

Enhancing Nivia's Global Brand Recognition in a Competitive Market: A Focus on Coimbatore

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ABSTRACT

In the competitive sports industry, Nivia aims to strengthen its brand recognition by leveraging innovation, superior quality, and strategic branding. This report explores how Nivia can differentiate itself by understanding consumer behavior, targeting emerging markets like Coimbatore and utilizing data-driven insights. Key strategies include product innovation, sustainable practices, and partnerships with athletes and influencers. Additionally, digital marketing efforts, such as social media engagement and targeted advertising, will be pivotal in expanding market reach. By implementing these approaches, Nivia seeks to enhance brand visibility, customer loyalty, and long-term growth.

KEY WORDS: Athletes, Brand Recognition, Customer loyalty ,Digital Marketing and Quality.

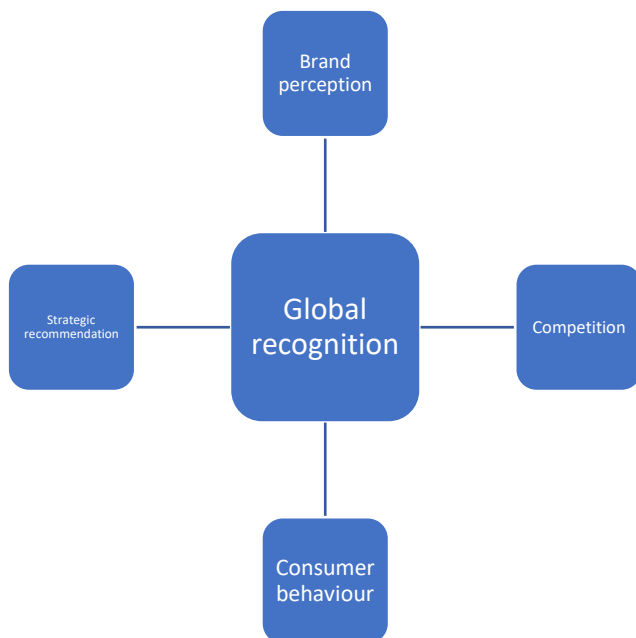
INTRODUCTION

For businesses in the sports sector, building and maintaining brand recognition in the fast-paced,

fiercely competitive global market of today presents both a difficulty and an opportunity. For Nivia, a company with a long history of manufacturing premium athletic wears and sports equipment, It calls for a diversified strategy that prioritizes creativity, excellent quality, and strategic branding. As the sports business develops further due to growing consumer interest in fitness and health, Nivia faces intense competition from well-established international firms. These rivals are constantly fighting for a discriminating consumer's attention. Consumer base that seeks not only high-performance products but also engaging brand experiences and authentic connections. Nivia needs to comprehend the distinctive traits of its target market in order to compete successfully, especially in key markets like Coimbatore . This area offers Nivia a great chance to develop because of its thriving sports culture and growing consumer base brand awareness and build stronger ties with regional customers. Nivia can create a customized

brand experience that encourages loyalty and raises customer happiness by examining consumer preferences, habits, and demographics to better target its marketing messages and products. The key actions Nivia can take to improve its brand recognition and increase its market share abroad are examined in this research. It highlights the value of brand identity and shows how Nivia can embrace contemporary trends while utilizing its legacy to forge a unique identity. Nivia can increase its appeal and establish a market niche by concentrating on distinctive selling propositions, such as creative product designs, eco-friendly operations, and partnerships with influencers and athletes.

CONCEPTUAL FRAMEWORK



REVIEW OF LITERATURE

Strizhakova & Coulter (2015): This study examines how consumers perceive global brands differently based on cultural and economic factors. Their research suggests that consumer choice between global and local brands is influenced by identity, cultural connectedness, and economic context, which can guide branding strategies for international markets.

Matanda & Ewing (2012): This study examines global branding at Kimberly-Clark, focusing on standardization versus adaptation. Their findings indicate that sharing best practices and tailoring strategies to local markets while maintaining a unified global brand image can significantly impact brand recognition. Such strategies ensure brand consistency across regions, supporting a cohesive global identity that consumers can recognize and trust.

Yu-Yin Chang & Heng-Chiang Huang (2021): This study examined 168 global brands over time to determine evolution patterns, such as "fast risers" and "top tier." It found that consistent brand equity and sustainability efforts were key to enduring global brand success, revealing that effective global branding must integrate strategic adaptability and consistent positioning to meet shifting market demands.

Keller (1993): This study examined brand recognition helps consumers process information efficiently, allowing them to navigate a crowded marketplace more effectively. As competition intensifies across various industries, understanding the factors that contribute to brand recognition has become increasingly

RESEARCH GAPS

There is a significant research gap in understanding how regional consumer preferences, particularly in up-and-coming sports hubs like Coimbatore, align with global trends in sportswear branding and digital engagement, despite Nivia's well-established legacy and dedication to high-quality sports equipment and athletic gear. Furthermore, few thorough studies have been conducted on how localized digital marketing tactics, particularly influencer partnerships, community-focused branding, and hyper-targeted social media campaigns, can improve brand recognition for domestic sports brands that are up against fierce competition from international players.

RESEARCH METHODOLOGY

In order to assess Nivia's brand recognition in the sports and clothing sector in Coimbatore, this study combines primary and secondary research approaches. Surveys and interviews with consumers, athletes, and fitness enthusiasts were used to collect primary data in order to evaluate brand awareness,

perception, and preferences. Analyzing market reports, competitor strategies, and scholarly works on brand development and digital marketing in the sportswear industry were all part of the secondary study. Along with competitor analysis utilizing tools like the Facebook Ad Library, Nivia's present online presence on Facebook, Instagram, and TikTok was also evaluated.

STATEMENT OF THE PROBLEM

Nivia, despite its legacy of producing high-quality sports equipment, struggles with low brand recognition compared to its global competitors. This limited visibility restricts its market share and growth potential, particularly in evolving markets like Coimbatore, where increasing consumer interest in fitness and sports presents a valuable opportunity. Addressing this gap in brand awareness and establishing a strong local presence is crucial for Nivia's long-term competitiveness and expansion in both domestic and international markets.

SCOPE OF THE STUDY

Nivia, despite its legacy of producing high-quality sports equipment, struggles with low brand recognition compared to its global competitors. This limited visibility restricts its market share and growth potential, particularly in evolving markets like coimbatore, where increasing consumer interest in fitness and sports presents a valuable opportunity. Addressing this gap in brand awareness and

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OBJECTIVES

- To evaluate the current level of brand recognition
- Analysing the influencing factors for the brand in the market
- To analyse the branding and marketing strategies of Nivia
- Finding out strategies for brand reach and recognition through social media marketing

LIMITATIONS

- The accuracy of the conclusions derived from the analysis may be impacted by the study's difficulties acquiring comprehensive and current market data.
- Brand perception evaluations are subjective by nature and depend on customer opinions, which might differ greatly and skew the results.
- The sports sector is known for its frequent changes in customer preferences, trends, and technology, which can soon make the study's conclusions out of date.
- Budgetary and temporal constraints may limit the scope of the study, including the size of the sample and the thoroughness of the data gathering techniques.

FINDINGS

- Nivia, despite its strong reputation for quality sports equipment, suffers from lower brand visibility compared to competitors, limiting market share and growth potential.
- The sportswear industry is saturated with global brands using aggressive marketing strategies, making it harder for Nivia to stand out.
- Consumer interests are shifting towards fitness, health, and sustainability, requiring brands to align their messaging with these values to stay relevant.
- Online presence and digital marketing strategies have become crucial for brand recognition, but Nivia's efforts in these areas need improvement.
- This region has a vibrant sports culture and presents a strategic entry point for Nivia to establish a loyal customer base.
- Assessing current consumer awareness and perception of Nivia will establish a baseline to measure future progress.
- Factors like product quality, customer service, influencer partnerships, and digital content strategies directly impact brand visibility.

- Studying successful branding strategies from competitors will reveal tactics that Nivia can adapt or innovate upon.
- The study aims to produce a concrete, actionable brand-building plan, combining traditional and digital marketing tactics.
- Platforms like Instagram, TikTok, and Facebook can play a pivotal role in enhancing brand awareness if used effectively.
- A clear understanding of sportswear market trends, growth potential, and consumer behavior is vital for developing effective strategies.
- Identifying demographics, psychographics, and behavioral traits of Nivia's ideal customers will enhance personalized marketing efforts.
- Evaluating current campaigns, promotional activities, and social media content will highlight gaps in Nivia's branding efforts.
- Collaborations with athletes, fitness influencers, and sports organizations could enhance credibility and visibility.
- The study's effectiveness may be constrained by limited market data, subjective survey responses, and rapidly changing industry

trends, potentially requiring ongoing research and adaptability.

SUGGESTION

- To compete with players from around the world, Nivia's digital marketing presence needs to be strengthened like Work together with local fitness influencers on Facebook, Instagram, and TikTok.
- Run specialized advertising efforts aimed at young people who are interested in sports and health.
- Make use of user-generated content (UGC) that shows actual people using and evaluating Nivia gear.
- Create a brand narrative around Nivia's contribution to Indian sports and to Emphasize product innovation and quality assurance processes in campaigns.
- Emphasize Nivia's value-for-money strategy, which offers high-performance equipment at reasonable costs.
- Increase the product line to accommodate a wider range of consumer preferences, particularly in the areas of fitness equipment, apparel, and accessories.
- Create detailed personas for customers, focusing on their aspirations, sports interests, brand preferences, and online behavior.

- Examine competitors' use of creative components, marketing, influencer partnerships, and product positioning.
- Identify gaps or unique opportunities where Nivia can stand out, such as emphasizing affordability, Indian sports culture integration, or sustainability.
- Urge these influencers to provide personal anecdotes about Nivia products that demonstrate how they are used in the real world.
- Investigate long-term brand ambassador initiatives with regional sports luminaries to foster trust and genuineness.
- Determine which influencers creative formats and messaging generate the most engagement, then focus even more on those strategies.

CONCLUSION

Nivia, with its established legacy in sports equipment and athletic gear, holds significant potential to elevate its brand recognition both domestically and internationally. However, the competitive landscape in the sportswear industry—dominated by global giants—poses considerable challenges. To address its relatively low brand visibility, Nivia must adopt a multifaceted strategy that integrates deep market understanding, innovative product offerings, and robust digital marketing. The key to success lies in balancing

Nivia's rich heritage with modern trends, including sustainable product innovation and partnerships with athletes and influencers. With a combination of innovative products, customer-centric marketing, and a strong digital presence, Nivia can solidify its position in the evolving global sportswear market, ensuring sustainable growth and stronger consumer connections.

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