



A movement marketing exploration of Nike's brand culture in creating memorable representations of motherhood within the sports athleisure industry.

By

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A research project submitted in fulfilment of the requirements for the Bachelor of Arts Honours (BA Hons) in Strategic Brand Communication at the Independent Institute of Education: Vega School

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Submission date: November 2021

Word count :10 509

I hereby declare that the research report submitted for the BA Honours in Strategic Brand Communication degree to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

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Date: 28 November 2021

ABSTRACT

The transition of active wear into a luxury, multi-facet lifestyle industry has tremendously steered the sports industry, fuelling athleisure brands to functionally innovate in style (Luxe Digital, 2021). Nike is no exception to this. Athleisure brands play an enormous role in social movements that promote, inspire, and represent a healthy lifestyle. Whilst global movement has been in celebration of sportsmanship for both men and women, society and athleisure brands continuously dismiss maternity athleisure and have failed to translate their brand communication strategies to be of representation for motherhood with the sports industry.

This research paper aims to explore how movement marketing, a brand-fuelled marketing approach that is invested in the social integration to powerfully be the voice of a societal issue that transcends into the brand's culture (Deloitte, 2017); can communicate and reinforce a purposeful yet compelling brand solutions that embrace the strength of mothers within the sports industry. The research paper employed an exploratory research approach in which qualitative data was collected through semi-structured in-depth interviews to gain comprehensive, subjective yet conveying perspectives of mothers in understanding the perceived relationship of brand culture and brand activism to the pursuit of cultural representation of motherhood in sports (Smith and Hanover 2016; Maree, 2020; Perry, 2021).

Thematic analysis was used to analyse the data and establish themes that provide how consumer insights and attitudes could influence the success of movement marketing campaign (Bezuidenhout and Cronje, 2014; Strawberryfrog, 2020). The findings indicated how Nike's brand culture embedded in their first maternity movement marketing resonated with consumers.

As a result, Nike's brand extension is portrayed as a visual imagery that aims to educate, empower, and embrace the strength of mothers. The campaign was considered a success to appeal, cultivate a resilient community of mothers, and ignite the importance of representation of women in society that attracted attitudinal attachment and behavioural loyalty of mothers (Cunningham, 2021). The Nike (M) campaign provided consumers with inspiration to increase engagement and purchase intention/advocacy, while illustrating to researchers and other brands the importance

of embedded innovation to movement marketing on the brand's equity.

Key Words: Movement marketing, brand culture, cultural innovation, connected consumer attitude, maternity athleisure, motherhood.

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SECTION 1: INTRODUCTION

1.1 Contextualisation

On the dawn of the 14th of March 2021, the world was awakened by a well-praised, mesmerizing yet powerful maternity film advertisement called “*The Toughest Athletes*” (Perry, 2021). The film featured pregnant, breastfeeding, and active-mom athletes embracing the strength of their motherhood journey (Nike News, 2021). In light of celebrating international women’s month, Nike had launched their new maternity range called Nike Maternity; prominently recognised as Nike (M) (Nike. ZA, 2021). Beyond just marketing, the Nike advertisement campaign encapsulated a universal conversation navigating the deeper meaning of the world's constructs surrounding women, particularly mothers.

The theme of the marketing campaign sparked a movement for brands and the collective society to hear, see and feel the underlying voices of mothers in society. Women in society have been discriminated for having their way to express themselves and their bodies to the fullest potential, simply because they are mothers. The Nike (M)’s brand messaging was an inspiration to disassemble the maternity disadvantages of women in sports and misrepresentation of motherhood that is often dismissed by athleisure brands upon their maternity brand extension. It is evident that the contributing themes resulting in a marketing campaign that is of a brand-fuelled movement play a vital role to the relatively untapped market of maternity active wear (WWD, 2019). Thus, it is crucial for athletic brands to create meaningful brand messages that are beyond just marketing but an integral part of their brand culture.

This research paper consists of five sections. Section 1 is an introductory integration that narrates the background of the research phenomenon. Section 2 provides the reader with the theoretical foundation in which the Consumer Culture Theory (CCT) is aligned with the Consumer-Based Brand Equity model (CBBE) to conceptualise the framework that this research paper utilises to comprehend the review of the literature. Section 3 is the conceptualisation of the research methodology whilst Section 4 consists of the key findings and interpretation. Section 5 entails the final conclusion and anticipated contributions of this research report.

1.2 Rationale

Whilst there are numerous literature reviews and theorists such as Holt and Cameron (2010) on creating an effective cultural brand strategy, there is no literature that embodies the importance of a) movement marketing as representation for motherhood in sports, b) how movement marketing should be a form of brand activism which is ultimately the extension of a brand's culture. Thus, based on current desktop research; this is a world's first study that aims to empower women in society through a movement marketing approach that aims to disassemble the misrepresentation of motherhood within the athleisure industry.

1.3 Problem Statement

The problem identified is the lack of brand representation that promotes sports and activeness specifically for pregnant women through their various stages of pregnancy and postpartum period. Therefore, the research paper focuses on enabling a better comprehension to explore the impact of brand culture towards the representation of motherhood within the sports apparel industry, and help brands create compelling brand communication strategies that are of meaningful brand associations to support and effectively engage with maternity consumers through movement marketing.

1.4 Research Goals and Objectives

The purpose of this research paper is to explore relevant insight on the power of relationships between brands and consumers to creating meaningful brand associations that will help brands to effectively engage with maternity consumers through movement marketing. The study aims to comprehensively evaluate how consumers connect and impact the success of brand activism through the integration of culture innovation, identifying maternity athleisure consumption patterns and consumer's desired outcome of to promote the strength of motherhood within athleisure industry.

Therefore, the research objectives for this study are as follows:

- 1) To determine the nature of movement marketing as a form of brand activism to the representation of motherhood in sports
- 2) To determine the relationship between consumer's perception, brand culture and marketing

- 3) To explore and examine the consumer's influence in their attitude towards the success of a brand's movement marketing campaign.

1.5 Research Questions

The primary research question for this particular study is: How can movement marketing advocate the representation and strength of pregnant women in sports and activeness?

Based on the primary research question, the following research questions were obtained:

RQ1: What is the relationship between the consumer's perception, brand culture and marketing?

RQ2: How can consumer attitudes influence the success of brand's movement marketing strategies?

RQ3: What are the effects of the consumer's perceptual role of representation in movement marketing and the brand's culture?

SECTION 2: LITERATURE REVIEW

This section provides the research study with the theoretical foundation in which previous literature is contextualised in perspective (Howard ,2014). The theoretical perspectives are philosophical discussions that provide a comprehensive understanding of the contributing attributes that influence consumer behaviour, brand association and storytelling relevance to the relationship of brand culture, movement marketing and consumer's attitudes as valuable and integral requirements to the success of representation of mothers in sports (Howard, 2014).

2.1 Conceptualisation

The following key concepts have been identified and defined as relevant terms of this study.

2.1.1 Movement marketing

The movement marketing model strives for brands to accentuate their culture, shared values, and communication objectives to strategically align with an existing cultural movement that aims to bring forth change within society (Strawberryfrog, 2020).

2.1.2 Brand culture

Brand culture refers to the inherent DNA of a brand that propels a unique blend of powerful, consistent yet distinctive brand attributes that influence the brand's behaviour and how consumers experience the brand within the market (Branding Strategy Insider, 2017). Innovation theorists such as Holt (2012), suggest that it is crucial for brands to create cultural brand strategies that essentially represent a new ideology that is not only of functional innovation within the market; but ensures that the brand forms as an authentic catalyst amongst competitors to powerfully narrate a societal issue against the odds of the status quo.

2.1.3 Maternity

Maternity relates to the motherly quality that states the duration of motherhood that is centred around the devotion of pregnancy, childbirth, and care of new-born babies (Oxford, 2008).

2.1.4 Maternity athleisure

Maternity athleisure redefines the essence of activeness as a form of a lifestyle where adaptable functionality of maternity clothing is designed to be of comfort, support, and

aesthetically pleasing (Nike, 2021).

2.2 Theoretical Foundation

This section of the paper presents the theoretical frame of reference that the exploration of the research phenomenon is embedded in (Kumar, 2014). The integration of Consumer Culture Theory (CCT) and the Consumer- Based Brand Equity (CBBE) model provides this research study with the basis of utilising consumer experience strategy to comprehend the importance of purposeful brands that aim to transform brand contact points to trust points to create meaningful storytelling telling that enriches the consumer's experience (Cunningham, 2021).

2.2.1 Consumer Culture Theory (CCT)

Consumer Culture Theory is characterised as a heuristic framework that provides marketing scholars and brand practitioners a research discipline interested in the real behaviour of consumers; addressing heterogenous complexities that unravel the social-cultural, symbolic, experiential, and ideological aspects of consumption within consumer culture (Arnould, 2019). It is closely aligned in fulfilling the recurrent urge of consumer research embracing dominant representations of consumer identity and lifestyle ideals portrayed in critical theory and mass media advertising to create memorable brand experiences.

Consumer Culture Theory presents vital anthropological insights within the field of study to formulate and sustain multiple theoretical conversations that examine, explore, re-textualize core analytical core constructs about consumer ideologies that engage various body of work to the imperative implications of marketplace production and exchange (Arnould and Thompson, 2005); it critiques to inspire though provoking, fertile intellectual ground for theoretical innovations as useful illustrations of contemporary social interaction and movements, highlighting consumers as interpretive activists systematically linked to the brand's equity (Smith and Hanover, 2016) .

Marketing scholars who focus on consumption cultures, such as Arnould and Thompson (2005), identify "experience" as the heart of CCT paradigms; enriching traditional marketing to go beyond simplistic narratives of consumer behaviour by

virtue of understanding the new norms of social movements to emulsify and conceptualize compelling global storytelling that elicit unexpected yet appealing consumer emotions and senses. Hence, this theory is vital gaining a better understanding of movement marketing in addressing the heterogeneous complexities that unravel the social-cultural, symbolic, experiential, and ideological aspects of maternity consumption patterns within the active wear industry (Arnould, 2019).

Additionally, Arnould (2019) states that Consumer Culture Theory examines the tangible, socio-cultural cultural approaches of consumer behaviour to comprehend consumption in consumer research. However, the key theory is not concerned in evaluating consumer behaviour. Therefore, Keller's (1993) Consumer-Based Brand Equity Model will be adopted to measure the outcomes that influence brand equity with the aim that it will help the researcher capture the consumers' mindset of the brand by measuring their perceptions, feelings, beliefs, and attitudes. It is key to measure brand equity through the various elements of the CBBE model (illustrated in Figure 1) to help the researcher to find key insights that will help comprehend the relationship of brands and consumers in creating memorable representations of motherhood in sports beyond brand awareness.

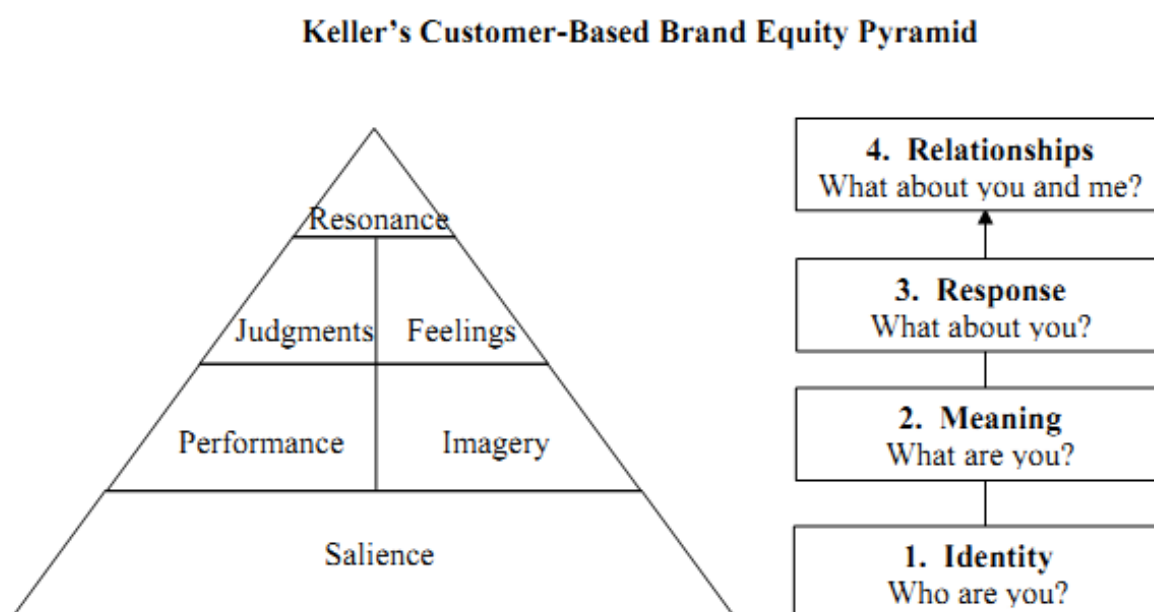


Figure 1: Keller's Brand Equity Model (Keller, 2003)

The CCT provides the reader with a comprehensive overview and factors of the research's phenomenon to disassemble the maternity disadvantages of women in sports and misrepresentation of motherhood through the brand extension of athleisure brands by indicating common themes that contribute to the outcome of a of a powerful brand campaign that is significant to the universal conversion of women in Society. Additionally, the theoretical perspective of Keller's (2003) Consumer-Based Brand Equity Model (CBBE) intends to assist the researcher in analysing and evaluating how the real behaviour of consumers influences brand equity. This is fundamental to the brand's marketing and brand building efforts and will help conceptualise and guide the key themes of the literature review.

2.3 Literature Review

This section of the literature review aims to provide the common themes of literature that will contribute to the overview understanding of movement marketing and establish the mutual relationship amongst brand culture, consumer perceptions and maternity athleisure consumption patterns.

2.3.1 Brand Culture and Cultural Innovation

Academic literature strongly suggest that distinguishing features of cultural elements within a brand are of creative playground in brand building as they affect brand positioning, consumer decision-making processes, consumption and products and service usage, service quality perceptions, brand choices, consumer perceptions of brand extensions, integration of innovations and consumer's response to advertising (Roth, 1995; Witkowski and Wolfinbarger, 2002; de Mooij and Hofstede, Dwyer et al., 2005; Leo et al., 2005; Erdem et al., 2006; Holt, 2012).

Nike is prominently recognized for its brand identity, influential association of sport excellence, integration of popular culture and inspiration to attract and motivate every day, intercultural consumers through powerful brand communication that advocate strength, potential, and success beyond the functionality of the product (Nike, 2021). The brand continues to consistently illustrate and their brand culture across their marketing mix (Maden, 2013), ensuring that they are of a universal purpose to build a cultural environment that is embedded by uniqueness and performance in which has

been a catalyst to conventional representations and of disruptive thinking to the presence of athleisure offerings. Consequently, it is evident that brands utilize on the concept of brand culture to fundamentally display the essence and core values of their brand through various cultural elements that create a distinctive yet seamless brand offering to cultivate a compelling brand's message that positively influences the consumer's consumption experiences and brand impact in an appealing way that of brand significance (Maden, 2013).

The core value of relationship between brand culture and cultural innovation is cultural brand strategy (Chan and Mauborgne, 2005). Theorists, Holt and Cameron (2010) refer to cultural brand strategy as a strategic business approach informed by socio-cultural aspects that drive the brand strategy to the "big idea" that aims to break the narrative of traditional marketing tactics by challenging the norms of innovation as a representative framework that merits brand storytelling. In other words, the brand's strategy is driven innovative cultural expressions that create consumer value. In modern society, the consumers are increasingly reinforcing and centralizing the role of cultural expression, because it plays a pivotal societal role that constructs as a sense of meaning and recognition within their lives whilst its impact to consumer behaviour is of relevance to mass media (Holt and Cameroon, 2010).

Furthermore, Holt (2016) concludes that it is crucial for brands to deliver innovative brand messages that are of powerful representation cultural ideologies that address societal issues as valuable and purposeful; aligns with the brand culture; and, of shared symbolism to the population segment in which the brand communicated is designed for within society.

The academic literature links to the key theory of Consumer Culture Theory as brand - fuelled movements are established from innovative cultural brand strategies that highlight the brand's meaning through imagery and stand to disassemble misrepresentation of motherhood in the sports industry. The effectiveness of this approach will not only attract consumers to believe in the brand offering, but socially disruptive cultural expressions through movement will also positively influence the consumer's perception of the functional qualities of the brand (Maden, 2013). Thus, the brand impact of cultural expressions provides brands with the opportunity to

collaborate with consumers as brand activist for social change through the power association of movement marketing.

2.3.2 Movement Marketing

Movement marketing is a relatively new phenomenon that integrates social movements to the purpose of brand activism (Deloitte, 2017). The essence of movement marketing lies within the brand's innovative ability to bridge the gap between the status quo and revolution through strategy. Movement is form of collectivism based around the integration of social and cultural behaviours (Strawberryfrog, 2020). Movement marketing ensures that the brand's strategy organically transcends itself to involve and connect consumers with one other to be of higher purpose and a call-to-action representation of societal issues (Deloitte, 2017).

2.3.3 Maternity Athleisure Consumption patterns

The nature of understanding in the social world is subjective to individuals (du-Plooy-Celliers, 2014). Ogle and Tyner (2013) indicate that historical academic literature views the body as the central component for self-concept, particularly when consumer culture emphasizes body appearance as a visual metaphor for identity. Their findings revealed that while the role of maternity dress consumption does transition and shape the concept of self for mothers, mothers' experience of embodiment is largely still a challenge in the maternity industry from a marketing perspective. Maternity athleisure is no exception.

There is no academic desktop literature that embodies the phenomenon of maternity athleisure consumption patterns and branding of maternity athleisure. Fashionating World (2020), Sewport (2019) and WWD (2019) indicate that while prominent athletic brands are increasing their focus of women athleisure, maternity athleisure remains a untapped market despite rising shifts of wellness awareness during pregnancy. There are numerous boutique brands that are exploring the maternity athleisure market, however the cost of production for maternity active wear has resulted in these brands to cater for a niche, elite consumer reach (WWD,2019). Furthermore, most athletic brands do not provide maternity active wear nor advertising due to its short-term durability consumption. Nonetheless, Fashionating World (2020), Sewport (2019) and WWD (2019) argue that it is vital for brands that offer maternity active wear to create movement marketing strategies that elicits an universal emotion for women in society.

This research paper consists of three objectives in which one is to determine the relationship between consumer's perceptions, brand culture and marketing. Therefore, athleisure brands have the opportunity to actively strengthen their consumer loyalty as movement marketing will allow them to have a higher frequency in brand contact and a wider reach to new consumers among existing consumers (Fashionating World, 2020). As brands illustrate their passion for their brand offerings through marketing efforts rather than promoting brand authenticity, the brand is able to ignite a sense of community connection by emphasizing with their consumers throughout their most sentimental journey of motherhood (Sewport, 2019). This is of great importance for business because consumer interactions cultivate the culture of innovation; deepen brand affinity and build a strong brand equity and a high return-on investment (ROI) (Smith and Handover, 2016).

It is evident that in light of the nature of the literature review, a concise understanding of the research objectives is key to understand the philosophical underpinnings that could immensely impact the research process.

SECTION 3: RESEARCH DESIGN AND METHODOLOGY

3.1 Research Paradigm

The notion of research paradigms in the natural sciences is a universal conceptual framework that refers to the controlled beliefs and norms that influence the philosophical underpinnings of the phenomenon by providing the researcher with a convenient model for examining research problems and finding solutions (du Plooy-Celliers, 2014). Therefore, research paradigms provide the researcher with coherent explanations that establish and shape the abstract beliefs that influence how the researcher perceives, interprets, and collects data for the phenomenon studied within social sciences.

There are three dominant traditions of research paradigms namely: positivism, interpretivism and critical realism. Their theoretical and philosophical issues are explored in light of various research positions in which the three most dominant are: epistemology, ontology, and axiology (Plooy-Cilliers & Davis, 2014). This research paper presents the research paradigm of interpretivism to reveal and explore; the importance of movement marketing as representation for motherhood in sports and

how movement marketing should be a form of brand activism which is ultimately the extension of a brand's culture.

Interpretivism offers a subjective view that ascribes to historical-hermeneutics science to comprehend the multi-layered and context reality which is of a social construct (Plooy-Cilliers and Davis, 2014). Interpretivists believe that through the eyes of the participants, the subjective view must be studied in the natural world without the intervention of the researcher, but rather the social interaction and involvement of the researcher (Kivunja and Kuyini, 2017). Several interpretivist traditions such as hermeneutics, phenomenology, and symbolism to inspect, compare and verify the comprehension of the phenomenon (Kumar, 2014). More so, the research paradigm will be fundamental to this research paper to gain an in-depth understanding on the power relationship of brand-fuelled movements and consumers in creating memorable brand experiences that are consumer-centric; designed relatively to embody the brand's culture whilst ensuring that consumers are true advocates to the social issue of the phenomenon.

The epistemological position of interpretivism

The study of epistemology pertains to the nature of knowledge (du-Plooy Cilliers, 2014). The epistemology of the interpretivist paradigm adheres to the subjective and transaction lens that focuses on the social constructed knowledge and assumptions depicted as a result of the researcher's personal experiences through the interactive involvement of real life within the natural settings of the social phenomenon being investigated. Thus, interpretivists allude that knowledge is relative, and that the creation of meaning is linked to the research own cognitive process as source to the creation of meaning (Plooy-Cilliers & Davis, 2014). Therefore, it is crucial for brands compelling yet powerful integrated brand communication solutions that accentuates their passion to create powerful brand solutions that mobilize on igniting a shared brand experience that celebrates the tangible societal change of misrepresentation for mothers by embracing the strength of femininity in motherhood.

The ontological position of interpretivism

Ontology presents distinguishing features that aim to comprehend the nature of existence (Kumar, 2014). The underpinnings of the interpretivism paradigm approach

suggest that there are dynamic set of multiple reality to exist as flexible explorations and social construction to discover the natural sciences from the relative context of fluid human experiences and influential cultural notions of meaning through the perceptions and interpretation of consumers (Littlejohn and Foss, 2010). Thus, for the purpose of this research; ontology is essential as it focuses on the consumer perceptions, subjective views of meaning and significance to their reframed thinking of Nike's movement campaign. Secondly, the ontological position provides the researcher with an in-depth understanding of consumers of their motherhood journey in relation to the consumption of maternity athleisure availability and relevance to their desired outcome from brands' marketing efforts aligning with their brand culture to build consumer loyalty.

The Axiological position of interpretivism

Axiologically, interpretivism pertains the high value of uniqueness of participants' interpretation to the contextual aspects of the phenomenon (Kumar, 2014). This is crucial in gathering effective consumer insights and contribute to academic themes of the phenomenon within a South African consumer perspective.

3.2 Research Design

According to Maree (2020), the concept of research design refers to the transition of a strategy from the philosophical underpinnings in relation to the selections specified by participants partaking in the research.

A qualitative research design was used for the purpose of this research. The use of a qualitative approach aligned with the notion of interpretivism to subjectively gain an in-depth understanding of the phenomena being researched and supported the explorative nature of this research study in exploring how consumers' purchase intention can be influenced by movement marketing (du Plooy-Cilliers et al., 2014). The application of a qualitative approach was textual, providing the researcher with a comprehensive analysis of the participants' attitudes, feelings, and behaviour beyond statistical measures (Bezuidenhout and Cronje, 2014). This was crucial as it illustrated a detailed picture of the purpose of interpretivism namely; to understand what, why and how people act in a certain way and their feelings about these actions.

Furthermore, a qualitative approach is an iterative research process that is naturalistic in its socially constructed subjectivity (Bezuidenhout and Cronje, 2014). Therefore, the researcher was guided with an in-depth understanding of the consumers' perceptual association of brand advocacy to establish the perceived meaningful representation of pregnant women and mothers within their natural setting to create a sense of "openness". It was crucial that the interaction of the researcher encouraged consumers to expand their subjective meanings (ontological and axiological underpinnings) in an objective manner to ensure that the research problem is thoroughly and accurately explored in new areas not initially considered nor influenced (Davis, 2014).

One of the research objectives was to explore and examine the consumer's influence in their attitude towards the success of a brand's movement marketing campaign. Therefore, the use of exploratory research was efficient to build a new ideological understanding for the researcher to flexibly conduct the research (Nieuwenhuis, 2021) whilst also ensuring possible solutions could be added to the knowledge to the relationship of movement marketing and brand culture. Exploratory research using phenomenological approaches has been effective in ensuring that the practice and implementation of brands' marketing strategies are of relevance and that the message delivery created is a result of a compelling consumer experience that is consistent and simultaneously unified to the brand culture and effective within the localised region (Maree, 2020). The underpinnings of qualitative methodology to the research ensured that the study is of non-biasness when selecting a researcher, but rather allowed the researcher to be an integral part of the research process to gain inductive philosophical foundation that measured the quality assurance of the research's findings (du Plooy-Cilliers et al., 2014).

Nieuwenhuis (2021) further states that as exploratory research is of qualitative studies, the research should use inductive theoretical reasoning to analyse emerging theoretical framework. Inductive theorising focuses on the transition from the specific theory assumptions into generalised conclusions to build on an existing or new theory (Bezuidenhout, 2014). This research adopted the notion of inductive theorising, because the research conducted a consumer-focussed data collection that aimed to contextualise the overall attitudes of consumers to evaluate their influence on the

success of a brand's movement marketing strategy, and, how they conceptualised movement marketing as an inherent element to athletic brands' cultures to effectively dissemble the misinterpretation of motherhood in the sports athleisure industry.

Whilst deductive theoretical reasoning is commonly used in quantitative studies (Payne, 2014), this research study also employed deductive theorising. Deductive reasoning is concerned with theory reasoning adapted from generalised assumptions that are known to be existing and theoretically correct to conclude to more specified assumptions that are true (Bezuidenhout, 2014). This means that the study was established to follow the knowledge of reality to reason from cause-to-effect (Payne, 2014). While this research stemmed to explore the consumers' perceptions of movement marketing in relation to brand culture, the use of the CBBE model (knowledge that is of significance in brand strategy) aimed to evaluate brand resonance and equity by determining the relationship between movement marketing and the impact of brand culture and innovation to consumers' attitudes (Payne, 2014; Bezuidenhout, 2014).

3.3 Population

A population refers to the total number of people or groups with common characteristics that are of interest to the research and where the research information is gathered (Pascoe, 2014). One of this research's objectives was to determine the relationship between consumer's perception of mothers, brand culture and marketing. Thus, the population of this study were female retail consumers, because they are the representation that actively engage and live the notions of pregnancy and resemble the essence of motherhood.

The research population was measured according to the nature of population (Pascoe, 2014), which considered a total number of six female consumers who formulated the population. The nature of the population may be used interchangeably with term "unit of analysis". According to Du Plooy (2009), the unit of analysis refers to the smallest component of the population that can be studied. This study consisted of female retail consumers who resided in South Africa and had been pregnant or were pregnant. As a result, three population parameters were established to adequately define the research population namely by the nature and unique characteristics required to successfully achieve the research objectives (Pascoe, 2014).

The population parameters for this research were as follows:

- 1) Participants were female retail consumers between the ages of 18-55 who resided within the regions of South Africa.
- 2) Participants had to have access to an online communication platform called WhatsApp and a telephone for phone calls as an alternative communication platform.
- 3) Participants were individuals who have been or were pregnant.

3.4 Sampling

The research process of sampling defines the representatives of the research study's population who consist of the same characteristics that were contacted to gather useful insights as research data (Pascoe, 2014). There are two types of sampling methods that consists of various approaches. They are called probability and nonprobability sampling. For the purpose of this research study, non-probability sampling was the most applicable method.

Non-probability sampling is a qualitative approach in which the sampling selection occurs when participants are not given an equal chance to be a part of the research sample (Pascoe, 2014). This method was best suited for this study, because it is difficult to access all the female retail consumers who meet the population parameters. As this research follows a qualitative approach, it was crucial to maintain the exploratory nature that aimed to understand the role of movement marketing as brand advocacy to not only help brands bring meaning to the representation and strength of pregnant women in sports and activeness; for brands to create meaningful brand messages that resonate with consumers (Cunningham, 2021).

The sample size was six female retail consumers. The focus on a smaller number of participants assisted the researcher to comprehensively gather an in-depth understanding of the mothers' beliefs, views, body language and perceptions of the accessible population (Pascoe, 2014). This was vital to provide a sense of "openness" expression and justification in a time-efficient, most accessible, and cost-effective manner (Whitehead, 2013). The researcher employed convenience and purposive

sampling.

Convenience sampling ensures that the data collected from participants and the population elements can be easily accessible and convenient for the researcher to the audience (Maree, 2020). Convenience sampling method is used to eliminate time, place, and cost as research constraints (Maree, 2020), especially with the uncertainties of physical contact related to the Coronavirus pandemic. The researcher (Nkwaleng Lesego Mogoba) used her personal contact list to select participants who met the population parameters' characteristics such as peers, relatives, and relatives' acquaintances through WhatsApp and phone calls to ask for consent.

According to Du Plooy-Cilliers (2014), the purposive sampling technique selects sample members on the basis of the participants' knowledge, relationship and expertise to the research conducted. This means that the researcher could optimize on the population parameters characteristics that were considered of importance (du Plooy-Cilliers et al., 2014). The researcher engaged with participants who had been or are pregnant for the purpose of this study, as these participants had a concise comprehending of maternity needs, consumption patterns and purchase intentions that could play a vital role for athletic brands to advocate the strength and representation of motherhood within the apparel industry.

3.5 Data collection

Data collection is the research process that requires information gathering from all relevant sources (Denmark, 2016). To explore the subjective reality upheld by every participant partaking in the digital interviews; standardized semi-structured questions were asked; allowing the researcher to conversely probe participants with open-ended questions to aid the learning and understanding about their views, opinions, values, beliefs, and their individual experiences (Whitehead, 2013).

The tactical practice of a semi-structured interview is a form of research design strategy in qualitative research that explores in the attitudes, perceptions, and beliefs of consumers between the population and researcher through an open, two-way conversation (Kumar, 2014). Whitehead (2013) states that in-depth interviews similarly to focus groups; stimulates diversity, accessibility, flexibility, and creativity to

gather indepth understanding and feedback of the research phenomenon of the study (Maree, 2021).

Semi-structured interviews are beneficial data collection tool, because they are evolutionary, providing adequate structure, content, and order (Kumar, 2014).

Additionally, an interview a simple, cost-effective data method that is reliable and comparable that provides the researcher the opportunity to analyze themes discussed based on the verbal and non-verbal communication of participants (Strydom and Bezuidenhout, 2014).

It is evident that semi-structed interviews are richly formulated to explore the purpose of the research. Strydom and Bezuidenhout (2014) highlighted that in asking 'what, why, when, who, and why participants perceived the phenomenon the way they did; it equipped the researcher with an impactful extent to thoroughly understand the magnitude of factors influencing how consumers connect with brands for a higher social cause. Moreover, semi-structured interviews bring value to the creation of designing memorable experiences that thrive on building long-lasting relationships, brand resonance, relevance, engagement-the overall brand equity (Holt, 2016).

3.5.1 Extent

The data collection process began after the researcher's after receiving the approved ethical clearance (found in Annexure A) from her supervisor.

3.5.2 The application the data collection

The data collection process proceeded during a period of six days, particularly from the 12th till the 17th of August 2021.

Due to the COVID-19 pandemic, the four of the six in-depth interviews were conducted via a telephone call initiated by the researcher. The remaining two interviews were conducted via video call through the communication platform, WhatsApp, as a conjoined interview. This was per request of the two participants. It was first proposed that all the proceedings of the interviews be through WhatsApp or Zoom. However, due to various connection issues and four participants not being comfortable with their response being video recorded; a more applicable platform

(telephone call) was chosen.

Throughout the duration of the introductory calls (which took place on the 5th of August 2021); the researcher thoroughly transmitted the research problem, the purpose of the research and how the results were to be implemented and interpreted. This was a crucial step for the researcher, because it was a priority to make certain that each participant is comfortable and well informed about the proposed research.

3.5.3 Data collection proceeding

The researcher reached out to the participants by going through her WhatsApp and analyzed who from the contact list was best suitable the research parameters. Ten potential participants on the researchers' list who met the research parameters were telephonically reached out to. Initially, eight participants approved and assigned preferred dates and time to conduct the interview, while four declined to partake in the interview.

As per follow-up, a WhatsApp message was sent to officially confirm the request of participants if they were willing to contribute the opinions to the research. In each message, the prospective participants were given key information (request letter, consent form, audio consent form, Nike (M) 's ad campaign link (Nike.ZA, 2021) and pre-recording of the ad for their convenience). This allowed participants to make an informed decision prior to the interview. The distribution of the content ensured that trustworthiness evaluation could be practiced during the data analysis and finding process. Furthermore, it was clearly highlighted that the duration of each interview could be between 12-60 minutes. However, two out of the eight potential participants could no longer participate in the due to personal reasons.

The approved initiation for interviews took place from the 12th of August till the 17th of August 2021. The researcher conducted one interviews on the 12th, one on the 13th, three on the 14th, and one on the 17th of August. All were conducted after working hours.

3.5.4 Day of the interview

Prior to the recording of each interview, the researcher gave each participant time to inquire any query or raise any concerns. Subsequently, the researcher started the

recording application on her personal laptop. The researcher proceeded by asking each participant the two screening questions and open-ended questions as per the semi-structured interview addendum (found in Annexure B).

The duration of this procedure was different. Collectively, they took between a minimum of 10 minutes to a maximum of 40 minutes to complete through probing. The open discussion was beneficial to the data collection process as it cultivated creativity and flexibility to ask question depending on how the research conversation goes. The recorded interviews were safely recorded in a protected laptop file and transcribed using a transcribing application called Otter (Otter, 2021).

3.6 Data analysis

Thematic analysis was used to analyse the transcribed raw data collected from the semi-structured interviews.

Thematic analysis is a qualitative data analysis method that is applied to systematically identify, organize, and offer insight into the patterns of perceived meaning (themes) across set of data texts such as interview transcripts (Braun and Clarke, 2006). The use of thematic analysis process allows the researcher to identify common themes to comprehend the collective or shared meanings and experiences of participants (Maree, 2021). This provides the researcher with the opportunity to expand the range of the study by providing flexibility and accessibility to the research (Leedy and Ormond, 2005).

Furthermore, the accessibility of thematic analysis offers researcher to systematically focus on the phenomena in both an inductive and deductive reasoning, because as Braun and Clarke (2006) suggests; it is impossible to be purely inductive, as researchers always approach literature reviews when analyzing primary data. Additionally, they allude that through purely deductive coding; it's completely impossible for a researcher to ignore primary data themselves when we code for a particular theoretical construct. Therefore, thematic analysis provides a comparative, multi-method analysis that's allows coding to be experiential in orientation and essential in theoretical framework while ensuring that consistency and coherence is key to effectively identify themes (Vaismoradi, 2013).

3.6.1 The application of the data analysis method

According to (Braun and Clarke, 2006), there are six steps that a researcher should follow to in the thematic analysis method. The process of these six steps showcases how the researcher has utilized a trustworthy thematic analysis process, thus the researcher adopted this method.

Step 1: The familiarization of data

The researcher has recorded all the proceedings of the six semi-structured interviews using a personal laptop recording application. Thereafter, the researcher organized and prepared the collected data of all six recordings to be individually transcribed using a transcribing application called Otter. The researcher then manually verified the transcribed data to be familiar with the data.

Step 2: Reading through transcribed material

The transcribed interviews were read and re-read by their researcher to ensure that there is a general understanding of the gathered information before the process of coding. Subsequently, the researcher individually highlighted phrases, sections and sentences as potential codes to build context.

Step 3: Generating themes

Thereafter, the researcher identified and grouped codes to broadened pattern groups that represented related to simplified meaning.

Step 4: Themes are reviewed

The researcher reviewed the themes of emerging categories to clarify their usefulness and accuracy through an iterative examination process (inductive coding). Predetermined themes from the literature review are also reviewed to examine the brand's equity in relation to coded data (deductive coding).

Step 5: Defining and characterization of themes

The researcher integrated both revised inductive and deductive codes and defined the final themes. Also, all identified themes were discussed and supported by direct quotes from the participants to ensure that final themes are understandable and valid.

Step 6: Report of results

In assignment 6, the researcher will interpret the collected findings in relation to the literature to evaluate and reflect how the identified themes will achieve this study's research objectives. Following the evaluation, the researcher will organize, consolidate, and present findings as triangulation data to balance the researcher's interpretation and overall output of the research.

SECTION 4: FINDINGS AND INTERPRETATION

This section encompasses the presentation of the analyzed data to enable the researcher to interpret the research findings obtained from the six in-depth interviews conducted. The response of the interviewees are analyzed using thematic analysis and are translated into common themes established as meaningful insight relating to the relationship role between movement marketing, consumer's perceptions, brand culture and innovation. The findings aim to evaluate the impact of movement marketing as a tactic to advocate for the representation of motherhood within the athleisure industry.

The table below illustrates the main uncovered themes from the interview questions, addressing each of the research objectives.

Uncovered Theme	Interview questions highlight theme	Research Objective
Theme 1: The effectiveness of the advertisement	Question 1, and 3	Objective 1 and 3
Theme 2: Consumer's perception of Nike's brand culture	Screening questions, Question 2, and 3	Objective 2
Theme 3: Past experiences regarding maternity athleisure consumption	Question 4,7,8,10, and 12	Objective 3
Theme 4: Re-defining the recognition of motherhood	Question 5, 6,9,11 and 13	Objective 1, 2 and 3

Table 1: *Summary of themes*

The research findings were uncovered from the responses of the pregnant women and mothers (Annexure C). The four main themes were elaborated to provide context to their link to the research's objectives, theoretical framework, and literature.

4.1 The findings and interpretations of themes

Theme 1: The effectiveness of the advertisement

The theme describes the emotions evoked within the minds of the participants after being exposed to the Nike (M)'s campaign. The effectiveness of the campaign's advertisement lies in its ability to have a positive impact in creating a memorable message that is unexpectedly appealing to not solely increase the brand awareness of Nike's new brand extension; but to also highlight Nike's deep expertise as a support system of pregnant female athletes and overall representation of everyday mothers to drive brand consideration and stimulate purchase motivation.

Transcript Quote	Code
Participant 1: "I just think they want to embrace the women..." "It's educating the new generation, particularly mothers, to be".	Effective
Participant 2: "It means that women are not deterred by anything, meaning that they're capable for any work whatsoever."	Effective
Participant 3: "it brought emotions as from how we are excluded as women, because of pregnancy..." "its inspiring women that they can do more...You can still have your natural, your ability to continue with the exercise of physical performance."	Effective
Participant 4: "I am aware that's its not more about the exercising aspect of the ad, but rather about them showing us what they have to offer us as mothers. However, I think it's not enough."	Not Effective
Participant 5: "I didn't like the opening statement...I feel that it makes women who are not in sports feel insecure..."	Not Effective
Participant 6: "For me, there was more power in the visual illustration in that I could easily identify myself through each of those women." "...it's nice and inspiring"	Effective

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Table 2: Sample coding of Theme 1

Interpretation of Theme 1

Whilst two of the six participants disagreed, it is evident that the Nike (M)'s campaign was considered an effective marketing tool. The success of the movement marketing campaign was a result of positive imagery to embrace the lives of mothers through their various stages of motherhood in which consumers could actively relate with. The campaign's messaging has been highly effective in eliciting the emotions of mothers. The common theme of the response was that the Nike (M)'s campaign was a "first of its kind".

The salience of the campaign stimulated curiosity, thoughtfulness, and recognition to a topic less spoken; in which majority of the participants had never considered prior to their interviews. This has been of a considerable impact as many of the participants believed that the campaign was an educational and empowering vessel that presented the ethos of support to shared visibility for mothers in sports. This confirms Arnould and Thompson (2005)'s theory that disruptive innovation seeks thought-provoking interactions from consumers beyond their simplistic behavioural norms. This enables brands to not only optimise on the social buzz of curiosity amongst connected consumers, but also by virtue; it also builds a resilient, socially inclusive culture that stems on high affinity and involvement whilst increasing commitment (Cunningham, 2021).

Furthermore, it is more adamant that even if participants disagree with the universal perception of the advertisement being a success; the nature of the brand messaging being a global conversation makes the advertisement a powerful shift and paradox within the athleisure industry. Thus, the social currency of the advertisement can be an effective tool to strategically strengthen the brand's equity (Arnould, 2019).

Subsequently, it is evident that the notion of consumer engagement particularly for mothers is beyond merely a two-way transactional form of pull communication (Angelopulo and Barker; 2017). The consolidated response is that consumers yearn to connect with brands that aim to be of transformation. This affiliates with de Mooij and Hofstede's (2002) theory of consumer behaviour and Strawberryfrog's (2020) defining purpose of movement marketing. Therefore, it is vividly clear that movement

marketing utilised as a robust marketing tactic that the brand's messaging can encapsulate the essence of mutuality and meaningful engagement in which the core purpose of the campaign resides in the effectiveness and service to trigger consumer's emotions to either act, be of action or inspire self-reflection.

However, it has also been highlighted by the participants' response that the outcome as to how consumers convey a brand's messaging is often more important than how they perceive it. Despite how perceived quality is often linked to consumers experiences with a brand and brand associations by product, sponsorships/ strategic alliances, and market differentiation; what remains a powerful tool for the brand's resemblance is its ability to adopt, live and recreate conversations that innovatively untap the reality of societal issues, desires, and hidden truth. Furthermore, it is evident that when movement marketing approaches are centric to the brand's purpose; the campaign can successfully cultivate a conversation that intends to connect the art of storytelling with a sense of belonging through the lens of representation.

Theme 2: Consumer's perception of Nike's brand culture

Theme 2 describes the perceived understanding of consumers as to what Nike (M)'s brand offering is and how the product attributes are associated and aligned with the brand's image and culture.

Transcript Quote	Coding
Participant 4: "...the ad made me fall in love with being pregnant again. I'm inspired with be next pregnancy to do the things I love without hiding, like my first pregnancy"	Evident brand synergy
Participant 5: "I don't think Nike just joins on the wagon, because that's not important. Honestly, I don't. They way they conduct themselves and who they partner with. With Nike; you're excellent, you're excellent."	Evident brand synergy

Participant 6: “ I think the ad was inspired Nike’s “mother athletes” like your Serenas. Nike found inspiration from within their brand representatives, whom I must ad are the best in their fields. So, I do think it aligns with its culture of performance.”	Evident brand synergy
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Table 3: Sample coding for Theme 2

Interpretation of Theme 2

Based on the highlighted recitation of Nike’s mission “*Bringing inspiration and innovation to every athlete* in the world. ‘If you have the body, you’re an athlete’*”; the participants’ consensus was that the campaign did align with the brand’s purpose even though it was the first time seeing the advertisement.

Four of the participants highlighted that they were aware of the brand Nike. As a result, they did insinuate that the brand was prominently recognised for its highly perceived quality for its sportsmanship’s brand offering and ultimate performance. However, it was evident that even amongst those who stated that the weren’t familiar with the brand; the meaning behind the advertisement was self-explanatory to the brand identity of Nike. According to the majority of the participants’, the campaign’s content creation powerfully married the visual and audio imagery that resembled with their motherhood journey through the requisite mindset of the experience felt when watching and hearing the advertisement. In the literature review, Maden (2013) constituted this finding in which he explains the effectiveness of brand- fuelled movements; is unravelled through socially, disruptive cultural expressions that positively influence the consumer’s perception of the functional qualities brand showcases.

Additionally, the findings also align with Holt’s (2016) conclusion that the essence of innovative brand strategies is driven by the integration of the brand’s culture and delivery of cultural expression to create consumer value. This means that Nike has been able to co-create, reinforce, drive currency and conversion by re-assuring mothers their strength aligns with the brand’s strive for excellence in their performance. This is a strategic positioning to build on Nike’s brand equity by widening

their consumer-base (increase in sales) and building the momentum of trust (Cunningham, 2021). As a result, the introduction of Nike's brand extension is well-perceived many consumers, because legitimacy and credibility built from Nike's current association and loyalty characteristics.

Theme 3: Past experiences regarding maternity athleisure consumption

Theme 3 discovers the consumer's past experiences regarding maternity athleisure. This includes their opinion on what clothing characteristics were/ are of importance and availability in relation to Nike's new brand offering; their awareness on current/past maternity athleisure campaigns; and the perceived efficiency of maternity athleisure wear.

Transcript Quote	Coding
Participant 2: "For the past years maternity was just that...maternity. Attractive yet purposeful maternity athleisure isn't easily accessible or marketed. "I am active in my pregnancy, but do find it hard to get the right clothes that prompt me to be as active as I want to be Participant 3: "So I liked loose tops." ..." So, the cotton fit was perfect for me. It wasn't too tight, versus the elastic fit which had a tight pressure sensation to the body." "...The body was constantly changing, I couldn't afford anything less of comfort." "Personally, I didn't care. My body was going through a lot of changes like sickness and weight gain. Therefore, my appearance was the least of my	Bad experience Fair experience

problems. Comfort was key.”	
Participant 4: “Yes, I did wear them. Most clothing were old, because I wore tracksuits and sneakers prior to my pregnancy. And in terms of tops, I'd purchase XXL, so they can be loose and comfy. Worse, I gave birth in the winter months; so those old items came in handy for free.”	Fair Experience

Table 4: *Sample coding for Theme 3*

Interpretation of Theme 3

Theme 3 derives from the participants' past experiences regarding maternity athleisure consumption. All participants, including pregnant women, indicated how the industry hasn't fully catered for mothers. Whilst the little that is available in the market do focus on comfort, most mothers admitted that they felt denied by society to immerse themselves through athleisure clothing. Interestingly, this was because of their cultural beliefs. It is seemingly as if the “sacredness” of pregnancy, is a forbidden fruit to hide the femineity and expressions of pregnancy. This illusion provides depth to the purpose of movement marketing. In fact, it corresponds to Holt and Cameroon's (2010) viewing cultural issues as opportunities to transcend the brand as symbol of advocacy is rising to drive purpose. Furthermore, the finding highlights that movement marketing is strategic catalyst in bridging the gap between the status quo and fulfilling the needs of the consumer through experience.

Theme 4: Re-defining the recognition of motherhood

The theme entails the desired output of movement marketing as a form of brand advocacy for the representation of motherhood in the athleisure industry. Furthermore, the theme aims to cater mothers from a mother's perspective with the notion of “For mothers, by mothers and with mothers.” This theme illustrates how mothers would like athleisure brands to communicate motherhood; and how the

message should be advocated more than being advertised.

Transcript Quote	Coding
Participant 2: "I'm most likely going to see it on my social media...I believe better engagement with the brand, especially on digital platforms, will enable me to ask questions and better understand the brand..."	Impactful messaging
Participant 3: " We need more adverts like this to show this generation that when they get to that stage in their life; it's possible."	Impactful messaging
"Do motherhood at your pace and listen to your body without the pressure of society".	
Participant 4: "most effective is social media..."	Impactful messaging
"I also feel that brands should also advertise where baby stuff are of exposure and reach."	
Participant 5: Personally, I'm over brands using celebrities, people think celebrities have a perfect life. It doesn't show the real side of motherhood."	Impactful messaging
Participant 6: "In context of Nike; whether or not they have used a famous person, we'd still be drawn to the ad and	Impactful messaging

respond like 'That's so cool. That's so dope'. This is because the brand speaks for itself.	
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Table 5: *Sample coding of Theme 5*

Interpretation of Theme 4

Theme 4 indicates the driving force of successful movement marketing approaches. Amongst all participants, there was mutual understanding as to how much a brand is there is more to its product in advertising. It is concluded that mothers seek for brands that are not only play a pivotal role of being the "voice" of the consumer, but to actually illustrate and creatively embrace the reality of motherhood. All participants believed that there is a much greater need for advertisements like the Nike (M)'s campaign to be communicated with the same enthusiasm as baby products if not more. Consumers feel that campaigns like these need to be more accessible to strengthen the conversation of motherhood in sports, to educate and empower new moms to live according to their own standards.

They further believe that most online spaces provide a transactional, horizontal and a sense of community of engagement, yet they weren't aware of how much power they have in a success of a brand until given a "hypothetical" opportunity to do so. This does verify the theoretical background of this research paper that the maternity athleisure industry is an untapped market with the potential to easily prompt a higher purpose and a call-to-action representation of breaking the social discourses regarding motherhood in sports (Deloitte, 2017).

4.2 Trustworthiness

Trustworthiness in qualitative studies refers to the credibility, transferability, dependability, and comfortability practiced throughout the proceedings of the research (Koozin, 2014).

Credibility is concerned with the accuracy of the researcher's interpretations of data and how trustworthy the researchers' findings will be (Lincoln and Guba, 1985). Since this research study was of an exploratory study, the researcher aligned the research findings with the research question. In addition to that, the researcher used in thematic

content analysis coding to increase the credibility of the research whilst gaining a better in-depth understanding of the common themes (Niewenhuis,2016). During the data collection proceedings, the interviews were voice recorded on researcher's laptop to capture the live recording of data collection duration. This was crucial to ensure that the data collected remained accurate and valid for transcription throughout the data analysis coding (Kumar, 2014).

Transferability focuses on how the research findings can be applied to a similar and ensure that the same delivery of outcomes can be achieved (Lincoln and Guba, 1985). The application of voice recordings obtained from the in-depth interviews helped measure the credibility of the data and achieve transferability. Furthermore, the introductory video of the Nike (M) campaign assisted the researcher in obtaining rich and detailed context to the research phenomenon (comprehending the conceptual relationship of movement marketing and brand culture and innovation) (Lincoln and Guba,1985; Koonin,2014).

Dependability is an approach to trustworthiness that is concerned with the quality of the integration process between the data collection method, data analysis method and the findings (Koonin,2013). Moreover, it also focuses on how stable the data collection and analysis methods are over time and during various conditions of the study (Kumar 2014). In context to this research study, various consultation sessions with the researcher's supervisor had been assigned to help the researcher evaluate and audit the research process. This was vital to ensure that firstly, the research process was conducted effectively to achieve a good standard quality, Secondly, it was important that the research findings were adequately supported by the data collected during the proceedings of the online focus group (Lincoln and Guba,1985).

Comfortability refers to the success of the researchers' meanings and findings in relation to the data collected as support (Kooiin, 2014). The researcher maintained a neutral setting throughout the data collection process and data analysis to ensure that there was a non-biased research outcome that did not influence the research findings nor the attitudes, opinions, and values of the mothers.

5 CONCLUSIONS

5.1 Implications of findings

The purpose of this research study was to explore relevant insight on the power of relationships between brands and consumers to creating meaningful brand associations that will help brands to effectively engage with maternity consumers through movement marketing. The research findings were analysed and interpreted in which implications that link to the research objectives are as follows:

Mothers believed that Nike (M) 's campaign was of an effective marketing tool to not only motivate purchase intentions, embrace the reality of mothers as epitome of positive imagery, but by also stimulating thought- provoking conversations that aimed to empower, educate, and validate Nike's dedication to be of support and active representation for women in sports. The power of the brand's messaging was present in how the consumer's relayed their conveying conception of the message. The mothers were able to feel, see and hear the brand's offering beyond just marketing (Keller, 2003). The brand's message communicated a powerful illustration and inspiration to vocalize their motherhood journey that is rooted in the realization of becoming more courageous in how they express their bodies beyond societal norms.

The implication of this relates to how a robust movement marketing messaging can cultivate a positive brand association builds brand trust and credibility that stimulates consumers to actively engage in conversations that raise Nike (M) 's; co-creation by being Nike ambassadors; and cultivate Nike as an industry catalyst that lives to cater for mothers by mothers. This implication links the art of consumers expressing their experiences and confidence to brand loyalty as consumers are determined to support a brand that is committed to positively impacting the perceptions of moms (Kotler, Katajaya and Setiawan, 2017). This is key to the brand building and brand value of Nike's brand extension, as consumers prefer to build enriching relationships with brands that offer a sense of belonging, comfort, and relevance to consuming and connecting with meaningful brands (Cunningham, 2021). It is evident that brands that utilize a consumer centric CBBE model approach and seamless integration of consumer insights to formulate disruptive innovative solutions and societal transformations that continue to embrace the strength and femininity of motherhood through brand building and purpose alignment (Keller, 2003; Holt 2012).

In conclusion, the research study was successful in comprehensively evaluate how consumers connect and impact the success of brand activism through the integration of culture innovation, identifying maternity athleisure consumption patterns and consumer's desired outcome of to promote the strength of motherhood within athleisure industry.

5.2 Evaluation of success of research

Themes have been influential to understanding the importance of how brands stay true to their brand promise through the authenticity of movement marketing. Secondly, the themes the importance of the consumers' attitude towards building an impactful movement marketing campaigns that effectively through mediums that are a part of the daily lives of new moms through direct and indirect consumer engagement. Lastly, the underlying power of movement marketing, brand culture and innovation lies in the brand's ability to unexpectedly be connected to consumers by creating shared value.

5.3 Anticipated Contribution

As incubators of creativity and the voice of brand, it is crucial that strategists understand the power relation of movement marketing beyond brand activism as an effective tool of connectivity to build long-lasting relationships with consumers. Therefore, the study could play a vital role to the practice and implementation of a brand's marketing strategy. It is important that the marketing strategy is of relevance and that the message delivery creates a compelling consumer experience that is consistent and simultaneously unified to the brand culture. Thus, the research will also contribute to the knowledge of research to existing desktop literature as it is the first of its kind.

5.4 Ethical implications and how they were addressed

It is vital to ensure that participates are fully informed about the purpose of this research, will not be harmed in any way and that confidentiality will be upheld at all times (du Plooy-Cilliers, et al., 2014). In addition to this, a debriefing and withdrawal letter is necessary to reassure the participant that for any reason should they decide to withdraw from the research proceedings, they may voluntarily do so.

Identifying characteristics that illustrate the importance of ethics in research as adopted by Louw (2014) and Maree (2021).

1) Maintaining a precise record of all research activities

Before the research proceedings, gathering information from previous literature reviews is key to expand the knowledge of the researcher (Louw,2014). It is important for the researcher to respect and reference all intellectual property use by giving credit to all contributions.

2) Ethical principles hold researcher accountable to research funding committee, regulations, and moral values to the aims of research.

As academic research proposals are designed to introduce the proceedings of your research for potential interest and funding from public institutions; it is vital for the research to follow ethical principles to maintain the credibility and relevancy of the scientific community involved (Maree, 2021). Thus, it is vital for thorough evaluations and agencies to adhere to the ethical policies and regulations to be implemented throughout the research process.

3) Ethical code of conduct adhered to during the data collection process.

Before the data collection phase, it is crucial for researchers to have informed consent from participants taking part in the research. This includes detailed information indicating purpose of the research, protection of identity and sensitive information (confidentiality and anonymity) (Louw,2014); to ensure that participants fully understand and agree to what is expected of them before their willingly accept to participate to the research.

4) Eradicating unethical issues in research from the researcher's perceptive

After the research process, it is crucial for the researcher to have considered the ethical issues concerning the data analysis and reporting of the data. This entails (Louw, 2014).

- No fabrication, bias and manipulation of data interpretation or reviews. This includes falsify of information, result distortion, inappropriate research methods and incompetent reporting.

- The researcher to publish research outcomes transparently.

Ethical considers in relation to the research study:

Some participants may not feel comfortable to voice out their opinions or research may trigger past experience trauma. Therefore, it is important to ensure that the participation of consumers is within the ethical codes of conduct, consent and briefing forms detailing how the proceeding of the interview will be sent to all participants prior to the interview. This is vital to ensure that participants are fully informed about the purpose of this research, will not be harmed in any way and that confidentiality will be upheld at all times (Plooy-Cilliers, et al., 2014). Additionally, a debriefing and withdrawal letter is necessary to reassure the participants that to any reason should they decide to withdraw from the research proceedings, they may voluntarily do so.

5.5 Limitations of the study

The possible research limitations included:

Professional insight could have been beneficial to understand the conceptual analysis behind movement marketing especially within the context of the South African landscape. Secondly, connectivity issues of using online platforms in which if participants use Wifi, or a possible load shedding did derail the research process. Thirdly, the data analysis might not have comprehensively indicated the vital underlying characteristics of maternity athleisure and brand representation that may influence consumers' reasoning if the triangulation approach was utilised and time constraints that led to lack of demographic representation (du Plooy-Cilliers, et al., 2014).

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Annexures and Appendixes

Annexure A: Consent Form



CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Nkwaleng Lesego Mogoba and I am a student at Vega Pretoria. I am currently conducting research under the supervision of Cerneels Coetzee about on how consumers connect and impact the success of brand activism through the integration of culture innovation, identifying maternity athleisure consumption patterns and consumer's desired outcome of to promote the strength of motherhood within athleisure industry. I hope that this research will enhance our understanding of the power relation of movement marketing beyond brand activism as an effective tool of connectivity to build long-lasting relationships with consumers. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve). You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may

withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega Pretoria, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Honours in Strategic Brand Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Nkwaleng Lesego Mogoba

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Cerneels Coetzee

[REDACTED]

[REDACTED]

[REDACTED] respondent consent

I, _____, agree to participate in the research conducted by Nkwaleng Lesego Mogoba about the evaluation on how consumers connect and impact the success of brand activism through the integration of culture innovation, identifying maternity athleisure consumption patterns and consumer's desired outcome of to promote the strength of motherhood within athleisure industry.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

Signature	Date

Annexure B: Consent Form for Audio or Video Recording



CONSENT FORM FOR AUDIO OR VIDEO RECORDING

Consent form for participants	
I, _____, agree to allow Nwaleng Lesego Mogoba to audio record my interviews as part of the research about the evaluation on how consumers connect and impact the success of brand activism through the integration of culture innovation, identifying maternity athleisure consumption patterns and consumer's desired outcome of to promote the strength of motherhood within athleisure industry. This research has been explained to me and I understand what participation in this research will involve. I understand that: • My confidentiality will be ensured. My name and personal details will be kept private; • The recordings will be stored in a password-protected file on the researcher's computer; and • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
Signature	Date

Annexure C: Interview Questions

Screening Questions

- Did you watch the Nike (M) ad campaign clip?
- Are you aware of the brand Nike?

1. Based on Nike's (M) campaign, what is your opinion on the message being conveyed? (did it evoke any emotion/what does it mean to you)
2. Do you think the ad aligns with the brand mission and culture of Nike?
3. Do you think Nike is focused on promoting performance in the ad or did you find the ad inspiring for mothers (as an inspirational message for mothers to achieve more within their daily lives)?
4. Does the Nike ad campaign resemble your pregnancy and postpartum journey in any way?
5. Do you think brands romanticize the image of motherhood?
6. How would you define motherhood?
7. During your pregnancy, did you wear athleisure apparel for casual settings and/seasons (e. g running errands, shopping, relaxing at home)?
8. Would elaborate on these characteristics in relation to your maternity athleisure consumption experience or in general?
 - fit and comfort
 - Design and Style
 - Stretchability
 - Quality
9. How do you think despite comfortability, athleisure brands can embrace a mother's femininity?
10. How many times a week did you wear maternity performance or athleisure when you were pregnant?
11. Do you think athleisure clothing could be a disruptive form of brand activism that represents motherhood?
12. Why would you wear athleisure clothing during and post pregnancy?
13. How would you prefer for sports athleisure brands to communicate to mothers in their media campaigns?

Annexure D: Interview Transcripts

Participant 1's Interview

Interviewer: Thank you for agreeing to do this interview. We're going to start with two screening questions. The first question is: Did you watch the Nike (M) campaign ad?

Interviewee: Yes, I did

Interviewer: Are you aware of the brand Nike?

Interviewee: No, I wasn't. But now I am.

Interviewer: Okay. First question: What do you think the message of the Nike campaign was? And what did you think of the message?

Interviewee: I just think they want to embrace the women made by not making them feel like when you're pregnant you can't perform other things that you used to perform when were pregnant. It shows that you can continue to do so no matter what.

Interviewer: And how did that make you feel?

Interviewee: I felt like it umm...At first when I watched the clip, I was in awe. It scared me to see a pregnant woman like that. I kept thinking that she might or rather if something happened to her doing those activities, she will harm the baby. But then i later realized that no man, there are means that to will protect the unborn child. Medical specialists must have approved from the research conducted. Therefore, you continue doing exercises. Your body will also adapt to that you want to achieve. It's educating the new generation women, particularly mother, to be. So, I Yeah, that's what I thought.

Interviewer: Based on your previous response, does the message conveyed by the ad resemble your pregnancy journey or your postmortem journey in any way?

Interviewee: I think so but unfortunately, I won't get myself to that point again. The message did resemble my journey. However, do feel that if they were such kind of items from the brand were available during my pregnancy days, I would've gotten myself those clothing and comfortably carried on with my life. Especially since I'm very much an active person.

Interviewer: Nike strives to say that to its consumers that; "if you have a body, you are an athlete". Do you think the ad does resemble what Nike stands for?

Interviewee: Yes it does, because in any way we know that Nike is a good sports brand.

Interviewer: Do you think that the ad is focused on promoting performance or do you rather see it a message inspiring mothers to show them they can achieve more within

their daily lives?

Interviewee: You know what. For me, I will say, it's both. The reason why I say both is that when your body is active; you will have endurance. And nevertheless, as a mother, I think it is inspiring to achieve whatever that they want to achieve even if they're pregnant.

Interviewer: In general, do you think brands like Nike glamorize the image of motherhood in their advertisements?

Interviewee: What do you mean?

Interviewer: Do brands oversell motherhood?

Interviewee: I think when you know what you want in life, whether you're pregnant or not pregnant; the companies what they sell, they go by the choices of the buyers. So, if you want to see yourself in a sexy outfit whilst pregnant, I think you can also go for it. If it is your choice; you wanted to maintain that sexiness, even if you're in that state. So, for me, it's not like they are glamorizing it or whatever. They are giving women choices.

Interviewer: And how would you define motherhood?

Interviewee: You know, it's unexplainable. You know that feeling, the unconditional love that you have that something is developing in you. Even if you're not pregnant. By just looking at somebody's baby, you will feel that love like boiling inside. You want to hold the baby, it comes naturally. You just want to touch the baby, even though we respect other people's privacy; you're just touched or broody to do so. You just have this feeling that "oh, if I can just hold the baby".

Interviewer: Let's go back to when you were pregnant.

Interviewee: Oh no.

Interviewer: Did you wear active clothes for casual settings to run errands, go shopping, to relax at home or at any time you were active in any way?

Interviewee: Yes, I did. Most of the time, they were the ones that were comfortable for me. I preferred active clothing more than any other items. Despite certain occasions like work, where I wore uniform; I'd have adhere to the dress code. But in my leisure time, you will find me in active clothing like sweatpants.

Interviewer: Based on your previous response, I'd like to think be comfortable when pregnant is important. And with comfort comes stretchability, because you want to be free.

Interviewee: Most definitely.

Interviewer :Do you also think design is important, because a lot of people are complaining that, yes, the most maternity athleisure is comfortable. However, it doesn't embrace femininity and the current fashion trends. Do you agree with this statement or did you have a different experience?

Interviewee : If this campaign for Nike was available during my time, I would've gone for the collection. The courtesy to accommodate pregnant women with tailored, active clothing weren't available. You worked with what was available regardless of design, style or whatever. As long as it was comfortable.

Interviewer :And roughly how many times a week did you wear these active clothes when you were pregnant?

Interviewee : Everyday, because I'd change straight into loose active wear from work, because that's where I felt comfortable. I felt like I'm free. I felt like my baby was free. And it wasn't like I was hiding the fact that I'm pregnant, but because I found low waist rights where most comfortable on the belly.

Interviewer : Do you think that that ad is revolutionizing how women, or motherhood should be represented in sports?

Interviewee :Like I said in the beginning, I felt scared for the pregnant women who are exercising in the ad. Some of the positions they did seemed hectic for how far along they were. I could just tell by the look of the things that some were around eight months or even seven months pregnant. And I continued to say that, "if it is something that you feel comfortable doing, then why not." It all comes down to education. Obviously, it will depend on each pregnancy and professional guidance to do one and try another. I find the ad actually interesting, because you will also have a choice as a mother.

Interviewer : Our final question..

Interviewee :Okay.

Interviewer : How would you as a mother, like brands such as Nike to communicate throughout the advertisements? Do you think that with this campaign, for example, are the marketing industry is heading into the right direction?

Interviewee: Yes, I think so. It's educating and encouraging women to see more of themselves throughout the transition of their body. As I think about, previously maybe even athletes did want to fall pregnant, because thought of the stigma and discrimination against pregnant women in society. This ad thrives to show and

educate the younger ones that information is available out there for everyone to grab it and use it to their benefit.

Interviewer: Thank you very much for taking your time to participate in this interview. Your input has really been inspirational.

Participant 2's Interview

Interviewer: Thank you for agreeing to do this interview with me. We're going to start with two screening questions. First question: Are you aware of the Nike brand?

Interviewee: Yes, I am.

Interviewer: And have you watched the Nike (M) campaign?

Interviewee: Yes, I have.

Interviewer: First question; based on Nike (M) 's campaign, what is your opinion on the message being conveyed?

Interviewee: For me, the ad tried to show women who are pregnant that they can do anything they want to do and are therefore not deterred by pregnancy.

Interviewer: And what does that mean to you?

Interviewee: It means that women are not deterred by anything, meaning that they're capable for any work whatsoever.

Interviewer: Do you think the ad aligns with the culture of Nike?

Interviewee: Yes, I do.

Interviewer: In what way?

Interviewee: In the way that I know the strong quality of Nike's quality. So, I do feel that the clothing is strong, resembling strong women. That's how I feel.

Interviewer: Do you think Nike is focused on promoting performance? In other words, do you think that it's concerned more about your (as a pregnant woman) activeness or do you feel like it's centered to give mothers inspiration that they can achieve more in the daily lives?

Interviewee: I think it's both. It's promoting motherhood and has a message to inspire women to better and be better. It's for mothers and as a woman who is pregnant, it's meant to make us understand that the world does not stop, because you're pregnant, but it moves on. The campaign helps us see that.

Interviewer: And does the Nike (M) campaign resemble your pregnancy journey?

Interviewee: In a way it does.

Interviewer: Tell me more.

Interviewee: I am active in my pregnancy, but I do find it hard clothes that prompt be to be as active as I want to be. The ad is shows more about the level of comfortability. Exercising especially when pregnant is still an uncomfortable topic to speak about in society. However, I do feel that the ad is also unrealistic to a certain degree. In the sense that, most women in the ad are athletes. It's their job to be active. In a way, it is discriminating women who are more prone to not be active than the ones that are on the video.

Interviewer :With that being said, do you think that the ad does romanticize the image of motherhood?

Interviewee : Yes, I do.

Interviewer : How would you then define motherhood?

Interviewee : Well I wouldn't know, because I'm still pregnant. But I'm excited to be present and loving my child.

Interviewer: You do mention your pregnant. Do you wear maternity athleisure wear?

Interviewee :Yes, I do. Almost everyday.

Interviewer: Do you wear the clothing for casual settings such as running errands and relaxing at home? Or is it more for fitness?

Interviewee: I wear them for casual purposes, because I don't prefer to wear tight clothing. They can be very uncomfortable.

Interviewer: in terms of fit, design and comfort, how has your experience been thus far regarding maternity athleisure wear?

Interviewee: It's has been really good. Everything is less of a burden. The cotton material clothing provides good quality and stretchability on the skin.

Interviewer: And what's your take on the design of the maternity athleisure on the market, including Nike?

Interviewee: I do believe that the design of Nike is pretty much on par. Trendy. For the past years, maternity was just that... that maternity. Attractive yet purposeful maternity athleisure isn't easily accessible or marketed. Despite them being pregnant, new moms want to look good. They want to feel good at all times.

Interviewer: Do you think the Nike campaign and more campaigns like these could be very impactful as a form of representation for motherhood.

Interviewee: Yes, it could be very impactful.

Interviewer: Based on the campaign, do you think Nike is selling a product or you do see a form of sanding together message ad we aim to celebrate and embrace the journey of motherhood?

Interviewee: It's a bit of both.

Interviewer: I'm your opinion, if I had to remove the name Nike from the ad; would the ad still have an universal impact?

Interviewee: No. I don't believe it would.

Interviewer: Why not?

Interviewee: If you say universal impact, you would mean that it would have an impact all over the world. The message conveyed is of a trusted brand. People might be slightly comfortable to purchase branded items, because it is a brand and on its own. But if you were to remove the name Nike from the product, it just becomes a matter of accommodating women.

Interviewer: Do you do believe that how you know a brand, how you associate yourself with the brand will be how you would be of support of the brand?

Interviewee : Yes, it's more deeper. It makes sense to even see their product as an experience. A universal message that aligns together with what resonate with you, the consumer, you know. In that way, consumers will easily be persuaded buy the product and advocate for the brand.

Interviewer : How would you like athleisure brands like Nike to communicate with mothers, especially regarding their journey of maternity?

Interviewee : I would like them to be more realistic in their adverts, or in the message that they're trying to portray. So that woman can resonate with what they see rather than feel. I shouldn't be defeated as they are showing me the reality of motherhood. What they are selling to me needs to make me feel like it's okay if I don't feel energetic. That way I'll believe in the brand and the message they are trying to advocate. The visuals of the ad must align with the speech yet also be realistic.

Interviewer :Last question: How would you prefer for brands to communicate with mothers? In other words, which channels that we should be used and which channels do you use mostly if an advert had to come up?

Interviewee :I'm most likely going to see it on my social media, because I'm on my phone every day. I hardly TV. The phone is just a couple of minutes away and it's easy to access. And I believe better engagement with the brand especially on digital

platforms, will enable me to ask questions and to better understand the brand and the message is trying to portray.

Interviewer : Well, we've come to the end of our interview. Thank you very much for participating and we wish you all the best on your motherhood journey.

Interviewee: Thank you.

Participant 3's Interview

Interviewer: Thank you so much for agreeing to do this interview with me. We're going start off with two screening questions. First question. Did you watch the one minute video clip of Nike?

Interviewee :Yes I did.

Interviewer :And are you aware of the brand Nike?

Interviewee: Yes, I am

Interviewer :Okay then, we can proceed. Based on Nike's (M) campaign, what is your opinion on the message being conveyed?

Interviewee: I took that generally we're underestimated as women. For Nike to find the need to reiterate the strength that we have; that in my opinion says we are generalized as women. That was my first outtake from the campaign . And the second one, is that it also brought emotions as from how we are excluded as women because of pregnancy. As much as pregnancy puts strain on the body, it doesn't mean we cannot endure more strength from physical activities. That misconception alone has made us (women) be excluded from a lot of things.

Interviewer : And how does that make you feel?

Interviewee :It feels disheartening, because you'd assume by now that society, or should I say men should be able to know the capability we have as women, so it's a lot to say.

Interviewer : Now, Nike strives to say that if you have the body, you are an athlete. Do you think this ad therefore aligns with the culture of like what Nike is trying to achieve. If you have the body you are an athlete?

Interviewee: What do you mean if you have the body?

Interviewer: Their mission statement says if you have a body, okay, you are an athlete.

Interviewee: I don't think it was well portrayed in the snippet in of the campaign. Hmm... Yeah, No, that's not what I took from that video.

Interviewer: And do you think that the ad is focused on promoting performances like pregnant friendly activities; advocating a healthy active lifestyle. Or do you think that it's inspiring women that as pregnant women and mothers you can live your daily lives and just to not sit back?

Interviewee: It's inspiring women that you can do more. You're not disabled. By being pregnant, you're not disabled. You can you still have your natural strength, your natural ability to continue with the exercise of physical performance. This is an societal issue and Nike seems to generally be working on eradicating that notion by educating mothers about their maternity wear.

Interviewer: Do you think brands romanticize the image of motherhood?

Interviewee: No I haven't seen it. I haven't seen much of it. So I'd say no.

Interviewer :Do you think we need to see more of it?

Interviewee :Yes, so that the younger generation grow up seeing this so that by the time that they get to this stage of their lives where they become mothers; they know from the onset and growing up that they are able to continue with whatever they were doing irrespective of the stages that they are at.

Interviewer: Do you think the Nike campaign is revolutionizing the marketing industry?

Interviewee: Yes, and if this a genesis of a new chapter representing women; it's heading into the into the right track. It's turning into the right direction.

Interviewer: How would you define motherhood?

Interviewee: Motherhood is a learning curve for women. It doesn't come with a manual, just like life. So, mostly we wing it. 10 years into motherhood, I still don't know what I'm doing. So, I just generally believe motherhood is doing the best that you can.

Interviewer: 10 years?

Interviewee :Yes

Interviewer :I'm going to take you back to 10 years ago when you were pregnant. Did you wear active wear by any chance, maybe for casuals things like comfortability or like for doing activities like running errands?

Interviewee: So I liked loose tops. So I'd go the gym section and buy tops that were bigger in size, so that they could be of maximum support and flexibility. I wore mostly tights that had the most comfortable stretch for mobility around the house. Yeah.

Interviewer: And how would you describe the fit and comfort of those clothing that you had at that time?

Interviewee: So, the cotton fit was perfect for me. It wasn't too tight, versus the elastic fit which had a tight pressure sensation to the body.

Interviewer: And in terms of design and style, were the active-casual clothing stylish or more could've done in that department?

Interviewee: Personally, I didn't care. My body was going through a lot of changes like sickness and weight gain. Therefore, my appearance was the least of my problems. Comfort was key.

Interviewer: What was comfortability for you?

Interviewee: Clothing had to stretch to be of comfort. Leggings/tights were my major thing, because I wasn't planning on buying outfits every five minutes. The body was constantly changing, so I couldn't afford anything less of comfort.

Interviewer: Fast-forward to now, do you think that athleisure brands like Nike have that opportunity to make pregnant women and moms make the fit look and feel good?

Interviewee: Yeah no, I haven't been in the market (maternity section) in a while. So I wouldn't know that. I don't even know what Nike has to offer in the maternity range. However, their leggings definitely do. They worked for me and still work for me. But in terms of their maternity offering looking good? I don't know what they look like.

Interviewer: Let's refer back to the campaign. All the women who were in the ad were actually wearing Nike's maternity collection. Does that give you a sense of assurity and gladness that hmm okay, something is being done in the industry regards to marketing maternity active wear? Or perhaps, were you moved more by the message?

Interviewee: I...I. Whew. I didn't pay much attention on the clothing I won't lie hey. I was looking more into the message.

Interviewer: Fair enough. So, looking at the message do you think that it is actually advocating, embracing and representing motherhood in sports?

Interviewee: It's two ways. Like I said in the beginning. Firstly, I'm just saddened by the industry... the world as a whole that we (mothers) still have to remind the world how strong women. Like we know it is a given. Yes, we don't talk about it as much. However, the mere fact that we had to keep on constantly promoting and reminding the world of the capability of the woman, her strength as a woman... That is saddening. Nonetheless, I think Nike is taking the right steps into the right direction.

Interviewer: I see. So which communication platform do you use the most in your daily life?

Interviewee: It depends for what, you know. I feel that all of the platforms have a target market. If it's more related to work purposes and you want to be taken seriously then it's LinkedIn. But if it's more for the snaps and pictures views, it's Instagram. If you want to communicate a message, then you put it on Twitter. Basically, I don't have a preferred platform. It depends what I'm trying to get across.

Interviewer: Now on which platform do you think Nike's campaign would be best effective and where would you feel it will be more enticing for you?

Interviewee: I think I wouldn't use enticing for me. However, if you want to reach a wider audience then Twitter, Twitter works best.

Interviewer : Twitter?

Interviewee: Yes, with Twitter you can share more. As much as you can share on Facebook, Facebook's spread isn't as quick as Twitter. And you know Instagram is more private than Twitter. I'm someone that isn't on into TikTok, but I do believe amongst its opponents; it is doing its own rounds. I do however feel that people are using it more for entertainment, trends and for content creation. So, if you really want to reach a bigger audience, obviously Twitter.

Interviewer : And if we had to do another campaign and you had to be a part of the marketing team, what message would you like to send out to mothers, especially if you were advertising active wear?

Interviewee: I think I wouldn't use enticing for me. However, if you want to reach a wider audience then Twitter, Twitter works best.

Interviewer :Twitter?

Interviewee: Yes, with Twitter you can share more. As much as you can share on Facebook, Facebook's spread isn't as quick as Twitter. And you know Instagram is more private than Twitter. I'm someone that isn't on into TikTok, but I do believe amongst its opponents; it is doing its own rounds. I do however feel that people are using it more for entertainment, trends and for content creation. So, if you really want to reach a bigger audience, obviously Twitter.

Interviewer : And if we had to do another campaign and you had to be a part of the marketing team, what message would you like to send out to mothers, especially if you were advertising active wear?

Interviewee: The message would be simple; You're doing a good job, you know. I think another thing about motherhood is that we always show off the nice things about it. I'd like to see that healthy pregnant woman the next day when they can't do anything, because the body is feeling like "oh not today". We deserve to see more of that. The not feeling so great, because of pregnancy symptoms. I'd like to add there's so much pressure that we put on the woman that after she's give birth, she must just snap back into your original body. Reality is, it doesn't happen like that. Therefore, let's embrace the journey and show off the stretch marks and sagging breasts. This way, we'll be able embrace the transition to motherhood. To learn to love your body until you get to where you want to be without the pressure. So, in the advertisement, we'd advocate that it's okay. Do motherhood at your own pace and listen to your body without the pressure of society.

Interviewer : Do you do and just do it.

Interviewee: And It's okay.

Interviewer :Well, thank you very much for taking your time to do this interview with us. Is there anything you'd like to add, by any chance perhaps any inputs?

Interviewee: We need more adverts like this to show this generation that when they get to that stage in their life, they are reassured it's okay and it's possible. It's possible with time. You will just wing it until you get to whatever design you fill fit represents your motherhood journey. There's no correct way. There's generally no correct way of motherhood.

Participant 5 and 6's Interview

Interviewer: Thank you for agreeing to do this interview. We're going to start with two screening questions. The first question is: Did you watch the Nike (M) campaign ad?

Interviewee 1: Yep

Interviewer 2: It's a yes from me as well

Interviewer: Are you aware of the brand Nike?

Interviewee 1: Yes

Interviewer 2: Yes

Interviewer: First question: What do you think the message of the Nike campaign was? And what did you think of the message?

Interviewee 1: I didn't like the opening statement "Can you do sports?" I didn't like the opening statement...I feel that it makes women who are not in sports feel insecure. It

portrays a sense of exclusion that the range is not for you if you don't run, play tennis or exercise. It doesn't include typical stay at home mom. As a pregnant woman or a new mom, I wouldn't go purchase the range, because they make seem like its only for athletes. The text only shows just athletes. I can't relate to Serena as an everyday mom.

Interviewee 2: I find very surprising how I viewed the advertisement differently. Nike's primary target market is for people who participate in sports or rather generally active. For most of us, we are mostly introduced to Nike in its enlightenment of their support for excellence in sportsmanship. Thus, I see Nike as an aspiration to for being active. Their active gear is comfortable, promoting a lifestyle as an integral part of everyday lives kind of clothing. For me, their visuals stood out more for me rather than what was being said. It was nice and inspiring to see that Nike is now accommodating for us pregnant women. There was power in the visual illustration in that I could easily identify myself through each woman.

Interviewer: Nike strives to say that to its consumers that; "if you have a body, you are an athlete". Do you think the ad does resemble what Nike's brand culture and what it stands for?

Interviewee 1: Yes, they do. Nike is known for its accessibility and effortless integration of luxury and aesthetic in their sports designs. Just like all their ads, I think Nike has stayed true to who they are. It is also known for their presence of female sports excellence through support of their sponsored female athletes.

Interviewer: You mention luxury. Luxury in what sense?

Interviewee 1: Luxury as in it's on the higher end of the market in terms of price, quality, and brand trust. I mean for me, since pregnancy is short-term, I'd rather get my active clothing from your Mr Price Sports.

Interviewer: I see. Participant 2, do you think the Nike (M) ad aligns with Nike's brand culture?

Interviewee 2: Honestly speaking, it does. It ties with who they are to innovate in essence to cater for their sponsored players throughout their various journeys of life. I know that Serena was their inspiration for their research for the range as they believed that they needed the lived experience of emotional and physical comfort to provide the best for their targeted audience. Afterall, women athletes do get pregnant. They are human. I think the ad was inspired Nike's "mother athletes" like your Serenas. Nike

found inspiration from within their brand representatives, whom I must add are the best in their fields. So, yes; I do think it aligns with its culture of performance.

Interviewee: Do you think Nike is focused on promoting performance? In other words, do you think that it's concerned selling the product or do you feel like it's centered to give mothers inspiration that they can achieve more in the daily lives?

Interviewee 1: I think it covers both. Often when we get pregnant, we give up on ourselves and console ourselves that we'll eventually lose the weight after pregnancy. Despite my disagreement that the ad is effective, I found it inspiring and brave to see a pregnant woman doing weights. She's standing up for herself, her health and her baby's health. I didn't have the courage then. But now, it gives me comfort that there's a brand that is empowering pregnant women that pregnancy doesn't mean you're handicapped. I don't think Nike just joins on the wagon, because that's not important. Honestly, I don't. The way they conduct themselves and who they partner with. With Nike, you're excellent as you are. I recall when I was pregnant (I got pregnant at 19), my pregnancy was a secretive journey. I was more conservative in my clothing due to cultural prejudices and the taboo of being pregnant at that age.

Interviewee 2: For me, it was more of a momentous thing that their expanding brand offering, because they are realizing that there is an untapped market that has been overlooked. I think that when delivering a message, you must do it in an inspirational way. Therefore, I think that being an inspiration and representative is embedded within their strategy to sell the product.

Interviewer : Do you think brands romanticize the image of motherhood?

Interviewee 1: Yes, I do. I am still to engage with a brand that doesn't only showcase the "perfect side of motherhood. I haven't interacted with a brand that embraces the reality of motherhood. The tantrums. The exhaustion and pain. We might occasionally see the stretch marks and "Thank you mom" ads for Mother's Day; but we need more than that. However, I will admit that this ad is different. It provided a sense of assurance to physical activity throughout pregnancy. Many blogs do speak of physical activity as a health benefit, but this advertisement lived the experience to the highest magnitude of educating and empowering women about being active and clothing that are appealing and exclusive for active moms. Oversized active wear has always been perceived as comfort clothing pregnant women. Now there's well-renowned athleisure brand catering specifically pregnant wear that is of comfort, quality, baby-

friending yet still trendy.

Interviewee 2: I agree with participant 1. It is only baby brands that I'd effectively showcase motherhood, but not really celebrate motherhood. Most advertisement that introduces motherhood are linked to baby. As a mommy to be, I think this ad is of an effective communication. It has more focus on mommy. Me. It's one thing to hear that Nike has a new maternity range, but it's another to see the brand live it. I got to experience their brand offering from pregnancy to post-pregnancy. It is mom centric. Well-thought out. Catered by mothers for mothers. At least that's the message being conveyed by me. The clothes are of practicality. Quality is no question for me, because that's Nike's brand.

Annexure E: Ethical Clearance Letter



Date: 07 July 2021

**Student name: Nkwaleng Mogoba Student number: [REDACTED] Campus: IIE
Vega Pretoria Campus**

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research 3proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

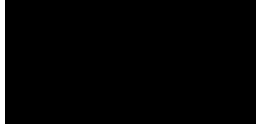
GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.



Supervisor name: Cerneels Coetzee

Campus Postgraduate Coordinator (CPC) name: Dr SC Engelbrecht



Signature:

APPENDIX 1: FINAL RESEARCH REPORT SUMMARY DOCUMENT TEMPLATE

TITLE: A movement marketing exploration of Nike's brand culture in creating memorable representations of motherhood within the sports athleisure industry.

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Lit Review - Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	References
To explore the impact of brand culture towards the representation of motherhood within the sports apparel industry	How can movement marketing advocate the representation and strength of pregnant women in sports and activeness?	Athleisure brands to comprehend and maximize on consumer experience through movement marketing to bridge the gap of motherhood representation.	-Deloitte -Douglas Holt and Douglas Cameron -Kerry Smith and Dan Hanover	Theme 1: Movement marketing Theme 2: Brand culture and culture innovation Theme 3: Maternity athleisure consumption patterns	Paradigm Interpretivism Epistemology Used to generate insights into movement marketing from consumer's maternity perspective	Qualitative Exploratory research Population - female retailer consumers (18-55) residing in RSA who have been pregnant/are pregnant -access to Whatsapp and telephone	In depth, semi-structured interviews	-Well-informed consent -Handling sensitive information based on experience	Brand communication strategies that aim to be of representation through storytelling, increases affinity, curiosity, and brand advocacy.	Cunningham, N., 2021. brand management: A southern African perspective. 1st ed. Pretoria: Van Schaik. Holt, D. & Cameron, D., 2010. <i>Cultural Strategy: How Innovative Ideologies Build Breakthrough Brands</i> , New York: Oxford University Press
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Key Contribution	
lack of brand representation in promoting maternity athleisure and strength of moms.	What is the relationship between the consumer's perception, brand culture and marketing?	-Brand Culture - Maternity -Maternity athleisure -Movement marketing	Consumer Culture Theory Consumer-Based Brand Equity			Non-probability sampling Convenience and Purposive Sampling methods Size= 6	Thematic Analysis	-Researcher's biasness -Connectivity issues	<i>What is the key contribution you think your study will make to the body of knowledge?</i>	