



## “The Power Of Influencer Marketing In Success Of Nike” Customer Engagement And Brand Awareness

1 Aditi Jalindar Shelar

Student of sanjivani arts,commerce and science college kopargaon

2 Kashish Ravindra Raut

Student of sanjivani arts,commerce and science college kopargaon

### Abstract

In today's technical world the influencer marketing plays a very vital role to creating or to promoting a brand digitally. This study is all about nike influencers marketing strategy how they promote their product, how influencer marketing create the brand reputation and which strategy they using for promoting their product. This research paper giving a clarity about how to choose right influencers or right strategies by awaring about customer needs and customer demand. This research looks how influencer marketing helps nike to becoming more trustable for customer of nike. In plus point the nike influencers have a creative strategies to connect with the new customers and make a strong relationship with their audience. Generally this paper focused on how influencer marketing helps to brand to create or to build a more sales by using creative marketing strategies.

**Keywords:** *Influencer marketing, Brand Reputation, Influencer strategies, Power of influencer, Customer engagement, Digital world, Nike*

### Introduction

In this digital era a new pramotion strategy is called influencer marketing. The influencer marketing is a well-known collaboration for creating a brand reputation. All celebrities using a influencer marketing for making a brand awareness rather than using a traditional marketing. Influencer marketing is well known strategy for promoting a product digitally. In influencer marketing a brand collaborate with the person who have the large number of

followers. The Nike brand also uses the influencer marketing for promotion of their brand. Nike is one of the most successful brand for sportswear. The Nike is founded in 1964 by Bill Bowerman and Phillip Knight. Nike collaborate with famous peoples are Kobe Bryant, Cristiano Ronaldo, LeBron James, Kevin Durant, Serena Williams and many more from many years. These people are famous in a sports industry so that's why Nike collaborate with them. Nike has spent their 3 billion dollars for influencer marketing. Nike became one of the successful brands because of Influencer marketing promotion. This study is analyzing of how influencer marketing helps to brand to stay successful in this digital world. This research is important because by doing this we understand that how Nike uses influencer marketing and how creatively they promote their product in this competitive Market. But not only influencer marketing is important but choosing right influencer for brand promotion is also very important. The right influencers help to reach a new customer and creating brand reputation in this digital era.

## Literature review

### 1) The impact of social media influencers on consumer behaviour: A case study of Instagram influencer on Nike

This study is based on impact of social media influencer on the consumer behaviour and how the social media marketing changes the buying decision of the people. This study reveals that how influencer marketing positively changes the people's perspective. This paper is also talking about the Nike influencers' strategy contributing in creating a brand loyalty, customer engagement, and building customer satisfaction and how influencer marketing creatively talks about product features and product quality.

### 2) Judith Armenteras, Rebecca Paech, and Iris Politiek

This study is analysing that how influencer marketing affects on the B2C means business to customer brand image and knowing the influencer's effectiveness on the brand image. Influencer marketing becomes the most effective tool for brand promotions and seeing that how influencer marketing is effective rather than traditional marketing.

### 3) Nike's brand and influencer marketing

The author of this paper is Kelley and Turner and they published their paper in (2020). They said that this study is all about the relationship between influencer marketing and buying decision of the consumer. How influencer affects on the consumer's thinking level, their purchase decision and their watching perspective. This study focuses on creating advertisements in such a way that people can easily attract by telling a real experience and stories. Overall creating brand reputation and making deep connections with Nike customers.

### 3) Nikes brand and influencer marketing

The author of this paper is kelley and Turner and they published their paper in (2020) they said that this study is all about the relationship between influencer marketing and buying decision of the consumer. How influencer affect on the consumer thinking level, their purchase descision and their watching perspective. This study focuses on the creating advertisement in a such way that people can easily attract by telling a real experience and stories. Allover creating brand reputation and make deep connection with nike customers.

### 4) Analysis of nike brand marketing strategy

In 2023 Mr. Sharma was focuses on nike influencers strategy and depth analysis of their social media and their content creation. The study is all about how influencers contribute in the peoples buying decision how they make the brand awareness and how nike fulfill the public needs and public demands.

### 5) Nikes digital marketing strategy based on the 4ps theory

The yang has published this paper in 2024. The mr yang talking about the digital marketing influencer collaboration with the company and how influencer marketing build a sales of nike and teaches to the people to stay loyal with the brand. They analyzes the new creative strategies of the influencers by including the 4ps of business. The 4ps are product, price, place and promotion and talking about how these 4ps are effective for the brand growth.

### 6) Marketing strategies of nike for consumer acquisition

In 2025 this paper is published and this paper is all about the marketing strategies of brand and how influencers plays a crucial role in the marketing meet with a customer demand and how the brand fulfill the customers demand.

### 7) Shixun Su and Bo Wang

In 2024 the paper is published for the measuring the marketing strategies of social media and this study is focuses on brand growth and sales of the brand and relationship with the customer. This research is examined that the digital marketing is vital part in the today's digital world. Influencer marketing is very important for promoting a product digitally as well as customers engagement also plays crucial role in the digital marketing.

### 8) Anita Elberse, Bryce Aiken, and Howard Johnson

This study is all about the nike marketing strategy. The nike not choose randomly any one as their influencer but they choose someone who have the millions of followers and they also choose that people who gives a value to their product. Nike always choose a people who are in the sports content creators and they really like to work with that people who are obsessed with the sports, believe on their confidence and self growth and they really like to give a genuine review for their audience.

## Research Methodology

### Research Objectives:

- 1) To examine the strategies used by nike brand for influencing the customers.
- 2) To analyze the parameters for choosing influencer by nike brand.
- 3) To knowing the creative strategies used by influencers to create a brand awareness.

### Research Design:

We conduct this study to understand what how influencer marketing affect on the brand consumer and how they will change the consumer perspective and how influencer engage with nike customers.

### Source of data collection:

This study is based on the primary data where we collect the primary information from the nike influencers.

### Data collection method:

In this study we conduct the survey for nike customers. We conduct online questionnaire for nike customers to understand their thinking for influencer marketing.

### Population:

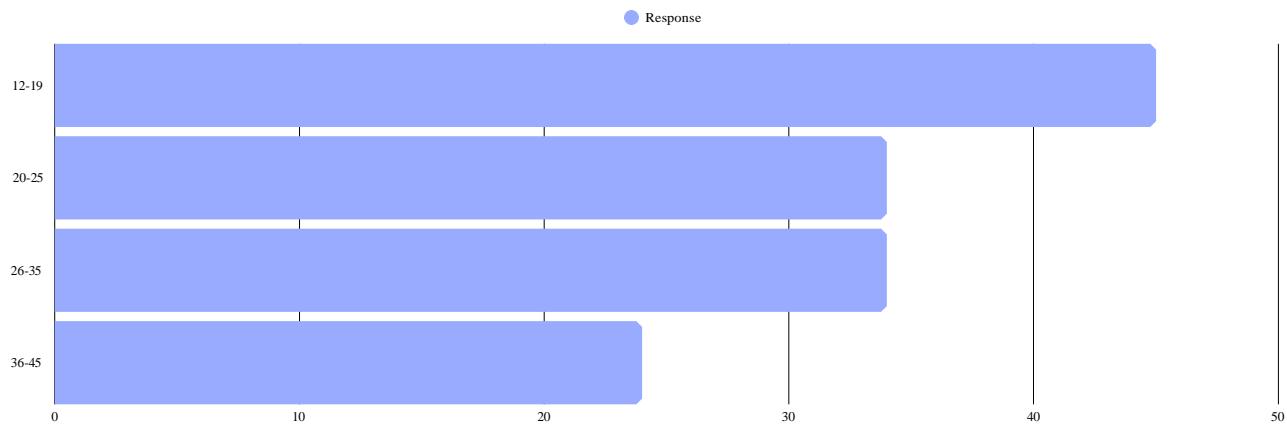
Our population will be the nike customers who are engaged with influencers and the influencer who collaborate with nike brand.

### Sample size and sample technique:

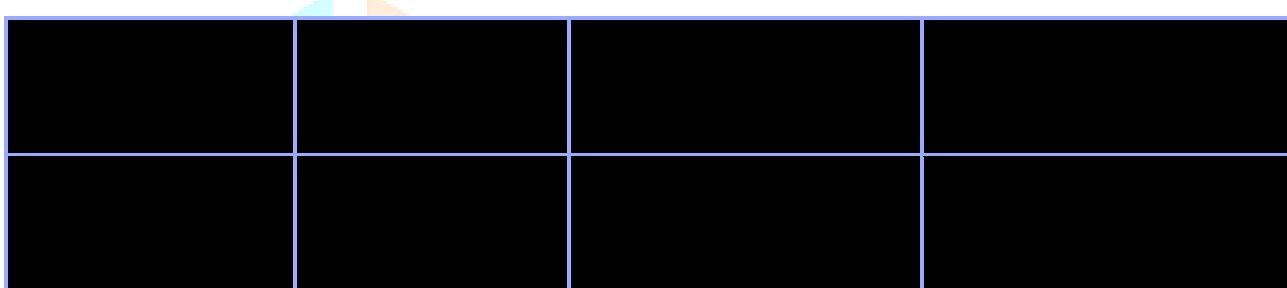
Our sample size will be the 135 people who follow the nike brand.

### Data analysis

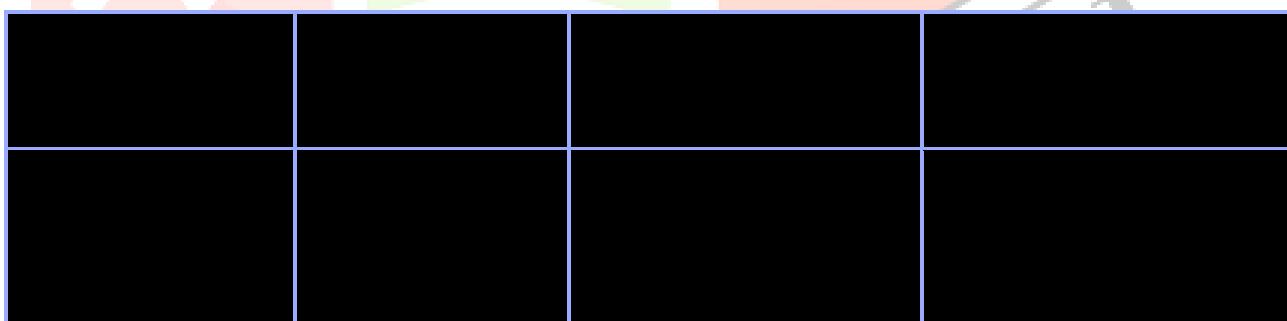
**Table 1: distribution of the respondent**

question 2 : Do you have an idea about nike brand



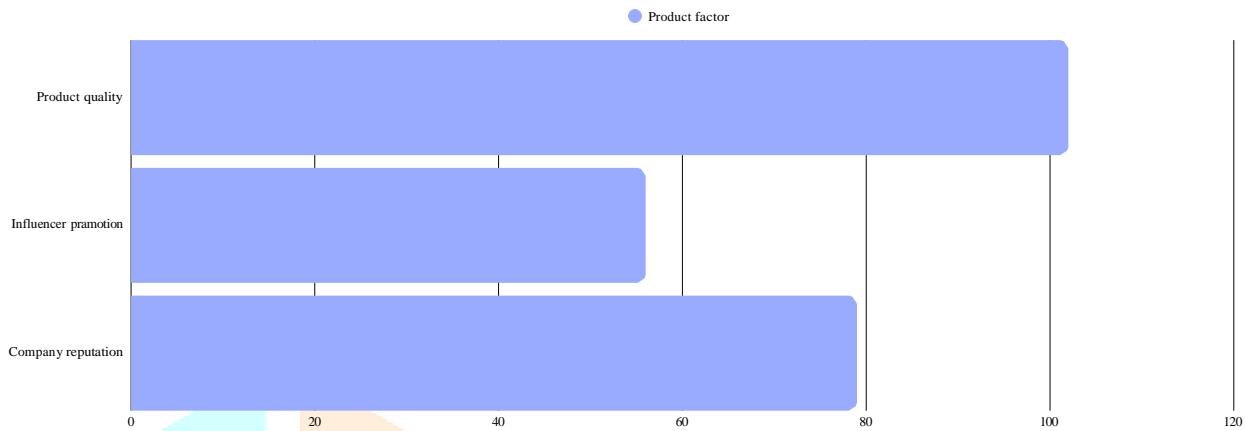
Question 3: have you purchased a product of nike by only  
watching an influencer promotion?



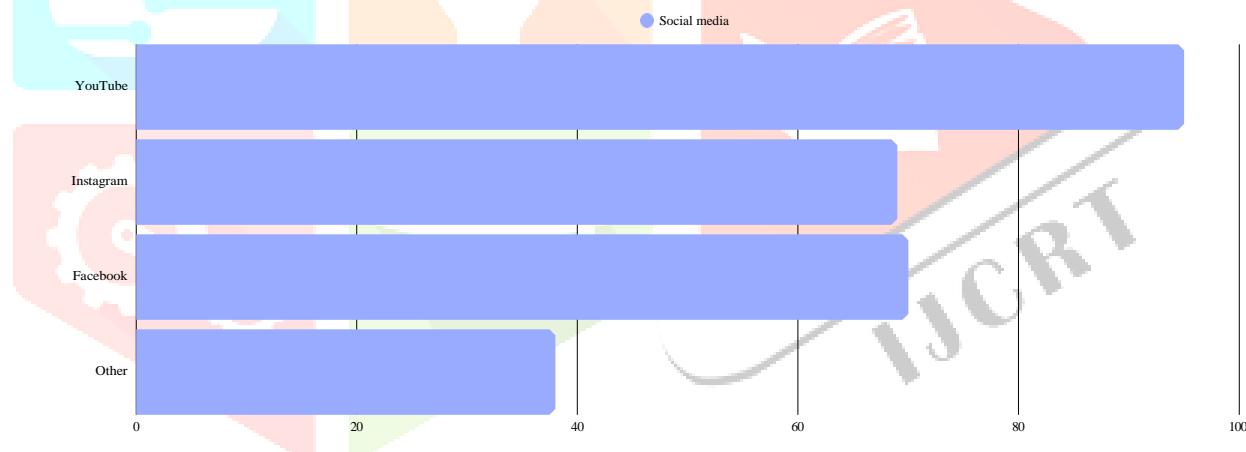
Question 4: because of Influencer marketing you have  
follow the nike brand?



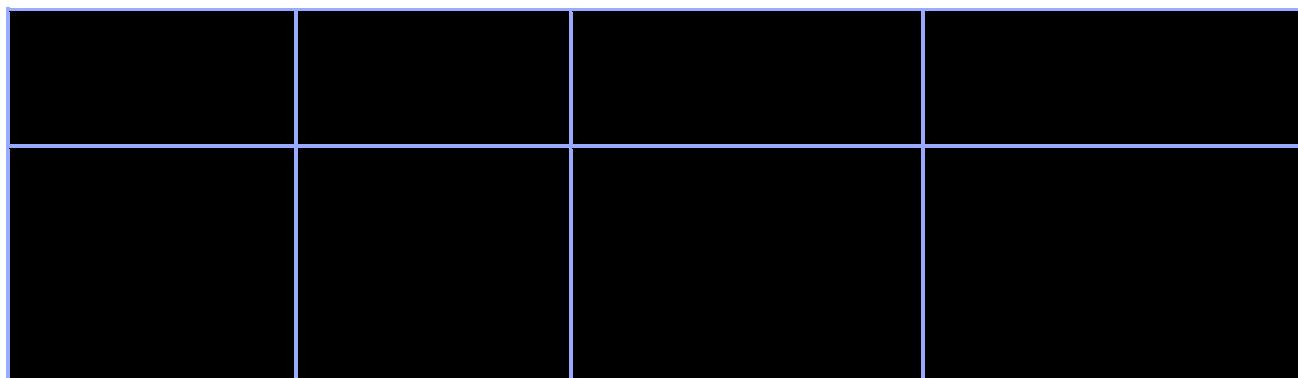
Question 5: which factors will be influenced your purchasing decisions?



question 6: On which social media you see a nike advertisement everytime?



question 7: which influencer influence your buying decision?



Question 8: How many times do you see nike products promotions?


Question 9: How do you feel when you see the nike product promoted by nike influencers?


question 10: Which quality is important for an influencer to promote a product?


Question 11: Which way they follow to create a more trust in nike consumer


Question 12: By using which way they created excitement for their new products?


Question 13: Do you think that nike influencers promote the product in right way?


Question 14: Do you think Nike collaborate with right influencers?

--	--	--	--



Question 15: Do you think Influencer marketing increase the sales of nike?


## Findings

The findings from this study is that we understand how nike uses the influencer marketing for their product promotions. How they choose the new and creative influencer and what most relevant strategies they use for creating a creative content for their promotion. They don't just tell to people to buy their product but they tell the real life experience, some emotional stories so that people can easily attract. Nike mostly uses the athletes and athletes share their real life story and adding some emotional experiences while creating an advertisement. People are easily engaged because they launch a new releases for the customers and offering new offers. They run some emotional campaign by using their tagline "just do it" in advertisement they talk about their hardwork, struggle and their success. They so many engaging strategies like they creates social media post in such way that people can not only attract but start loving the brand. They collaborate with celebrities who have 1 million + followers and also releasing their limited editions that's why people are very excited to buy their new collections. how influencer attract the customers by sharing a their daily gym workouts and wearing a nike brand latest collection. Share the videos like talking about nike sportswear and limited editions of nike by using this way influencers can easily attract customers because people have more trust on real life experience. Nike continuesly post about their product on such platforms like youtube, instagram and facebook. By doing such kind of things nike get more customers and people think that they are the part of nike brand.

Nikes marketing strategies shows that not only promoting product or creating a advertisement is important but also share some insightful thoughts, real life story is also very important.

## Conclusion

This research is examined that how Nike uses influencer marketing for their growth in this digital market. This research is all about which strategy they use for their brand promotion, how they engage their customers and how creating a brand reputation. Nike has created their strong brand reputation in digital world. Nike has truly connected with their audience. This study analyze that Nike has not only collaborate with who have 1 million+ followers but also collaborate with the person who are truly love sports, fitness and have strong self confidence.

At the end of the research Nike has become more successful brand in this digital world by using their powerful strategies. People are also believe on their advertisement and their products.

## References

<https://www.visionfactory.org>

<https://www.researchgate.net/publication/380309683>

<https://lup.lub.lu.se/student-paper/record/8971190/file/8971191.pdf>

