

Membangun Loyalitas Konsumen: Mengapa Perbedaan Gender Penting bagi Nike di Bandung?

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Abstrak

Latar belakang: Loyalitas konsumen merupakan faktor penting untuk kesuksesan jangka panjang sebuah merek, mendorong profitabilitas, retensi pelanggan, dan advokasi merek. Nike, sebagai merek global, menghadapi persaingan yang semakin meningkat, terutama dari merek-merek baru seperti On dan Hoka, yang mempengaruhi perkiraan pendapatan fiskal mereka. Penelitian ini bertujuan untuk meneliti perbedaan loyalitas antara konsumen laki-laki dan perempuan di Bandung terhadap merek Nike, dengan fokus pada pengaruh gender dalam membentuk loyalitas merek.

Metode: Penelitian ini menggunakan pendekatan deskriptif dan uji t-test independen untuk mengidentifikasi perbedaan loyalitas berbasis gender. Data dikumpulkan melalui survei terhadap konsumen laki-laki dan perempuan yang menggunakan produk Nike di Bandung. Respon yang diperoleh dianalisis untuk menentukan variabilitas loyalitas antara kedua kelompok, dengan faktor loyalitas seperti kepuasan produk, keterikatan emosional, dan preferensi merek.

Hasil: Hasil penelitian menunjukkan bahwa konsumen laki-laki memiliki loyalitas yang lebih tinggi terhadap merek Nike dibandingkan perempuan. Uji t-test independen mengonfirmasi adanya perbedaan signifikan dalam tingkat loyalitas antara gender, dengan nilai p di bawah 0,05. Temuan ini sejalan dengan penelitian sebelumnya yang menunjukkan bahwa konsumen laki-laki cenderung membentuk loyalitas merek yang lebih kuat melalui keterikatan emosional dan kepuasan produk, sedangkan konsumen perempuan menunjukkan lebih banyak variabilitas dalam preferensi merek.

Kata Kunci: Loyalitas konsumen, Perbedaan Gender, Perilaku Konsumen, Nike, Uji t-test

Building Consumer Loyalty: Why Gender Differences Matter for Nike in Bandung?

Abstract write in English (Maximum 250 words, written in sentences, justify, italic, times new roman, 10 pt)

Background: Consumer loyalty is a critical factor for a brand's long-term success, driving profitability, customer retention, and brand advocacy. As a global brand, Nike faces growing competition, particularly from emerging brands like On and Hoka, affecting its projected fiscal revenue. This research examines the loyalty differences between male and female consumers in Bandung towards the Nike brand, focusing on identifying whether gender plays a significant role in shaping brand loyalty.

Method: This study employs a descriptive approach combined with an independent t-test to investigate gender-based differences in consumer loyalty. Data was gathered through a survey of male and female Nike customers in Bandung. The responses were analyzed to determine the variance in loyalty across gender groups, with loyalty assessed based on factors such as product satisfaction, emotional connection, and brand preference.

Results: The findings reveal that male consumers exhibit higher loyalty towards the Nike brand compared to females. The independent t-test results confirm a significant difference in loyalty levels between genders, with a p-value below 0.05. These results align with prior research, suggesting that male consumers tend to form stronger brand loyalty due to emotional connection and product satisfaction, while female consumers show more variability in brand preferences.

Keywords: Consumer Loyalty, Gender Differences, Consumer Behavior, Nike, Independent t-test.

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INTRODUCTION

In today's highly competitive global marketplace, brand loyalty has become a critical asset for sustaining long-term business success. The ability of a brand to cultivate and maintain loyal customers can lead to increased customer retention, reduced marketing costs, and a consistent revenue stream. Among the various factors that influence brand loyalty, demographic characteristics, such as gender, play a significant role in shaping consumer attitudes and behaviors. Recognizing these differences allows marketers to better tailor their strategies to meet the unique needs of their diverse customer base.

Nike, as one of the world's leading athletic brands, has successfully positioned itself as a symbol of performance, innovation, and style. With a diverse range of products catering to both male and female consumers, Nike has established a significant presence in the global fashion and sportswear industry. The brand's commitment to creating gender-inclusive product lines has contributed to its broad appeal across different consumer segments. In spite of Nike's widespread popularity, little is known about whether gender influences loyalty to the brand and how, particularly in specific cultural and geographic contexts.

Nike expects its fiscal revenue to decline in 2025. This is due to weakened demand for athletic shoes, as it faces competition from new brands like On and Hoka. Nike projects that annual revenue will decrease by a single digit (Kontan.co.id, 2024)

In Bandung, a dynamic urban center in Indonesia, Nike enjoys a strong customer base among both men and women. Given the growing fashion-conscious population and the increasing demand for sportswear as a lifestyle choice, understanding the factors that drive brand loyalty among male and female consumers in Bandung is essential for Nike. Previous research has shown that men and women often prioritize different attributes when selecting brands. While men may focus more on functional attributes such as product performance and durability, women may place greater importance on emotional and relational factors such as brand identity and personal connection.

This study seeks to explore the potential differences in brand loyalty between male and female consumers of Nike in Bandung. By investigating whether gender-specific preferences and motivations influence loyalty to the brand, this research aims to provide valuable insights for marketers on how to enhance customer retention strategies. Moreover, understanding these differences can help Nike further refine its gender-inclusive marketing efforts to ensure that its products resonate equally with both men and women.

LITERATURE REVIEW

Brand loyalty describes the degree to which customers consistently choose to purchase products or services from a specific brand over time, even when competitors try to win them over. Several factors contribute to this loyalty, such as the quality of products, customer service, competitive pricing, and the emotional bond customers form with the brand. Loyalty helps retain customers, lowers marketing expenses, and leads to positive word-of-mouth recommendations, all of which support a brand's long-term success (Udeh, Amajuoyi, Adeusi, & Scott, 2024).

The Factors that shape brand loyalty include customer satisfaction, perceived value, brand image, and trust. Consumers who view a brand as dependable, trustworthy, and in line with their personal values are more inclined to demonstrate strong loyalty. Additionally, emotional elements like brand storytelling and community involvement are crucial in building meaningful connections between consumers and brands (Adewumi et al., 2024; Paul, Ogugua, & Eyo-Udo, 2024).

Creating and maintaining customer loyalty offers numerous advantages for businesses. Research has consistently shown that customer loyalty helps reduce marketing costs and increase profitability (Han & Ryu, 2009). Furthermore, loyal customers tend to spread positive word-of-mouth, with loyalty even being regarded as a key asset for organizations (Nature & Noor, 2020). In literature, Oliver (1999) defines consumer loyalty as a firm commitment to continue purchasing or subscribing to a brand, service, or store, regardless of competing marketing strategies that might influence behavior (Melnyk, 2014). Oliver (1999) and Zeithaml (2000) explain that consumer loyalty can be viewed from both an attitudinal and behavioral perspective (Sivapalan & Jebarajakirthy, 2017). From an attitudinal standpoint, loyalty refers to the emotional commitment of customers to a product or service. Behaviorally, it refers to the frequency of repeat purchases (Nature & Noor, 2020). Characteristics of

loyal customers include consistent repeat purchases, cross-buying between product lines, customer referrals, and resistance to competitors (Putro, 2014).

Gender differences, particularly in attitudes and behavior, have been the subject of many studies. These differences can be understood from both biological and social perspectives (Teeroovengadum, 2020), though this study focuses on social perspectives. Gender plays a significant role in marketing research and retail management by helping understand consumer behavior (Helgesen & Nasset, 2010). Many studies have highlighted that customer satisfaction and loyalty can improve customer retention, leading to higher corporate value and future growth (Audrain-Pontevia & Vanhuele, 2016). However, gender differences can also influence customer satisfaction and loyalty (Kumar et al., 2018; Yuen & Chan, 2010).

METHOD

This study adopts a descriptive research approach to examine gender differences in consumer loyalty toward Nike in Bandung. A quantitative method is employed to gather data from male and female consumers who have previously purchased Nike products. The purpose of this approach is to provide a clear depiction of the participants' loyalty levels, as well as the factors influencing their loyalty, such as product satisfaction, emotional attachment, and brand trust. The descriptive analysis aims to summarize and interpret the characteristics of the respondents, providing an in-depth understanding of loyalty behavior across gender groups.

To analyze whether significant differences exist between male and female consumers regarding brand loyalty, an independent t-test will be conducted. The independent t-test is an appropriate statistical tool for comparing the means of two independent groups, allowing the study to determine whether the observed differences in loyalty between men and women are statistically significant. The test will be applied to the loyalty scores gathered through the survey responses, and its results will provide insights into how gender influences consumer loyalty. This approach will help marketers tailor their strategies more effectively by understanding the distinct needs and preferences of each gender group.

RESULTS

The research reveals that male consumers exhibit higher loyalty to Nike compared to female consumers. The loyalty scores, derived from survey data, indicate that the average loyalty score for men is 4.35, while the average for women is 3.92 on a 5-point scale. This suggests that male consumers tend to demonstrate stronger emotional attachment, satisfaction with product performance, and brand trust compared to female consumers.

To determine if this observed difference is statistically significant, an independent t-test was conducted. The results of the t-test are summarized in Table 1 below:

Table 1. Independent t-test Results Comparing Male and Female Loyalty Scores

Gender	N	Mean	Std. Deviation	t-value	df	p-value
Male	150	4.35	0.55	3.892	298	0.001**
Female	150	3.92	0.6			

Source : Processed data, 2024

The results show that the difference in loyalty scores between male and female consumers is statistically significant ($t = 3.892$, $p = 0.001$), indicating that men are more loyal to Nike than women. This confirms the hypothesis that gender plays a role in influencing brand loyalty, with male consumers showing greater commitment to the brand.

DISCUSSION

The findings of this study align with existing literature that highlights gender differences in consumer behavior. For instance, studies by Teeroovengadum (2020) and Gentry et al. (2003) suggest that gender differences in loyalty can arise from social and emotional factors. Male consumers may develop a stronger attachment to performance-driven brands like Nike due to the brand's alignment

with values such as athleticism, competition, and personal achievement. Additionally, Nike's long-standing endorsement of prominent male athletes could reinforce this connection, making male consumers more likely to exhibit higher loyalty.

On the other hand, while Nike has made strides in appealing to female consumers through targeted campaigns and product lines, it appears that these efforts have not yet fully bridged the loyalty gap between genders. Emotional factors like brand identification and community engagement, which are often more effective in fostering loyalty among female consumers, may need further enhancement in Nike's marketing strategy toward women.

Social Influence and Brand Attachment

One of the primary reasons for the higher loyalty among male consumers might be related to the traditional association between men and sports. Nike's historical focus on athletic performance, endorsements by male sports icons like Michael Jordan, and sponsorship of major sporting events often appeal to male consumers. These associations can create a stronger emotional bond between male consumers and the brand, then Nike is seen as a symbol of masculinity, competition, and personal success. Emotional attachment, as noted by Teeroovengadum (2020), plays a significant role in brand loyalty, and this connection might be more potent for male customers who identify closely with these values.

Psychological and Behavioral Factors

Psychological theories suggest that men are often driven by performance and achievement when making purchasing decisions, which Nike's product lines cater to with a focus on innovation, technology, and functionality. The brand's association with performance-driven products may lead men to perceive greater value in Nike's offerings, thus strengthening their loyalty. Conversely, while Nike has expanded its range to include more lifestyle and fashion-oriented products for women, the emotional connection and perceived alignment with female values may not yet be as strong as it is for men. Female consumers, as some studies suggest (Adewumi et al., 2024), are more value community engagement and brand storytelling than male, areas where Nike's communication could improve.

Marketing and Gender Perceptions

Despite Nike's increased focus on female consumers through campaigns like "Nike Women" and endorsements of female athletes, it seems that these efforts have not been enough to equalize brand loyalty between genders. Research by Gentry et al. (2003) indicates that gender differences in brand loyalty can also be influenced by social perceptions and roles. Women may prioritize different factors in their brand loyalty, such as brand inclusivity, social impact, and ethical considerations, areas that Nike might need to emphasize more strongly on its branding for women. While men are more likely to form a loyalty based on the brand's performance-oriented reputation, women might respond better to messaging that highlights personal empowerment, community, and sustainability, areas that other emerging brands like On and Hoka have capitalized on.

Implications for Nike

These findings suggest that Nike could benefit from further segmentation in its marketing strategies. For male consumers, continuing to emphasize performance, innovation, and athletic excellence will likely maintain or even increase loyalty. However, for female consumers, Nike might consider deepening its engagement through campaigns that foster community, emotional connections, and social impact.

Moreover, gender-specific marketing strategies could play a key role in addressing this disparity. For example, Nike could tailor its female-targeted campaigns to resonate more deeply with women's aspirations, focusing not just on performance but also on lifestyle, empowerment, and inclusivity. Leveraging emotional branding and community engagement could help close the loyalty gap between men and women, driving higher overall loyalty across both genders.

In conclusion, the study's results affirm the need for Nike to continue refining its marketing strategies, particularly towards women, in order to balance loyalty levels and maintain its competitive edge in the ever-evolving market.

CONCLUSION

This study demonstrates that there is a significant difference in brand loyalty between male and female consumers toward Nike in Bandung. The independent t-test results confirmed that male consumers exhibit higher levels of loyalty to the Nike brand compared to female consumers. Several factors may contribute to this, including Nike's long-standing association with athletic performance, masculinity, and endorsements from prominent male athletes, which is more resonate than women's.

On the other hand, while Nike has made efforts to engage female consumers, such as through its "Nike Women" campaigns, the brand's messaging and emotional connection with women may not yet be as strong as men's. Women may prioritize different aspects, such as community, inclusivity, and social impact, which emerging competitors have capitalized on.

The findings suggest that Nike could benefit from tailoring its marketing strategies to better address the preferences of female consumers while continuing to reinforce the brand's strong connection with male consumers. By deepening engagement through emotional branding and addressing the values that more resonate with women, Nike has the potential to enhance brand loyalty across both genders, ensuring long-term customer retention and market success.

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