

INDIVIDUAL ASSIGNMENT  
**CONSUMER BEHAVIOR**

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Using the following ads from the same campaign created by Nike, explain what aspects in consumer behavior (ex: motivation, personality, etc) that the brand is using to communicate to their audience?

### **SEGMENTATION**

Segmentation is an effort to mapping the market by sorting consumers according to the similarities between them. This sorting can be based on age, place of residence, income, lifestyle, or how they consume products. Demographics, sales of Nike products are intended for citizens either in developed country and also developing countries who are starting to pay more attention to footwear and other sports equipment for healthy lifestyle and fashion. Nike does not specify geographic target areas. Nike can serve all market segments. To support the existence of Nike products, it spreads mostly in the big cities mall.

### **TARGETING**

After mapping the market, the targeting stage is to target which consumer groups that we targeted. Man or woman, adolescents to adulthood ages, athletes, executives, students, who need a good quality sports product for their healthy lifestyle. Many live in urban and suburban areas. Dynamic and energetic thinking patterns. Then Nike penetrates the young people as target.

For this campaign, Nike especially change their brand image from professional athlete wear product to everyone's product; amateur. Dare to penetrate bigger market segments from running, swimming, wushu, football, and many more sports, Nike is ready to change the game.

### **POSITIONING**

When the target market is clear, positioning is how we explain the position of the product to consumers. What is the difference between our products and competitors and what are the advantages. Nike tends to be superior to similar brands in terms of design, material and effects on body fitness.

Nike compare their brand with Adidas brand which in that time of launch the campaign, Adidas is sponsoring 2012 London Olympics. This makes the all audience make direct comparison, even for Adidas target market. While Adidas brand are made for Olympic Professional Athlete, but Nike is made for everyone; not only for professional athlete.

## **MOTIVATION**

To understand consumer behavior never be a simple task because we knew that people are always change. They might not related with their motivation deeper, or some may not respond and or change their mind last minute. Marketer can get advantage by knowing their customers' motivation. But, to build motivation, we first should find out the unfulfilled needs, wants, and desires of our customers.

Through this campaign, based on Murray and Edwards, Nike saw that there are needs of achievement for this campaign's target market. Needs are very important for marketing to make the company gain profits and growing. As we knew that Nike's target for this campaign is amateur athlete, Nike are build the campaign with the needs itself at the beginning but with contradictive approach. Nike suggest the idea of "greatness" and other "achievements" are not necessarily for professional athlete, but rather, it is something that all people and even the amateur capable to achieve greatness. Through this campaign, Nike deliver a powerful message that stated that the true greatness standard are made by ourselves. Then those unfulfilled needs create tension that drive their target market having behavior to fulfill the needs.

## **PERSONALITY**

Before behavior rise, there are some aspect that effects the decision such as Personality, Perception, Learning, and Attitude. Personality is the inner psychological characteristics (the specific qualities, attributes, traits, factors, and mannerism that distinguish one individual from other individuals) that both determine and reflect how we as person think and act.

Based on Freudian theory, this campaign approach their target to against superego; individual's internal expression of society's moral and ethical codes of "proper" or "correct" conduct. In society, people has stigma that the 'greatness' are only for the professional athlete. Besides, Nike now use this campaign to balance the impulsive demands of the id and the sociocultural constraints of the superego. While in Neo-Freudian theory, we see here that Nike's target market compliant are wants to be great too.

Based on Trait theory, we see that Nike's want to waken their target market personality's that need for cognition by innovativeness.

While for the brand personality here, Nike are build their Excitement personality for its brand. Nike wants their target market know that Nike are not for professional athlete only, but also for everyone, mostly the target market here; the amateur athletes who wants to reach their greatness.

## **PERCEPTION**

Perception also take place in shaping behavior. Perception is the process by which individual select, organize, and interpret stimuli into a meaningful and coherent picture of the world. And in this campaign, Nike are stimuli their target market sense using contrast and shocking image. Before this campaign, Nike are a brand that famous as professional athlete wear. While here, they change it. Using the image of fat boy at the beginning which is very far from an 'athlete' physic, Nike is definitely use him as figure and ground perceptual. It interrelationship between the fat boy as stimulus and the environment to be noticed that Nike's target now are also the people like the fat boy.

Nike also use grouping perceptual organization to stimuli their target market perception. There are some clip on this campaign about finding greatness. And every clip are completing the previous clip as they put stronger message in each clip and end by Nike's goal to changing their market perception.

The campaign itself shown some type of people as the triggers of stereotyping. Nike use Physical appearance, as they use fat people at the beginning to resemble their target market. It also lead to first impressions for the campaigns' audience, so the campaign long lasting.

## **LEARNING**

Learning is the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future, related behavior. With this campaign, Nike use classical conditioning which stimuli their target market learning with repetition clip about greatness. This campaign also apply stimulus generalization of amateur and professional athlete are both have the same greatness level to achieve.

To make their target market process the information they throw, Nike also compare their brand with other brand 'Adidas' which in that time of launch the campaign, Adidas is sponsoring 2012 London Olympics. This makes the target market make direct comparison, while Adidas brand are made for Olympic Professional Athlete, but Nike is made for everyone; not only for professional athlete.

## **ATTITUDE**

Attitude is a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object. Consumer are have different at attitude, that's why marketing has to set certain way to create favorable attitude of their target market. This campaign are use role of personality factor to forms their target market attitude which is need cognition of greatness.

Using multi attribute model, this Nike campaign focus to build their target market attitude through their ads. The attitude toward ad model successfully stated that Nike product are made for everyone. And this lead to the attitude toward behavior model. Nike put the campaign with behavior of their target market. Nike knows that not all people are an athlete, some of them are trying their best to achieve their goal. People who try it, are the same people that Nike use on this campaign. Nike try their best to change their previous consumer attitude with the new perspective while they also grow their market broad. To change its market motivational function, Nike use the utilitarian approach that stated stems forms the belief that their consumers' attitudes reflect the utilities brand provide. Nike as a brand provide a belief that their brand are made for everyone.

## **REFERENCE GROUP**

Reference group is a collection of people that used as a standard of comparison for ourselves, regardless, or whether we are part of that group. This campaign is using comparative reference groups. Nike compare their market with Adidas market. Nike definitely has power to hire professional athlete as sport icon to get high perceived credibility, but in this campaign Nike is more using endorsers (fat boy, amateur athlete, etc) because it similar to their new target audiences and enhance higher persuasiveness of their message. Even it risking their reputation by using incredible endorsers, Nike persuade their target market well by giving impression of honesty and integrity.

## **THE FAMILY**

This campaign is tend to targeting teenagers in bachelorhood life cycle because it easier to influence them through friends and teammates. The word of mouth as a powerful marketing tool may significantly affect the success of Nike. Friends and teammates are become a huge influence the customers that are relying and trust mostly on the references from the close friends. While family also has influence on them too, but not as effective as their friends recommendation.

## **CULTURE AND SUB CULTURE**

The target market of this campaign are the people who related with a healthy lifestyle. People who just start it, or even did it. Example, people who are going to the gym, they will need shoes for training, people who joining runners community will need running shoes, etc. That are all part of ritual of healthy lifestyle culture. And the subculture, generation Y and Z as the target now having tendency to use shoes as daily wear. They will see that shoes is a need.