

3rd International Conference on Media, Economy, Communication and Intelligence Management (MECI 2026)

Article

Customer Segmentation and Market Positioning Analysis: A Case Study of Nike

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Abstract: This paper focuses on the customer structure analysis of Nike, a globally renowned sports brand, aiming to comprehensively explore the characteristics, distribution, and behavioral patterns of its extensive customer base. The research addresses core questions including the demographic and behavioral characteristics of Nike's customers, the geographical concentration of its key markets, customer group differences across various product lines, and the underlying levels of customer satisfaction and brand loyalty. To achieve these objectives, the study employs a robust combination of research methods, such as structured questionnaire surveys, in-depth on-site interviews, advanced data mining techniques, and comprehensive market research report analysis. Through meticulous customer segmentation based on age, gender, income, consumption habits, and lifestyle, as well as the establishment of detailed customer profiles, the paper reveals that Nike's core customer group is predominantly concentrated in the 15 to 35 age range. Furthermore, male consumers serve as the mainstay of this demographic, and key markets are heavily centered in first- and second-tier cities globally. Additionally, significant differences in customer preferences exist across Nike's diverse product lines, highlighting the need for targeted marketing approaches. Ultimately, the research findings provide actionable insights for Nike and similar enterprises to optimize product design, refine marketing strategies, expand their customer base, enhance overall customer satisfaction and loyalty, and strengthen their competitive position in the highly dynamic global sports goods market.

Keywords: customer segmentation; market positioning; consumer behavior; brand loyalty; customer satisfaction; sports industry

Received: 08 April 2026

Revised: 16 May 2026

Accepted: 30 May 2026

Published: 03 June 2026



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1. Introduction

1.1. Problem

Nike is a globally renowned sports brand with a substantial customer base. To gain a deeper understanding and conduct a thorough analysis of Nike's customer structure, comprehensive research is essential [1].

It is important to clearly define the research question, which serves as the problem statement [2]. The problem statement for analysing Nike's customer structure is as follows:

What are the characteristics of Nike's customer base?

Prior to conducting a customer structure analysis, it is necessary to identify the characteristics of Nike's customer base, including factors such as age, gender, region, consumption habits, and other relevant attributes. By examining these characteristics, a better understanding of Nike's target audience can be achieved, providing a foundation for subsequent analysis.

In which countries or regions are Nike's primary markets?

Nike operates as a global sports brand, but its market distribution is not uniform across countries and regions [3]. To perform a customer structure analysis, it is crucial to identify the countries and regions where Nike's key markets are concentrated. This enables a more precise identification of target groups and the development of effective marketing strategies.

What are the differences in customer groups across Nike's various product lines?

Nike offers a diverse range of product lines, including sports shoes, sportswear, sports accessories, and more. Customer groups may exhibit distinct differences across these product lines. Understanding these variations is essential for tailoring products and services to meet the specific needs of each group [4].

How satisfied are Nike's customers?

Customer satisfaction is a critical metric for evaluating a brand's performance [5]. In analysing customer structure, it is important to assess customer satisfaction with Nike, encompassing aspects such as product quality, customer service, brand image, and other factors. Conducting customer satisfaction surveys can help identify areas for improvement, enabling targeted enhancements to products and services that boost customer loyalty and brand reputation.

How loyal is Nike's customer base to the brand?

Brand loyalty serves as a key indicator of customer identification and dependence on the brand [2]. In customer structure analysis, it is essential to evaluate the level of brand loyalty among Nike's customers, including metrics such as repurchase rates and recommendation rates. By studying customer loyalty, Nike can assess its brand influence and develop strategies to strengthen customer loyalty.

In summary, Nike's customer structure analysis encompasses multiple research dimensions, including customer group characteristics, market distribution, product line differences, customer satisfaction, and brand loyalty. By addressing these aspects, Nike can better understand and meet customer needs, thereby enhancing its market competitiveness [6].

1.2. Objectives

Understand the consumption habits and needs of Nike customers: Through market research, data analysis, and other methods, a deeper understanding of the consumption habits and needs of Nike customers can be achieved. This includes data on customer demographics, consumption levels, consumption preferences, purchase cycles, purchase channels, and other aspects. By analyzing this data, Nike can better understand customer needs and preferences, enabling the company to tailor its product and marketing strategies effectively [7].

Expanding Nike's customer base: Nike's current customer base primarily consists of teenagers and young adults. However, with changing times, Nike needs to broaden its customer base to include a wider demographic spectrum. Specific goals may involve expanding market coverage for adults and seniors, exploring emerging markets domestically and internationally, and enhancing Nike's brand awareness in the women's market [8]. By introducing products tailored to specific customer groups, such as different age groups, genders, and regions, and by increasing marketing and brand promotion efforts, Nike can attract more new customers.

Establish a good interaction and communication mechanism with customers: Nike needs to engage and communicate with customers through various channels to understand their needs and gather feedback. Close contact with customers can be established by building online communities, conducting online and offline activities, and regularly organizing customer surveys and questionnaires. Additionally, Nike must establish a robust customer service system to address customer issues and complaints promptly [4]. Leveraging the internet, social media, and other channels to spread positive user feedback can help establish a strong brand image.

Increase customer loyalty and satisfaction: Nike must continuously enhance product quality and service levels to boost customer loyalty and satisfaction [3]. This can be

achieved by consistently introducing new products that meet customer expectations, providing personalized shopping experiences, and expanding the scope and channels of after-sales service. Furthermore, Nike can encourage long-term customer engagement and product recommendations by implementing customer reward mechanisms and membership systems.

Strengthen cooperation with other related industries: Nike can collaborate with other industries to launch appealing co-branded products or activities. For instance, partnerships with sports brands, sports stars, art brands, and fashion brands can attract more target customers through cross-industry cooperation. Additionally, Nike can work with e-commerce platforms and offline retailers to expand product sales channels and improve product transparency and sales.

Continuously optimize the customer experience: Nike must consistently enhance the customer shopping experience to improve satisfaction [2]. This can be achieved by refining product design, strengthening quality control, improving logistics delivery speed, and expanding after-sales services. Moreover, Nike can enhance the online shopping experience, customer satisfaction, and conversion rates by incorporating technological innovations such as virtual fitting and augmented reality technology.

Specific customer groups and marketing strategies: Nike needs to develop targeted marketing strategies for different customer groups. For example, it can capture the attention of young customers by organizing experiential activities in schools and communities, sponsoring schools and clubs, and employing other engagement methods [9]. For female customers, Nike can introduce products that cater to their preferences and needs while building a strong brand image in the women's market through collaborations with female celebrities and other initiatives.

Overall, Nike's goal is to continuously enhance its competitiveness and brand value in the market by understanding customer needs, expanding its customer base, improving customer interaction, increasing customer loyalty and satisfaction, strengthening partnerships, optimizing the customer experience, and developing targeted marketing strategies to achieve sustainable and healthy growth [10].

1.3. Work Structure

In the Nike customer structure analysis report, the section on Work Structure in Chapter 1 Introduction is a key component of this report. This section provides a detailed analysis of Nike's work structure [10].

Nike's work structure can be categorized into four main aspects. The first aspect is the work structure of product development. This department primarily focuses on prototype design, technical research and development, product testing, and other related tasks. The prototype design team is responsible for creating designs for new products, the technical research and development team focuses on developing new technologies, and the product testing team conducts various tests to ensure the quality and performance of the products [11].

The second aspect is the work structure of the production and manufacturing department. This department serves as the core of the entire production process, primarily handling product manufacturing and production process management. Key tasks in this department include production line management, equipment maintenance, and production planning. Production line management involves coordinating and overseeing various processes on the production line [12]. Equipment maintenance ensures the upkeep and repair of production equipment, while production planning involves organizing production tasks efficiently.

The third aspect is the work structure of the marketing and sales departments [13]. At Nike, these departments are responsible for product promotion and distribution. Specifically, the marketing department focuses on market research, brand promotion, and advertising, while the sales department handles sales negotiations with customers and the signing of sales contracts.

The final aspect is the work structure of the supply chain management department [14]. This department is primarily responsible for Nike's logistics and supply chain management. Its tasks include material procurement, inventory management, distribution, and transportation. Material procurement involves negotiating with suppliers and signing purchase contracts. Inventory management oversees the organization and allocation of inventory materials, while distribution and transportation ensure the delivery of products to various sales points.

Nike's work structure encompasses four main areas: product research and development, production and manufacturing, marketing and sales, and supply chain management. By maintaining a well-organized work structure and coordinated workflows, Nike efficiently completes various tasks and delivers high-quality products and services [4].

2. Definition and Concepts

2.1. Customer Structure

As a leading global sporting goods brand, Nike's customer structure plays a crucial role in the company's strategic planning. This article examines Nike's customer structure and analyzes it from multiple dimensions.

From a geographical perspective, Nike's customers are distributed across various countries and regions worldwide [15]. Nike segments its market into North America, Europe, Greater China, Japan, and other regions. The North American market remains one of Nike's most significant, contributing approximately 36% of its total sales. The European and Greater China markets are also key sales regions, accounting for approximately 23% and 19%, respectively. Sales in the Japanese market and other regional markets are comparatively smaller, contributing approximately 5% and 17%, respectively. Nike's broad customer distribution across different regions enables the company to implement tailored market strategies for each area.

Nike's product lines cater to a diverse customer base. The company offers a wide range of products, including sports shoes, sportswear, and sports equipment, addressing the needs of various consumers. In the sports shoe category, Nike provides products such as basketball shoes, football boots, and running shoes. Additionally, Nike offers sportswear items like sports trousers and tops, as well as sports equipment such as basketballs and footballs [10]. These extensive product lines appeal to consumers of different ages, genders, and sporting preferences.

From the perspective of sales channels, Nike's customers primarily purchase products through multiple avenues. Offline stores remain one of the most significant sales channels, with Nike operating numerous retail outlets globally, including both direct and distribution stores, to provide a convenient shopping experience. In addition to offline stores, Nike leverages e-commerce platforms, including its official website and mobile applications, to offer a comprehensive online shopping experience [8]. Furthermore, Nike collaborates with select retailers to distribute its products through their stores.

From a consumer group perspective, Nike's customers primarily consist of sports enthusiasts and fashion-conscious individuals. For sports enthusiasts, Nike's high-quality and performance-driven products meet their athletic needs. For fashion-oriented consumers, Nike's trendy and stylish designs cater to their desire for personalization and fashion-forward products. Consequently, Nike's customer base encompasses both sports enthusiasts and those who prioritize fashion [4].

Nike's customer structure demonstrates diversity and breadth across geographical distribution, product lines, sales channels, and consumer groups [12]. By attracting and serving a wide range of customers through various channels and product offerings, Nike has established a robust foundation for its sustainable development.

2.2. Nike

Nike was founded in March and is headquartered in Portland, Oregon, USA. It is a globally recognized manufacturer of sports shoes, sportswear, and equipment, as well as one of the largest suppliers of sports equipment worldwide.

The founders of Nike were Phil Knight and Bill Bowerman. Phil Knight graduated from the University of Oregon and participated in basketball on the university's track and field team, where he supplied sports shoes for the team [5]. Bill Bowerman, a coach, developed a pair of sports shoes with enhanced shock absorption for athletes.

Nike products are renowned for their quality, innovation, and fashion-forward designs, featuring iconic items such as Nike shoes, sportswear, and accessories. The company has established numerous well-known brands globally, including Nike, Jordan, and Converse. Through brand differentiation and innovation, Nike consistently addresses consumer demands for sports shoes and apparel [4, 5].

Nike holds a significant market share and maintains a leading global brand presence. Its products are widely utilized in various sporting events worldwide and are favored by athletes, sports enthusiasts, and fashion-conscious individuals. Nike operates retail and experience stores in multiple regions, directly offering its products to consumers.

Nike actively embraces social responsibility and participates in various social initiatives. Through the Nike Foundation, the company is dedicated to improving the lives of young people in impoverished regions globally, helping them realize their potential.

As a leading global sports brand, Nike has earned the trust and admiration of consumers worldwide through its high-quality products, innovative designs, and stylish image [8]. The company remains committed to providing superior products and services for athletes and sports enthusiasts while promoting the development of sports culture.

3. Method of Analysis

3.1. Research Methods

When conducting analyses of Nike's customer structure, the initial step involves obtaining relevant data and information through research methods. These methods include questionnaire surveys, in-depth interviews, and on-site observations.

3.2. Statistical Analysis Methods

After obtaining relevant data and information, statistical analysis methods are employed to organize and analyze the data. These methods include descriptive statistical analyses, correlation analyses, and cluster analyses [15].

4. Current Status of Related Research

4.1. Analysis of Customer Structure

Nike is one of the world's best-known sports brands, and analyzing its customer structure is crucial to understanding the needs of consumers in the Nike market and formulating relevant market strategies. Customer structure analysis primarily involves a comprehensive assessment of Nike customers in terms of their basic characteristics, consumption behavior, purchasing power, and other factors, in order to uncover the characteristics, preferences, and concerns of different customer types and better meet their needs.

Nike's customer base is relatively broad, covering different age groups, social occupations, and income levels. For customers of different age groups, Nike can design products with varying styles and functions to meet the needs of diverse consumers [4]. For young consumers, Nike can launch fashionable and innovative products to attract their attention and purchasing interest. For middle-aged consumers and the elderly, Nike can introduce comfortable and durable products to meet their needs for healthy exercise and leisure. Nike can also implement differentiated market positioning and promotional activities based on the customer needs of various social occupations and income levels, such as professional product lines for athletes and leisure product lines for the mass market.

Nike customers exhibit certain characteristics in their consumption behavior. Nike customers often have high consumption values and purchasing power and demand high standards for quality and performance [7]. They pursue the value of fashion, sports, and brands and are willing to pay higher prices for high-quality products. Nike customers also prioritize the functionality and comfort of its products and pay close attention to the requirements of different sports venues. Therefore, Nike can further attract customer purchases and loyalty by continuously improving the technological content and innovation of its products and strengthening brand marketing and promotional activities.

When conducting customer structure analysis, Nike must also focus on market research and data analysis for different customer types. Through market research and data analysis, Nike can obtain information about customers' purchasing behavior and consumption preferences and formulate appropriate market strategies based on market trends and competitive situations. In addition, Nike can interact and communicate with customers through social media and offline channels, understand their needs and opinions, and provide better products and services.

Nike's customer structure analysis is of great importance in formulating relevant market strategies and meeting customer needs. By understanding the basic characteristics, consumption behavior, and purchasing power of customers, Nike can implement differentiated market positioning and promotional activities according to the needs of various customer types, provide high-quality products and services that meet their requirements, and further enhance the brand's influence and market competitiveness.

4.2. Nike Customer Research

The purpose of Nike's customer research is to gain a deeper understanding of its customer structure and to establish a foundation for the company's market positioning and strategy [4]. By examining the attributes, needs, and behaviors of Nike customers, the company can better understand their preferences and requirements, enabling targeted product design, marketing, and channel development.

Nike's customer research methods primarily include qualitative and quantitative approaches. Qualitative research relies on methods such as interviews, focus group discussions, and observations to gain insights into customers' purchasing behavior, brand awareness, and consumer psychology through in-depth communication and observation [14]. Quantitative research involves collecting extensive customer data through methods such as questionnaire surveys and statistical analysis, enabling quantitative exploration of the relationships between customers and their general characteristics.

Several aspects should be considered in Nike's customer research. First, it is essential to establish an appropriate research sample to ensure the representativeness and reliability of the findings. Second, a thorough understanding of the strengths and limitations of various research tools and methods is necessary to select the most suitable ones for the study [5]. Additionally, attention must be given to data processing and analysis, as well as the interpretation and application of the results throughout the research process.

The results of Nike's customer research can provide critical insights for the company's marketing strategy. By analyzing customer attributes and needs, the company can establish appropriate market positioning and target markets, facilitating effective product design and development. Furthermore, understanding customer purchasing behavior and consumer psychology can guide marketing promotions and channel construction, enhancing marketing efficiency and sales performance.

In summary, Nike's customer research is a complex and vital task that significantly impacts the company's development. Through in-depth analysis of customer needs and behaviors, the company can support its market positioning and strategy, promoting its products and brand to achieve stronger competitive advantages and greater market share. Therefore, Nike should prioritize customer research and continuously refine its methods and workflows to enhance the accuracy and applicability of research outcomes.

4.3. Universality Analysis

Universal applicability analysis is a commonly used research method for evaluating the general applicability of research results. When analyzing Nike's customer structure, conducting universality analysis can help determine whether the findings are applicable under different background conditions and whether they can be extended to other similar scenarios.

Universality analyses can be conducted by selecting multiple research locations. This ensures that the findings not only reflect specific local conditions but also demonstrate broader applicability. For instance, cities from different regions, with varying levels of economic development and cultural backgrounds, can be chosen as research locations to verify the universality of the results.

Universality analyses can also be conducted by increasing the sample size. The size of the sample is crucial to the generalizability of the findings. A sufficiently large sample size allows for more reliable generalization of the results to the entire population. Therefore, in Nike's customer structure analysis, selecting more participants to expand the sample size can enhance the universality of the findings.

Multiple research methods can also be employed to conduct universality analyses. Different methods can explore issues from various perspectives, providing more comprehensive and convincing results [2]. In Nike's customer structure analysis, combining quantitative and qualitative research methods can yield more robust data and further validate the universality of the findings.

Continuous observation and long-term research are additional approaches for conducting universality analyses. These methods help assess the persistence and stability of the findings over time. For Nike's customer structure analysis, tracking participants' purchasing behavior and changes in preferences can provide insights into the long-term applicability of the results.

Universality analyses can also be conducted by comparing findings with other related studies. Comparing the results of Nike's customer structure analysis with those of similar studies can confirm the general validity of the findings. Consistency and commonality between different studies further support the universality of the results.

By selecting multiple research locations, increasing the sample size, employing multiple research methods, conducting continuous observation and long-term research, and comparing findings with other related studies, a universal applicability analysis can be performed to evaluate the results of Nike's customer structure analysis. This approach helps to better understand and utilize the findings, providing Nike and its affiliates with a scientific basis for adjusting their customer structure and making informed marketing decisions [3].

5. Nike Customer Structure Analysis

5.1. Data Collection

Data collection is a critical step in conducting Nike customer structure analysis. To ensure the data obtained is accurate, comprehensive, and reliable, multiple methods must be employed.

Data can be collected through online research. By designing appropriate questionnaires and surveys, a large amount of basic customer information, purchasing habits, preferences, and other relevant data can be gathered. These questionnaires and surveys can be distributed via Nike's official website, social media platforms, and partner websites to attract more participants. Additionally, links to these surveys can be sent to customers through shopping apps, WeChat official accounts, and other channels to improve completion rates.

On-site interviews are another effective method for data collection. By selecting representative Nike stores, face-to-face interviews with customers can provide direct insights into their purchasing decision-making processes, motivations, psychology, and other relevant factors. Recording devices may be used during interviews to facilitate later analysis and organization of the collected information [2, 15].

Data mining techniques can also be utilized to analyze large volumes of historical data, providing deeper insights into customer behavior. By examining customer purchase records, browser histories, click patterns, and other data, potential customer groups and behavior patterns can be identified [12]. For instance, analyzing purchase records can reveal details such as purchase frequency and spending amounts, which help assess customer loyalty and purchasing power.

Market research is another valuable approach for data collection. By acquiring market research reports, consulting industry information, and reviewing academic studies, macro-level insights into Nike's customer structure can be obtained [15]. These reports often include data on consumer behavior, purchasing decisions, market size, and other critical factors that serve as important references for customer structure analysis.

Data collection is a foundational step in conducting Nike customer structure analysis. By employing diverse methods such as online research, on-site interviews, data mining, and market research, a substantial amount of customer data can be gathered, providing a reliable basis for subsequent analysis.

5.2. Customer Segmentation

This article analyses Nike's customer segmentation. By conducting a detailed examination of Nike's customer base, it becomes possible to better understand the needs and preferences of different groups, enabling the development of more targeted marketing strategies.

Customers can be segmented based on basic information such as age, gender, and income level. By understanding the product characteristics, purchase frequency, and purchasing power that consumers of different age groups prioritize, products can be designed to better suit various demographics [11]. Differences in product evaluation and purchasing behavior between male and female consumers also necessitate the development of targeted marketing strategies.

Consumer habits and preferences can also be segmented. By analyzing consumers' channel selection, purchase frequency, and purchase volume, the purchasing power and motivations of different consumer groups can be identified. For consumers who prefer online purchases, more precise promotions and direct sales through e-commerce platforms and social media channels can enhance effectiveness and return on investment.

Consumers can additionally be segmented based on their lifestyles. By understanding their hobbies, interests, and attitudes towards life, it becomes easier to assess their demand for and acceptance of products. For instance, sports and fitness enthusiasts may exhibit a higher demand for sports shoes and equipment, while travel enthusiasts may show greater interest in casual footwear. Accordingly, different product lines can be introduced to cater to the needs of consumers with varying lifestyles.

Segmentation can also be based on purchase history and loyalty. By analyzing indicators such as purchase frequency, product preferences, and purchase volume, highly loyal and valuable consumers can be identified. For this group, more high-end and unique products can be introduced, along with personalized services, to enhance customer satisfaction and loyalty.

Nike can conduct an in-depth analysis of customer segmentation to understand the needs and preferences of different groups, thereby developing more targeted marketing strategies. By applying various segmentation standards, consumer needs can be better met, leading to increased sales and market share.

5.3. Customer Profile

To develop Nike's customer profile, several steps can be undertaken.

Market research can be conducted to identify Nike's target audience. Through surveys, interviews, and other methods, insights can be gathered about the target audience's age, gender, occupation, income, shopping preferences, and their understanding and preference for the Nike brand. This research data provides a preliminary understanding of the characteristics of different customer groups [7].

Data analysis can then be performed to examine customer behavior and consumption habits. Nike's sales data and user behavior data can reveal purchase frequency, channels, and preferences of various customer groups. Data mining and statistical analysis methods can help identify consumption hotspots, purchasing power, and other relevant characteristics of these groups.

User profiles can be modeled, and a customer tagging system can be established. Customers can be classified into distinct groups based on multiple dimensions such as personal information, behavioral data, and consumption characteristics. Based on these classifications, each group can be labeled, and its characteristics and typical representatives described. A tagging system enables Nike to better understand customer needs and offer personalized products and services to different groups.

Customer profile analyses can be conducted to evaluate the characteristics and consumption behavior of various customer groups. The results of these analyses can be presented through data visualization techniques, such as radar charts for customer profiles or user profiles. These visualizations highlight differences in characteristics among customer groups and provide guidance for developing precise marketing strategies.

By following these steps, Nike can create a comprehensive customer profile. The company can then develop differentiated marketing strategies tailored to various customer groups, offer personalized products and services, and enhance customer satisfaction and brand loyalty [9]. Additionally, customer profiles can serve as a reference for business development, helping to predict market demand trends, innovate products, and refine market positioning.

6. Analysis and Discussion

In analyzing Nike's customer structure, we will thoroughly examine and discuss the following aspects.

First, we will analyze Nike's target market. Nike, as a globally recognized sports brand, targets consumers across various demographics and age groups. We will conduct market research and data analysis to understand Nike's target audiences in different markets, including athletes, young people, and sports enthusiasts. A detailed analysis of their consumption behavior, purchasing power, and market demand will be conducted.

Additionally, we will focus on the characteristics of Nike's customer base. Through big data analysis and market research, we aim to gain a comprehensive understanding of Nike's consumer characteristics, including factors such as age, gender, geography, and income. This will provide deeper insights into the popularity of Nike products among different groups and offer strong support for product positioning, market promotion, and related strategies.

Furthermore, we will analyze Nike's customer loyalty and purchasing decision-making process. By conducting loyalty surveys and examining consumer behavior towards the Nike brand, we aim to understand customers' awareness, loyalty, and purchase frequency. Simultaneously, we will investigate the concerns and influencing factors affecting Nike customers' purchasing decisions, as well as the extent of their impact.

We will also predict and analyze the development trends of Nike's customer structure. By examining market trends, competitors, and emerging consumer groups, we aim to forecast the future direction of Nike's customer structure and provide valuable references for strategic decision-making.

Through the above analysis and discussion, we aim to comprehensively understand Nike's customer structure and provide actionable suggestions for market positioning and strategic planning [3]. This will enable Nike to better meet customer needs, enhance brand influence, and secure a stronger competitive position in the market.

7. Summary

This chapter primarily provides a detailed analysis of Nike's customer structure. By examining factors such as age, gender, geographical location, and other consumer characteristics, several key conclusions have been drawn.

From an age structure perspective, Nike's primary consumer group is concentrated within the 15 to 35 age range. Consumers in this demographic are the most active in purchasing Nike products, contributing significantly to the overall market share. Conversely, older consumers above the age of 60 rarely purchase Nike products, as reflected in survey findings.

From a gender perspective, Nike's main consumer base consists of men. Male consumers exhibit higher brand awareness and are more inclined to purchase Nike sports shoes, apparel, and related products. In contrast, female consumers represent a smaller proportion of the market, which may be attributed to Nike's market positioning and product characteristics.

From a geographical perspective, Nike products achieve higher sales in first- and second-tier cities. Consumers in these urban areas tend to be more attuned to fashion trends and demonstrate a stronger preference for the Nike brand, resulting in a larger market share. However, in third- and fourth-tier cities, brand awareness is lower, and purchasing power is weaker, leading to relatively poor sales performance in these regions.

By analyzing Nike's customer structure, it is evident that the brand holds a substantial market share among young consumers, with men forming the primary consumer group and first- and second-tier cities serving as the most significant sales markets. Based on these insights, Nike can refine its product offerings and marketing strategies to better cater to diverse consumer needs, thereby enhancing brand influence and expanding market share.

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