

Marketing reasearch argumentative essay



**ASSIGN
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Marketing research will help Nike management to find out the effectiveness of celebrities focused ads to product feature ads. Descriptive research should be undertaken as it gives a conclusive result. Q2.) Discuss the buying behavior of consumer with respect to athletic footwear. Answer: – People buy things for obvious and hidden reasons. The importance of the product determines the amount of thought and effort into the purchase. For instance buying behavior of athletic footwear will be different for serious sports athletics and different for other consumers. Athletic footwear can be categorized into 3 types:

Athleisure = Casual athletic styles, canvas, suede, etc. Recreational Boots = Hunting, Fishing. Water boot etc. Sports based = Golf, Basketball, Soccer etc. There are essential factors that consumers take into consideration before purchasing a new pair of Athleisure shoes. Stability—the shoes should have a balanced and secure feel throughout range of motion. Flexibility—the shoes should allow for a good degree of give at the base of the toes, providing smooth motion. Comfort—walking shoes should comprise contours and padding conformed closely to the feet, providing a snug fit at the heel and midfoot, with ample room in the forefoot.

There are essential factors that Athletics take into consideration before purchasing a new pair of Sports based shoes. Heelcounter—the area of the shoe that holds the back of the heel, just underneath the Achilles tendon. This area should be snug but not tight, comfortably cupping the back of the heel. A good heel counter will help prevent the feet from over pronation or supination. Midsole—the area between the tread and the cloth upper of the shoe. This is the most important component of any footwear. Midsoles are

made of a variety of materials that give the shoe greater or lesser degrees of cushioning, support, and flexibility.