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A Comparative Analysis of Brand Positioning in the Sports Industry: A Study on Luxury and Generic Products Using BLI Scale

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Abstract

In today's fiercely competitive marketplace, transforming a generic brand into a luxury brand stands as a significant challenge yet an enticing opportunity for businesses aiming to achieve unparalleled success and brand loyalty. Luxury brands carry a fairy tale aura, where even a mere whisper of their name or a glimpse of their logo can ignite a frenzy of desire. This study dissects the strategic methods behind cultivating an aura of exclusivity and desirability using the Brand Luxury Index (BLI) scale developed by Vigneron and Johnson. It explores how brands go beyond products to become symbols of status and elegance. By unravelling the mysteries of luxury brands and distilling the essence of consumer devotion, this study offers practical wisdom and strategic insights for anyone seeking to turn the ordinary into the extraordinary. This research paper delves into the intricacies of brand positioning through a comparative analysis of two iconic sportswear giants, Nike and Adidas, to decipher the strategic manoeuvres that underpin their evolution from conventional brands to coveted luxury labels.

Keywords: *Brand Positioning, Branding, Luxury Branding, Bli Scale, Sportswear Brands, Consumer Behaviour, Brand Loyalty, Market Segmentation, Brand Equity, Comparative Analysis, Luxury Marketing, Brand Perception, Brand Strategy, Premium Branding, Brand Differentiation, Sports Industry Trends*