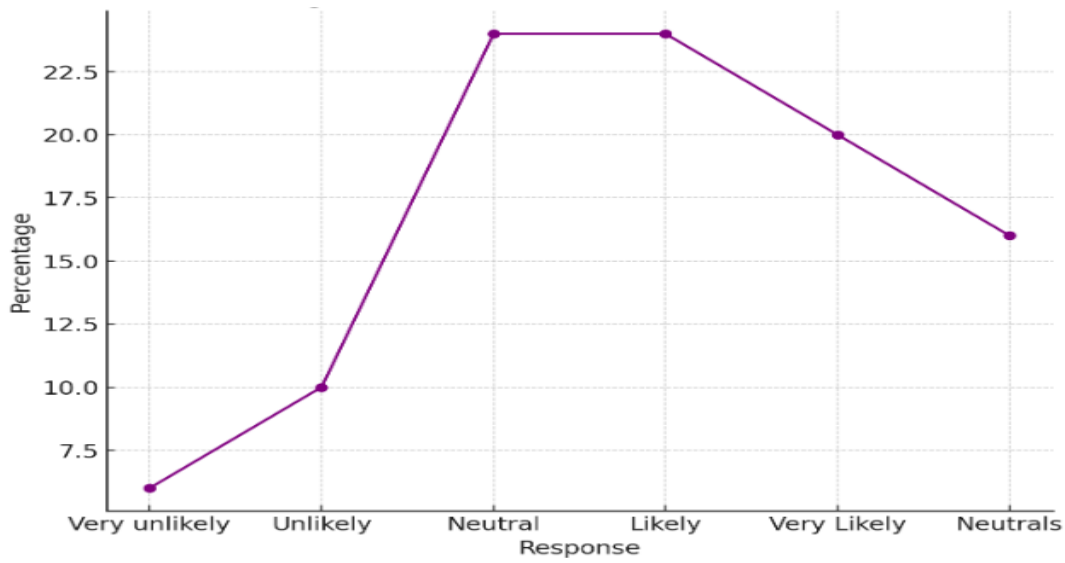
6. To what extent do you agree with the following statement: "I am loyal to Nike because of the consistent quality of their products."?

50 responses



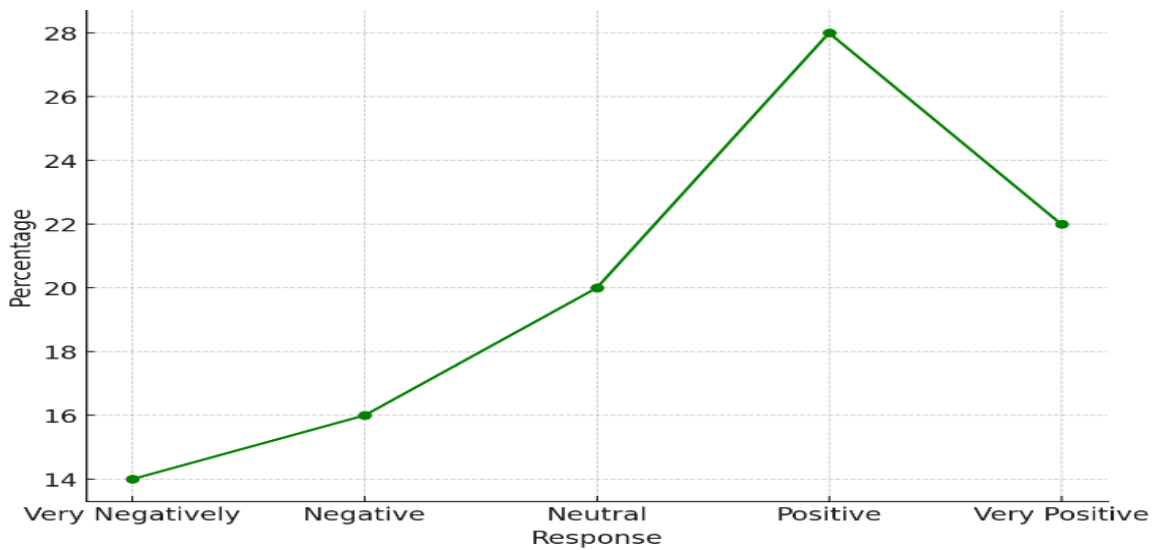
7. How likely are you to recommend Nike products to friends and family based on your satisfaction and brand perception?

50 responses



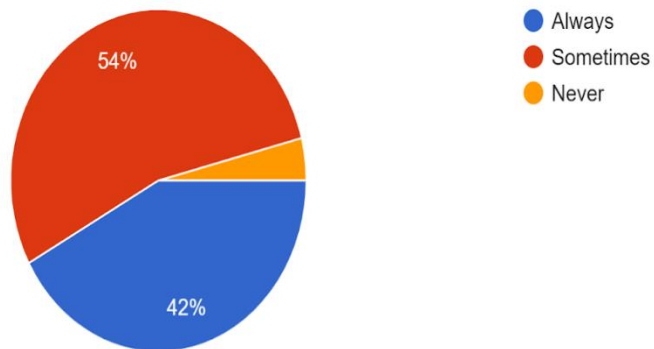
8. How does Nike's product range and availability affect your overall satisfaction and loyalty?

50 responses



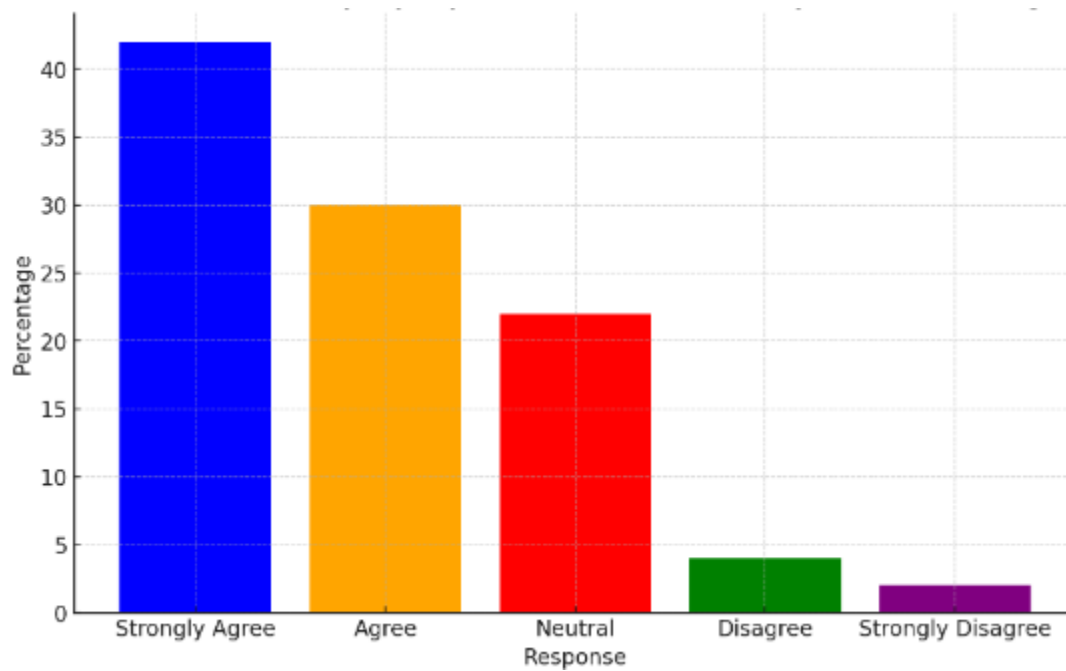
9. How frequently do you choose Nike over other brands for sportswear and athletic products?

50 responses



10. To what extent do you agree with the following statement: "My loyalty to Nike is influenced by their marketing and advertising strategies."?

50 responses



Filled survey forms.

1.

Impact of Customer Satisfaction and Brand Image on The Brand Loyalty of Nike

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

1. How satisfied are you with the overall quality of Nike products you have purchased? *

Not satisfied 1 2 3 4 5 very satisfied

☐ ☐ ☐ ☒ ☐

2. How would you rate the value for money of Nike products? *

Very Poor 1 2 Excellent

☐ ☒

5. How strongly do you agree with the statement: "Nike's brand image aligns with my personal values and lifestyle."? *

☒ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

6. To what extent do you agree with the following statement: "I am loyal to Nike because of the consistent quality of their products."? *

☒ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

3. How satisfied are you with the customer service experience you have had with Nike? *

☐ Very satisfied

☒ satisfied

☐ neutral

☐ dissatisfied

☐ Very dissatisfied

4. How important is Nike's brand image (e.g., innovative, trendy, premium) in your decision to purchase their products? *

☐ Extremely Important

☒ Very Important

☐ Neutral

☐ Slightly important

☐ Not important

7. How likely are you to recommend Nike products to friends and family based on your satisfaction and brand perception? *

☐ Very unlikely

☐ unlikely

☐ Neutral

☒ Likely

☐ Very Likely

8. How does Nike's product range and availability affect your overall satisfaction and loyalty? *

☐ Very Negatively

☐ Negative

☐ Neutral

☒ Positive

☐ Very positive

9. How frequently do you choose Nike over other brands for sportswear and athletic products? *

- ☒ Always
☐ Sometimes
☐ Never

10. To what extent do you agree with the following statement: "My loyalty to Nike is influenced by their marketing and advertising strategies."? *

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☒ Disagree
☐ Strongly Disagree

2.

Impact of Customer Satisfaction and Brand Image on The Brand Loyalty of Nike

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* Indicates required question

1. How satisfied are you with the overall quality of Nike products you have purchased? *

- Not satisfied 1 2 3 4 5 very satisfied
☐ ☐ ☐ ☐ ☒

2. How would you rate the value for money of Nike products? *

- Very Poor 1 2 Excellent
☐ ☒

5. How strongly do you agree with the statement: "Nike's brand image aligns with my personal values and lifestyle."? *

- ☐ Strongly Agree
☒ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

6. To what extent do you agree with the following statement: "I am loyal to Nike because of the consistent quality of their products."? *

- ☐ Strongly agree
☒ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

3. How satisfied are you with the customer service experience you have had with Nike? *

- ☒ Very satisfied
☐ satisfied
☐ neutral
☐ dissatisfied
☐ Very dissatisfied

4. How important is Nike's brand image (e.g., innovative, trendy, premium) in your decision to purchase their products? *

- ☒ Extremely Important
☐ Very Important
☐ Neutral
☐ Slightly important
☐ Not important

7. How likely are you to recommend Nike products to friends and family based on * your satisfaction and brand perception?

- ☐ Very unlikely
- ☐ unlikely
- ☒ Neutral
- ☐ Likely
- ☐ Very Likely

8. How does Nike's product range and availability affect your overall satisfaction * and loyalty?

- ☐ Very Negatively
- ☐ Negative
- ☒ Neutral
- ☐ Positive
- ☐ Very positive

9. How frequently do you choose Nike over other brands for sportswear and athletic products? *

- ☐ Always
- ☒ Sometimes
- ☐ Never

10. To what extent do you agree with the following statement: "My loyalty to Nike * is influenced by their marketing and advertising strategies."?

- ☒ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

3.

Impact of Customer Satisfaction and Brand Image on The Brand Loyalty of Nike

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* Indicates required question

1. How satisfied are you with the overall quality of Nike products you have purchased? *

Not satisfied 1 2 3 4 5 very satisfied

☐ ☒ ☐ ☐ ☐

2. How would you rate the value for money of Nike products? *

Very Poor 1 2 Excellent

☐ ☒ ☐

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- ☐ satisfied
- ☐ neutral
- ☒ dissatisfied
- ☐ Very dissatisfied

4. How important is Nike's brand image (e.g., innovative, trendy, premium) in your decision to purchase their products? *

- ☐ Extremely Important
- ☐ Very Important
- ☐ Neutral
- ☒ Slightly important
- ☐ Not important

5. How strongly do you agree with the statement: "Nike's brand image aligns with my personal values and lifestyle.?" *

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- ☒ Agree
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- ☐ Strongly Disagree

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- ☐ Neutral
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- ☐ Very Likely

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4.

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