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Assessing Youth’s Buying Behaviour towards Sports Shoes
(A Case Study of Nike)

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““Process of learning, one should not forget the purpose of Learning”” by Swami Vivekananda (1890-1938).

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**ABSTRACT**

The paper focuses on attitudes and behavior on the concept of the youth’s buying behavior towards branded sports shoes, different consumers have got different decision
making process. The buyer’s ultimate goal is to buy the product of qualitative, quantitative with low/best affordable price. In order to identify different kinds of consumer’s behavior towards buying of different branded shoes and Nike sports shoe. I have carried out buying behavior of youth and different kind of consumer behavior models, literature and theory of consumer behavior; finally, I analyzed and concluded with research based on questionnaire of Nike shoes and case studies of Nike sports shoes at Halmstad University.

1. INTRODUCTION & BACKGROUND

Introduction:
Why studying youth buying behaviour?
Youth is perhaps the most difficult demographic group to communicate with. Not only they have a short attention span, they are also elusive in media consumption, fickle in brand preference, and simply challenging to engage and entertain. Marketers spend millions in marketing research every year trying to predict, or anticipate, changing youth behaviours. With the continually proliferating choices of sports shoe, not only does this group embrace technology at an early age, it quickly becomes the early adopters of all new trends and convergent platforms. One can argue that whatever youth does today foreshadows what older demographic groups will adopt in the near future. All this makes it extremely difficult to understand and target their behaviours.

Background
Consumer has been elated with the kind of reception; they are getting from various companies these days. The reason behind a drastic change in consumer behavior is because the consumer is no more treated as a hire purchaser but, he is treated as the decider of the company’s fortune. Companies or marketers cannot hire any fortuneteller to guess the consumer’s attitude. Guessing or measuring the consumers attitude is not a cake walk but this is because predicting consumers attitude is as tough as predicting consumer’s mind (Bheri, 2004).
Consumers are continuously choosing among the various products though they are not aware of the products and usage, even though they are intentionally purchasing the various new brands without any knowledge about the new products, furthermore if new
company enters into the market, for every consumer it is very difficult to understand the features of the new products and this makes confusion among the consumers to obtain the information. For example: If one local company enters into the market then to gain the knowledge about the features of the new product, it will take long time for the consumers to understand (Nelson, 1970).

The term ‘consumer’ can be described as a person who acquires goods and services for self satisfaction and his often used to describe two different kinds of consuming entities: the personal consumers and organizational consumers. The personal consumers buy goods and services for his/her own use. In this context, the goods are bought for final use by individual, who are organizational consumers, they encompasses for profit and not for profit business, government agencies, institutions, all of them must buy products, equipment and services in order to run their organization (Hawkins, Best and Coney 1998).

The consumer will respond according to the product quality and reliability, the fundamental understanding of products is necessary to understand the product features, products reliability and product benefits (Baker, 2004). The consumer is the end user for the product; consumers buy the products in market; in order to perform successful sales operations in the market an effective distribution channel and networks are required for the organizations. Distribution channels and networks play an important role in the consumer goods industry. Consumer is the ultimate user of every product, without any consumer there is no market as such (Baker, 2004).

Every region wise the different consumers are using different kind of products. Every consumer has their own tastes and preferences. So, every consumer’s opinions and preferences are different from one another. The local marketers have good idea about, what the local consumers are using (region wise). For example: The south Indian food habits and tastes and preferences are different, when compared to north Indian food habits (Thomas, 2004).

Based on above paragraph, direct marketing activities have big impact on every consumer, because through direct marketing every company knows about the behavior of
every consumer in the market. Manufacturing companies, retailer and suppliers do not have an idea about the consumer behavior in the local market. So, author suggested that direct marketing activities should be left to the local market leaders, because the local market leaders have best idea of local market and local consumer behavior. This theory helps for the organization and sub-organizations to know the consumer behavior in different market environments, taste and preferences of the consumer behavior (Thomas, 2004).

McDonald’s would not have made a big impact in the Indian market had it persisted with its U.S. product line that included beef products, moreover, McDonald’s repositioned the brand as family-oriented and children-friendly, catering the traditional Indian middle-class segment that finds pride in its family culture and is especially conscious of childcare. So in this point of view Mc Donald’s have approached differently, because they identified that, which they followed earlier that will not get good impact on their business so, they immediately changed the business line to achieve the targets, thus, this is one kind of business strategy to achieve the set goals in huge populated countries (Dash, 2005).

For perspective of globalization we can not change the system of tastes and preferences of Consumers. Another instance demonstrating the ignorance of local tastes in the wake of globalization features the multinational mobile phone makers, Nokia had tasted success with its soap-bar designed phones and ceased producing the flip phones that consumers found irritating to use (Zaccai, 2005).

The Chinese business people are giving importance to Chinese traditional, patriotic values; the business people are running their businesses by showing their traditional, patriotic advertisement and promotional campaigns to get the business from the Chinese people. The Chinese consumer’s perspective, by assessing their preferences amongst a host of advertisements and promotional campaigns, later on the business people are started the global Advertisement campaigns with status and social appeal, they sought immense pride in clinging to the traditional, cultural and patriotic values through the local campaigns, with this theory helps by knowing the Chinese consumer behavior and also they are giving same importance to traditional and patriotic values in the name of
advertisements. Finally, they want the advertisements with traditional and patriotic values of Chinese culture (Zhou and Belk, 2004).

The consumers mind is different from one another in this as author said in the definition that according to the human psychology, demographical differences, age & sex and to understand people needs. (Kotler, 2004), to assess the influences of every consumer approach is different, in theory explained that consumer is treated as decider of the company, what ever the product comes to the market, the consumer is the ultimate purchaser for every product, some times the consumers are choosing, selecting and going for family decision making to choose differently, in one point of time the consumers differentiated and explained that they are going for personal and some of the them are using products for profit. Demographical differences make new food habits for every consumer. The choice of variation for every consumer (Kotler, 2004).

The example of above paragraph, two countries, therefore Chinese consumers are giving respect to traditional and patriotic values, where as Indian consumers are more religious when they are using the products. These are influences that make the consumer to purchase different products; mostly those influences are more related to the physiological, demographical, social, cultural, economic, family and business influences.

According to Kotler (1994), consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It is a subcategory of marketing that blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people needs. It also tries to assess influences on the consumer from group such as family friends, reference groups, and society in general (Kotler, 1994) for example while consumers purchase the shoe, then they go for family decision, comfort, satisfaction, price and quality. Every family member doesn’t have the same opinion to buy the same product; different family members have different choice to buy the product. So, in one family consumer behavior is different (Kotler, 1994).
2. PURPOSE OF THE STUDY

The purpose of this dissertation is to contribute to a better knowledge of consumer buying behavior towards purchasing the sports shoes. The aim of the thesis is to find out the factors influencing the youth in purchasing sports shoes.

The purpose of the study could be expressed by the following research question.
Assessment factors, which influence the youth to buy sports shoes?

3. LITERATURE REVIEW

The Definition: Consumer-buying behavior according to Kotler (2004, p.601) is defined as “The buying behavior consumers – individuals and house holds who buy goods and services for personal consumption.” the term ‘consumer’ can be described as a person who acquires goods and services for self satisfaction is often used to describe two different kinds of consuming entities: the personal consumers and the organizational consumers. The personal consumers buy goods and services for his/her own use. In this context the goods are bought for final use by individual, who are organizational consumers, encompasses for profit and not for profit business, government agencies, institutions, all of them must buy products, equipment and services in order to run their organization (Kotler, 2004).

Peter and Olson, (1993) mention that interactions between the peoples emotions, moods, affection and specific feelings is called consumer behavior, in other words in environmental events which they exchange ideas and benefits each is called consumer behavior. Buying behavior of people, who purchase products for personal use and not for business purposes (Peter and Olson, 1993).

The Physical actions of consumers that can directly observe and measured by others, by influencing behavior profit can be earned (kotler, Armstrong and Cunningham, 1989). The study of consumer behavior has evolved in early emphasis on rational choice (microeconomics and classical decision theory) to focus on apparently irrational buying needs (some motivation research) and the use of logical flow models of bounded rationality (Howard and Sheth 1989). The latter approach has depended into what is often
called the ‘information processing model’ (Bettman 1979). The information processing model regards the consumer as a logical thinker who solves problem to make purchasing decision (Holbrook and Hirschman 1980).

Compares the four major approaches to create successful inter-organizational relationships and integrates them into a single prescription for managing important inter-firm relationships (Palmatier, Dant and Grewal, 2007). Service fails, in satisfying the customers and developing customer loyalty over time in business to business markets.

Cyert (1956) may have been the first to observe that a number of managers in addition to the purchasing agents are involved in buying process, and the concept was labeled ‘buying behavior’ and popularized by Robinson (Faris and Win 1967). Webster and Wind (1972) famously identified five buying roles, they are: 1. users 2. Influencer 3. buyer 4. decider and 5 Gatekeeper (Webster and wind, 1972). Further categories have been suggested as the ‘initiator’ (Bonomia, 1981), and the ‘analyst’ and spectator by Wilson (Wilson, 1998).

The product purchase decision is not always done by the user. The buyer necessarily purchases the product. Marketers must decide at whom to direct their promotional efforts, the buyer or the user. They must identify the person who is most likely to influence the decision. If the marketers understand consumer behavior, they are able to predict how consumers are likely to react to various informational and environmental cues, and are able to shape their marketing strategies accordingly (kotler, 1994).

The consumer behavior influences are follows:
The consumer behavior influences in 3 aspects, they are acquiring, using and disposing. The acquiring means that how the consumer spends money on the products, such as leasing, trading and borrowing. Using means some of the consumers use the high price products and some of the consumer sees the quality. Disposing is nothing but distribution, order or places a particular product (Hoyer, Deborah, 2001).

By understanding consumer behavior deeply, different authors have given different information about the consumer behavior, how consumer buys the products, it involves
four steps they are: need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior, the marketer can pick up many clues as and how to meet the buyer need and develop an effective program to support an attractive offer to the target market (Kanuk, 1990).

According to Kotler (1994), the Consumers buying decision process is influenced by four steps those are as follows:

a. Types of consumer buying decision behavior:
Consumer buying behavior decision-making varies with the type buying decision.
There are different types of buying behavior decisions.

b. Complex buying behavior: Consumers undertake complex buying behavior when they are highly involved in purchase and complex buying behavior and perceive significant difference among the brands. Consumers may be highly involved when the product are expensive, risky, purchased in frequently and are highly expensive (Kotler, 1994).

c. Dissonance – Reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent or risky purchase, but sees little difference among various brands (Kotler, 1994).

d. Variety – Consumers undertake variety seeking buying behavior in situations characterized by low consumer involvement, but significant perceived brand difference. In such cases, consumers often do a lot brand scrutiny (Kotler, 1994).

4. THE BUYING DECISION PROCESS
a. Introduction of buying decision process
Consumers make many buying decisions every day. Mostly large companies do extensive research on consumer buying decision, to answer questions like what does consumer buy, where they buy, how they buy, how much they buy, when they buy and why do they buy a product, for this question to reorganize the decision different stages needed they are, information search, and evaluation of alternatives, purchase decision and post purchase decision etc., The consumer passes through all five stages with every purchase, but in
more routine purchases, consumers often skip or reverse some of these stages (Hawkins, Coney, 1998).

b. The buying decision process
The buying process starts with need recognition, where as buyer recognize the need. The buyer’s decision is depending on his/her internal & external stimuli of consumer behavior. The internal and external stimuli of consumer behavior means that the consumer, which product should purchase, how much wants to purchase and externally which products are more reliable and usable. According to this internal and external stimuli’s the buyer will take the decision (Hawkins, Coney, 1998).

The consumers are searching the information from the various sources those are information search, personal source, commercial sources, public sources and experimental sources; this is also process of the buying decision process before purchase of the product (Hawkins, Coney, 1998).

Information search: The consumer can obtain information from any of several sources, which includes:
Personal source: family, friends, neighbors, acquaintance etc.
Commercial sources: advertising, sales people, dealers, packaging, displays.
Public sources: mass media, consumer-rating organizations etc.
Experimental sources: handling, examining, using of the product.
Consumers receive most of the information about a product from commercial sources, which are controlled by the marketer. The most effective source however tend to be personal. Personal sources appear to be even more important in influencing the purchase.

c. Evaluation of Alternatives: The consumer evaluates all the alternatives available to him/her to arrive at a brand choice. The consumer will see the product as a bundle of attributes with varying capacities, which satisfies his or her needs. The consumer will pay more attention to those attributes connected with their needs. The consumer is likely to develop a set of brand beliefs about, where each brand stands on each attribute. These of beliefs held about the particular brand is known as brand image, according to the beliefs
and preferences of the consumer, evaluates the alternative products instead of using existing products (Kotler, 2004).

d. Purchase decision: In the evaluation stage, the consumer ranks all the brands and makes a purchase intention. Generally the consumer purchase decision is to buy the most preferred brand, when purchasing a products, consumer will think about two things, which can be, purchase decision and purchase intention. The attitude of others and unexpected situation factors both directly or indirectly effects the consumer’s final decision to buy a particular brand. (Kotler, 2004).

e. Post purchase behavior: The buyers’ job does not end when the product is brought. After purchasing the product, the consumer will be satisfied or dissatisfied and will be engaged in post purchase behavior. The satisfaction or dissatisfaction of the purchase of a particular product depends on the relationship between the consumer expectation and the consumer disappointment, if it meets the consumer expectations, the consumer can get satisfied. And if it exceeds he/she is delighted (Gilly and Gelb, 1986).

5. THEORETICAL FRAME WORK

a. Consumer Involvement Theory

The consumer involvement theory means that, how the consumer involving the purchase of various products in the market, after purchasing the product, how the consumer responding towards the products called consumer involvement theory. The consumers get the information through advertising, for that they purchase, use, and react that they see and hear about the products that they buy (Barry, 1987).

Level of involvement an individual’s intensity of interest in a product and the importance of the product for that person, those are enduring involvement and situational involvement (Homewood IL & Irwin, 1987). Routinized response behavior is that the process used when buying frequently purchased low-cost items that requires little search- and decision-effort (Homewood IL & Irwin, 1987).
The consumer involved in purchasing of products and usage and, also, various aspects like high involvement and low involvement in process of purchasing of products. The consumer some times involves high and low in purchasing products, so, theory of involvement is explaining that the consumer recognizes the importance of the purchase and it considers that the degree of perceived risk, moreover, it reflects on self image perhaps information processing may be different from one another (Ray, 1973). The low involvement theory is explaining that the consumer would accept wide range of products with positive attitude with do-feel-learn strategy, firstly the consumer select any kind of product, use the product, if they are not sure about how to use the product, and they learn how to use the product. To purchase a new computer in market and using of the computer, if they are not satisfied then they go for learning of how to use the computer. The low involvement of consumer will be in manner that do-feel-learn strategy (Ray, 1973). In one of the consumer article author explained about the consumers, are influenced by television commercials and their relationship effectiveness of advertisements (Krugman 1987).

High involvement theory is rational and emotional, and it is explaining about the consumer’s participations in the context very actively without any hesitation, moreover, they look after extensive problem solving. In this theory of involvement the consumers learn about the product, use the product, if they are feeling that the product is comfortable to use it, and then they go for buying the product, so this is called high involvement because after usage, they definitely buy the products. The high involvement theory is reversible order to low involvement theory like learn-feel-do strategy (Debruicker, 1979).

How the involvement theory is useful, the emotions, specific feelings, learning of every product and involves when they want to use it and when they want to purchase it. So, this theory helps when the consumer purchasing any kind of product or after using the product.

6. CONSUMER BEHAVIOR MODELS
   a. Introduction & Intergradations of three models
There are three types of models, which will explain about consumer’s process of basic needs to selecting one particular product. In order to process consumer behavior the following three models are important, the first and foremost model is that the Hierarchy model of consumer behavior, in this model the author said that, without any basic needs the consumer can not survive, so, the consumer should have some basic needs, which have been explained below, secondly the consumer behavior model. In this model author mentioned about research and planning, in this process, the researchers are taking samples from consumer before manufacturing the new products in the market. Finally, lens model has been explained that in order to choose/select a product by the consumer.

Most early psychologists studied people who had psychological problems, but Maslow Hierarchy needs tells us about the needs of consumer behavior.

b. Hierarchy needs of consumer behavior model (Simons, Irwin and Drinnien, 1987)
Maslow believes that people seek to fulfill five categories of needs.

• Maslow’s hierarchy of needs
  The five levels of needs that humans are motivated to seek and satisfy (Simons, Irwin and Drinnien, 1987).
  • Physiological needs— for ex: food, water, sex, clothing, shelter
  • Safety needs— for ex: security, freedom
  • Social needs— for ex: love, affection, belongingness.
  • Esteem needs— for ex: respect, recognition, and self-worth.
  • Self-actualization needs— for ex: personal growth.
Maslow’s given the hierarchy needs for consumer behavior, before starting about the consumer behavior, the consumer needs are important; usually every consumer have some hierarchy needs, they are; self actualization needs, esteem needs, belonging needs, safety and security needs and psychological needs (Simons, Irwin and Drinnien, 1987).

The self actualization needs: The term actualization means that the intrinsic growth of what is already in the organism, or more accurately, of what the organism is called self actualization needs. For example: one can play the music, he is called musician or artist, and one can paint the art is called painter, one can write the poems, is called poet. For surviving in competitive world one profession is important, this profession is not only for surviving, but also one kind of need for human being. In small words to understand simply one individual potentiality develop him by doing something; it is called the self actualization (Simons, Irwin and Drinnien, 1987).

The author suggests that the self actualization need is important when the consumer wants to survive, consumer came with new professions, and it is one kind of need, it will help the consumer to survive in this competitive world (Simons, Irwin and Drinnien, 1987).
Esteem needs: The term esteem means that need for things that reflect on self-esteem, personal worth, social recognition, and accomplishment, for example one can travel in the bus, motor bike, and car respectively, depends on his/her financial position they can travel. In this case travel is a need, so, in smaller words, if one can economically sound, then he/she arranges the esteemed need according to their financial possession (Simons, Irwin and Drinnien, 1987). The author said that, if she/he needs the esteem needs, then they should have good economic possession, if not no necessary to maintain the car or motor bike, it is very easy to use the public bus or walk (Simons, Irwin and Drinnien, 1987).

Social needs: The social needs includes love of family or friends, for example, the boy loves his girl friend, the relationship between husband and wife, one child belongs to one family. This is called belongingness or love (Simons, Irwin and Drinnien, 1987). This is one kind of need for every consumer, because every consumer has their personal belongingness and love.

Safety needs: The safety might include living in an area away from threats. This level is more likely to be found in children as they have a greater need to feel safe. For example one wants to live safe and secure life in the society. Finally, always consumer wants to live a life, which is safe and secured (Simons, Irwin and Drinnien, 1987).

Physiological needs: It includes the very basic need air, warmth, food, sleep, stimulation and activity. People can die due to lack of biological needs and equilibrium common needs like food, water, oxygen and other common minimum needs are wanted for every one to survive in the world. This is also a basic need of consumer (Simons, Irwin and Drinnien, 1987)

c. Consumer behavior model
The concept of consumer behavior model is that, all the consumer minds are not the same, because every consumer thinks in different manner and purchasing of products also different.

The below figure is saying about the research and planning, now a days the products are many, the consumer is attracting towards new products and its features. The
manufacturing companies are designing the products, before manufacturing of new products the researchers are taking the samples for research from the consumers, after taking the samples from the consumers, researchers are doing the research about the products, it encourages companies to constantly innovate better ways to serve the consumer needs (Yeowzah, 2003).

The research & planning depending on product design, insights and action. As author saying about the design, if products designs are good then every consumer attracted towards purchasing of new products, the product design is possible only by doing research. The insights is nothing but the product features, the product features are depend upon good research and planning, without any research and planning there is no product as such. In between these two aspects the action takes place to do good research and to get good results in the market (Yeowzah, 2003).

2. Consumer behavior model (Yeowzah, 2003)

Fig No. 1.2

http://www.yeowzah.com/consumer_behavior_model.htm

The significance of consumer behavior decision theory in some cases consumer has clear and strong choice or preference for particular product to purchase. According to the customer preference, companies can increase their sales to develop the 4 P’s marketing to affect the customer preference and test. Company can design the product to attract the customer to make the better sales. To analyze the competitor activity and make the most battle plan to fight in to the market (Hauser, 1993).
d. Lens Model

Lens model (Hauser, 1993)

Fig No. 1.3

**Description:** The above lens model says that, the product features and perceptions are inter dependent, because the consumer see the product features before purchasing any product in the market, the product features arrow showing towards perception, the perception is nothing but understanding of the product, in this process consumer will understand about the product, after understanding the product, the perceptions is going to be preference of various products (Hauser, 1993).

In this process of preference product, the consumer prefers the products, after preferring the product, consumer select the particular product that is called choice. The final arrow showing towards choice, but this whole process depends on consumer psycho-social cues and availability & price of the products in the market (Hauser, 1993).

The second way is that the psycho-social cues and perceptions are also inter dependent with the help of these two terms the consumer prefers the product and finally choose/select the product (Hauser, 1993).

The third way is that the consumer chooses the product with the help of psycho-social cues, which means psychological influences, understanding of the product and availability & price of the products (Hauser, 1993).
8. NIKE’S INTRODUCTION (NIKE’S CASE STUDIES)

The company was established in 1968. Philip H. Knight is the chairman and CEO of the company. The first idea was given by Philip Knight to manufacture the shoes, the idea behind this concept is that, when he was studying MBA in Stanford University in USA, he completed the course and he was trying to do the project in different marketing contexts, for this project, he went to Japan to do project in tiger shoes in Japan, it is one of the best shoes brands in Japan, at the same time he presented himself as an American representative and started manufacturing of shoes and he has given name for that company is blue ribbon sports company later on he has changed the name Nike.

Later he started manufacturing shoes, apparel and equipments and he renamed his company name like Nike hope for the best to happen after some time he turned in to his coach Bill bower man in his school for what to do next in this industry. So, Bill bower man came up with new idea. In 1979 the Nike was the world’s top companies in the world. Nike mainly concentrated on athletics, the main competitors was Reebok and Adidas. Now Nike’s having four billion dollar business but the problem is labour practices.

The Nike products are used everywhere in the world but the Nike’s products are not available for some Asian continents, that to the middle class people. Now Japan brands are giving much competition to the Nike and other companies like Adidas and Reebok also good players in the market. [http://oak.cats.ohiou.edu/~jh379297/history.html](http://oak.cats.ohiou.edu/~jh379297/history.html)

a. Financial performance:
Due to not available in recent years financial performance information, so, selected 2004 financial performance. 2004 financial year performance was very clear, In United States approximately 28,000 retail accounts. During the fiscal year 2004 (FY04), three largest customers accounted for approximately 23% of total sales in the United States. Outside the United States, they are selling the products in over 120 countries through retail accounts, independent distributors, licensees, subsidiaries and branch offices. They estimate that they may sell to more than 23,000 retail accounts outside the United States, excluding sales by independent distributors and licensees. Nike’s three largest customers
outside of the United States accounted for approximately 13 percent of non-U.S. sales. (www.nikebiz.com)

b. Employees
Nike, Inc. had close to 24,000 employees as of May 31, 2004. A small number of employees at Bauer Nike hockey, Inc. and in Europe are represented by a union. Nike, Inc. companies have never had a material interruption of operations due to labour disagreements. Taxes paid (millions) according to a recent study by ECONorthwest, a Portland-based consulting firm, tax payments by Nike and its full- and part-time employees in FY04 paid approximately $84 million to the state of Oregon, local governments and school districts. (www.nikebiz.com)

c. Contract factories
Virtually all Nike products are manufactured by independent contract factories. The contract factory supply chain for Nike brand products involves over 800 factories. Factories move in and out of source base as orders flow from Nike, which in part reflects changing consumer tastes and fashion trends. Any factory that has not received orders for more than 12 months is unauthorized and must obtain a new approval to receive additional production orders. Although the profile of the workforce varies by country, the majority of the workforce is more than 650,000 workers in Nike contract factories are women between the ages of 19 and 25 years old. For many workers, these entry-level, low-skill jobs may be their introduction into the formal workforce in emerging economies.

d. Nike branding
Nike has built itself a solid reputation in the last 30 years. The company’s corporate overview relates the idyllic history of two running buddies from Oregon who grew their idea into one of the largest sports and fitness companies ever. Along the way, they have partnered with other brands such as Cole Haan, Bauer, Freedom of Choice, and most recently the Hurley brand the thing that holds everything together—the partners, products, and marketing concepts (Hafferty, 2002) Nike’s campaigns are usually clever. The connection is established between the brand and the product, even with vague campaigns like “play” where the logo is not all the prominent. Author said that
everything is really cool looking. The illustrations are beautiful, and the artists Nike picked to represent them are all obviously very talented (Hafferty, 2002).

9. METHODOLOGY OF THE STUDY

a. Introduction:
The research methodology is a procedure of collecting data to find out purpose. The data collection distinguished in secondary and primary data including description of the target population, survey method, design of questionnaire and presenting and demonstrated finally, used methods for the analysis and conclusion.

b. Method
As the types of method qualitative and quantitative researches are. Usually qualitative research is supported by quantitative to describe the research object more precisely (Aaker, Kumar and Day, 1997), the research is focused on quantitative method to get more attention on the purpose. Quantitative method is the analysis of the complex collected data much due to the amount of information and the highly resource demanding (Gilbert, Churchill, Jacobucci, 2005). Quantitative method of research provided insights into the problem and in developing approach by generating relevant questions. (Doole and Lowe, 2004).

c. Types of research
The objective of descriptive research is to provide a description of various phenomenons connected to individuals, situations or events that occur. The purpose might be to develop empirical generalization. Once, such generalizations begins to appear, then they are worth explaining, which might lead to theory development (Reynold, 1971). Moreover, descriptive research is often used when a problem is well structured and there is no intention to investigate cause/effect relationship (Yin, 2003). The objective with explanatory research is to analyze cause-effect relationship, explaining, because explanatory study is to develop a theory that could be used to explain the empirical generalization that was developed in the descriptive stage. This provides a cycle of theory construction, theory testing and theory reformulations, this research is descriptive research which objective is that to get the accurate answers from the respondents.
Combination of items from the frame of statistical explanation which quantifies the risk and thus enables an appropriate sample size to be chosen, descriptive studies require a clear specification of who, what, when, where, why, and how of the research. (Gilbert, Churchll, Jacobucci, 2005).

d. Research approach
The Research can be divided into two categories, 1. Deductive or inductive research 2. Qualitative and quantitative research of the study, the qualitative and quantitative methods refer to the way one chooses to treat and analyze the selected data. Selectivity and distance to the object of research characterize a quantitative approach, whereas a qualitative approach is characterized by nearness to the object of research. Both approaches have their strengths and weaknesses and neither one of the approaches can be held better than the other one. The best research method to use for a study depends on the study’s research purpose and the accompanying research questions (Yin, 2003). There is one significant difference between these two approaches. In the quantitative approach results are based on numbers and statistics that are presented in figures in the qualitative approach, the focus lies on describing the subject with the use of words, which approach to choose depends on the problem definition together with what kind of information is needed. The two approaches are used as per their suitability and also be used in combination (Holme & Solvang, 1997).

e. Population and sample
The two definitions of population and sample: The whole number of people, or inhabitants, in a country, or portion of a country; as a population. For example of ten millions known as population, whereas sample means a part of anything presented for inspection, or shown as evidence of the quality of the whole; a specimen; as, goods are often purchased by samples (Gilbert, Churchll, Jacobucci, 2005), the international and national students were chosen for the sample. Data has been collected from the Halmstad university students who are from bachelor’s level and master level students wearing sports shoes not wearing sports shoes. The Halmstad university students both national and international, how they approach towards buying sports shoe.
The students were randomly selected 406 of 7000 students of Halmstad University participated in interviews. All the students responded towards the questionnaires about the shoe products differently, mostly the youth have participated in the research, as far as research is concern more about utility theory and reality of buying behavior of youth. This research is useful for further research in the subject area. The research came out with the new ideas in consumer behavior when they are purchasing the shoe products in the market.

f. Instrument to collect the data.

For the acquisition of data a questionnaire is used for standardizing the data and allowing and easy comparison (Sounder, Lewis and Thronhill, 2003). Instrument to collect the data, questionnaires used to get the data from the students. The primary data which helps for the research to do more effective research of the study, when talking about secondary data: there to investigate the demand on which the consumer behavior is based, thus it was decided. (Bovee and Thill, 1992). Primary data collection includes both in-depth interviews with Halmstad University students. It is applied randomly in the way of simple and straight forward questionnaire. Questionnaires are close ended, multiple and moreover covering with research questions as well the subject related. The questionnaires were asked deeply to do the research more effective and efficient. (All questionnaires included in the Appendix)

Secondary data can be usually collect quickly compared to primary data. The data are source materials that have been collect for the study. Secondary data is derived from sources like internet, online internet articles, journals and the most important source is from Halmstad university databases, other online databases home site of Nike and other marketing management, consumer behavior books and consumer behavior literature books from Halmstad university.

g. Research validity and reliability

To optimize the validity of this research, some early steps have been handled carefully. When interviewed in person by contacting them personally, still list the question guideline to direct me in collecting information’s more effective. To ensure the reliability further checked the data, especially the figures repeatedly to ensure the source accuracy. I
have tried my best to reduce the limitation, primary data and secondary data furthest. When finished the whole work, I also recheck everything again to make the research more reliable.

10. ANALYSIS OF THE STUDY

Introduction: In the analysis part, first the graphical representation of different questionnaires and description after that presenting the empirical analysis of the study, the questionnaires the way is used more scientifically and very straight and deep questions, which are very easy to get the answers from the students, which are very positive and appropriate answers from the respondents.

a. Graphical Analysis

1. Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>159</td>
</tr>
<tr>
<td>Female</td>
<td>247</td>
</tr>
<tr>
<td>Total</td>
<td>406</td>
</tr>
</tbody>
</table>

1. Fig No 2.1

Description: According to random sample survey, we found in halmstad university including all international and national students males are 158 and Female are 247 Total numbers of students are 406.
2. Age

Male
15-20 25
20-25 108
More than 25 29
Total 159

Age

Female
15-20 35
20-25 165
More than 25 47
Total 247

Interpretation: According to our research male wise the total random sample survey, the age groups 15-20=25, 20-25=108 and More than 25=26. Female age group 15-20=34, 20-25=214 and More than 25=47. Mostly we found the 20-25 age groups from Halmstad University.
3. How many types of sports shoe brand do you have?

For the question we separated men and women to know deeper information from the youth consumers.

Male:
- Nike: 41
- Adidas: 16
- Puma: 35
- Air: 2
- Reebok: 7
- Others: 13
- Multi Users: 45
- Total: 159

4. Fig No. 2.4

Description: According to the random sample survey, in male category they were chosen various brands, in that most of them are multi users, it means that they are using various types of brands. One of the respondents has been using all brands like Nike, adidas, puma and other brands. Under this category most of them were found, not only they are using branded shoes, even they are also using local made brands. The second place is occupied by Nike a shoe which has been used by 41 members, puma 35 Reebok 7, Adidas 16, Air 2 and Others13.
Female:
<table>
<thead>
<tr>
<th>Brand</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>42</td>
</tr>
<tr>
<td>Adidas</td>
<td>17</td>
</tr>
<tr>
<td>Puma</td>
<td>50</td>
</tr>
<tr>
<td>Air</td>
<td>4</td>
</tr>
<tr>
<td>Reebok</td>
<td>16</td>
</tr>
<tr>
<td>Others</td>
<td>20</td>
</tr>
<tr>
<td>Multi Users</td>
<td>98</td>
</tr>
<tr>
<td>Total</td>
<td>247</td>
</tr>
</tbody>
</table>

5. Fig No. 2.5

Description: In the survey the total sample of females are 247, in that most of them are multi users because, they are wearing and using so many brands like puma, Adidas, Nike and other local brands. The second place occupied by puma, in this category, they are using 49 members and the third position occupied by the Nike sports, this brand has been used by 40 members and other like Reebok 17 others 20, Adidas 16 air and multi brands are 101 as follows.

4. What factor (s) influences your choice?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>18</td>
</tr>
<tr>
<td>Style</td>
<td>62</td>
</tr>
<tr>
<td>Product Quantity</td>
<td>29</td>
</tr>
<tr>
<td>Advertisement</td>
<td>0</td>
</tr>
<tr>
<td>Multi factors</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>159</td>
</tr>
</tbody>
</table>
6. Fig No. 2.6

Description: In the survey the results, most of the males voted for style option, because they are using for the style and second highest vote is given for multifactor and thirdly they are using for product quality and fourth largest voting for price and lastly for advertisement. This is the choice of the males. These choices will influence the youth's buying behavior.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>28</td>
</tr>
<tr>
<td>Style</td>
<td>98</td>
</tr>
<tr>
<td>Product Quality</td>
<td>37</td>
</tr>
<tr>
<td>Advertisement</td>
<td>4</td>
</tr>
<tr>
<td>Multi factors</td>
<td>80</td>
</tr>
<tr>
<td>Total</td>
<td>247</td>
</tr>
</tbody>
</table>

7. Fig No. 2.7

Description: The female’s choice is very much similar to the men, because most of the females voted for style and secondly they voted for multifactor, for example; so many reasons to select this multifactor like fashion, passion, comfort ability and so on. They gave separated vote for the multifactor option. This choice will influence the youth's buyer’s behavior.
5. Which of the following brands do you like most?

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>20</td>
</tr>
<tr>
<td>Adidas</td>
<td>25</td>
</tr>
<tr>
<td>Puma</td>
<td>50</td>
</tr>
<tr>
<td>Air</td>
<td>1</td>
</tr>
<tr>
<td>Reebok</td>
<td>8</td>
</tr>
<tr>
<td>Others</td>
<td>20</td>
</tr>
<tr>
<td>Multi Brands user</td>
<td>35</td>
</tr>
<tr>
<td>Total</td>
<td>159</td>
</tr>
</tbody>
</table>

8. Fig No. 2.8

Description: Most of the males are voted for Puma brand they like most and after that they like more multi brands like various brands thirdly males are using Adidas after they selected different brands.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>59</td>
</tr>
<tr>
<td>Adidas</td>
<td>22</td>
</tr>
<tr>
<td>Puma</td>
<td>57</td>
</tr>
<tr>
<td>Air</td>
<td>4</td>
</tr>
<tr>
<td>Reebok</td>
<td>10</td>
</tr>
<tr>
<td>Others</td>
<td>23</td>
</tr>
<tr>
<td>Multi Brands user</td>
<td>72</td>
</tr>
<tr>
<td>Total</td>
<td>247</td>
</tr>
</tbody>
</table>
9. Fig No. 2.9
Description: Most of the female users are using multi brands and after they are using Nike brands and thirdly the female users are using Nike brands and after so many other brands.

6. Do you have a Nike sport shoe?

Male
Yes   102
No    57
Total 159

10. Fig No. 10
Description: For this question the males have responded 102 said yes out of 159 persons, and remaining 57 responded said-No.
Female
Yes 177
No 70
Total 247

11. Fig No. 2.11
Description: For this question, 177 females have followed yes answer, and 70 respondents said No answer out of 247.

7. How well are you satisfied with Nike sports shoes?

Male
Very well 41
Well 62
Fairly well 33
Not at all 9
Others 14
Total 159

12. Fig No. 2.12
Description: This is main important question, because this kind of question will reflect on the behavior of every consumer, this question is asked directly that, how well are you satisfied with Nike shoes? For this question the males respondents answered that, most of them voted well and secondly they said very well. Other few respondents said that fairly well, not at all and others have chosen.

Female
Very well 65
Well 116
Fairly well 35
Not at all 9
Others 22
Total 247

13. Fig No. 2.13
Description: For this direct question most of the females answered that, well and secondly they have chosen very well. Other remaining respondents have chosen the fairly well, others category said not at all.

8. On a Scale of 1-5, how will you grade Nike Sport shoes brands?

Male
1 16
2 7
3 41
4 69
5 19
No answers 7
Total 159
14. Fig No. 2.14

Description: Most of the males have chosen the rating 4 option and secondly they gave choice for 3 numbers, remaining consumers selected other options, those are very few.

Female
1 0
2 10
3 51
4 108
5 59
No answers 19
Total 247

15. Fig No. 2.15

Description: Most of the females have responded that 4 number and secondly they gave 5 number to rate Nike shoes.
9. Does Nike’s company brand Name reflect its product quality?

Male
Style 56  
Durability 64  
Finishing 21  
Multi  
Opinion 13  
No answer 5  
Total 159

16. Fig No. 2.16

Description: Most of the males have chosen the durability option and secondly they have chosen style, remaining students have chosen options like finishing, multi options and some of them said no answer.

Female
Style 99  
Durability 75  
Finishing 35  
Multi Opinion 13  
No answer 25  
Total 247
17. Fig No. 2.17
Description: Most of the females have responded that style and second they responded for durability. Other respondents have responded finishing, multi opinion and no answer.

10. Do you think is lacking in Nike’s sports shoes?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>117</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>No Opinion</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>159</td>
<td></td>
</tr>
</tbody>
</table>

18. Fig No. 2.18
Description: For this question most of the consumers responded yes and other few consumers said no and just 7 consumers have responded no opinion about this brand.

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>173</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>No Opinion</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>247</td>
<td></td>
</tr>
</tbody>
</table>
Description: Most of the females responded that yes and few number of consumer responded, only 8 students said no.

a. Empirical analysis of qualitative part:
In Analysis of the study, asked open questions to youth, those are with one or two lines description in their own words of opinion.

Categorized three kinds of deeper, direct, closed and multiple questions:
For the first question the respondents responded in a different way of opinions and feedback about the Nike brands. The question is directly asked the respondents like what do you like in Nike sports shoes? For this question the consumers have given different kind of answers with long description about the Nike products. The overall opinion about the Nike sports shoes is that some of the consumers explained that the Nike shoes have style, quality, durability and long lasting.

Some of them written that the Nike shoe look cool and design and it has brand image. The most of the opinions are positive but some of them responded that I have never used this shoes I do not have an idea about Nike shoes. So many different opinions about this Nike shoe products.

The second question asked to consumers that in order to improve the Nike sports shoes in the market, then what should be recommended? For this question the respondents gave multiple answers. The consumers were responded that through promotional activities, channel sales, franchising of the products, establish more factory outlets, internationalization of all products. Atmospheric conditions, reliable price with lot of varieties, find out the different style of manufacturing methods, reduction of existing prices, advertisement of Nike sports shoes, conduct more events on the Nike shoes; manufacture more canvas shoes for ladies and gents. Manufacture more innovative and new product development.

Finally, asked the students that why you will not want to buy the Nike sports shoes, and any specific reasons? The youth have given the answer that decrease the price of Nike...
sports shoes, most of them are not buying because of price factor, some of them are habituated towards the existing sports brands, some of them are telling that they do not have an idea to express their feedback. Some of them told not interested. When asked the students, what factors influences to choose the sports shoes? The male students were using the puma shoe and female students were using the multiple brands, the reason is to utilize the puma sports shoe is that, company is manufacturing many varieties and it fits well to the foot. The graphical representation tell us that how the students (male and female) are using the brands. This is an idea to know students opinion, which are influenced by the sports shoes brands.

The brands, to which they are voting mostly and to which one they like mostly in the market, this tells that the consumer in which way they like Nike shoes products, this question is one kind of deeper question it will help the researcher to know the deeper behavior of every consumer and why they are choosing this particular product, may be consumer have special reasons to choose this special products. How well are you satisfied with Nike sports shoes? The respondents were given different kind of response like fairly well, well, very well and not at all. With this kind of question I got the closed information about the Nikes sports shoes.

How the buyers are intend to grab the Nike sports shoes and in the buyer’s mind, which possession occupied by Nike brand. According to the buyers opinion they have chosen that different opinions like style, durability and finishing, this will help me to research further in Nike brand. The direct questions asked the buyers like do you think that Nike brand reflects the product quality in the market. This will help me to know the buyers response directly.

To know buyer’s inner behavior towards Nike sports shoes, asked them directly that what are the features do you like most? For this question the buyers responded with different answers. For further research in Nike case studies the buyers recommended some features should be developed in the Nike sports shoes brand, this will really help researchers to do further research in Nike sports shoes. Always there are merits and demerits in all business portfolios.
c. Empirical analysis of quantitative part

The respondents have a positive view of Nike sports shoes. The answers differed from respondents, who thought that Nike sports shoes have got a good style, quality, durability and brand image, but for the price reasons it’s a very expensive for the students. The advertisements made the students more interested in trying a new or a different brand than they usually buy the Nike shoes.

Most of the youth are from 20-25 age categories only. In male age category the 108 out of 159 were between 20-25 age categories, female 165 out of 247 are from between 20-25 years of age. This people gave different kind of responses, in this male respondents are using multiple (all varieties) brands and secondly they are using Nike and puma etc., the female respondents are using multiple brads and secondly they gave vote for Nike. The people who are using Nike shoes their main influence to buy the shoes is by watching advertisements in TV channels and news papers. The only influence to buy the Nike shoes are that media.

The Halmstad university students also have answered the question, if they themselves use this brand or they purchase. One respondent also added that she buys as a gift. There are different opinions among the respondents regarding what kind of influence of Nike sports advertisements poses on them. The main influence is to buy the shoes is that style, quality and price. Two of the respondents believe that they are influenced by Nike advertisements in media. One of them believes that, she is habituated with same Nike brand for the last few years; because of comfort ability moreover the promotional activities are special attraction to buy Nike shoes. Some one added that he do not care that much about this sports brands. The third respondent does not consider himself habituated by advertisement and its strategy in the market. Further he added that his favorite brand is Nike.

The respondents who are using this brands they are giving their written opinion positively and most of the people are under this category, they are using this Nike sports shoes. The 20-25 age categories is given normal opinion towards Nike sports shoes. The people have
given their choice is for durability is high when the youth are using Nike shoes. Under women category, the respondents are very few; in male category only 29 and female 47 were identified. Their opinion is neutral about Nike sports shoes because they are using multi brands at the same time towards Nike shoes their opinion is more positive. This category people are saying that they wear Nike shoes but more often. Mostly, under women category of buyers is buying which one they feel comfortable. The respondents were used Nike shoes previously now they are using other brands

The students were talking about the satisfaction, as for as students satisfaction is concern season wise they are using different shoes according to the weather conditions they have been using different variety of shoes, for ex. In the winter the students have been using warm and in the summer, they have been using the canvas and sports shoes. This will give the idea that the students are not satisfying with one variety of wearing shoe they are using the different variety of shoes, according to season. When talking about Nike shoe, most of the students are telling their opinion for open question that they are asking Nike to reduce their rates and manufacture new products in Nike. Some of them are telling that new strategy should be implemented. Some of them are telling that manufacture various types of sports shoes. International students were responded that the company should increase the distribution channels so that the company will be benefited more. About exchange students are responding that clear outlines of the products and their information should be clear, conduct the events and advertisements programmes. Some of them are saying that more better information about the Nike Company products majority of the youth have satisfied with existing brands of Nike.

**d. Over all analysis of the study**

In literature review author said that the consumer having two types of buying decision processes one is complex, it is nothing but highly involved (Kotler, 1994). When the consumer is highly involving then it will be very risky so, this point has matched with the literature review and empirical implication. Even in high price and highly involved in particular product. In literature review author said that the buying process starts with need recognition, where as buyer recognize the need. The buyer will take decision is depends on his or her internal stimuli, according to the internal and external stimuli the buyer will
take the decision (Hawkins, Coney, 1998). At the same time in the empirical findings they will purchase for their own personal use and also it is depends on his/her internal and external stimuli to buy the products.

More over the literature is saying about the consumer are different type demographically, gender wise, tastes and preference wise, buyers having different opinion when they will purchase any kind of product in the market. Some times they will go for family decision and sometimes they will take the decision individually. Depends on the buyers behavior product will be chosen. (Dash, 2005) In empirical findings the students are satisfying at the same time they are using the branded shoes, but not always, some times they are going for others shoes also family decisions. Ultimately the student or consumer is giving preference to brand. This point is matched with literature review. Finally, the brand makes the real difference. In empirical findings the buyer will take the decision, when he/she need, so in one point of view the consumer’s are using Nike product often, so whatever reasons are, so it depends on internal and external stimuli.

The Consumers are different types so in literature review when categorized the Complex buying behavior of consumers will react about the products like the consumer feels expensive, risky to purchase frequently and are highly expensive. The dissonance consumers always think that reduces the risk of buying. The variety seeking consumers will behave differently and their involvements reference to context (Kotler, 1994) in empirical findings students are thinking in different way that they responded the price of Nike shoe are high, so, they are purchasing infrequently, finally they are saying to decrease the cost.

The Consumers take the decision while they purchase the product, this decision process differs from consumer to consumer, first they recognize the need or want then they search for information in the existing market to purchase more effective product, While purchasing the product they use the personal and public sources to purchase the product, finally evaluate the alternative product to purchase. The consumer’s behavior will be different when they purchase the product and after purchasing the product (Gily and Gelb, 1986) in empirical analysis the students are saying that before purchasing the shoe
they are looking for the personal (friends & family) and public (media) sources, if it is not available in the market they go for alternative shoe products.

11. SUGGESTIONS AND FINDINGS
Some general observations, got the youth buying behavior always not same; according to the time and usage of the sports shoes the decision will be changed. Generally some specific aspects of the buying behavior which is supported by one or two pieces of evidence. All qualified results in research.

Hence, I would suggest a special segment should be exclusively developed for youth, because, they form the pillars for any market. These sports wear has been urbanized and is confined to metropolitan or some big cities. Therefore the need of the hour is to spread the culture of sports wear in the interiors of the world either by some extensive advertisements, promoting sports, so that these rural areas can form a substitute at times of market saturation. People have been reluctant for wearing shoe in the summer season, mainly because of heat conditions. Hence there should be continuous formulas are to be applied to invent such sports shoe, where there is a scope for free air movement and better ventilation.

12. CONCLUSION
The conclusion is based on empirical data and whole research, no differences in attitudes among the respondent regarding the concept of youth buying behavior towards sports shoe. There is similar type of answers given by students, after performing the study the result shows that the opinions actually different and quite a big. The most significant difference is how the respondents value their spare time. While national students do not have time to give answers, this is first and foremost thing which has to be taken into consideration in conclusion part of the study and more over other students have given the response positively. when they wear the shoes they are always depending on family choices and also depending on media.

Ultimate result is, probably every company’s aim is to popularize in market with new brands and attract the customers with offering varieties. The customers are every time asking the satisfaction. If manufacturing company satisfies the consumer needs then behavior is no matter. The result of the study also shows that the concept of youth buying
behavior towards sports shoes become profitable service. In order to achieve profitability, the quality of the service have to outperform that of the regular shopping experience, also Nike company will have to reduce their costs and minimize the customer uncertainty about making transaction over internet as well.

13. FURTHER RESEARCH

In Further research it would be interested to carry out this study at other brands in the world. For example, the research may focus upon Nike brands in the youth buying behavior to observe, if they have the same need for marketing and creating a strong relationship to attract the buyers from different segments.

Since this study was conducted at one university, a comparison between national & international students and exchange students as well which, carry different buying behaviors towards sports shoe like Nike. This research is focused on the youth buying behavior towards sports shoe market. It would be more interesting research at Halmstad University with different students with different theories of the study and different models of the study.

14. LIMITATIONS OF THE STUDY

Taking the market conditions into consideration the survey, which includes a sample size of 406, was a respective one. Resource survey was conducted for a period of 3months. The University region covered for the survey was limited to the boundaries of the Halmstad University. Since the survey was conducted in the class rooms. Improper response from buyers; but it was minimal. Minimal possible bias in administrating the questions due to busy in the class rooms. The reaction and attitudes are subjected to changes according to the needs and time.
15. REFERENCE LIST


Buying Behavior: Some Research Findings
This article consists of 18 page(s).


Implications for Consumer Research Julia M. Bristor, Eileen Fischer
This article consists of 19 page(s).


Marketing Theory and Practice edited by Michel J.Baker 3rd Edition

Post-Purchase Consumer Processes and the Complaining Consumer

Post-Purchase Consumer Processes and the Complaining Consumer

Morris B. Holbrook, Elizabeth C. Hirschman

This article consists of 9 page(s).

The experiential aspects of Consumption: Consumer Fantasies, Feelings, and Fun.

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Appendix

1. Gender
   ☐ Male ☐ Female

2. Age
   ☐ 15-20 ☐ 20-25 ☐ More than 25

3. How many types of sports shoe brand do you have?
   ☐ Nike ☐ Adidas ☐ Puma ☐ Air ☐ Reebok ☐ Others

4. What factor(s) influences your choice?
   ☐ Price ☐ Style ☐ Product Quality ☐ Advertisement

5. Which of the following brands do you like most?
   ☐ Nike ☐ Adidas ☐ Puma ☐ Air ☐ Reebok ☐ Others

6. Do you have a Nike sport shoe? Yes … No …

7. How well are you satisfied with Nike sports shoes?
   ☐ Very well ☐ Well ☐ Fairly well ☐ Not at all

8. On a Scale of 1-5, how will you grade Nike Sport shoes brands?
   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

9. Does Nike’s company brand name reflect its product quality?
   ☐ Yes ☐ No

12. According to your opinion, which of the following aspects do you think is lacking in Nike’s sports shoes?
    ☐ Style ☐ Durability ☐ Finishing

13. What do you like in Nike sports shoes?
    ……………………………………………………………………………………………
    ……………………………………………………………………………………………

14. According to your opinion, what will you recommend Nike producers to do in order to improve sales?
    ……………………………………………………………………………………………
    ……………………………………………………………………………………………

15. Is there any reason whatever why you will not want to buy Nike sports shoes?
    ……………………………………………………………………………………………
    ……………………………………………………………………………………………
Thanks for your corporation