

# [Section target specific groups of consumers. however,](https://assignbuster.com/section-target-specific-groups-of-consumers-however/)

Section 1: Company History, Productsand ConsumersThe company I have identifiedis Nike.

Nike, founded on 25 January 1964 is an American multinationalcorporation that its main focus is on sport footwear and mainly target on teensand young adults who love doing fitness exercise. Nike always portrayed itselfas a youthful, fast and lively brand through its advertisements and theprominent slogan “ Just Do It!”. I have chosen Nike from all others footwearcompanies in the industry as Nike is ranked the top in area such as popularityin consumer among the rest based on 100 surveyees I have surveyed.  Section 2: Transformation Taken PlaceTechnology, specificallyInternet, opens to public access in the year 1999 has catalysed thetransformation of Nike. Selling of products to thecustomers is now mainly done online. Nike has serval official online flagshipstores on different platforms such as Taobao, and most importantly, its ownofficial website. Physical stores now occupy a much smaller portion in the retailcomponent. With low-cost online shops on various platforms, a large portion ofexpenses such as rental expense, transportation expense and labour costs arecut down.

With the transformation, Nikeis the only one that offers shoe customization service to its consumers in themarket currently. Consumers now can create their own unique and personal styleby choosing this exclusive service provided by Nike and purchase its productonline instantaneously anytime, anywhere with internet connection. However, consumers might face the risks of losing their personal information such ascredit cards details and online shopping today never grant instantgratification to the consumers. Marketing of product is nowmainly through digitalised advertisements on social media platforms, searchengines through internet. Nike has official accounts on social platforms suchas Facebook®, Instagram®, Twitter®. It uses these official accounts and also takefull use of search engine for marketing for displaying advertisements. Withthis transformation, Nike is able to target specific groups of consumers. However, for a large portion of consumers who do not want to receiveadvertisements of any kind, are forced to watch these advertisements and Nikeis one of the victimizers.

Section 3: Has Nike coped well with thetransformationNike is the best example thathas adapted to the transformation, this is inferred from serval visual evidence. Nike has achieved nearly 100 million of unique visitors to its website in thepast 6 months and it has a total of 100 million of followers on Instagram®, Facebook® and Twitter® and another 716 thousand of subscribers on YouTube®. Eachof these visitors had spent an average of 4 minutes and 16 seconds on browsing Nike’swebpages. Videos by Nike on YouTube® has also accumulated an approximate of 125million of views to date. This reveals the popularity and the number ofpotential consumers it has. Nike is also ranked top in the footwear industryand is having a constant growth in its value of brand since 2000. All thissuggested that Nike has coped well with the transformation due to its efficientmarketing and selling strategies.