Impact of Strategic Marketing upon Consumers Depending on Their Age Groups

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Abstract

Background: To meet up with the demands of consumers and to develop their relationship with brands new innovative marketing and branding needs to be done also to increase the demand of the products the firm needs to keep a track on various other brands with competition perspective. The firm needs to constantly market and advertise their product by different channels or mediums so that the audiences are aware of their existence at the same time they need to keep in mind the marketing strategy of the product. Methods: To study the market data was collected from various websites and questionnaires were distributed after receiving feedbacks the data was properly segmented and analyzed after that there was a brief comparison of brands done and a conclusion was drawn based on the understanding of that data. Conclusion: This study shows that following certain collective strategic steps in marketing will lead the firms to take calculative risks which will help them to strengthen their business and position in the market. According to research, it was found that Nike has had maximum profits when compared to other brands this is because they have had a better understanding of the customer needs, they have maintained the things like brand equity, regular innovation of products, global presence, customer locality and maintaining of product range they also take regular customer feedback's and understand their wants regularly and manufacture their products accordingly.

Keywords: Channels, Segmented, Calculative risks, target

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1. Introduction:

The impact of marketing of brands upon consumers concerning their age is quite different in other words different age groups of people react or respond to marketing differently. The marketing is done in different ways for its better results. It is done in such a way that it meets the needs and wants of consumers. The basic strategy starts with 4 “p” which is also the thumb rule of marketing; product, price, promotion, and place. Consumer related marketing has got a significant role in this field, little theory work in the study of relationship marketing in sports and its audience will make things understand better. Sports and brand marketers are a strong part which often leads to game advancement in all areas. Which includes a large number of areas of the sports industry. Which includes broadcast, advertisements on social networking sites, digital means, live match ticket sales, and community relationships. Sports marketing and its business rely on market segmentation and every segmented market needs to be effectively marketed. Sports fans differ accordingly to their attributes which is their motivation for attending live games. Economic relation, like and dislike depending upon age and faith. These characters or reasons make sports different from other sources of entertainment which also becomes a factor for consumers to use. Sporting brands (products and services). Most of the time the sports brands get recognized with athletes usually the players get sponsored and also get paid heavily to use the associated brand’s products. From this aspect, the performers or sports players and also their audience generate faith for the brands used.
Proper marketing of products and services of brands benefits all the sectors of the market for example stakeholder’s involvement in club events benefits directly to them and fans (have a personal liking or disliking towards a club) it also benefits the states and the country hosting the games. The media and sports business firms advertise their brands on different platforms and obtain gains. It also directly benefits sports clubs(leagues), team tickets, media rights, and sponsors. The country also receives tax etc. All the areas are interlinked to each other like profit, revenues, promotion and all of them work towards a single objective which is fan engagement and earn revenue for its organization in other words relation market links to customers faith and helps to build long and successful relationships with customers by focusing mainly on customer wants (12).

To obtain successful results in business firms needs to regularly take feedbacks or in other words, talk and participate in discussion with their customer because it is very essential to maintain relations and for growth of the organization (13). Some researches offer a lot of information on relationships and consensus which tends to help in sports business (14). According to the records of past situations, games event marketing strategy includes the right sort of relations in marketing, where sporting company’s (teams or clubs), organizations, consumers as well performers have relations with one another that is completely linked to the successful management of those relationships. So, this research is completely based on the reaction of fans to marketing and various style or ways of marketing which work on them. This study showing how there is an impact of sports marketing and sport marketing brands upon consumers depending on their age groups. There will be analyzed based on the segmentation of the market keeping in mind the age factor of the consumers and how to do external factors such as celebrity influence and brand marketing strategy by various companies. Proper marketing will only result in the success of sports businesses and their goals. The firms attempt to understand the customer’s wants at every stage and then the customers in return develop desires, expectations and by setting such a relation the sport businesses can maintain and enhance their fan base easily. The research is also going to target questions like which strategy impacts more and on which age group, how company’s or firms engaged a famous age group of personalities to increase the impact of marketing on consumers, Which sports firm has used the best strategy etc. The answers to these questions will be given in this research.

2. Material & methods:
In this segment, the preference of subjects, preference of variables, and data collection have been described.

2.1 Selection of the Subjects
This research is a quantitative analysis done for rooting out the relationship between consumers and their brands and to understand the customers’ wants at every stage. The research was conducted for 5 years with 4 brands namely Nike, Adidas, Reebok, Nivia. Research is also going to target questions like which strategy impacts more and on which age group, how company’s or firms engaged a famous age group of personalities to increase the impact of marketing on consumers, which sports firm has used the best strategy etc. The answers to these questions will be given in this research.

2.2 Selection of variables
The variables selected for this research were the relation of marketing with consumers, changing opinions with age, strategic marketing steps taken by the firm’s impact on attitude, cooperativeness, feedbacks from various stores, and social connection.

2.3 Data Collection
The first step of data acquisition involved acquiring all the data from various websites like Statista than the second step was visiting brand stores and taking feedback with the help of a
questionnaire and the third step was the comparison of brands and their ways of marketing based on data collected. The data was collected by keeping certain things in mind about the product like years in the market, the reaction of consumers with passing years, which brand has the best marketing method, and why. Comparing all the billion-dollar industries and understanding how these large firms were able to make so much impact in various countries and efficiently sell their products and services and create a brand value in customer’s minds.

3. Results and Discussion

The first stage was analyzing the research to understand the performances of the firms based on the profits earned.

**Adidas** - 18 August 1949 Adolf Dassler (Germany). It is one the oldest and successful sports product manufacturing company from its origin up till now. It is the second-largest sportswear manufacturing company in the world and the largest sportswear manufacturing company in Europe. Adidas has a long story and is known for selling a wide range of clothing items for men and women. Up till the 1990s, Adidas was known to make and promote its products in the sports industry only but in the later 19’s it started collaborating with various fashion designers like Yohjiyammolla. This step was taken to enter the fashion industry and make a profit. It introduced slogans like “Adidas is in all” which later on became global marketing slogans. Due to its design and way of marketing it entered the market of music and pop culture and fashion brands which became famous among youth. It started by sponsoring various events and hiring celebrities as brand ambassadors from different countries to increase the reach of the brand and at the same time market Its products and services. It earns 80 percent of its revenue from e-commerce websites. It has been a successful firm all over the years because of its marketing strategy as a company it has taken steps like digital media promotion, speed customer relation with all years, collaboration. As you can see the graph below the profit has continuesly been increasing all over the years because of its regular understanding of customer needs and manufacturing its products according to it.

![](BRAND_VALUE_OF_THE_SPORTS_COMPANY_ADIDAS_WORLDWIDE.png)

**Nike** - January 25,1964, Bill Bower-man, Phil knight. Nike is a multinational American company that is related to design, development, manufacturing of sports products it is one of the companies which started very late compared to few other sporting brands but still is the most successful brand in the world. The main reason for this company being successful is because of its marketing strategy. It was the first company that started making television ads in 1982 to promote its products they did it in such an efficient way that it received advertiser of the year in 1994 and 2003 it also received Emmy awards for the ads. Nike was the first company to use the internet as a marketing tool it used email as a technique to market its product and services or in other words, we can say that it was the first company to use social media as a platform for communication which...
has changed the conventional business strategy. Social media is a tool that enables customers’ engagement through an instantaneous and active back-to-back conversation. Customers are increasingly incorporating social media into their daily lives and using it for communication. Businesses have also made it an integral part of their communication mix. They also started attracting the younger generation by sponsoring the college athletes, clubs, teams, etc. Also started manufacturing T-shirts with phrases like a dope, get high, etc. which became famous among youth. According to the survey of a website, Nike is the most successful sports brand and has been earning profits on a regular basis.

**Figure 2. The brand value of Nike worldwide**

**Nivia** - 1934 Nihal Chand Kharbanda (India). It is an Indian sports manufacturing company famous for sponsoring national and international tournaments. It is the first company that started manufacturing hand stitch football. It has not had much profit all over the years. The marketing strategy for this brand is very basic. The revenue generated by this brand is under 1 crore for the financial year ending on 31 March 2019.

**Figure 3. The brand value of Nivia**

**Reebok** - 1895 Jeff and Joe Foster (United Kingdom, England). Reebok is one of the oldest and successful sports goods manufacturing company which has a long history. It is the third most successful brand after Nike and Adidas the reason for the success of this brand is the segmentation
of the market and then targeting the customer. They have broadly done market analysis by dividing the market into areas (Asia, Europe, Russia, North America, etc).

![Figure 4. The brand value of Reebok worldwide](image)

**Most successful sports business firms worldwide in 2019 (in million U.S. dollars)**

Nike has had maximum profits when compared to other brands because they have had a better understanding of the customer needs, they have maintained the things like brand equity, regular innovation of products, global presence, customer locality and maintaining of the product range.

![Figure 5. Earnings of all brands worldwide](image)

**3.1 Profit’s earned by various countries and firms concerning the age of consumer’s**

U.S.A - Share of Americans who bought sports equipment in the last 12 months by age the most common brand used in America is Nike. Nike has had a maximum profit all over the years in America.
INDIA - All sports brands reached a value of 3621 million U.S dollars in 2017. The market value was projected to reach 6054 U.S million dollars by 2024. India is 18% of the world's population. Sports brands used by Indians are Nivia, Yonex, etc.

United Kingdom (England) - The current earnings of UK in sports brand equipment is 11.5 million dollars expected to grow 15.2 million by 2027. The average weekly household expenditure in England is in GBP.
Marketing strategy is one of the important processes for any organization, business to achieve a sustainable competitive advantage by understanding the needs and wants of customers. Strategic planning relates to the analysis of the company's present situation and helps in the formulation, evaluation, and selection of a market-oriented competitive position that contributes to the company's goals and marketing objectives. According to many types of research in past the conclusion drawn was one size does not fit all with such a variety of opinions of people in the market, it's important to pick the right type of content for your target consumers for maximum benefit. Few methods like content marketing can be time-consuming for the organization so it's important to know which type of content works best for which age group of the target audience. Since the target audience is segmented in several ways depending on the product and services used this research works on consumers of different age groups. In this research paper, it has been convinced that which age group use’s more products and how different marketing methods from the firms have convinced them to do so. The reason why Nike is the most profitable firm is because of the understanding of the market they have understood what different age groups like to consume and they share only those information and the features which appeal to the audiences. Nike as a brand is implementing such innovative strategies since its origin and have done this in almost every region that is the reason it can gain brand awareness and recognition, Creates loyalty and trust, Offering content that provides but when compared to the other companies which are not able to provide their products and services to all consumers is because of the firms failing to understand and develop a marketing strategy which can result in low customer volume and, in a worst-case scenario, the closure of a business. So, the firms need to do proper research which will help organizations understand better and take calculative risks. It helps organizations take strategic steps. Which will in turn help in strengthening their business or position in the market. This research paper will help organizations like Nivia and also the other start-up firms to make strategic planning for future sales of products and will keep them informed of customer needs and demands. It will help in evaluating the track record of successful businesses in the market they will be able to understand better and will allow them for segmentation of the market and do a market analysis and target the audiences. It will allow them to make a benchmark for themselves. According to PWC companies with benchmark achieve their target faster and the percentage of growth is 69% and has 45% greater productivity than those who don’t have a target.

4. Conclusion:
To meet up with the requirements of consumers and to develop their association with brands, new innovative marketing strategies and branding needs to be done also to increase the demand of the products the firm keeps track of various other brands with competition perspective. The firm constantly markets and advertise their product by different channels or mediums so that the audiences are aware of their existence at the same time they need to keep in mind the marketing strategy of the product. To study the market data was collected and was properly segmented based on a particular audience with respect to their age groups. This study on the sports industry shows that following certain collective strategic steps in marketing will lead the firms to take calculative risks which will help them to strengthen their business and position in the market. According to reports, sport’s industry is a very fast-growing industry despite all the potential in this industry there are only some brands which can provide their products and services in different countries. For example, brands like Nivia don’t have any unique marketing strategy to promote their products and services so if companies like them don’t market their products then the profit ratio of such firms is also very less. When compared to other firms Nike has the best marketing strategy that is why the profit earned by them is much larger than the other firms, they are best in all sectors. They take regular customer feedback and understand their wants regularly and manufacture their products accordingly.

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