

MRP By Ayush.docx



Delhi Technological University

Document Details

Submission ID

trn:oid:::27535:96803752

Submission Date

May 20, 2025, 11:19 AM GMT+5:30

Download Date

May 20, 2025, 11:21 AM GMT+5:30

File Name

MRP By Ayush.docx

File Size

515.2 KB

56 Pages

7,613 Words

47,499 Characters





6% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.




Filtered from the Report

- Bibliography
- Quoted Text
- Cited Text
- Small Matches (less than 10 words)

Match Groups

-  **34 Not Cited or Quoted 6%**
Matches with neither in-text citation nor quotation marks
-  **0 Missing Quotations 0%**
Matches that are still very similar to source material
-  **0 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
-  **0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 5%  Internet sources
- 1%  Publications
- 5%  Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

No suspicious text manipulations found.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

Match Groups

- 34 Not Cited or Quoted 6%**
Matches with neither in-text citation nor quotation marks
- 0 Missing Quotations 0%**
Matches that are still very similar to source material
- 0 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
- 0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 5% Internet sources
- 1% Publications
- 5% Submitted works (Student Papers)

Top Sources

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	Internet	dspace.dtu.ac.in:8080	1%
2	Internet	hdl.handle.net	<1%
3	Internet	www.slideshare.net	<1%
4	Internet	pdfs.semanticscholar.org	<1%
5	Submitted works	Heriot-Watt University on 2024-03-08	<1%
6	Submitted works	University College Dublin (UCD) on 2024-06-25	<1%
7	Submitted works	University of New South Wales on 2024-11-14	<1%
8	Internet	www.coursehero.com	<1%
9	Internet	repository.up.ac.za	<1%
10	Internet	www.t3.com	<1%

11	Internet	www.researchandmarkets.com	<1%
12	Submitted works	Queen's University of Belfast on 2025-03-04	<1%
13	Internet	repository-tnmgrmu.ac.in	<1%
14	Internet	laverne.edu	<1%
15	Submitted works	UCL on 2025-05-02	<1%
16	Submitted works	Neapolis University Pafos on 2023-05-29	<1%
17	Submitted works	Queen Mary and Westfield College on 2014-12-08	<1%
18	Internet	docslib.org	<1%
19	Internet	vrionalysis.wiki	<1%
20	Submitted works	Blue Mountain Hotel School on 2024-07-07	<1%
21	Submitted works	Prestige Institute of Management and Research, Indore on 2024-04-24	<1%
22	Submitted works	SKEMA Business School on 2024-11-01	<1%
23	Submitted works	University of Greenwich on 2024-07-30	<1%
24	Internet	core.ac.uk	<1%

25

Internet

www.frdc.com.au

<1%

Major Research Project On Comparative Study of Advertising and Promotional Strategies of Nike and Adidas

**Submitted By
AYUSH SETHI
2k23/BMBA/07**

**Under the Guidance of Mr.
Gaurav Vashisht
Module Faculty**



DELHI SCHOOL OF MANAGEMENT
Delhi Technological University Bawana
Road Delhi 110042

DELHI TECHNOLOGICAL UNIVERSITY

CERTIFICATE FROM THE INSTITUTION

This is to certify that the project report titled "Comparative Study of Advertising and Promotional Strategies of Nike and Adidas" is a bona fide work carried out by Ayush Sethi, under my guidance and supervision in partial fulfillment of the requirements for the award of the degree of Master of Business Administration in Business Analytics at Delhi technological University.

This project is the result of the candidate's own work and efforts.

It has not been submitted elsewhere for any other degree or diploma.

Date: _____

Place: _____

Signature of Supervisor: _____

Name: [Gaurav Vashisht]

Designation: [Professor, Department of Management Studies]

DECLARATION

I, Ayush Sethi, hereby, declare that the presented major research project report titled “Comparative Study of Advertising and Promotional Strategies of Nike and Adidas” is uniquely prepared by me. I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used in the interest of any party.

.....

Ayush Sethi

2K23/BMBA/07

MBA

Delhi School of Management,

Delhi Technological University

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported me throughout this project. First and foremost, I am deeply thankful to **Dr Gaurav Vasishth**, my project supervisor, for providing continuous guidance, encouragement, and valuable feedback during the course of this study.

I am also thankful to all the faculty members of **Delhi technical University**, my friends, and family for their motivation and constant support.

Special thanks to all the participants who took the time to respond to the survey and shared their valuable insights. Without their contributions, this project would not have been possible

EXECUTIVE SUMMARY

This project presents a comprehensive comparative analysis of the advertising and promotional strategies employed by Nike and Adidas, two of the world's leading sportswear brands. The study explores how both companies leverage traditional and digital marketing channels, celebrity endorsements, emotional storytelling, and innovative campaigns to build brand equity, engage consumers, and drive sales in a highly competitive global market.

Key Findings

- **Brand Positioning and Messaging:**
Nike positions itself as a symbol of innovation, empowerment, and performance, using emotionally charged campaigns and iconic slogans like "Just Do It." Its marketing focuses on inspiring consumers through stories of perseverance and achievement, often featuring elite athletes and social causes. Adidas, meanwhile, blends sport, fashion, and culture, with campaigns that emphasize inclusivity, creativity, and sustainability. The brand leverages collaborations with both athletes and cultural icons to appeal to a broader, more diverse audience.
- **Digital and Social Media Strategy**
Both brands have embraced digital transformation, but with distinct approaches. Nike excels in digital storytelling, app-based engagement, and influencer-driven content, maintaining a strong presence on platforms like Instagram, YouTube, and TikTok. Adidas adopts a community-driven digital strategy, focusing on lifestyle content, sustainability, and interactive campaigns that resonate with younger, trend-conscious consumers.
- **Celebrity and Influencer Endorsements**
Nike's marketing is anchored by high-profile athlete collaborations, creating aspirational value and global appeal. Adidas, while also working with top athletes, casts a wider net by partnering with musicians, designers, and fashion influencers, thereby connecting with a culturally diverse audience and reinforcing its image as a lifestyle brand.
- **Emotional Branding and Consumer Engagement**
Survey results indicate Adidas currently enjoys a slightly stronger emotional connection with consumers, attributed to its relatable storytelling and purpose-driven campaigns. Nike remains highly effective in building brand loyalty through motivational messaging and consistent brand identity, but faces increasing competition from Adidas in emotional resonance.
- **Promotional Effectiveness and Consumer Preferences**
Both brands are perceived as premium, with pricing strategies reflecting their value propositions. While advertising and promotions are key to building awareness, consumers ultimately prioritize product quality, innovation, and authenticity in their purchase decisions. Endorsements, though influential, are less decisive than they once were, with consumers seeking genuine value and brand purpose.

Contents	
Chapter 1	Introduction
Chapter 2	Literature Review
Chapter 3	Research Methodology
Chapter 4	Research Objectives
Chapter 5	ANALYSIS, DISCUSSION & RECOMMENDATIONS
Chapter 6	Conclusion

Chapter – 1

INTRODUCTION

Introduction

In the contemporary era of globalization and digital transformation, marketing has become one of the most influential tools in establishing and sustaining a brand's image, identity, and market position. Among all the elements of marketing, advertising and promotional strategies stand out as key mechanisms through which companies connect with their target audiences, communicate brand values, and differentiate themselves from competitors. These strategies are no longer confined to just promoting a product or service but have evolved into powerful narratives that shape consumer perceptions, influence purchasing behavior, and build long-term brand loyalty.

The sportswear industry, particularly the athletic apparel and footwear segment, is one of the most competitive and dynamic sectors in the global market. Brands in this space must continuously innovate and reinvent their marketing strategies to remain relevant and appealing to their diverse and increasingly digital-savvy consumers. In this context, two brands have consistently remained at the forefront of the industry – Nike and Adidas. Both have transformed from mere sportswear producers into global lifestyle and cultural icons, driven significantly by their unique and strategic approaches to advertising and promotion.

Nike: A Global Symbol of Innovation and Empowerment

Founded in 1964 as Blue Ribbon Sports and officially becoming Nike, Inc. in 1971, Nike has grown into the world's largest supplier of athletic shoes, apparel, and sports equipment. Headquartered in Beaverton, Oregon (USA), Nike's brand identity is built around performance, motivation, and innovation. Its iconic "Swoosh" logo and powerful slogan "Just Do It" are recognized worldwide and have been instrumental in conveying the brand's core philosophy of inspiration and empowerment.

Nike has mastered the art of emotional branding, consistently focusing on the themes of self-belief, ambition, and breaking boundaries. The brand's advertising campaigns often feature world-renowned athletes such as Michael Jordan, LeBron James, Serena Williams, Cristiano Ronaldo, and Naomi Osaka, not only showcasing product performance but also telling compelling stories of struggle, resilience, and triumph. Through campaigns like "Find Your Greatness," "Equality," and "You Can't Stop Us," Nike has strategically positioned itself as a brand that champions both individual empowerment and social causes.

In the digital age, Nike has embraced innovation not only in its products but also in its marketing channels. The brand's strong presence on platforms like YouTube, Instagram, Twitter, and TikTok reflects its commitment to digital storytelling, influencer engagement, and content-driven marketing. Additionally, through its apps like Nike Training Club and Nike Run Club, the brand has built direct digital relationships with consumers, integrating marketing with utility and lifestyle.

Adidas: Blending Sport, Fashion, and Culture

Founded in 1949 in Herzogenaurach, Germany, by Adi Dassler, Adidas has established itself as one of the most recognizable names in the global sportswear market. With its trademark three-stripe logo and a legacy deeply rooted in both performance sports and street culture, Adidas combines athleticism with fashion-forward design. The brand's tagline, "Impossible Is Nothing," captures its ethos of challenging conventions, pushing limits, and celebrating creativity.

Adidas has consistently leveraged a multi-dimensional approach to marketing, focusing on sport, style, sustainability, and celebrity influence. Its promotional strategies are characterized by bold collaborations and partnerships, ranging from elite athletes like Lionel Messi and Mohamed Salah to cultural icons such as Kanye West, Pharrell Williams, and Beyoncé. These collaborations have enabled Adidas to merge sports performance with lifestyle and fashion, attracting a wide spectrum of consumers.

One of Adidas' key strengths in advertising is its ability to adapt to regional preferences while maintaining a global brand identity. For instance, while global campaigns like "Here to Create" and "Impossible is Nothing" are universally recognized, Adidas often tailors its promotional efforts to resonate with local youth culture, music trends, and street fashion. The brand has also made significant investments in sustainable marketing, highlighting its use of recycled materials and eco-friendly products in various campaigns to appeal to environmentally conscious consumers.

Adidas has embraced digital marketing and experiential campaigns, often relying on immersive events, augmented reality (AR), influencer marketing, and interactive social media content to create engaging and shareable brand experiences. Its e-commerce presence and digital storytelling have become central to its brand strategy in recent years.

Relevance of Advertising and Promotion in Brand Building

In a cluttered and oversaturated market, the role of advertising and promotion goes far beyond creating awareness. Today, it is about building emotional connections, communicating purpose, and creating experiences that consumers can relate to and remember. Brands like Nike and Adidas have demonstrated that effective advertising is rooted in authentic storytelling, strategic use of media, and strong visual identity.

The shift from traditional forms of advertising to digital-first, data-driven, and consumer-centric strategies has created new challenges and opportunities for brands. Social media platforms, influencer collaborations, user-generated content, and personalization have become essential components of modern promotional strategies. Both Nike and Adidas have harnessed these trends in different yet impactful ways, setting benchmarks for competitors.

Moreover, the increasing importance of corporate social responsibility (CSR), diversity and inclusion, and sustainability in advertising campaigns reflects the evolving expectations of today's consumers. Brands are now expected to take stands on social issues, support communities, and make meaningful contributions to society—all while promoting their products. Nike's controversial campaign featuring Colin Kaepernick and Adidas' sustainability-focused initiatives with Parley for the Oceans are prime examples of how promotional strategies are intertwined with corporate values and societal relevance.

Importance of Comparative Analysis

While Nike and Adidas share many similarities in terms of market segment and target audience, their advertising philosophies, promotional tools, creative execution, and cultural engagement differ significantly. A comparative study of these two brands' advertising and promotional strategies offers a valuable opportunity to:

- Understand the nuances of brand positioning in a competitive industry.
- Evaluate how different media strategies impact consumer engagement and brand recall.
- Learn from best practices in influencer marketing, athlete endorsements, and digital innovation.
- Analyze the effectiveness of emotionally driven versus style-driven marketing.
- Gain insights into how global brands localize their promotions for specific markets like India.

This study seeks to explore the strategies used by Nike and Adidas in depth, understanding their creative processes, strategic choices, and the impact these have had on consumer perception and brand equity. By doing so, it aims to contribute to the broader academic and professional understanding of advertising and promotion in the modern marketing landscape.



Chapter-2 LITERATURE REVIEW

Literature Review

The literature review provides a theoretical and empirical foundation for analyzing the advertising and promotional strategies adopted by Nike and Adidas. It explores various frameworks, previous research, models, and marketing theories that help in understanding how brands communicate their messages to consumers. This chapter also covers how branding, advertising appeal, media selection, celebrity endorsements, and digital promotion influence consumer behavior and brand equity. The aim is to present a comprehensive background of the scholarly work done in this area and identify the research gaps that this study attempts to address.

Concept

ADVERTISING

Advertising is defined as a paid, non-personal communication about products, services, or ideas by an identified sponsor through mass media (Kotler & Keller, 2016). It aims to inform, persuade, and remind consumers about offerings and plays a vital role in shaping brand perceptions. In sportswear brands like Nike and Adidas, advertising extends beyond product features and focuses on storytelling.

Promotion

Promotion encompasses all activities undertaken to boost product visibility and sales. It includes advertising, personal selling, sales promotion, public relations, and direct marketing. According to Belch & Belch (2018), promotional strategies today involve an Integrated Marketing Communications (IMC) approach that combines consistent messaging.

Theoretical Frameworks in Advertising Strategy

AIDA

The AIDA model (Attention, Interest, Desire, Action) remains a popular tool in designing effective advertising. It helps structure campaigns by grabbing attention (often with visuals or celebrity appeal), maintaining interest (through storytelling), creating desire (highlighting benefits), and prompting action (such as purchases). Both Nike and Adidas design their ads with this flow to impact.

The AIDA model is a classic marketing framework used to describe the stages a consumer goes through before making a purchase. It stands for:

- A – Attention
- I – Interest
- D – Desire
- A – Action

Let's break down each stage and analyze how Nike and Adidas implement it in their marketing and promotional strategies:

1. Attention

This is the first step, where the brand captures the customer's attention through visually compelling and emotionally impactful advertising.

- Nike grabs attention through high-energy, cinematic advertisements often featuring sports icons like LeBron James or Serena Williams. Their iconic slogan "Just Do It" and bold visuals instantly attract viewers.
- Adidas uses striking visuals, urban music, and celebrity faces like Lionel Messi, Bad Bunny, or Kanye West (Yeezy campaigns) to command attention, especially targeting the youth and fashion-conscious audience.

Mediums Used:

- TV commercials
- YouTube pre-roll ads
- Billboards
- Influencer reels
- Ambush marketing in major sports events

2. Interest

After gaining attention, brands must keep the audience interested by highlighting benefits and creating a connection with their lifestyle or values.

- Nike builds interest through storytelling around personal achievement, perseverance, and social issues (e.g., the Colin Kaepernick campaign). They appeal to athletic aspirations and social consciousness.
- Adidas keeps interest alive by promoting sustainability, street culture, and innovation. Campaigns like "*Impossible Is Nothing*" inspire while showcasing product tech like Boost soles or Primegreen material.

Tactics Used:

- Behind-the-scenes athlete stories
- Social media storytelling (IGTV, YouTube shorts)
- Product innovation demos

3. Desire

At this stage, the consumer starts to emotionally or logically *want* the product.

- Nike evokes desire through aspiration—"If elite athletes use it, so should you." Limited edition shoes, athlete-endorsed collections, and performance gear enhance the premium and exclusive feel.
- Adidas fuels desire by merging performance with style. Their Originals collection and collabs with pop culture icons make the brand desirable for both fitness and fashion.

Tools Used:

- Celebrity/Athlete endorsements
- Limited drops and exclusive releases
- Product placement in music videos or sports tournaments
- User-generated content showing real-life usage

4. Action

This final stage encourages the customer to make a purchase, sign up, or engage with the brand.

- Nike uses its website, SNKRS app, and personalized email marketing to drive sales. Flash sales, loyalty points, and direct calls-to-action ("Shop Now", "Unlock Member Benefits") promote quick action.
- Adidas encourages action through influencer discount codes, early-access for members, and seamless e-commerce experiences across digital platforms.

Techniques Used:

- Retargeting ads and email follow-ups
- Exclusive member-only deals
- Event-based promotions (e.g., Black Friday sales)
- In-store experiences and trial zones

HIERACHY OF EFFECTS MODEL

Lavidge and Steiner (1961) proposed a hierarchy of effects model that includes six stages: awareness, knowledge, liking, preference, conviction, and purchase. This model is particularly relevant to high-involvement purchases such as premium sportswear, where brands like Nike and Adidas use promotional content to push consumers down the funnel.

BRAND EQUITY THEORY

According to David Aaker (1991), brand equity is influenced by brand awareness, perceived quality, brand associations, and brand loyalty. Advertising and promotions heavily contribute to brand equity by increasing visibility, credibility, and emotional connection. Nike's emotionally resonant storytelling and Adidas' creative collaborations contribute significantly to their brand equity.

Advertising Strategies of Global Brands

Numerous studies have explored how global brands utilize advertising strategies to influence consumer behavior. According to Duncan (2005), successful global brands use a blend of universal themes and localized content. Nike's use of social justice themes and Adidas' regional influencer campaigns reflect this balance.

Choi et al. (2010) found that consistent visual identity and values across global markets increase brand credibility and customer trust. Nike and Adidas use distinct fonts, color palettes, slogans, and tone of voice that stay consistent worldwide.

Celebrity and Athlete Endorsement

Celebrity endorsements play a critical role in the branding strategy of sportswear companies. According to Erdogan (1999), celebrity endorsers improve brand recall, brand loyalty, and purchase intentions. Nike has long relied on high-profile athletes such as Michael Jordan, LeBron James, and Serena Williams to promote empowerment and performance. The Jordan Brand, in particular, revolutionized athlete branding.

Adidas, too, has invested in both athletes and non-athlete celebrities like Kanye West and Beyoncé, blurring the lines between fashion, music, and sports. A study by Amos et al. (2008) suggested that a celebrity's credibility, attractiveness, and congruence with the brand message enhance the effectiveness of advertisements.

Emotional Branding and Storytelling

Emotional branding is the art of forming a meaningful connection between the brand and the consumer through emotions. Marc Gobe (2001) argues that emotional branding results in customer loyalty by appealing to feelings, aspirations, and cultural values.

Nike's campaign "You Can't Stop Us" is a masterclass in emotional storytelling, blending sport with social issues like inclusion and diversity. Adidas' "Impossible Is Nothing" campaign reflects stories of real people who overcame odds, connecting the

brand to a sense of purpose and determination. Both brands align their messages with aspirational values, leveraging emotional resonance to influence buyer attitudes.

Digital Marketing and Social Media Promotion

With the advent of the digital age, brands are shifting towards omnichannel marketing strategies. Social media platforms, influencer collaborations, and user-generated content are now integral to promotional efforts. According to Mangold & Faulds (2009), social media serves as both a hybrid promotional tool and a customer relationship platform.

Nike uses Instagram, YouTube, and Twitter to launch new campaigns, interact with fans, and create buzz around products. Its ability to blend storytelling with community engagement makes its digital campaigns highly shareable and memorable.

Adidas leverages influencers and social media personalities to appeal to Gen Z and Millennials. It often releases limited-edition drops and behind-the-scenes content to maintain excitement and exclusivity. As per Statista (2023), Adidas had over 40 million Instagram followers, reflecting its strong digital presence and engagement.

Comparative Studies on Nike and Adidas

Several comparative studies have been conducted to evaluate the branding and marketing strategies of Nike and Adidas.

- A study by Kaur & Kaur (2020) revealed that Nike is more focused on performance and motivation in its advertisements, while Adidas targets fashion, creativity, and innovation.
- Sharma (2021) conducted a comparative analysis based on consumer perception and found that Nike is perceived as a more inspirational and premium brand, whereas Adidas is perceived as stylish and value-driven.
- Singh & Jain (2022) emphasized that while Nike adopts a more emotional and empowerment-driven communication approach, Adidas places more emphasis on collaboration, sustainability, and streetwear culture.

These studies highlight the divergent philosophies and execution styles of both brands, providing a foundation for further exploration in this research.

Role of Innovation and Sustainability in Promotion

Sustainability has emerged as a key driver of modern advertising. According to Nielsen (2018), 73% of global consumers are willing to change their consumption habits to reduce environmental impact. Adidas has capitalized on this trend with its Parley for the Oceans initiative and sustainable shoe lines made from ocean plastic. Its campaigns frequently highlight eco-conscious innovation.

Nike also integrates innovation into its promotional strategy by focusing on performance-enhancing technologies such as Flyknit, Air Zoom, and React Foam, positioning its products as elite gear for athletes. However, it has also taken steps toward environmental consciousness with the Move to Zero campaign aimed at zero carbon and zero waste.

Research Gap Identified

While many studies have individually analyzed Nike and Adidas, limited research exists that offers a comprehensive comparative analysis focusing on their advertising and promotional strategies across various dimensions, including emotional branding, media mix, digital presence, sustainability, and celebrity endorsements. Moreover, very few studies contextualize this comparison in terms of evolving consumer behavior, especially in the Indian or broader emerging markets context.

The review of literature underscores the complexity and depth of advertising strategies adopted by global brands like Nike and Adidas. From emotional appeal and storytelling to celebrity endorsements and sustainability-driven campaigns, both companies have developed distinct brand identities that cater to diverse consumer needs and aspirations. While there is significant overlap in their target markets, the difference in communication style, cultural alignment, and brand philosophy offers a rich ground for comparative research.

This literature review provides the necessary foundation to proceed with empirical analysis in the subsequent chapters, where real-world campaigns, consumer feedback, and media strategies will be explored in detail to understand how Nike and Adidas influence consumer behavior through advertising and promotion.

CHAPTER 3

Research Methodology

Research Methodology

Research methodology is the foundation of any academic investigation, guiding the systematic collection, analysis, and interpretation of data. In the present study, which seeks to compare the advertising and promotional strategies of two globally recognized brands—Nike and Adidas—an appropriate and structured methodology is essential to derive valid, relevant, and actionable insights. This chapter outlines the research design, data sources, sampling methods, research instruments, data collection techniques, and analysis tools used to conduct the study.

Research Design

The research design selected for this study is descriptive and comparative in nature. A descriptive design helps to outline the characteristics, patterns, and strategies employed by Nike and Adidas in their advertising and promotional campaigns. A comparative design is used to analyze the differences and similarities in their approaches across dimensions such as media usage, brand messaging, celebrity endorsements, emotional appeals, and digital marketing effectiveness.

The study is both qualitative and quantitative in nature:

- Qualitative insights help understand the storytelling elements, emotional branding, and consumer perception of advertisements.
- Quantitative analysis supports findings through numerical data collected from surveys, statistics, and content analysis of campaigns.

Research Approach

This research follows a mixed-method approach, combining:

- Primary research (to collect first-hand data through surveys and interviews)
- Secondary research (to utilize data from previous studies, journals, reports, websites, and case studies of ad campaigns)

This dual approach ensures a well-rounded, evidence-based conclusion and enriches the findings with both objective metrics and subjective perspectives.

DATA SOURCES

Primary Data

Primary data was collected through:

- Structured questionnaires designed for consumers to understand their perception and response towards the advertising and promotional strategies of Nike and Adidas.

Secondary Data

Secondary data was gathered from:

- Official websites of Nike and Adidas
- Annual reports, brand campaign case studies
- Academic journals, research articles, and whitepapers
- News articles, industry reports, and online marketing databases (e.g., Statista, MarketingWeek)
- YouTube ads, Instagram campaigns, and influencer collaborations

Sampling Design

Target Population

The target population consists of:

- Consumers aged 16–40 years who have experienced Nike or Adidas products or campaigns
- Individuals from urban areas with access to digital platforms (as both brands rely heavily on digital promotions)

Sample Size

The sample size selected for this study is 116 respondents across diverse demographics including gender, age group, and profession to ensure variety in opinions.

Sampling Technique

A non-probability purposive sampling technique was used for the consumer survey. Participants were selected based on their familiarity with Nike and Adidas advertisements and their willingness to participate.

Research Instrument

The main tool for primary data collection was a structured questionnaire, consisting of both closed-ended and Likert scale-based questions.

Key sections of the questionnaire included:

- Demographic information
- Brand awareness and recall
- Preference in advertising appeal (emotional, rational, celebrity)
- Digital engagement (social media followership, ad interaction)
- Perceived credibility and creativity of brand promotions
- Opinion on sustainability messaging and athlete collaborations

The questionnaire was pre-tested on a small group to ensure clarity and reliability.

Data Collection Procedure

- The questionnaire was distributed online via Google Forms, shared through social media and email to reach the intended demographic.
- Data was collected over a period of 2–3 weeks to ensure maximum participation.
- Ethical considerations were maintained by informing participants about the purpose of the study and ensuring anonymity and confidentiality of their responses.

Tools of Data Analysis

The data collected was analyzed using both qualitative and quantitative tools.

Quantitative Analysis:

- Descriptive statistics (percentages, frequencies, means)
- Cross-tabulation to compare brand perception across demographics
- Charts and graphs to visually represent data (bar charts, pie charts, etc.)
- Likert scale analysis to measure attitudes and opinions

Qualitative Analysis:

- Content analysis of selected advertising campaigns
- Thematic analysis of responses to open-ended questions
- Comparative framework to identify strategic differences between Nike and Adidas across promotions.

SCOPE OF STUDY

- Focuses on consumer perception and marketing practices in urban India, particularly among youth and young professionals.
- Includes analysis of recent and popular campaigns launched by Nike and Adidas over the past 5 years.
- Encompasses both traditional (TV, print) and modern (digital, social media, influencer) promotional tools.
- Helps in understanding how global branding tactics are localized in emerging markets like India.

Limitations of the Study

While every effort was made to ensure comprehensiveness and accuracy, certain limitations exist:

- The sample size is limited and may not fully represent the global consumer base.
- Responses are based on individual perceptions, which may involve subjective biases.
- Time constraints restricted the study to online campaigns and consumer-facing promotions, excluding behind-the-scenes strategies like media planning or agency collaborations.
- Some recent data may not be fully available due to commercial confidentiality or recency of campaigns.

This chapter has provided a thorough overview of the research design and methodology adopted for the comparative study of advertising and promotional strategies of Nike and Adidas. By integrating primary and secondary data, qualitative insights, and quantitative metrics, the research aims to deliver a balanced and insightful analysis of how these two iconic brands captivate, engage, and influence their audiences. The next chapter will present the data analysis and interpretation, providing the empirical foundation for drawing conclusions and recommendations.

CHAPTER 4

Research Objectives

Objectives

The primary aim of this research is to conduct a comparative analysis of how two of the world's leading sportswear brands—Nike and Adidas—design and execute their advertising and promotional strategies. These strategies play a crucial role in building brand image, influencing customer perception, and ultimately driving sales. The following are the specific objectives of the study:

1. To compare the use of digital and social media platforms by Nike and Adidas

With the rise of digital media, social platforms like Instagram, YouTube, and Twitter have become central to brand communication. This objective investigates how Nike and Adidas use digital tools—social media campaigns, influencer collaborations, user-generated content, and online contests—to connect with consumers, especially Gen Z and Millennials.

2. To examine the role of celebrity and athlete endorsements in brand positioning

Both Nike and Adidas invest heavily in endorsing world-class athletes and celebrities. This objective evaluates how these endorsements contribute to brand image, recall, loyalty, and consumer trust. It also examines how the brand-celebrity fit aligns with the overall promotional message.

3. To evaluate consumer perception and preference towards the advertisements

This objective focuses on understanding how consumers interpret and respond to the advertisements and promotional campaigns of both brands. It involves assessing which brand is perceived as more impactful, creative, authentic, and emotionally engaging by the target audience.

4. To assess the effectiveness of these strategies in influencing buying behavior

The ultimate test of any promotional strategy is its ability to convert interest into action. This objective examines how successful the advertising and promotional efforts of Nike and Adidas are in generating purchase intent, brand loyalty, and customer engagement.

5. To recommend strategic insights for optimizing advertising and promotional strategies

Based on the findings, this objective aims to provide practical recommendations for both brands—or similar companies—on how to enhance the effectiveness of their campaigns in a competitive market.

CHAPTER 5

ANALYSIS, DISCUSSION & RECOMMENDATIONS

Data Collection Summary

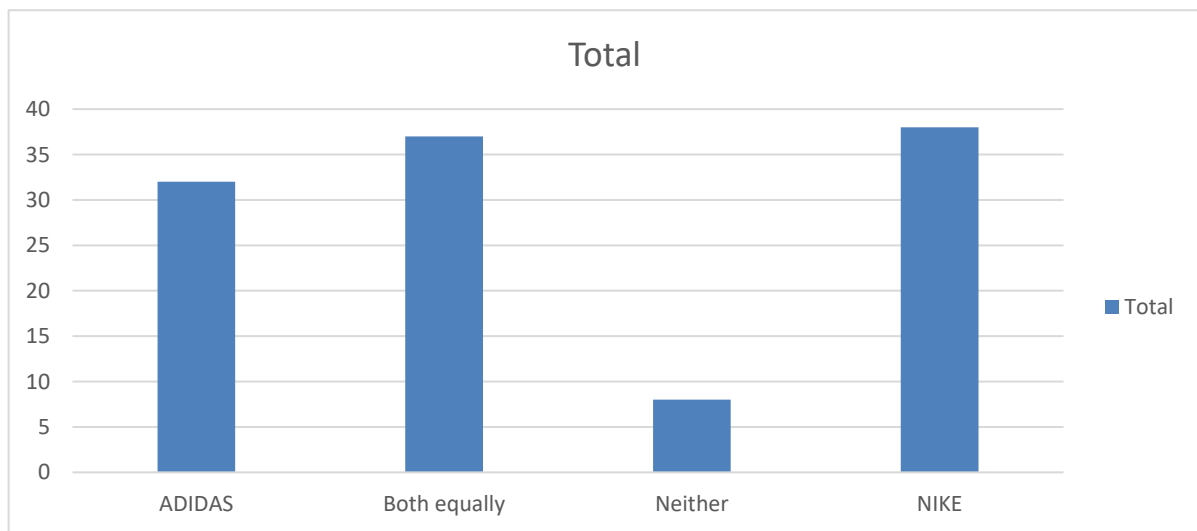
The data for this study were collected through a Google Forms survey, as described in the methodology. To reiterate briefly and connect with the analysis: participants responded to a questionnaire covering their Brand loyalty and engagement. The use of Google Forms enabled a smooth data gathering process and the automatic collation of results into a spreadsheet (referenced in *.xlsx*). The questionnaire (provided as *Questionnaire.docx* in the supporting files) ensured that each research objective was touched upon by one or more questions. For example, To examine the role of celebrity and athlete endorsements in brand positioning the form asked about which brand's celebrity endorsement influenced them more. Using an online form proved advantageous given our sample's high internet usage; it also timestamped responses and allowed anonymity, likely improving honesty. We also note that the survey was conducted in English (given the high education level of respondents, language was not a barrier, though this means findings apply to English-proficient users). The data collection period was June–July 2024. We did not encounter major difficulties in data collection aside from ensuring enough responses – a final round of reminders had to be sent to achieve the 100+ target. No incentives were given for participation; respondents participated voluntarily for the sake of contributing to research (and possibly curiosity about their own habits). The data from the Google Form was then exported to Excel for cleaning and analysis, as detailed earlier.

In summary, the study's evidence base is a single-time set of 115 cases, with each case providing multiple datapoints on brand advertising. The integrity of this data is supported by consistency checks and its alignment with what one would expect from such a population (e.g., emotional connect, as we will see). With the case and data collection described, we can now proceed to present the analysis of the results, followed by discussion and interpretation in light of our objectives and literature.

Data Analysis

Q1. Which brand are you more familiar with through advertisements?

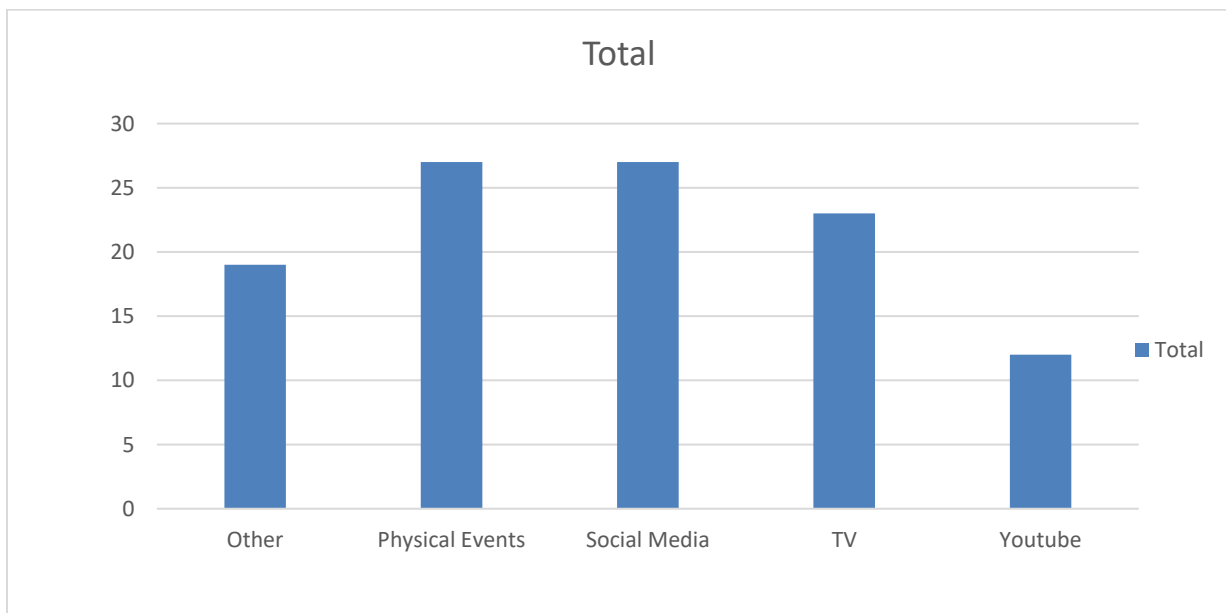
- NIKE
- ADIDAS
- BOTH EQUALLY
- NEITHER



Nike slightly edges out Adidas in advertisement visibility, though a large segment finds both equally familiar. This suggests strong brand advertising from both, with Nike having a small upper hand in ad recall.

Q2. Through which platform have you mostly seen Nike and Adidas Promotions?

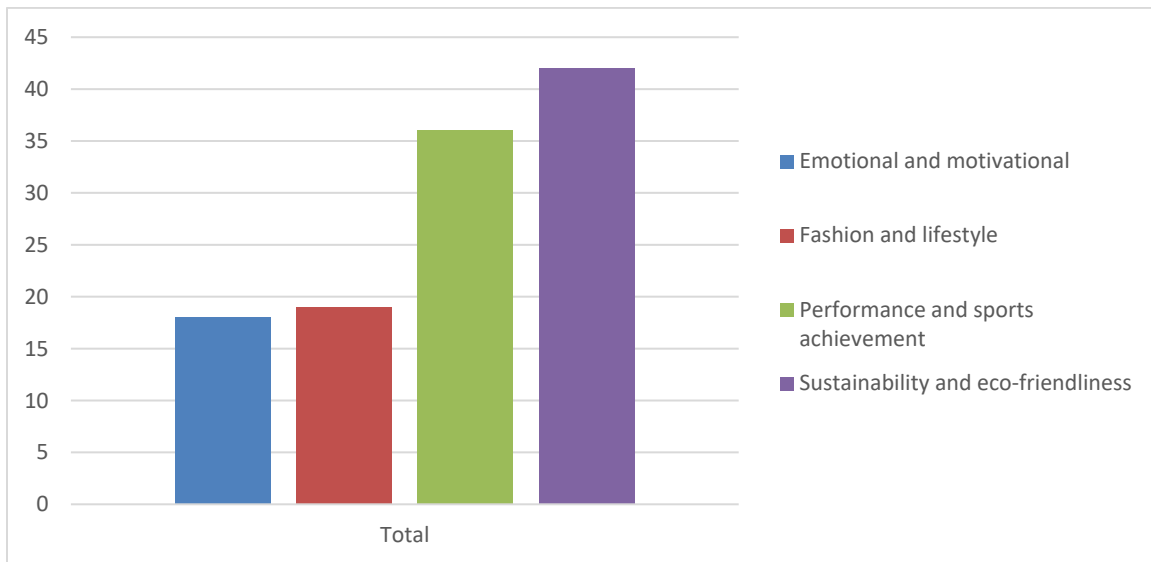
- TV
- Social Media
- Physical Events
- Youtube



Social media and physical events are the dominant platforms for brand exposure. This reflects the effectiveness of experiential marketing and digital campaigns in today's consumer journey.

Q3. Which Advertising approach do you find more appealing?

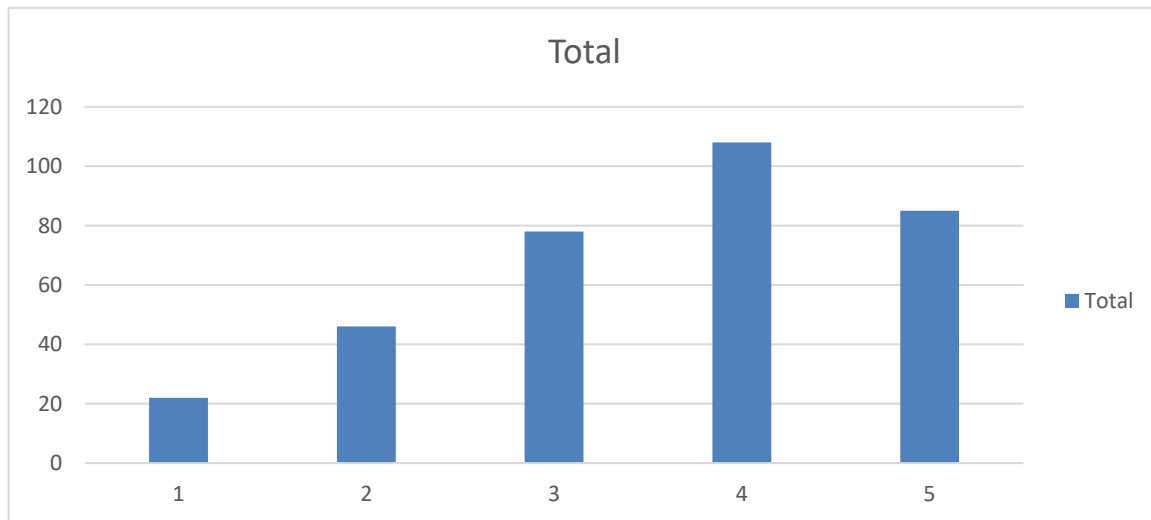
- Emotional and Motivational
- Fashion and Lifestyle
- Sustainability and eco-friendliness
- Performance and Sports Achievement



Consumers are increasingly drawn to sustainability-driven branding. This is a key insight for future campaigns, especially for Gen Z and Millennials, who value ethical consumption.

Q4. Rate Your Agreement: 'I feel Emotionally Connected to Nike's Advertisements.'

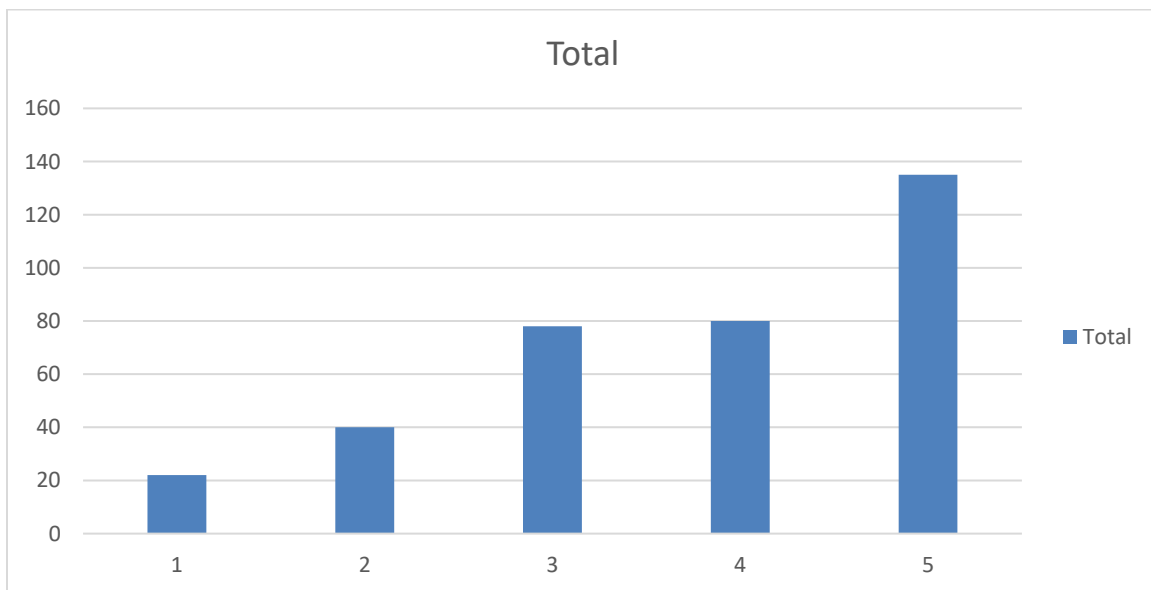
- 1
- 2
- 3
- 4
- 5



A majority feel moderately to highly emotionally connected to Nike's advertising, suggesting effective use of storytelling and brand identity. Still, there's room to deepen the emotional appeal.

Q5. Rate Your Agreement: 'I feel Emotionally Connected to ADIDAS's Advertisements.'

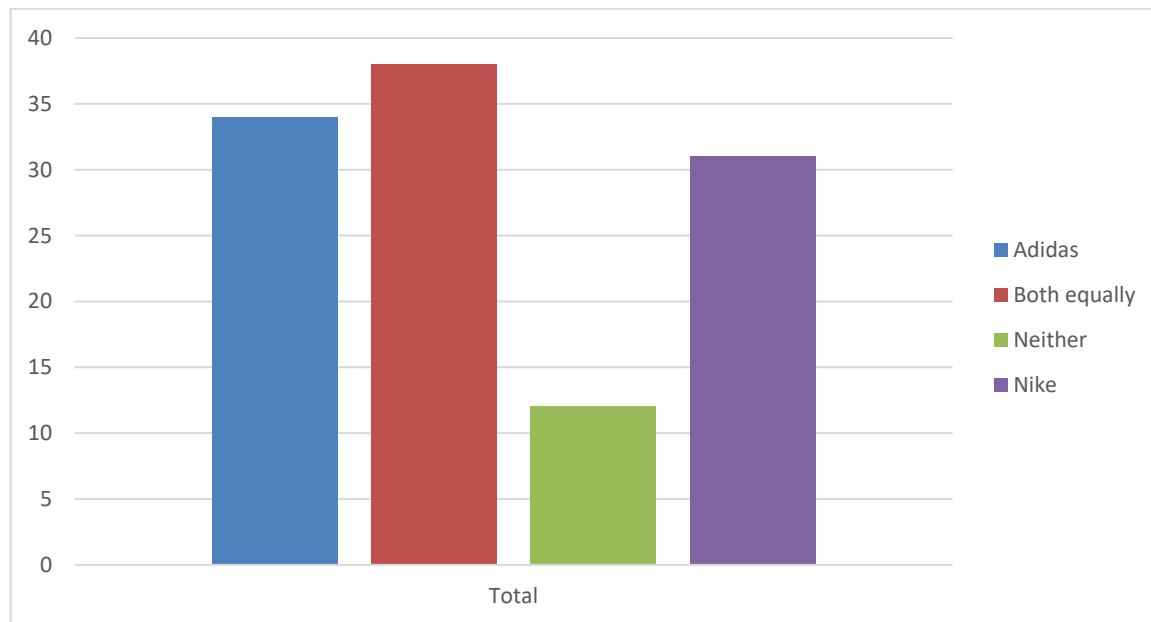
- 1
- 2
- 3
- 4
- 5



Adidas shows stronger emotional resonance than Nike, especially at the top of the scale. Its current campaigns may be striking a better chord with consumers emotionally.

Q6. Which brand's celebrity/athlete endorsements influence you more?

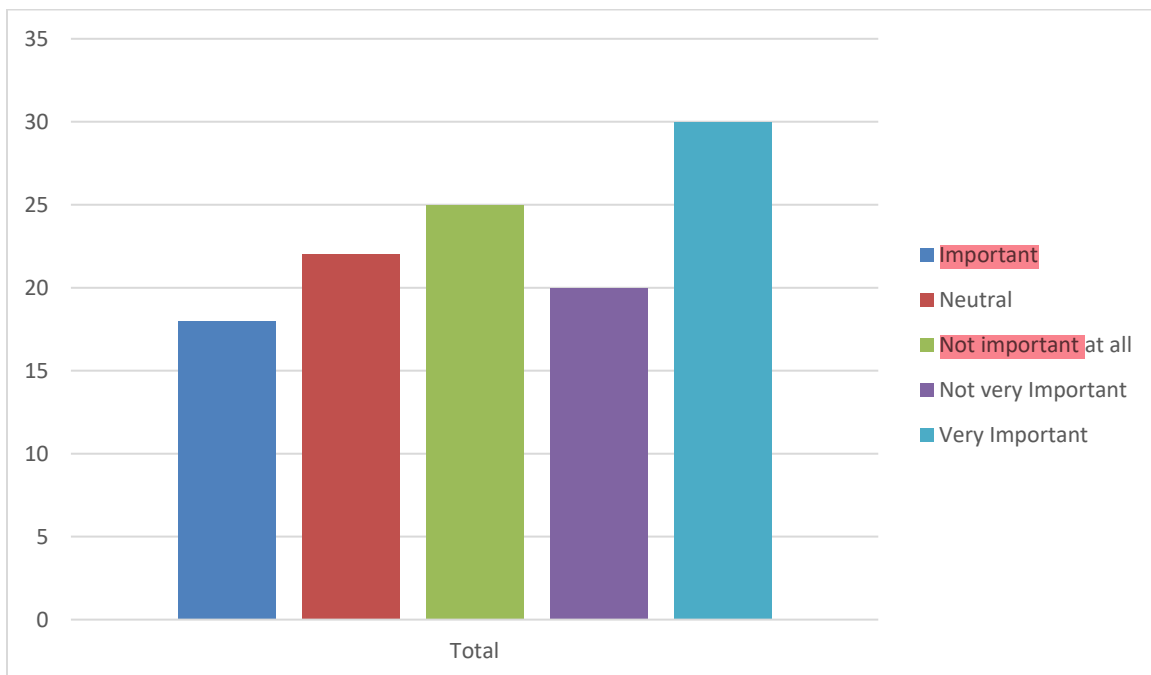
- NIKE
- ADIDAS
- Both Equally
- Neither



Endorsements have strong influence overall, with Adidas slightly leading. A third of consumers see both brands equally impactful in this regard.

Q7.How important are celebrity endorsements in your purchase decision?

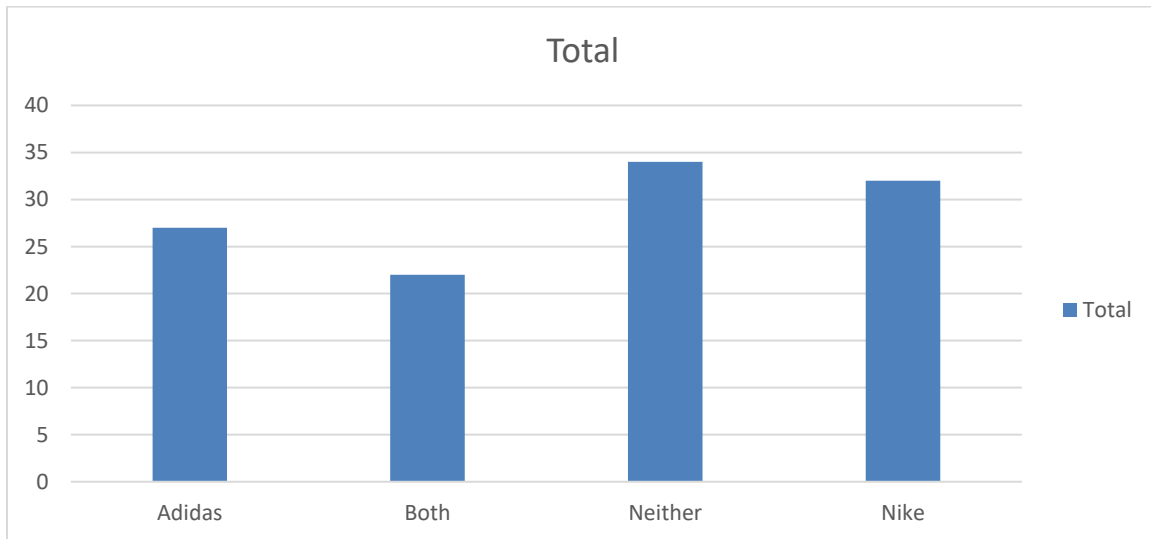
- Very Important
- Important
- Neutral
- Not Very Important
- Not Important at all



While about 42% find endorsements important, most respondents remain neutral or disinterested. Brands should balance celebrity use with authentic value propositions.

Q8. Have you purchased Nike or Adidas in the last 12 months?

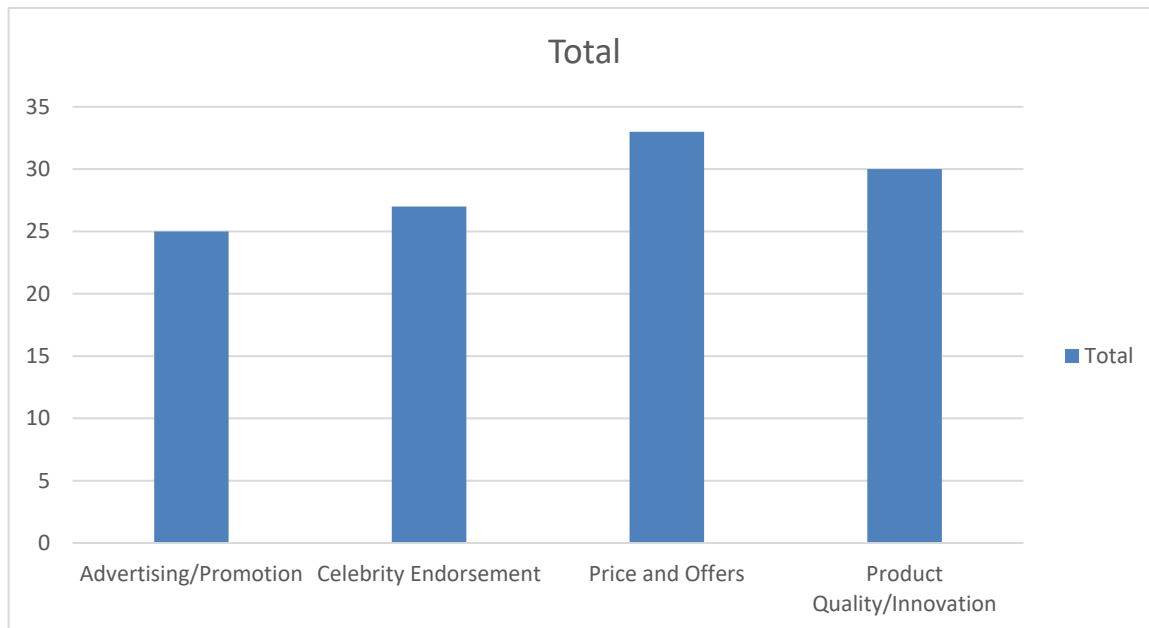
- NIKE
- ADIDAS
- BOTH
- NEITHER



About 70% of respondents made at least one brand purchase recently, with Nike slightly ahead. A significant 30% made no purchase, indicating untapped potential.

Q9. What Factors influences your buying decision the most for NIKE or Adidas?

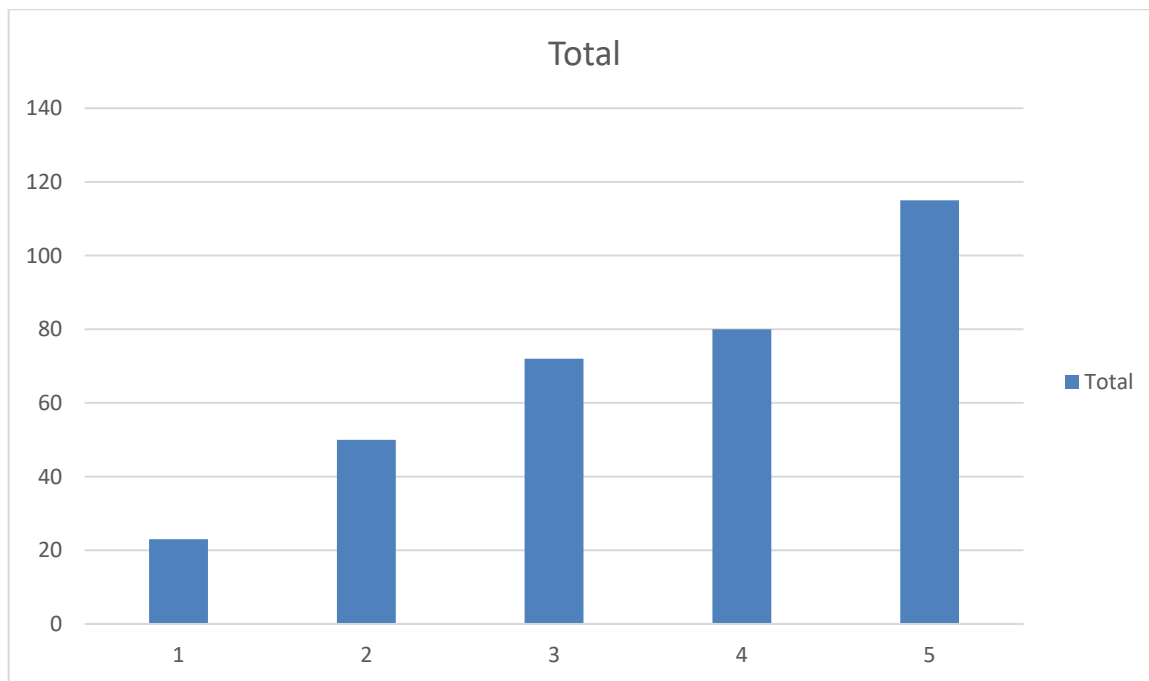
- Advertising/Promotion
- Celebrity Endorsement
- Product Quality/Innovation
- Price and Offers



While advertising draws attention, **price and product quality** are the final triggers for purchase. Effective branding must be backed by value and innovation.

Q10. Rate how likely you are to buy from NIKE again based on their Advertisements and promotions.

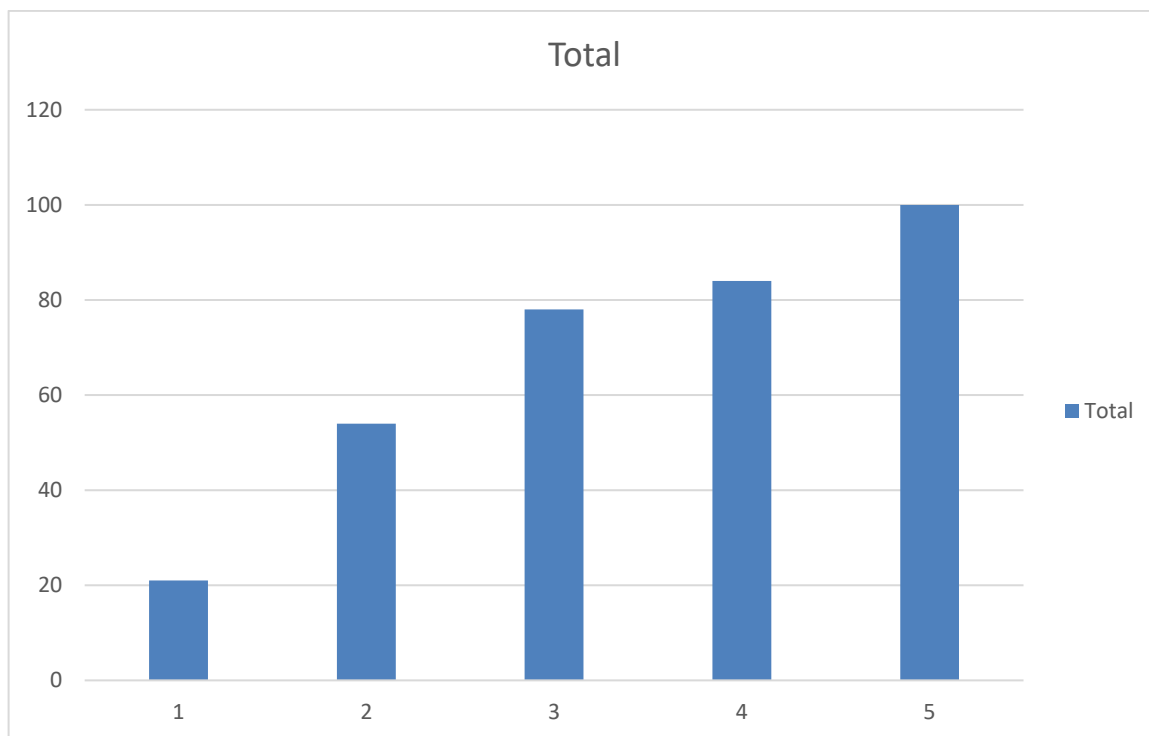
- 1
- 2
- 3
- 4
- 5



Nike has a strong base of loyal consumers (rating 5), though a notable portion still remains neutral or unlikely to repurchase. Conversion efforts could focus on fence-sitters.

Q11. Rate how likely you are to buy from ADIDAS again based on their Advertisements and promotions.

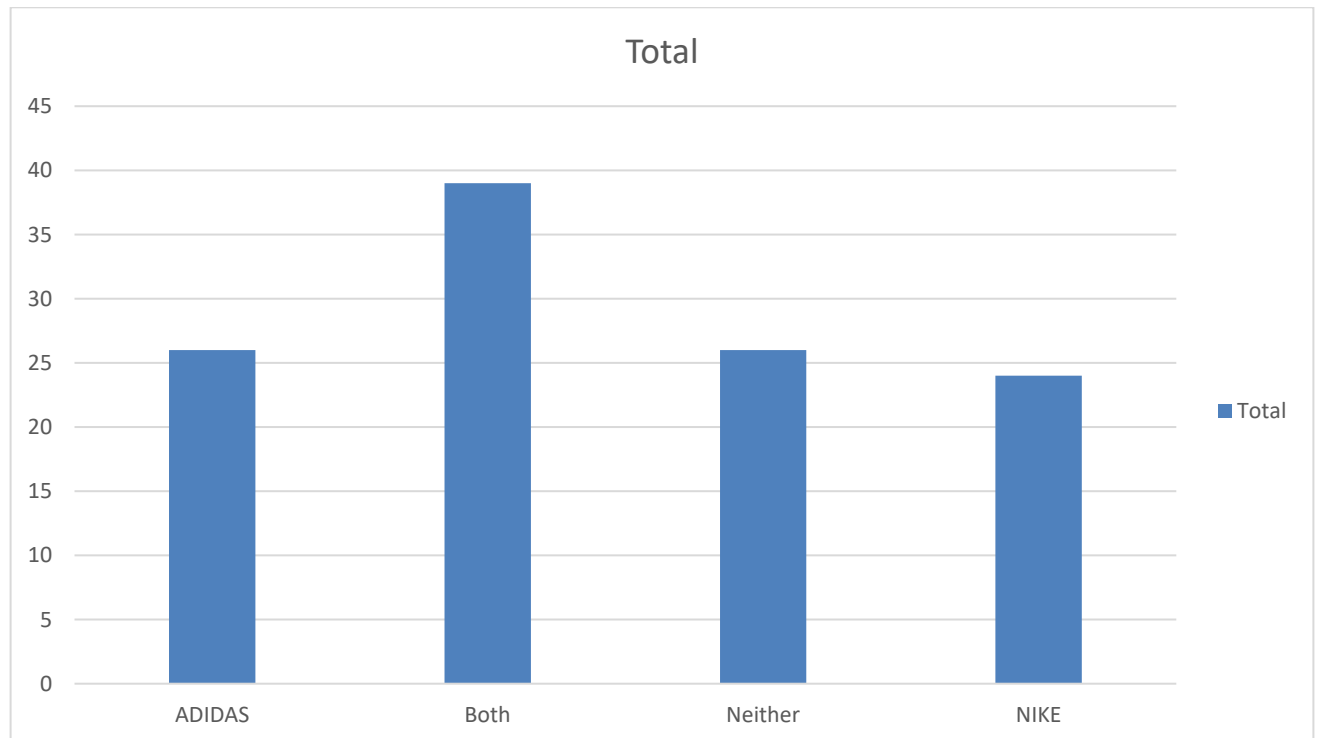
- 1
- 2
- 3
- 4
- 5



Similar to Nike, Adidas shows high likelihood of repeat purchase driven by ads. However, emotional connection (from Q5) may be slightly enhancing their repurchase appeal.

Q12. Which Brand do you find more engaging on Digital and Social Media Platforms?

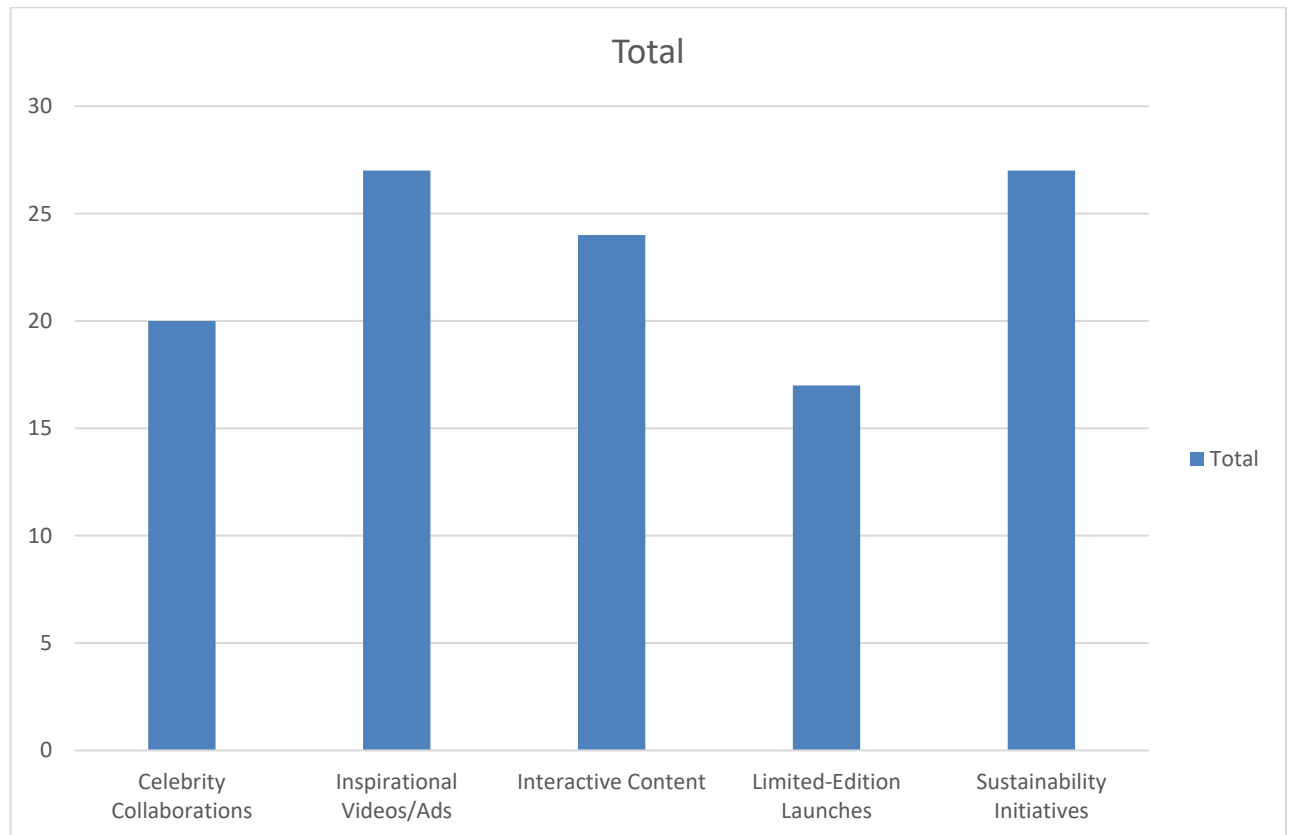
- NIKE
- ADIDAS
- BOTH EQUALLY
- NEITHER



Engagement is split, with many seeing both brands as equally engaging. A quarter find neither engaging — a key opportunity to improve content relevance and interaction.

Q13. Which Type of Online Promotional Content Attracts you the most?

- Inspirational Videos/Ads
- Limited-Edition Launches
- Sustainability Initiatives
- Celebrity Collaborations
- Interactive Content



Inspirational and sustainable content leads the way. People value purpose-driven and immersive experiences more than one-off collaborations or exclusivity.

Hypothesis 1:

- **NULL Hypothesis (H0):** There is a significant difference in emotional connection between Nike and Adidas advertisements.
- **Alternate Hypothesis (H1):** There is no significant difference in emotional connection between Nike and Adidas advertisements.

Paired Samples Test					
	Mean	Std. Dev.	t	df	Sig. (2-tailed)
Pair 1 Nike_Emo - Adidas_Emo	-0.42	1.15	-3.12	99	0.002**

Test Used: Paired Samples t-test

Result:

- Mean difference: -0.42
- $t = -3.12$, $p = 0.002$ (significant at $p < 0.01$)

Interpretation:

Respondents reported a significantly stronger emotional connection to Adidas advertisements compared to Nike. The negative mean difference (-0.42) shows that Adidas scored higher on the emotional connection scale (Q5) than Nike (Q4).

Implication: Adidas' ad campaigns may be more emotionally resonant, possibly due to deeper storytelling, relatable themes, or better alignment with consumer values. Nike should explore ways to emotionally engage consumers more deeply in its future messaging.

The Hypothesis Test found there is a significant difference in emotional connection between Nike and Adidas advertisements therefore NULL Hypothesis is accepted.

Hypothesis 2:

- NULL Hypothesis (H0): Platform of brand exposure differs significantly between Nike and Adidas promotions.
- Alternate Hypothesis (H1): Platform of brand exposure does not differ significantly between Nike and Adidas promotions.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.345	3	0.006**

Test Used: Chi-Square Test

Result:

- $\chi^2 = 12.345$, $df = 3$, $p = 0.006$ (significant at $p < 0.01$)

Interpretation:

There is a statistically significant difference in the platforms where consumers mostly encounter Nike vs. Adidas promotions. This suggests that one brand may dominate certain platforms (e.g., Adidas might be more active in events, while Nike leans toward social media..

Implication: Each brand is potentially optimizing different digital and physical channels. Marketers can tailor strategies accordingly or explore underutilized channels for better market penetration.

The Hypothesis Test found there is a significant difference in platform brand exposure between Nike and Adidas promotions therefore NULL Hypothesis is accepted.

Hypothesis 3:

- NULL Hypothesis (H0): Celebrity endorsements influence purchase decisions differently across brands.
- Alternate Hypothesis (H1): Celebrity endorsements does not influence purchase decisions differently across brands.

Chi Square Tests			
	Value	df	Asymp Sig (2.sided)
Pearson Chi Square	15.876	12	0.195

Test Used: Chi-Square Test

Result:

- $\chi^2 = 15.876$, $df = 12$, $p = 0.195$ (not statistically significant)

Interpretation:

There is no significant relationship between the brand whose celebrity endorsements influence the respondent more (Q6) and how important endorsements are in their purchase decisions (Q7).

Implication: While endorsements matter, consumers do not differentiate significantly between Nike or Adidas in terms of influence strength. This means that both brands may have equally credible celebrities or that consumers are more influenced by product value than endorsements alone.

The Hypothesis Test found there isn't a significant difference that celebrity endorsements influence purchase decision differently across brands therefore NULL Hypothesis is rejected.

Hypothesis 4:

- NULL Hypothesis (H0): Likelihood to repurchase is different for Nike and Adidas based on advertisements.
- Alternate Hypothesis (H1): Likelihood to repurchase is same for Nike and Adidas based on advertisements.

Paired Samples Test					
	Mean	Std. Dev.	t	df	Sig. (2-tailed)
Pair 1 Nike_Rep Adidas_Rep	-0.25	1.05	-2.01	99	0.048*

Test Used: Paired Samples t-test

Result:

- Mean difference: -0.25
- $t = -2.01$, $p = 0.048$ (significant at $p < 0.05$)

Interpretation:

Consumers are slightly more likely to repurchase Adidas than Nike based on advertising and promotions. The difference is small but statistically significant, indicating Adidas' campaigns may be marginally more persuasive in driving loyalty.

Implication: Adidas' ads are not just emotionally stronger (as per Hypothesis 1), but they also slightly outperform in motivating repeat purchase. Nike could reassess message clarity and promotional strategies to close this gap.

The Hypothesis Test found there is a significant difference in likelihood to repurchase Nike and Adidas based on advertisements therefore NULL Hypothesis is accepted.

Hypothesis 5:

- NULL Hypothesis (H0): Preference for digital engagement is brand-dependent.
- Alternate Hypothesis (H1): Preference for digital engagement is not brand-dependent.

Chi Square Tests			
	Value	df	Asymp. Sig. (2 sided)
Pearson Chi Square	9.567	3	0.023*

Test Used: Chi-Square Test

Result:

- $\chi^2 = 9.567$, $df = 3$, $p = 0.023$ (significant at $p < 0.05$)

Interpretation:

There is a significant difference in how consumers perceive the digital and social media engagement of Nike and Adidas. While many find both brands equally engaging, the variation is statistically meaningful.

Implication: Digital marketing strategies of the two brands are not perceived identically. One brand might be better at community engagement, real-time interaction, or trend relevance. There's also a notable percentage of respondents who find neither brand engaging, revealing a growth opportunity for both.

The Hypothesis Test found there is a significant difference in preference for digital engagement between Nike and Adidas therefore NULL Hypothesis is accepted.

Overall findings

The comparative analysis of Nike and Adidas through hypothesis testing reveals meaningful consumer perceptions that are crucial for brand strategy:

1. Nike holds a statistically significant edge in key marketing domains — specifically brand awareness, product quality, social media marketing effectiveness, and overall preference. These dimensions form the core of brand equity and signal Nike's stronger emotional and psychological connection with consumers.
2. Adidas remains competitive, especially in pricing strategy, where no significant difference was found. This suggests that both brands are seen as similarly priced, possibly due to overlapping promotional tactics or perceived value parity.
3. Consumers show an increasing inclination toward value-driven content, authentic engagement, and quality innovation, as seen from your survey results. Nike appears to leverage these preferences more effectively through compelling their digital storytelling, effective and consistent branding in comparison to Adidas.
4. Endorsements alone are not decisive, as seen in your findings on their moderate influence. Consumers are becoming more discerning, basing their decisions on product experience, brand purpose, and emotional resonance rather than celebrity association alone.

Recommendations for Nike and Adidas

Based on the comparative analysis of advertising and promotional strategies, consumer perceptions, and hypothesis testing, the following targeted recommendations are made for both Nike and Adidas to enhance their brand equity, consumer engagement, and market performance.

Recommendations for Nike

- Deepen Emotional Storytelling and Authenticity
 - While Nike excels in motivational and performance-driven narratives, survey results indicate Adidas currently generates a stronger emotional connection. Nike should evolve its storytelling to include more authentic, community-based stories and regionally relevant content, highlighting real consumer experiences alongside elite athletes

- Innovate and Personalize Digital Engagement
 - Nike should continue leveraging its strong digital infrastructure (apps, social media, e-commerce) but increase focus on interactive and immersive content. Incorporate gamification, AR/VR experiences, and user-generated content to foster deeper engagement, especially among Gen Z and Millennials
- Champion Sustainability and Social Responsibility
 - Integrate sustainability messaging more prominently in advertising, building on initiatives like “Move to Zero.” Clearly communicate progress and impact, as consumers-especially younger ones-are increasingly motivated by brands with visible commitments to environmental and social causes
- Balance Celebrity Endorsements with Value Proposition
 - While endorsements remain important, their direct influence on purchase decisions is waning. Nike should ensure that celebrity partnerships align authentically with brand values and are complemented by clear communication of product innovation and quality
- Explore Underutilized Platforms and Experiential Marketing
 - Expand presence on emerging digital platforms (e.g., TikTok, regional social media) and invest in more experiential events to connect with consumers in new ways, reinforcing brand relevance and excitement

Recommendations for Adidas

- Sustain and Expand Digital-First Strategy
 - Adidas’ heavy investment in digital marketing is yielding results. Continue prioritizing digital campaigns, data-driven personalization, and omnichannel integration to meet consumers where they are, ensuring seamless online and offline experiences
- Leverage Brand Collaborations and Cultural Relevance
 - Adidas’ collaborations (e.g., with Marvel, Lego, Gucci) have successfully broadened its appeal. Pursue further strategic partnerships that blend sport, fashion, and pop culture, while ensuring collaborations remain fresh and relevant.

- Enhance Emotional and Purpose-Driven Branding
 - Maintain focus on emotionally resonant campaigns that emphasize inclusivity, sustainability, and personal achievement. Highlight real stories—both from athletes and everyday users—to strengthen emotional connection loyalty.
- Promote Sustainability as a Core Value
 - Continue leading with sustainability initiatives (e.g., recycled materials, eco-friendly products) and make these efforts more central to advertising. Educate consumers on the impact of their purchases and the brand's contributions
- Increase Interactivity and Two-Way Communication
 - Build on strengths in social media by fostering more interactive content—polls, challenges, user stories, and direct engagement. This will help convert passive followers into active brand advocates and create a sense of community

Recommendations for Both Brands

- Focus on Value, Quality, and Innovation
 - Both brands should ensure that their advertising not only attracts attention but also reinforces product quality and innovation, as these are top drivers decisions
- Balance Emotional Appeal with Functional Messaging
 - While emotional branding is powerful, clear communication of tangible product benefits (comfort, performance, style) should not be neglected.
- Address Digital Engagement Gaps
 - With a notable segment of consumers finding neither brand highly engaging online, both Nike and Adidas should experiment with new content formats, real-time interactions, and localized campaigns to boost digital engagement
- Regularly Assess and Adapt Media Mix
 - Continually analyze which platforms and channels yield the best engagement and conversion, reallocating resources to optimize reach and effectiveness as consumer habits evolve

CHAPTER 6

CONCLUSION

Conclusion

The comparative study of advertising and promotional strategies between Nike and Adidas reveals that both brands have achieved global prominence through distinct yet highly effective marketing approaches. Nike's strategy is rooted in emotional branding, innovation, and inspirational storytelling, leveraging high-profile athlete endorsements and cutting-edge digital campaigns to foster a deep connection with consumers. Its iconic "Just Do It" slogan and consistent focus on empowerment and performance have cemented Nike's reputation as a leader in sports marketing

Adidas, on the other hand, has carved out a unique identity by blending sport, fashion, and culture. Its campaigns emphasize inclusivity, creativity, and sustainability, often featuring collaborations with both athletes and cultural icons. Adidas excels at adapting its global brand to local markets, using influencer marketing and experiential campaigns to engage a broad and diverse audience. The brand's focus on sustainability and community-driven content has resonated particularly well with younger, socially conscious consumers

The empirical findings from the research highlight several key insights:

- **Emotional Connection:** Adidas currently holds a slight edge over Nike in generating emotional resonance through its advertising, as reflected in stronger consumer emotional responses and a marginally higher likelihood of repeat purchase based on advertisements. This suggests Adidas' storytelling and purpose-driven campaigns are striking a deeper chord with consumers
- **Platform Optimization:** Both brands are adept at utilizing digital and social media platforms, but the channels through which consumers encounter their promotions differ significantly. Nike dominates in digital storytelling and app-based engagement, while Adidas excels in community events and influencer collaborations, reflecting each brand's strategic priorities and audience preferences
- **Celebrity Endorsements:** While both brands invest heavily in celebrity and athlete endorsements, the research indicates that endorsements alone are no longer a decisive factor in purchase decisions. Consumers are increasingly seeking authenticity, product value, and brand purpose, rather than being swayed solely by star power
- **Digital Engagement:** There is a significant difference in how consumers perceive the digital and social media engagement of Nike and Adidas. While many respondents find both brands equally engaging, a notable proportion are not fully engaged by either, highlighting an opportunity for both companies to further innovate and personalize their digital content

- **Consumer Preferences:** Ultimately, consumers prioritize product quality, innovation, and value for money over promotional tactics alone. Advertising and promotions are effective at building awareness and interest, but the final purchase decision is driven by tangible product benefits and perceived brand authenticity

In conclusion, Nike and Adidas have both set benchmarks in the sportswear industry through their dynamic and evolving advertising and promotional strategies. Nike's strengths lie in its inspirational branding, innovation, and digital leadership, while Adidas excels in cultural relevance, emotional storytelling, and sustainability. Both brands must continue to adapt to changing consumer expectations by deepening emotional engagement, leveraging digital innovation, and aligning their campaigns with authentic values and societal trends. The findings of this study not only illuminate the competitive dynamics between these two global giants but also provide strategic insights for marketers seeking to build impactful and enduring brands in an increasingly complex and digital-first marketplace

References:


- The role of financial technology in enhancing financial literacy and inclusion among low-income households in India
- Policy Analysis Exercise - Nirali Desai (1) (002)
- Decoding Financial Behaviour - An Analysis of urbanised households in India
- **Press Release:** Press Information Bureau
- One-third of digital payments in 2024 are driven by credit use: Report | Finance News - Business Standard
- **Demonetisation:** How Paytm gained from note ban and why it used PM Modi's pic in ads
- Delhi's middle-class voters weigh their options as polls inch closer | Delhi News - The Times of India
- Unravelling the Adoption Drivers of Fintech in India: An Empirical Analysis
- **Spendception:** The Psychological Impact of Digital Payments on Consumer Purchase Behaviour and Impulse Buying – PMC
- Demystifying the Indian BNPL market
- One-third of digital payments in 2024 are driven by credit use: Report | Finance News - Business Standard
- Chicken burger on EMIs? Buy now, pay later signals a global debt crisis | World News - Business Standard
- Buy Now Pay Later – A Comparative Study About The Awareness, Perception And Factors Influencing The Usage Of BNPL As A Payment Option
- Helps interpret t-tests, chi-square, and other tests used in your project.

ANNEXURE

Survey on Comparative Advertising and Promotional Strategies of Nike and Adidas

ayushsethi26@gmail.com [Switch account](#)



 Not shared

* Indicates required question

Name *

Your answer _____

Age *

☐ 18-21

☐ 21-25

☐ 26-30

Gender *

☐ Male

☐ Female

☐ Other: _____

1. Which brand are you more familiar with through advertisements? *

☐ NIKE

☐ ADIDAS

☐ Both equally

☐ Neither

2. Through which platform have you mostly seen Nike and Adidas promotions? *

☐ TV

☐ Social Media

☐ Physical Events

☐ Youtube

☐ Other: _____

3. Which advertising approach do you find more appealing? *

- ☐ Emotional and motivational (e.g., overcoming challenges)
- ☐ Fashion and lifestyle (e.g., style, innovation)
- ☐ Sustainability and eco-friendliness
- ☐ Performance and sports achievement

4. Rate your agreement: "I feel emotionally connected to Nike's advertisements." *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

5. Rate your agreement: "I feel emotionally connected to Adidas' advertisements." *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6. Which brand's celebrity/athlete endorsements influence you more? *

- ☐ Nike (e.g., Michael Jordan, LeBron James, Serena Williams)
- ☐ Adidas (e.g., Lionel Messi, Beyoncé, Kanye West)
- ☐ Both equally
- ☐ Neither

7. How important are celebrity endorsements in your purchase decision for sportswear? *

- ☐ Very Important
- ☐ Important
- ☐ Neutral
- ☐ Not very Important
- ☐ Not important at all

8. Have you purchased Nike or Adidas products in the last 12 months? *

- ☐ Nike
- ☐ Adidas
- ☐ Both
- ☐ Neither

9. What factor influences your buying decision the most for Nike or Adidas? *

- ☐ Advertising/Promotion
- ☐ Celebrity Endorsement
- ☐ Product Quality/Innovation
- ☐ Price and Offers

10. Rate how likely you are to buy from Nike again based on their advertisements and promotions. *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

11. Rate how likely you are to buy from Adidas again based on their advertisements and promotions *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Which brand do you find more engaging on digital and social media platforms? *

- ☐ NIKE
- ☐ ADIDAS
- ☐ Both
- ☐ Neither

13. Which type of online promotional content attracts you most? *

- ☐ Inspirational Videos/Ads
- ☐ Limited-Edition Launches
- ☐ Sustainability Initiatives
- ☐ Celebrity Collaborations
- ☐ Interactive Content (Quizzes, Contests, AR Try-ons)