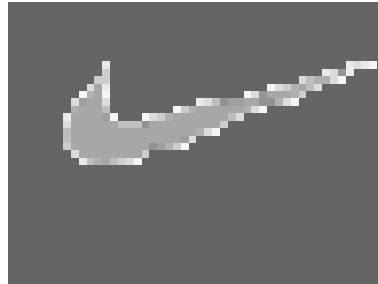


Sociology of Globalization

Commodity Chains and Marketing Strategies:
Nike and the Global Athletic Footwear Industry

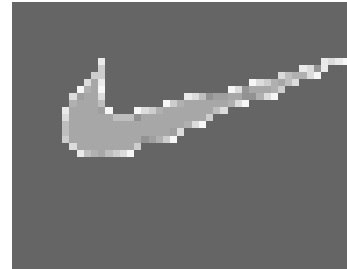


Miguel Korzeniewicz

Ludmila Kšicová

Trends in the US Athletic Shoe Market

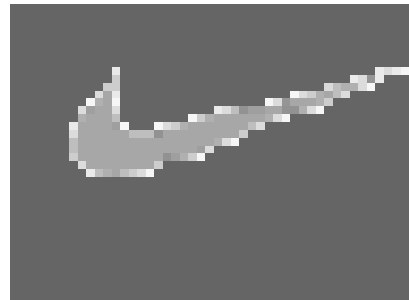
Athletic shoes are highly segmented according to :



- consumer age
- models and the particular sport for they are designed
- price

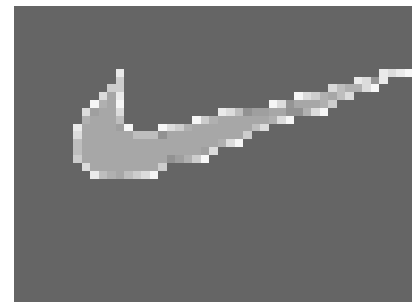
The factors that explain the enormous growth:

- grown control over the nodes
- creation of a market
- construction of a world symbols



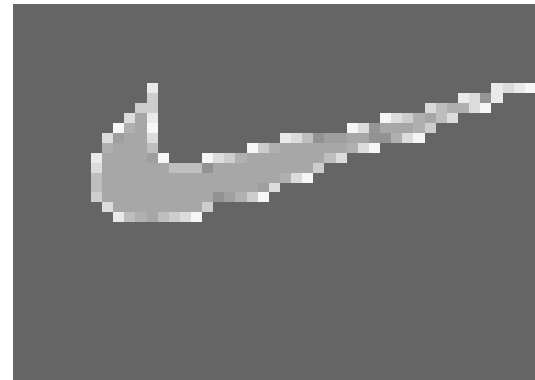
Marketing as an upgrading strategy

- “fitness boom“ and an endorsement of basketball, baseball..
- purchase system – “futures“ and growing chain of retail stores
- a need of lower labor prices, shift of production from Japan to South Korea and Taiwan



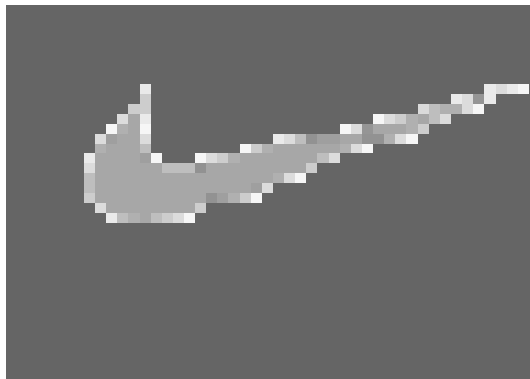
Three main classes of factories supplying Nike:

- developed partners
- volume producers
- developing sources



Design and advertising

- the introduction of “Air Nike“
- crucial role of advertising
- consumption is the consumption of signs





Questions

- Have you ever bought Nike shoes?
- Why? Do you see it better in quality or it is the status symbol for you?

