

Nike and its impact on society essay



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The well known brand – Nike experienced remarkable escalation between the period of 1970s and by the end of the late 1990s, thereby taking control of the consumer market as a global footwear and attire market competitor. Moreover, the most important factor that contributed to its success is the use of low cost labor by Nike in the developing countries, together with efficient supply chains and marketing strategies so as to boost the market campaigns. However, by the end of the nineties era, the brand started facing massive customer criticism of its marketing strategies that were practiced both by the production and the marketing department.

The stock prices of the brand began to dip sharply and fell by 50% by the end of 1998, as a result of which the management had to call off at least 1600 workers from all over its global units. (Egan, 1998; Nike Annual Report, 1998). Globalizing Trends and Technological Change The modern state of industry is mainly set up as one that of a highly industrialized globalized process integration, which has major effects upon the economic, political, cultural, and technological fronts of the society.

Marc Smith (2001) highlights the relationship between technology and social networks. He states, “ The recent rapid changes in technology have produced profound effects globally on the quality of life, in social relationships, and in the nature and quality of communication. The technological revolution, in fact, has replaced the industrial revolution in importance” (Ebner, 2001). Social Movements The company – Nike has been one of the most easily accessible targets of hostility regarding the use of sweatshops for different reasons.

Its universal presence across the globe in a short period of time has impacted the social trends economically, socially, as well as culturally. The company has been under constant attack for indulging in unfair and unjust practices. On the other hand, Nike has always dismissed these allegations and projected its activities as that of an industry leader. During the last few years, the company has offered a new perspective to the consumer market. Time and again Nike has been criticized for exploiting labors within their manufacturing plants that are set up in poor countries across the world.

This misuse has appeared much heavier in that they are producing lavish products for over consuming and high income economized societies and disproportionately remunerates their star endorsers with profitable agreements. The escalating disapproval and movements against Nike, on the other hand, have not had much of a bang on a major part of their market, metropolitan African-America. Poor African Americans reasonably have some impenetrability extending apprehension for exploitation of workers abroad when the injustices they face in their own country are similarly acute.

Effect on Youth According to the researches made, the civilizing basis of the metropolitan youth and young generation stays with the hip hop brands which was first seen at the time of the seventies era. However, the style has changed by a large extent, but fashion has definitely become a major part of the youth's lifestyle. The urban youth market is anchored by a "cultural triangle" of fashion, music, and sports, and it is uniquely characterized by intangibles such as hip style and edgy attitudes.

In calculation, to evaluate the purchase power and broader market control of African-Americans in the urban youth market, report explains how youths are becoming a gradually more influential power in this market. It reviews the growing importance of Asian-American teens and young adults in the urban youth market. The market analysts have learned that the youth is not very much affected by the media and traditional marketing approaches. This had made the marketing campaigns of the global companies to turn to non traditional marketing campaigns advertising media and alternative promotional tools.

According to Mike Hunt, CEO, Asia Operations, “ Explore ways to leverage peer influence to raise the profile of your brand. Find out how marketers use “ street teams” and “ cool hunters” to track consumer trends and influence purchasing decisions. Discover the impact of the Internet on urban marketing and learn about the growing attention paid by traditional media, including television, radio, and magazines, to this important market”. Nike is one of the most popular brands for the youths involved in sports activity.

Moreover, there has been an increasing trend in the youth participation in the sports and they are more willing to spend in order to buy the best brands and eventually after some time, they narrow up to a few of them. “ Youth are also more diverse in their sports participation. This diversity presents an opportunity for marketers to create brand loyalty across sports. Brand positioning here is critical”, James and Eves (1999). The mounting craze of women’s sports has helped the brands such as Nike and others to intelligently craft, marketing solutions which are specially targeted at women consumers.

The current study assessed Nike's marketing campaign in Glamour, a popular consumer magazine aimed at women aged 18-34, using a rhetorical analysis known as the critical feminist approach. This approach was utilized as a means of discovering how the construction of gender was created in this Nike advertising campaign, how this construction represents a dominating ideology of patriarchy, and how this oppressiveness can be recast into a picture that is more positive toward women.