



An exploration into the influence of branding on Consumer purchase behaviour
towards athletic footwear brands in South Africa.

By

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ABSTRACT

People do sports for pleasure, to improved health and for stress relieve. There has been a dramatic increase in youth enthusiasm to be active. A myriad of people own sneakers; hence, this market is predicted to grow at a compound annual growth rate of over seven per cent. In the 21st Century, brand managers must understand what moves consumers to go from passive onlookers to active participants and to understand which domains of brand equity are the most influential driving force that triggers consumers' minds into desiring a new pair of sneakers.

Non-probability sampling technique was used, which is purposive sampling. In this quantitative study, an online questionnaire was developed in view of the unprecedented Covid-19 pandemic outbreak to explore the influence of branding on consumer purchase behaviour towards athletic footwear brands in South Africa.

The questionnaire was using Likert Scale to measure the degree of agreement from the respondents.

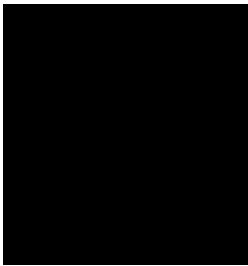
In the early 1990's, the concept of brand equity emerged. Four of the brand equity variables being measured in this research have a significant influence on consumer purchase behaviour. The researcher recommends that brands must leverage brand equity as it can create advantages and benefits for firms and consumers alike.

KEYWORDS

brand equity, brand association, brand awareness, brand loyalty, perceived quality, Consumer Purchase Behavior, Brands, Nike

DECLARATION OF AUTHORSHIP

I hereby declare that the Research Report submitted for the Bachelor of Arts (Honours) in Graphic Design Degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes. I further declare that an extensive list of references in this research study contains all sources cited or quoted.



J. Grové

Date: 10th December 2020

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1 INTRODUCTION

Strange enchantment overwhelms runners when buying running shoes. It holds a promise of something good to come; encourage of achievement and hope to better health. Recently, a rapid increase in youth enthusiasts doing sports can be seen. Nike has a global commitment to assist young people in being successful and live happier, healthier lives, to be more active, more often. "We believe in the power of sport to move the world" Nike's mission is to bring innovation to the youth and inspire athletes around the world. They believe that *"if you have a body, you are an athlete"* (Nike, 2020)

The world is fast-changing, and consumers have more extensive products and services choices. Hence, the steep competition between brands. For decades brand evaluation has been a popular topic in marketing literature. How consumers perceive brands are a crucial factor that contributes substantially to more powerful brands. Consumers evaluate brands and respond to branding, which ultimately leads to Consumer purchase behaviour (CPB). Moreover, branding strategies affects all aspects of a business and is foremost a critical factor in growing business success.

1.1 Rationale and relevance

For decades brands and brand managers questioned the driving force that influences consumers to stay loyal to a particular brand and choose one brand over another. Being a Visual Communication graduate, business owner and running enthusiast, the researcher was triggered to investigate this phenomenon. Moreover, brand equity and its dimensions are areas of interest that needed further investigation to make better sense of Consumer purchase behaviour (CPB). The above investigation was relevant as CPB can positively or negatively influence a company's financial growth.

Fifteen athletes were selected in a purposive sampling method. Based on existing literature, a hypothesis was developed that brand equity has a direct influence on CPB towards athletic footwear brands in South Africa.

1.2 Problem statement

Many factors influence the consumer's perception of brands; therefore, it is worth investigating as brands may benefit from the research outcome. The action taken by consumers prior to buying a service or product online or offline is referred to as Consumer purchase behaviour (CPB) (Kotler, 1991). When a company gains value from its name recognition, compared to generic equivalents, it is referred to as brand equity. The scope of the study deals with brand equity and its influence on (CPB). The problem statement, therefore, reads as follows: Consumers are influenced by branding, which has an influence on CPB towards athletic footwear brands in South Africa. Moreover, the purpose of the study is to investigate the influence of branding on CPB, specifically in the highly competitive and local running shoe market.

1.3 Purpose statement

This study seeks to explore the influence of brand equity on CPB. The goal is to analyse the brand equity dimensions: brand awareness, brand association, brand loyalty, and perceived quality towards CPB on Nike shoes in a local context. The researcher aims to find answers to the following questions:

How do consumers perceive athletic footwear brands, looking at brand equity, and how does this perception, influence CPB in South Africa? Based on this, the following questions were derived:

- RQ1: Is there any significant partial influence from brand association towards CPB?
- RQ2: Is there any significant partial influence from brand awareness towards CPB?
- RQ3: Is there any significant partial influence from brand loyalty towards CPB?
- RQ4: Is there any significant partial influence from perceived quality towards CPB?
- RQ5: Is there any significant simultaneous influence from brand equity's variables towards Purchasing Behaviour?

1.4 Research objective

In this context, the research aims to gain a better understanding of branding by reviewing existing literature and conducting further research through online questionnaires with local university athletes. The literature review identifies the relevant literature on the taxonomy of the influence of branding on CPB. A case study approach is used to investigate brand equity. The case company is Nike. The focus of the study will be on the relationships between the antecedents of brand equity and its consequences brand preference, hence, CPB. Many reasons exist why consumers choose to buy a particular product again and again, and why they prefer one product or service over another. The objective of this research is to analyse the partial influence of brand awareness, brand association, perceived quality, brand loyalty and the simultaneous influence of brand equity's dimensions towards CPB. The research study aims to investigate which of the four brand equity dimensions (brand association, brand awareness, brand loyalty, perceived quality) or a combination thereof affects the CPB the most; hence, the most dominant factor.

A critical problem that could be stated is, how substantial the brand equity of Nike is towards CPB. Therefore, the objectives of the study are as follows:

1. To analyse the partial influence of brand associations towards CPB.
2. To analyse the partial influence of brand awareness towards CPB.
3. To analyse the partial influence of brand loyalty CPB.
4. To analyse the partial influence of Brand perceived quality CPB.
5. To analyse the simultaneous influence of Brand Equity's dimension towards CPB.

1.5 Hypothesis and research question

Slightly different viewpoints have been noted from various authors in describing a hypothesis. A hypothesis explains the expectations that the researcher has between variables concerning the research problem. It, therefore, is the most specific statement of a problem.

Hypothesis

Based on the literature which has been reviewed, the hypothesis was developed. The research study aims to investigate which of the four brand equity dimensions (brand association, brand awareness, brand loyalty, perceived quality) affected the CPB the most; hence, the most dominant factor; these hypotheses are as follows:

- H1 - There is significant partial influence of brand association towards customer CPB.
- H2 - There is significant partial influence of brand awareness towards customer CPB.
- H3 - There is significant partial influence of brand loyalty towards customer CPB
- H4 - There is significant partial influence of perceived quality towards customer CPB
- H5 - There is significant simultaneous influence of brand equity's dimensions (brand association, brand awareness, brand loyalty, perceived quality) towards customer CPB.

Research questions

The primary research question is: What influence does branding have on CPB towards athletic footwear brands in South Africa? The secondary research question is: How do consumers perceive athletic footwear brands in South Africa, and how does this perception influence CPB?

The following questions were derived, based on that:

- RQ1: Is there any significant partial influence from brand association towards CPB?
- RQ2: Is there any significant partial influence from brand awareness towards CPB?
- RQ3: Is there any significant partial influence from brand loyalty towards CPB?
- RQ4: Is there any significant partial influence from perceived quality towards CPB?
- RQ5: Is there any significant simultaneous influence from brand equity's variables towards Purchasing Behaviour?

2 LITERATURE REVIEW

The purpose of the literature review is to provide a theoretical foundation for the topic and to give credit to other researchers and seminal authors. Furthermore, it was also to identify gaps in the literature, such as a shortage of available local case studies.

In this study, the primary model examined was the Aaker model of brand equity (Aaker, 1991). The study investigates the influence of branding on CPB towards athletic footwear brand Nike in a South African market. The problem statement reads as follows: Consumers are influenced by branding, which has an influence on CPB towards athletic footwear brands in South Africa. Furthermore, this research will attend to analyse the brand equity dimensions towards CPB as per Aaker's brand equity model, brand awareness, brand association, perceived quality, and brand loyalty.

2.1 Key terms

Key terms are used to make sense of the study.

Brand is the name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other competitors/sellers (Kotler, 1991).

Brand association is defined by Aaker (2009) as every single thing that associates in a consumer memory about a brand.

Brand awareness is the ability of a potential customer to recognise or to recall a brand when faced with a purchase decision in a specific product category " (Aaker, 2009).

Brand loyalty is seen as the "The attachment that a customer has to a brand" (Aaker 2009).

Brand equity is a set of assets and liabilities linked to a brand, its name and symbol that adds to or subtracts from the value provided by a product or service (Aaker, 2009).

Perceived quality is an overall feeling in a consumer's mind, based on a product's performance (Verma, 2006).

Customer perception is the process by which an individual select, organises and interprets stimuli into a meaningful and coherent picture of the world.

2.2 Theoretical review

David Aaker's brand equity model is used to guide this research. See Figure 1.

Aaker's four dimensions of brand equity:

1. Brand associations
2. Brand awareness
3. Brand loyalty
4. Perceived quality
5. Proprietary assets

The researcher did not include *other proprietary assets*, as seen in the Aaker model as it falls outside of the scope and purpose of this research.

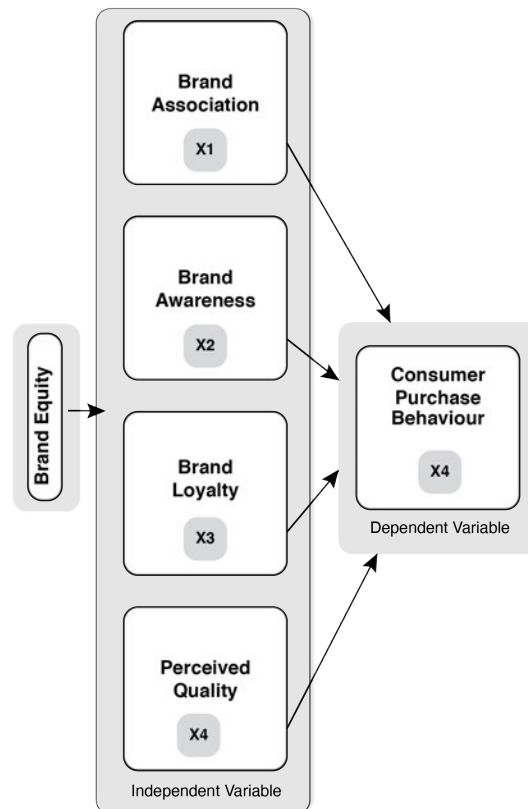


Figure 1: Brand equity framework. (Self-construct based on Aaker, 2020)

2.3 Brand

A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor (Kotler, 2006). Hence, a manufacturer or seller identifies through a brand. Trademark law gives rights to sellers or manufacturers to use the brand name in perpetuity. According to Kotler (1991), marketers should have the skills to protect, maintain, and enhance brands. Brakus, Schmitt, and Zarantonello, (2009: 52-68), defines brands as a label designating ownership by a firm, which we experience, evaluate, have feeling towards and build associations with to perceive value. It is thus clear from Brakus et al., (2009) definition that companies use their brand to differentiate themselves from competitors. It is, therefore, crucial and relevant to investigate the local South African footwear market. Differences relating to products performance may be tangible or intangible, functional or symbolic and rational or emotional (Kotler and Keller, 2006). The concept of brand has changed over time;

therefore, it is more related to emotions and customer experience and no longer just a visual identity that drives CPB. It is thus safe to say that brands exist in the mindset of consumers; therefore, managing the perception of brands in the minds of consumers is most critical as this influences CPB. Consumer perception is manageable; for example, how a brand competes, how they are influenced and how this perception is organised in the mind of consumers. The consumer's knowledge of a brand influences the CPB.

A brand is different from a product and plays a crucial role in marketing. It is easy to imitate products; however, the brand is less easy to imitate. There is a significant distinction between product and brand. Products are manufactured, whereas the brand has a secure connection to perception, thus in the marketplace, the competition is between perception and not products.

2.4 Brand equity

Aaker (2009) defines brand equity as liabilities provided by a service or product that are linked to a brand, its name or its symbol, which then subtracts or adds to the value of the company and its customers."

Brand equity is categorised into assets or liabilities. Assets enhance value and liabilities decreases the value. Both the assets and liabilities are embodied in the brand symbol or name. Therefore, when a brand name or symbol is connected to a product, equity is the value differentiator that is created. Brand equity adds to a company's image and an integral part of creating a business. According to Gunelius (2013) building, positive brand equity takes a significant amount of patience, time and effort. Companies that have substantial brand equity will grow from strength to strength.

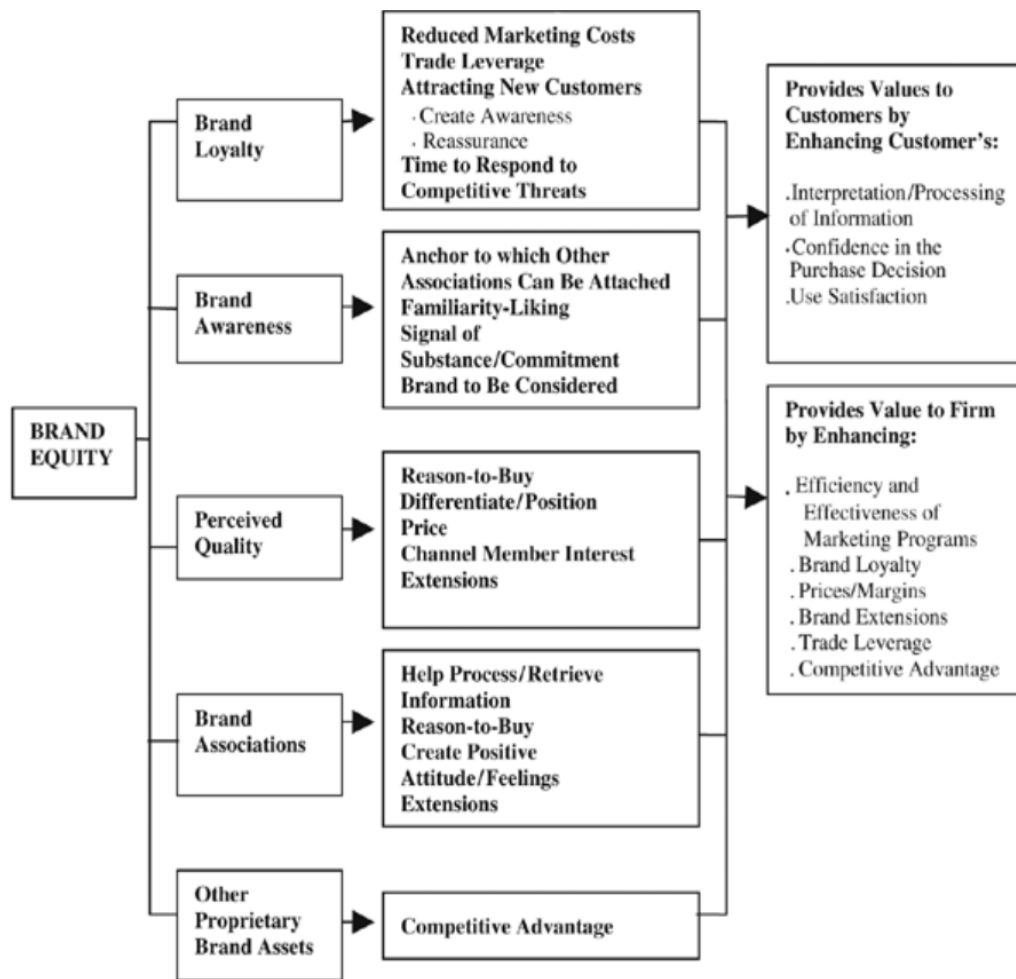


Figure 2: Aaker's brand equity Framework. Building Strong Brands. (Aaker, 1996)

Brand equity is meaningful to a company as it consists of five major components, as seen in Figure 2; Brand loyalty, brand awareness, perceived quality, brand associations and other brand assets. These can be assessed through quantitative surveys. Hence, this survey will bring insights for companies within the local sphere. Brand assets are essential characteristics that are paramount to brand equity but are not embraced by components, such as tangible assets, for example, Trademarks of logos. Brand assets can have a favourable impact on the company's equity.

Brand equity is a critical component in business. Branding and marketing practices, generate customer-based brand equity (CBBE) This concept predicts that consumers will react less favourable towards generic products in the same category, compared to branded products. According to Keller (1993), customer-based brand equity is the

differential effect that consumers with brand knowledge have, in reaction to brand marketing.

Three key components relating to this definition is as follows (source):

1. Differential effect - due to differences in customer responses, brand equity will rise. If there are no differences, the product can be classified as generic.
2. Brand knowledge - differences due to customer brand knowledge, dependent on what resides in consumer minds
3. Consumer response to marketing - the differential response lies in customer
4. perception, preference and behaviour related to aspects of brand marketing.

2.5 Brand association

Aaker (2009) describes brand association as every single thing that associates in consumers memory about a brand. These associations form a level of equity and power. The brand association will be more influential if it is strengthened by a network of links (Aaker, 2009). CPB is influenced by the associations that derive from a well-known brand name. Brand association is a memory in a consumer's mind that links him to anything related to the brand (Aaker, 2009). These associations are essential as it creates positive attitudes and feelings towards a brand that can affect the recall of information and give consumers a reason to purchase. From the outcome of this study, brand managers will have a better understanding of which of the brand equity domains have the most significant influence on CPB in the local market. The associations can create user satisfaction, reassure, and reduce the inducement to try other brands (Aaker, 2009).

The emotional association or proposition of consumers is significantly influenced by brand association (Kumar, 2007). Referring to the 1995 World Cup, the brand association will be the attributes and experiences formed in the mind of the consumer. Similarly, Milne (1999) argue that the emotional identification from the world cup and the trepidation that came with the victory of winning the event is considered as brand association. The associations that a consumer derives can provide a point of

differentiation in the mind of the consumer and give reason to purchase, by creating positive excitement that serves as the basis of extensions.

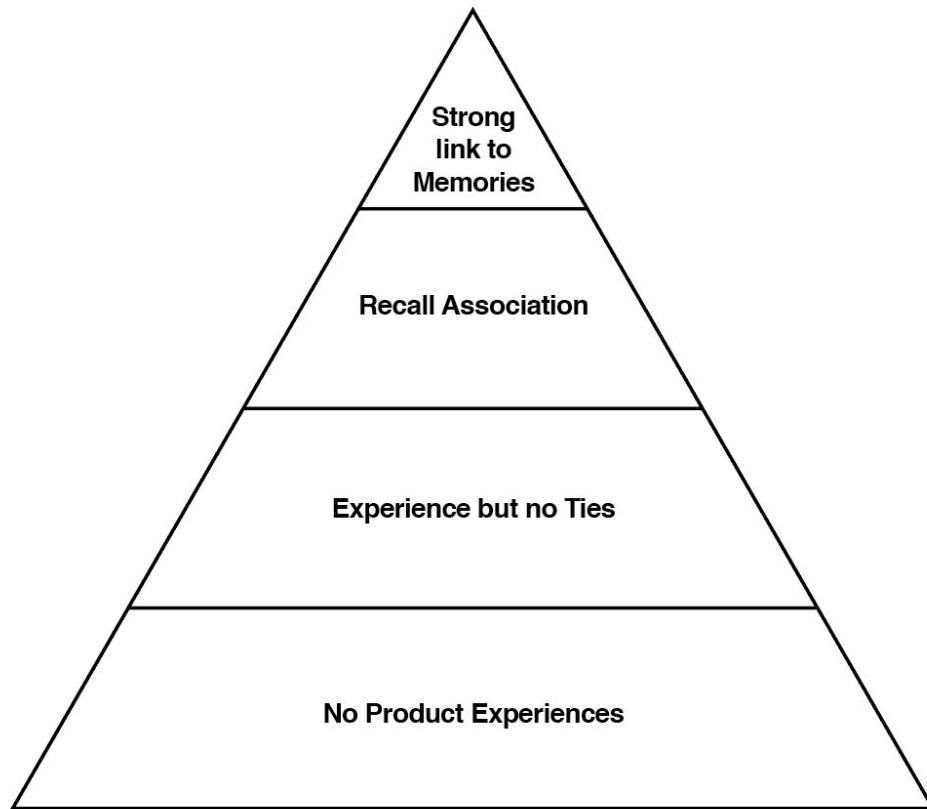


Figure 3: Pyramid of brand association. (Aaker, 2009)

No Product Experience - This is the lowest level of the brand association pyramid; when no experience regarding the brand exists in the mind of the consumer. See Figure 3. Contrary to this is the highest level: Strong Link to memories - Where the consumer had a strong memory link created directly or indirectly by the brand (Kahn, 2011). Kahn (2011) provides an example of a consumer interested in purchasing an aeroplane. The memory lingers on in our mind and the childhood memory surfaces of the excitement of flying a paper plane toy (Kahn, 2011).

To conclude Aaker (1991), Tuominen (1999), Kumar (2007) and Kahn (2011) are all in agreement that memory is a crucial factor when it comes to CPB as it links the

consumer's mind to positive or negative experiences that have a direct influence on the brand association.

2.6 Brand awareness

Aaker describes brand awareness as the consumer's ability to recall or recognise that a brand belongs to a particular product category (Aaker, 1991).

The definition explains that the consumer is familiar with the brand. While recognising the brand, the consumer can also connect certain products to the brand. Aaker (1991), argues that brand awareness is the ability of a potential consumer to recall and recognise a brand belonging to a particular product category. Hence, brand awareness is a process or shift from feeling unsure, identifying a brand to being convinced that this is the product they wish to purchase. Aaker's definition concludes that brand awareness is defined in two areas, brand recognition and brand recall. Recognition is when the consumer can identify a brand by its characteristics. Brand recognition is therefore hugely successful if consumers can recognise a brand without being exposed to signifiers like slogans, logos, and colours.

Brand awareness is classified into four major stages (Aaker, 2009); See Figure 4

1. Unaware of the Brand: The lowest level of the brand awareness pyramid; the consumer is uncertain and unaware of the brand existence, feeling anxious.
2. Brand recognition: In the minimum level, the consumer recognises the brand and considers purchasing the specific brand.
3. Brand Recall: If requested to buy a particular brand within a product class, the consumer will be able to guess the brand.
4. Top of Mind: A specific brand or product comes to mind when the consumer is thinking of a particular industry. Hence, the consumer recalls the first brand that comes to mind when a specific product category is mentioned.

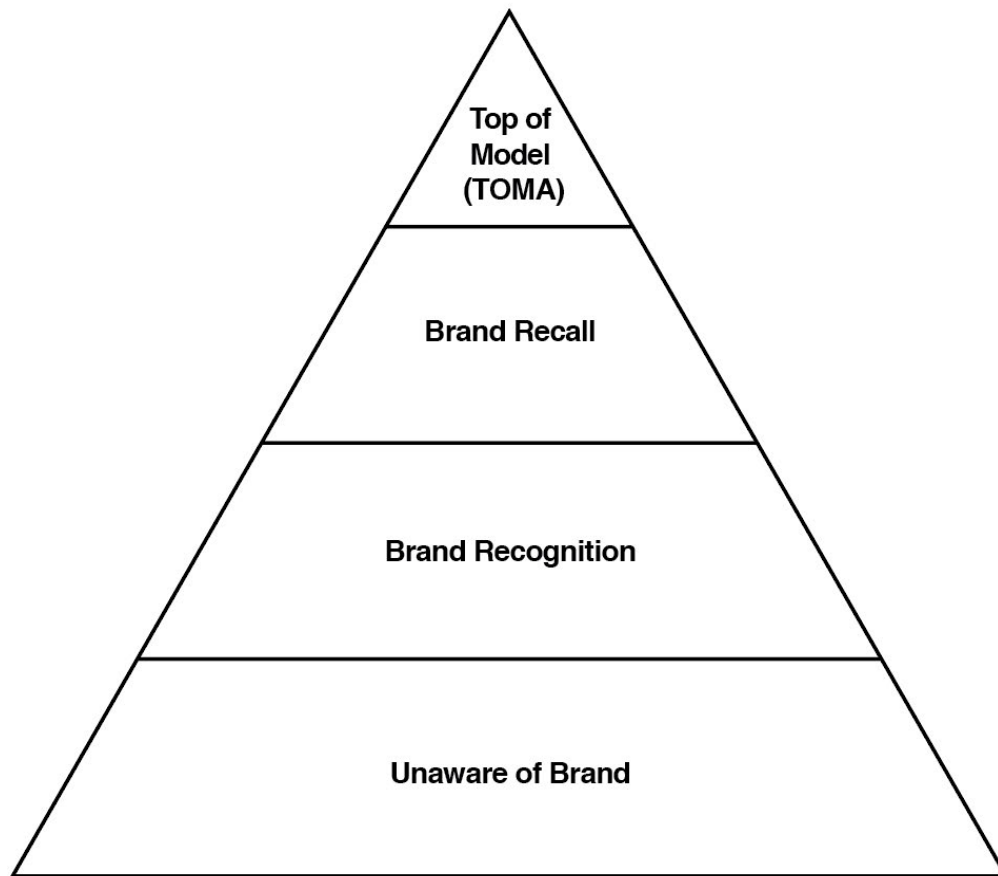


Figure 4: Pyramid of brand awareness. (Aaker, 2009)

Hereinbelow, four indicators to measure how far brand awareness as in a consumer's mind:

1. Recall - A qualitative measure of how far a consumer remembers a brand, measuring how well a brand name is connected.
2. Recognition - How far consumers know that a specific brand exists. The consumer recognises a brand in a particular product category.
3. Purchase - How much consumers will integrate a brand taking different options when purchasing products.
4. Consumption - How far consumers remember a brand while using a competitor's service or product.

In summary, consumers need to recognise a brand while not exposed to the logo, slogan or brand identity. Moreover, Aaker (2009) agrees that a potential customer must recognise or recall a brand to be able to connect certain products of a brand.

2.7 Brand loyalty

Brand Loyalty or closeness that customers have towards a brand (Aaker, 2009). Verma (2006) describes that a brand has a significant influence on a firm's performance, whereby this influence is an indication of the brand's value. Therefore, marketer's value brand loyalty as a critical concern (Verma, 2006). Brand loyalty is thus beneficial for brands resulting in consistent favourable CPB over time, whereby customers learn that their needs can only be satisfied by certain brands.

Consumers who are loyal to a brand are committed to repeated purchasing of the brand products. Consumer loyalty leads to higher revenue. Therefore, the continues purchasing of brand products benefits the brand by having to spend less capital on advertising costs. Loyalty will help the brand in the following four ways:

1. Brand loyalty minimises the marketing costs of a firm: it costs less to do business with loyal existing customers than winning over new customers.
2. Brand loyalty bestows trade leverage: a brand with a loyal consumer base gains much easier trade cooperation and shelf space.
3. Brand loyalty assists a firm to attract new customers more efficiently as loyal customers signal confidence and faith in a brand.
4. Loyal customers assist a firm with quick response time to product improvements (Verma, 2006).



Figure 5: Pyramid of brand loyalty. (Verma, 2006)

Brand loyalty can be categorised into five different levels, whereby every level represents a different marketing challenge (Verma, 2006). See Figure 5.

Starting at the top level:

Top Level: People who are proud to be seen with the brand. They are committed buyers or consider the brand to be foremost in either functionality or to express themselves. Through "word-of-mouth" they will recommend the brand to family and friends, generating a market for it (Tuominen, 1999).

Fourth Level: Consumers genuinely like the brand. They may prefer a specific brand over another based on a symbol, experiences or perceived high quality.

Third Level: These consumers might be called switching-cost loyal, as the costs of a particular brand, influence them; however, they are still satisfied with the brand.

Second Level: These consumers may be called habitual buyers; as they are not dissatisfied with a brand, but at the least satisfied.

Bottom Level: The brand name plays no significant role in the purchase decision. These consumers are the non-loyalty level, as they are in complete indifference to the brand.

Verma (2006) argues that brand loyalty has a significant influence on a firm's performance. Moreover, Tuominen (1999) argues that brand loyalty is crucial as it creates word-of-mouth marketing. Aaker (2009) agrees that the attachment a customer has to a brand; brand loyalty will boost consistent favourable CPB over time. It is, therefore, beneficial for brand managers to know how brand loyalty influences CPB in the South African market as it can boost future sales.

2.8 Perceived quality

Perceived quality has become a vital force for many firms. It is an accepted and adequately important consideration (Aaker, 2009). Perceived quality provides consumers with a reason to purchase, differentiating the brand, acts as a basis for line extensions, support a higher price; therefore, creates value to a firm (Aaker, 1992). Perception is a judgement made by consumers of what they value. Perceived quality is based on consumers judgement as different people have different viewpoints. The quality of a product determined in a consumer's mind can be perceived or objective. Perceived quality in the mind of consumers is created based on the superiority of products regarding its intended function. At the same time, objective quality is the actual superiority of the product. In essence, perceived quality can be defined as the superiority of a service or product and the overall quality as experienced by consumers (Aaker, 2009).

Satisfaction needs to be distinguished from quality. Satisfaction is determined by expectation; thus, consumers may still be satisfied with low quality. Whereas perceived quality is the overall feeling, a consumer holds about a brand in their mind. In some dimension, perceived quality is generally based on how consumers perceive

the product's performance (Verma, 2006). Through this study, brand managers will get a better understanding of how local students perceive the quality of the Nike shoe brand.

Perceived quality generates value in many ways (Aaker, 2009): See Figure 6.

1. Consumers will consider brands that are synonymous of good quality in a purchase decision. Perceived quality is thus a significant reason for consumers to buy a specific brand. Consumers, therefore, rely on perceived quality when making purchase decisions.
2. Through perceived quality brands acquire differentiation or position. Brands can afford to charge higher prices if they have higher quality perception. Another benefit of a brand having higher perceived quality is that a brand finds greater acceptance from other trade partners.
3. Brands leverage is a direct effect from perceived quality into launching brand extensions. A brand with strong quality perceptions will likely extend further.

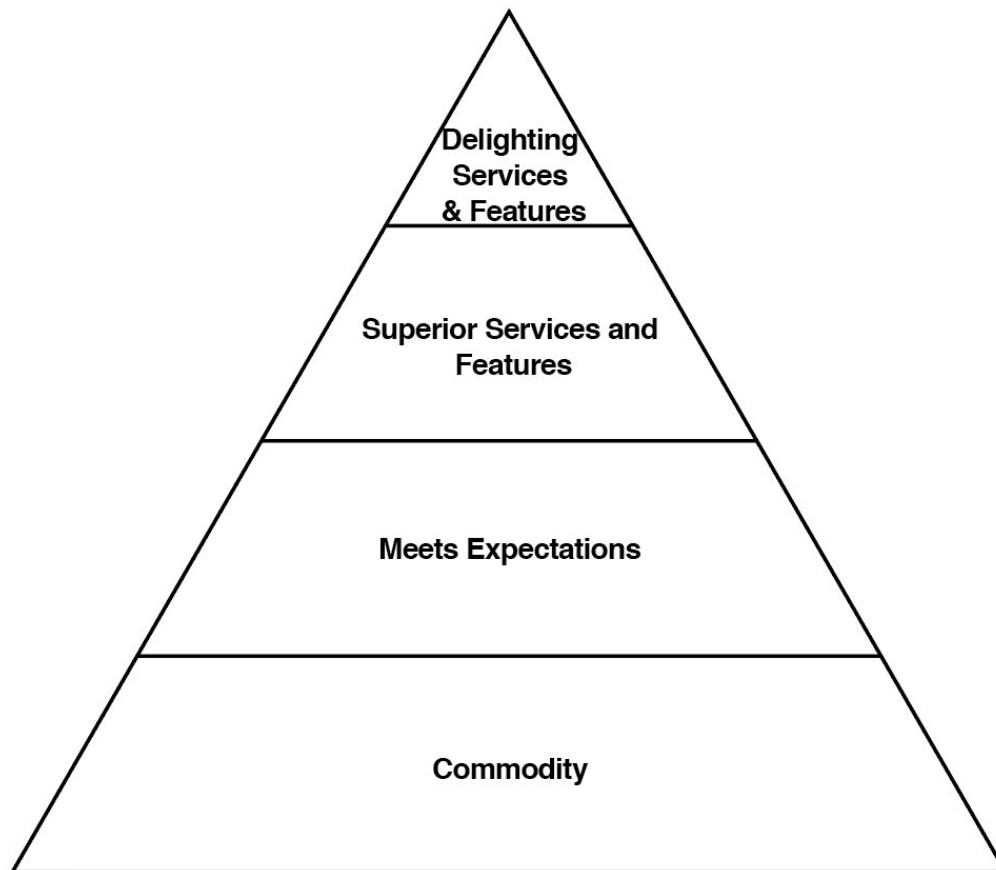


Figure 6: Pyramid of perceived quality. (Aaker, 2009)

In addition, brands consist of generic, augmented, and potential levels. The generic level is the commodity form, and this meets the consumer's basic needs. The commodity is value-engineered -to improve the value of a product or service- within the expected level, to entertain a specific targets minimum purchase conditions; for example, availability, pricing and functionality of product or service. In order to satisfy consumers emotional and functional needs, brands need to be augmented in more subtle ways with added values. The augmented brand will provide additional services not commonly associated with the brand, such as guarantees, customer service, installation, credit and purchase terms as well as training and delivery. Tuominen (1999), argues that only creativity limits the ambit to a brands development into its full potential level.

Aaker (2009) states that perceived quality creates value to a firm and that it is the superiority of a service or product and the overall quality that is important to a

consumer and crucial to a brand. Verma (2006) agrees that it is essential how consumers perceive the product's performance because a brand with strong quality perceptions will ultimately have a high chance of future success.

2.9 Other proprietary assets

Other Proprietary Assets could include trademarks, patents and channel relationships (Ferrand, 2012). Patent are rights that are granted by governments to inventors in exchange for the publication of the invention. This patent prevents any third party the use of the invention. The term trademark refers to any symbol, word, name or device or any combination thereof. A person uses the trademark to distinguish or identify his or her goods from those sold or manufactured by others to indicate the source of products (Yu, 2007). In order to receive protection, trademarks must be distinctive of the source.

2.10 Consumer purchase behaviour

Consumer behaviour is the investigation of consumers and the process whereby they select, consume, and dispose of services and products, including, emotional, mental and behavioural responses (Sasha Long 2018). The characteristics of the consumer purchasing decision process need to be discussed in order to grasp the consumer decisions making process. CPB is influenced by perception, which is a psychological variable that is involved in the purchase decision process or behaviour. Expectations, learning and memory shape consumer behaviour. Consumer behaviour is the study of groups or individuals and the action they use when selecting, securing and dispose of services or products, and the influence that these actions have on the consumer and society. CPB is the decision-making process in which a consumer considers a potential market transaction, before, during and after the sale is completed. Marketing, perception is the way a consumer interprets, organise and identify information to create meaning. A consumer will carefully consider a product or service that they will finally classify as their needs and wants (Lumen, 2020).

3 RESEARCH DESIGN, METHODOLOGY AND APPROACH

3.1 Research design and approach

In this study, qualitative research is used for critical analysis of gathered data through questionnaires. Quantitative research aims to quantify variation and characteristics of the population. A cross-sectional study was employed, as it collects data at a single point in time, using a survey method. Hence, it consumes less time and is cheaper. Moreover, it adequately allows for capturing of variables. Through the ambit of the research approach and analysis, brands will have a clear indication of the influence of branding on CPB.

3.2 Selected paradigm - theoretical framework and relevance

The researcher will be using Aaker's brand equity model as a theoretical framework; brand awareness, brand association, perceived quality, brand loyalty. Aaker's model seems to be the most suitable theoretical framework to use for the study to answer the secondary questions on how consumers perceive athletic footwear brands, and how their perception of brands influence CPB.

A quantitative research paradigm has been selected for this study. Quantitative research relies on deduction or deductive reasoning. The researcher will be using a deductive approach to develop and test the hypothesis based on Aaker's theory. Quantitative analysis techniques are employed to analyse variables, from simple descriptive analysis to complex statistical modelling that establishes the relationships between variables (Saunders and Stappers, 2008). Characteristics of quantitative research are to quantify the relationships amongst different variables. The researcher aims to study the relationship between a dependent (criterion) variable and an independent (predictor) in a population.

For the study, the approach is exploratory, understanding the subject and descriptive, and collecting data through an online questionnaire with a case-study on Nike.

The following methodology will be used to inform the research study. The research can be analysed by using a quantitative method. Ontology is the sort of things that exists in the social world; hence in the study, it refers to the brand equity, the known reality. Epistemology is the nature of knowledge and the ways of knowing; thus, the way brand equity will influence CPB.

The study is aiming to measure brand equity as the independent variable towards CPB, which is the dependent variable. There are five variables in the study. The first is the dependent variable; CPB, that is influenced by the four independent variables.

Four independent variables that are the indicators of brand equity:

1. Brand association
2. Brand awareness
3. Brand loyalty
4. Perceived quality

3.3 Operational definition

The operational definition is the method the researcher decides to measure the variables in the study. Variable is anything that can be measured. According to the related variable, all the activities can be seen to attain the quantitative data for this research. It indicates the measured variable and how it needs to be measured. A Likert scale will be used for the questionnaire as it is widely recognised and used for social research.

NO.:	VARIABLE	DEFINITION:	INDICATOR	SCALE
1.	Brand Association	“Brand Association is anything linked in the memory to a brand.” (Aaker, 2009)	1. When I think of the slogan “Just do it” I think of NIKE. 2. When I think about high-end athletic shoes, NIKE comes to mind. 3. Thinking of Michael Jordan, Tiger Woods and Rory McIlroy I, think of the NIKE. 4. When I see the “swoosh” logo I think about NIKE. 5. When I think of sportsman and woman I think of NIKE.	Likert (Point 1-5)

Figure 7: Operational Definition - brand association. (Self-Construct, 2020)

NO.:	VARIABLE	DEFINITION:	INDICATOR	SCALE
2.	Brand Awareness	“Brand Awareness is the ability of consumer potentials to recognize or recall that a brand is a member of certain product category.” (Aaker, 2009)	1. I know the NIKE brand. 2. I know NIKE sponsors sporting events. 3. I know the NIKE brand supplies athletic shoes. 4. I will recognize the NIKE logo if I see it. 5. NIKE is the first brand that come to mind when I think about athletic shoes.	Likert (Point 1-5)

Figure 8: Operational Definition - brand awareness. (Self-Construct, 2020)

NO.:	VARIABLE	DEFINITION:	INDICATOR	SCALE
3.	Brand Loyalty	"The attachment that a customer has to a brand." (Aaker, 2009)	1. I prefer NIKE as I see it as a symbol of status and a "cool" accessory in peoples eyes. 2. I still prefer NIKE, despite of seeing other cheaper brands. 3. I prefer NIKE as it gives me a sense of achievement. 4. I am committed to NIKE as it is a innovative high quality brand. 5. I will promote and influence friends and family to buy NIKE as I will always stay a committed NIKE customer.	Likert (Point 1-5)

Figure 9: Operational Definition - brand loyalty. (Self-Construct, 2020)

NO.:	VARIABLE	DEFINITION:	INDICATOR	SCALE
4.	Perceived Quality	"Perceived quality is the consumer's perception of the overall quality or superiority of a product or service relative to alternatives." (Aaker, 2009)	1. I prefer NIKE as it is the most comfortable shoe with high-tech improvements. 2. I prefer NIKE because of its durability and high technical performance. 3. I prefer NIKE because of the vast variety in styles. 4. I prefer NIKE as it is a long lasting quality brand. 5. I prefer NIKE because it is good quality for money.	Likert (Point 1-5)

Figure 10: Operational Definition - perceived quality. (Self-Construct, 2020)

NO.:	VARIABLE	DEFINITION:	INDICATOR	SCALE
5.	Consumer Purchase Behavior	Consumer purchase behavior is the investigation of consumers and the process they use to select, use and dispose of services and products, including, emotional, mental and behavioral responses. - Ecommerce Growth Blog	1. I will buy NIKE athletic shoes, because NIKE is a famous sports brand. 2. I will buy NIKE athletic shoes because its well received under elite runners. 3. I will buy NIKE athletic shoes because of the durability, quality and funky designs. 4. I will buy NIKE athletic shoes as it is easily accessible either online or in store.	Likert (Point 1-5)

Figure 11: Operational Definition - CPB. (Self-Construct, 2020)

3.4 Study design

An observational, descriptive, cross-sectional study will be conducted.

3.5 Population

Students and athletes are known to wear a variety of sports shoes. Walking is seen as the most popular way of transport for students; hence, students must wear the right shoes to be comfortable the whole day long. In the United States of America, only 46% of students bring cars to universities (Findley, 2020). Having a good pair of athletic shoes is relevant to South African students as most universities do not have sufficient parking and students, therefore, have to walk to and from classes.

According to du Plooy-Cilliers, Davis and Bezuidenhout (2014), the target population can be defined as everything or everyone that falls in the parameters of the established population. Claire Bless (2006) argues that it is crucial to accurately describe the target population as the population is the set of elements that the researcher focusses on. The population is the entire group of interest to the researcher.

du Plooy-Cilliers *et al.*, (2014) argues that the accessible population only refers to the specific section of the population that will actually participate in the study. The chosen individuals were selected as the accessible population as they fit the research criteria, and have access to technology, allowing them to participate in an online survey. Therefore, the observed, target and accessible population for this study was students-athletes, and consumers of athletic footwear that were between the ages of 18-23, living in South Africa. Non-athletes were excluded from this research study.

Demographics were not applicable as the research instrument was an online questionnaire which allows easy access of data to the researcher. The survey suited the researcher, especially with the Covid-19 restrictions everyone had to adhere to. The study was not funded; hence, a free online platform like Google Forms was the preferred instrument choice.

3.6 Sampling

Sampling is the method by which the population is selected. It is divided into two groups; probability and non-probability research. Probability sampling methods are entirely random and subjective and considered when time and financial resources are limited, or the population is difficult to access.

Non-probability sampling is considered when it is not possible to determine who the entire population is or when access to the entire population is difficult (Long, 2018). The four types of non-probability sampling methods are convenience, quota, snowball and purposive sampling. This sampling does not make use of a random selection of elements; hence, each element does not have a similar likelihood of being selected (Maree, 2016). To meet the specific objectives of the study, the researcher, therefore, chose non-probability sampling as it was the most cost and time-effective method.

Purposive or judgemental sampling happens when the researcher specifies specific characteristics that the population needs to meet in order to be a suitable candidate for the study (Johnson, 2010). du Plooy-Cilliers *et al.*, 2017 explains purposive

sampling as the process whereby the researcher selects sample elements deriving from a specific list of characteristics that are important for the study.

The researcher will be using a purposive, sampling technique to select the sample. The researcher purposefully chose the elements of students-athletes to be included in the sample, based on a specific list of characteristics as this age group falls within the brand domain of Nike. An essential criteria of the sample elements was that participants needed to be students-athletes between the ages of 18-23.

Maree, 2016 argues that convenience sampling is the process whereby the researcher is selecting sample elements based on convenience and availability with the advantages of being both quick and inexpensive. Due to the time constraint and the lack of financial aid, these methods were particularly suitable for the study and convenient to the researcher. The sample size for the study was ($n=30$). The respondents ranged between 18-23 and were both men and women student-athletes.

The population who did not match the required characteristics were disregarded. Once enough participants were obtained, the researcher did not ask anyone else to participate. Participant's knowledge of the Nike brand was explored in the online survey.

The utilised sample has an impact on the validity and reliability of the study because it only represented a small percentage of the target population. The sample is a portion of the population the researcher selected for the study. The obtained results from testing the sample can also not be generalised to the larger population (Bless, 2006).

3.7 Extent

The data collection took place over one week during August 2020. This research was conducted in South Africa, whereby the demographics did not affect the data collection as the instrument used was an online survey. Online surveys were the researcher's preferred instrument, as it was the most time and cost-effective.

3.8 Data collection method

In support of the positivist paradigm being the foundation of the research and the proposed research questions, the researcher used cross-sectional, online questionnaire surveys as a tool to gather data.

Data collection is an essential step in the research study, which may have a significant influence on the outcome of the study. Researchers, therefore, need to take great care during the data collection phase of the research study (Findley, 2020). Surveys can take on many different forms; some of these methods include mail surveys, telephone surveys, personal interviews, group administration and surveys using questionnaires (Long, 2018).

Time is a crucial aspect that needs to be considered before data collection starts. The researcher considered the following three aspects regarding the time before data collection started. Firstly, the placement of the study was current. Secondly, the period was cross-sectional, where the researcher gathered data in a single moment in time. Lastly, the time was considered that it would take the respondents to complete the online questionnaires and the time the researcher needs to gather and analyse the data (Findley, 2020).

Data classifies as primary and secondary data. The latter is used when an investigation is not exceptional, and a third party gathers the data. However, the data may still be sufficient for the study. As argued by Gupta (2005), the secondary data economise the time and money spent. Data is referred to as primary data if the researcher collects it through the process of investigation, and the information is original. The researcher gathered data relating to brand equity and CPB while investigating the brand Nike. Furthermore, the researcher made use of primary data through online surveys to investigate the influence of brand equity on CPB.

Surveys have several benefits as it is inexpensive and less time consuming, and it can be completed in privacy whereby respondents stay anonymous (du Plooy-Cilliers *et al.*, 2014). Respondents preferred online questionnaires, as they are more convenient and manageable. Surveys were constructed in English to ensure ease of data analysis

and to ensure consistency within the survey. Hence, there was no need for translation of the survey questions.

The selected participants were contacted via WhatsApp, requesting their email addresses. A consent letter was mailed to each participant, informing them of the research in progress. The relevant consent letter is available as an appendix (Appendix A). The letter stated all relevant information pertaining to the investigation. After the researcher received the approved consent letters from the participants, a URL link was sent to all participants via WhatsApp. Due to the time constraint participants were given seven days to complete the survey. The researcher monitored all responses daily, sending an email reminder to each participant on day three and five.

The chosen instrument was an online questionnaire survey. The questionnaire was divided into three sections. The first section of the questionnaire related to three screening questions, namely age, gender and sex. This was to ensure that the sample elements fit the required criteria (Maree, 2016). The second section consisted of twenty questions aiming to inform the hypothesis and research question(s). The questionnaire is available as an appendix (Appendix F). The questions were related to the four themes - variables of brand equity; brand association, brand awareness, brand loyalty and perceived quality. In this section, each theme consisted of five questions. The third and last section consisted of four questions measuring the fifth theme of CPB concerning brand equity's variables. Once all thirty questionnaires were received, the researcher proceeded to the data analysis phase, described further below.

The survey was constructed in Google Forms which was suitable for the study as it is a free service readily available to all participants. The researcher sent a URL link to all participants via WhatsApp to ensure a prompt call to action response. As most students always carry their cell phones with them, it was an obvious choice to share the URL link through WhatsApp. Once received, participants followed a link that guided them to the online survey. Online questionnaires guaranteed anonymity as participants could complete the questionnaire in privacy. Once participants submitted

their questionnaires, the surveys automatically updated. The researcher received email notifications for each completed questionnaire.

On completion of the survey participants received an email thanking them for their time and interest in the research study. Once the study was concluded participants received another email sharing the summary of the findings and thanking them once more for their participation and contribution to the study.

For the purpose of the study, a 5-point Likert Scale was implemented to determine the degree of agreement or disagreement of the respondents. The researcher aimed to measure the construct of CPB; hence the Likert scale was extremely useful in this study (Maree, 2016). The underlying property of the Likert Scale can be identified and measured to attain information from the respondents by which the degree of consensus on a particular agree/disagree gradient of a Likert scale was semantically labelled as follows: strongly agree, agree, neutral, disagree, and strongly disagree (Davino, 2012).

Likert scales provide quantitative and objective data; hence, the researcher's choice of data collection method supported the purpose and research paradigm of the study. (Maree, 2016). Moreover, the Likert scale promoted ease of descriptive data analysis, assisting the researcher to effectively determine and analyse the brand equity dimensions towards CPB of Nike shoes.

To establish reliability and validity of quantitative studies, one needs to make use of random sampling, incorporate large sample sizes, and use reliable research tools (du-Plooye-Cilliers *et al.*, 2014). For this research study validity and reliability have been guaranteed by utilising a reliable established measurement tool, namely Google Forms. The researcher created a strong password that protected the data and increased the level of security (Long, 2018)

The research questionnaire was designed with the focus of answering the research question, as stated in the research proposal. Content validity, construct validity and face validity are guaranteed through the careful designing process of the questionnaire (du Plooy-Cilliers *et al.*, 2014). Abovementioned helps to validate the questionnaire,

measures specific concepts that were intended to be measured, aims that was intended to be measured and ensuring that the content is suitable to its aims.

In addition, a draft questionnaire was sent to the researcher's supervisor to get ethical clearance for the questionnaire as a chosen research instrument and to see if the questionnaire addresses the relevant concepts, confirming the construct, concept and face validity (Maree, 2016). In final preparation, the researcher conducted a pre-test with three participants to test the clarity and ease of respondents' engagement with the selected measurement tool. However, this data now forms part of the final sample and data collection.

3.9 Data analysis method

Research data should be accurate, suitable for future analysis and be complete. Furthermore, Saunders *et al.* (2008) argue that data gathered by the researcher should be recorded and arranged.

To analyse quantitative data concerning brand equity, and CPB, a deductive data analysis strategy was used. This data was collected from a total of thirty (n=30) respondents. Moreover, this supports a positivist paradigm which reinforces the research study (Maree, 2016).

The data gathered in the form of numerical values were analysed according to five different themes, whereby descriptive statistic was used to analyse the quantitative data collected by the surveys (Maree, 2016). The researcher analysed the data in the second section of the questionnaire according to the four different identified themes of brand equity namely A - brand association (Q1-5), B - brand awareness (Q1-5), C - brand loyalty (Q1-5), and D -perceived quality (Q1-5). In the third section, the fifth theme of CPB (Q1-4) was analysed.

Google Forms was used to create this questionnaire not only because it was free, but also because it offered an in-depth analysis of the data and responses received. In order to use Google Forms, the individual is required to create a Google account, the same account that is used to connect to YouTube, Gmail and Google Drive, which

was convenient to the respondents. Another benefit of Google Forms is the easy to use, straightforward interface. It also gives the researcher a preview of the questionnaire before sending the URL to the participants. Feedback received from respondents are also stored online and are analysed in detail.

Various descriptive, inferential statistics were applied to the data to draw inferences explaining the data gathered by the researcher. Responses were downloaded in a spreadsheet format and analysed. There are many ways in which the responses could be observed in Google Forms. The first being the *summary tab* in the responses section. Here a graph was made which indicated the average scores (or mean) of the survey. Each particular question could be viewed individually, as well as the number of respondents who responded to each question. These were presented in the form of percentages (Findley, 2020).

The second way responses were viewed, was by visiting the *question tab*, which allowed the researcher to look at each question individually. The researcher was able to draw up a box and whisker diagram by utilising the data. The box and whisker consisted of the lower extreme, lower quartile, median, upper quartile, and upper extreme which was useful for indicating whether there were potential unusual observations (outliers) in the data set as well as determining whether a distribution was skewed. A stem and leaf diagram and histogram were drawn to indicate the distribution of data in more detail.

Another benefit of choosing Google Forms was that the collected data could be accessed in a spreadsheet view as the forms are integrated with Google Sheets (Findley, 2020). Columns indicated the questions from the survey, and rows indicated the responses from each respondent. The relevant spreadsheet is available as an appendix (Appendix H).

The researcher had many formulas and functions available to aid in analysing the data. Charts such as histogram and pivot charts as well as ample diagrams were made. The descriptive nature and purpose of the study to describe the relationship between the relevant constructs that exist were supported and elevated by the use of statistics for data analysis.

The data analysis assisted the researcher to identify the spread, shape and centrality of the data, by analysing the given graphical representation in the form of pie charts (Maree, 2016). In order to simplify the researcher's findings, data were presented in both graphics and text to ensure that the reader understands (du Plooy-Cilliers *et al.*, 2014). With the assistance received from these platforms, the research questions and hypothesis were analysed and conclusively answered.

4 DATA ANALYSIS, FINDINGS AND DISCUSSION

Based on data, the analysis of this study, the influence of brand equity (independent variables) towards CPB (dependent variable) concluded as follows:

- H1 Brand association: There is significant partial influence of Brand Association towards Customer CPB, is proven correct.
- H2. Brand awareness: There is significant partial influence of Brand Awareness towards customer CPB, is proven correct.
- H3 Brand loyalty: There is significant partial influence of brand loyalty towards customer CPB is proven correct.
- H4 Perceived quality: There is significant partial influence of Perceived Quality towards customer CPB, is proven correct.
- H5 Brand equity: There is significant simultaneous influence of brand equity's dimensions (brand association, brand awareness, brand loyalty, Perceived Quality) towards customer CPB, is proven correct.

Bruno Schivinski and Daruisz Dąbrowski (2015) explains that brand loyalty and perceived quality is strongly related to CPB or intention; hence, supporting this research.

For this particular study, the hypotheses were addressed by examining the relationship and partial influence of brand awareness, brand association, perceived quality, brand loyalty and the simultaneous influence of brand equity's dimensions towards CPB. The research question(s), therefore, read as follows:

1. Primary research question

What influence does branding have on CPB towards athletic footwear brands in South Africa?

2. Secondary research questions

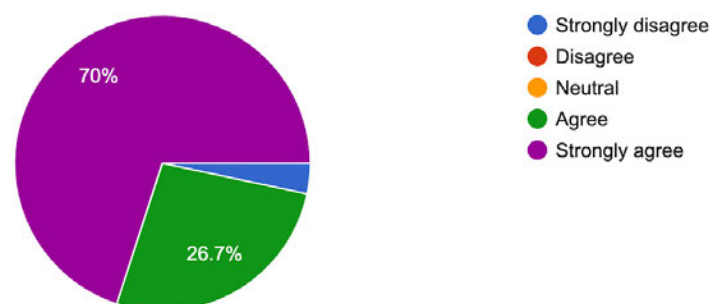
How do consumers perceive athletic footwear brands?

How does this consumer perception of brands influence Consumer Purchase Behaviour?

4.1 Brand association

1 - When you think of the slogan " Just do it", you think of Nike

30 responses

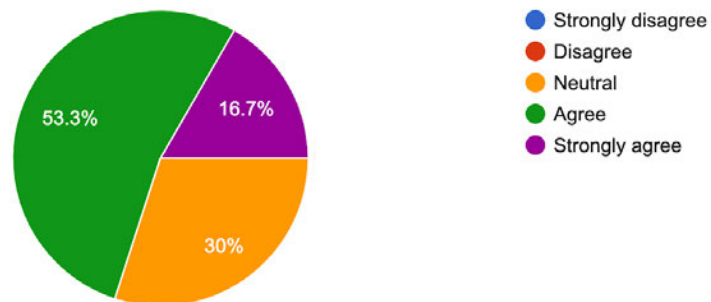


Graph 1: Brand association, Question 1, Pie Chart (Self-construct, 2020)

Answer: 70% of the respondents strongly agreed to the statement relating to brand association that they think of Nike when they hear the slogan "Just do it".

2 - When you think of high-end athletic shoes, Nike comes to mind

30 responses

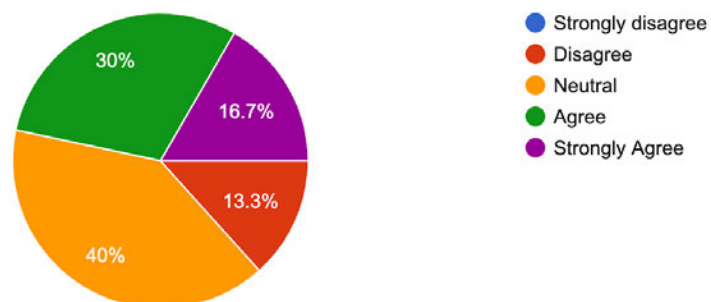


Graph 2: Brand association, Question 2, Pie Chart (Self-construct, 2020)

Answer: 53.3% of the respondents agreed that they think of high-end athletic shoes; Nike comes to mind.

3 - When thinking of Michael Jordan, Tigar Woods and Rory Mcllroy, Nike comes to mind

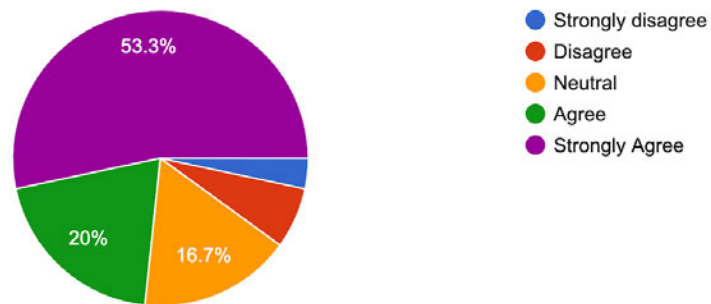
30 responses



Graph 3: Brand association, Question 3, Pie Chart (Self-construct, 2020)

Answer: 40% of the respondents remained neutral when thinking of Michael Jordan, Tiger Woods and Rory Mcllroy, that Nike comes to mind when they hear these sportsmen's names.

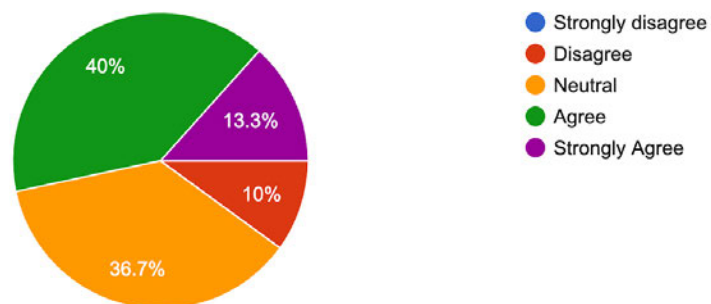
4 - When you see the "swoosh" logo, you think of Nike
30 responses



Graph 4: Brand association, Question 4, Pie Chart (Self-construct, 2020)

Answer: 53.3% of the respondents strongly agreed that when they see the "swoosh" logo, they think of Nike.

5 - When you think of a sportsman or sportswoman, you think of Nike
30 responses



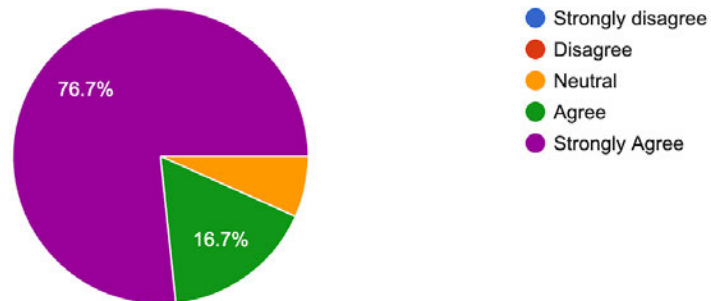
Graph 5: Brand association, Question 5, Pie Chart (Self-construct, 2020)

Answer: 40% of the respondents agreed when they think of a sportsman or sportswoman, Nike comes to mind

4.2 Brand awareness

1 - You know the Nike brand

30 responses

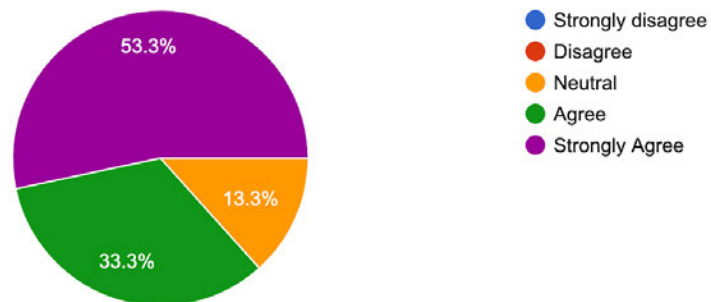


Graph 6: Brand awareness, Question 1, Pie Chart (Self-construct, 2020)

Answer: 76.6% of respondents strongly agree that they know the brand Nike.

2 - You know that Nike sponsors sporting events

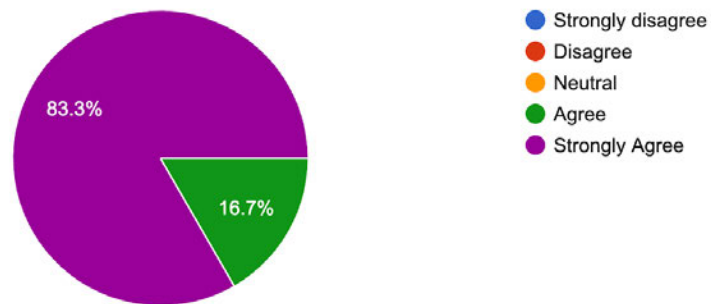
30 responses



Graph 7: Brand awareness, Question 2, Pie Chart (Self-construct, 2020)

Answer: 53.3% strongly agree that they know Nike sponsors sporting events.

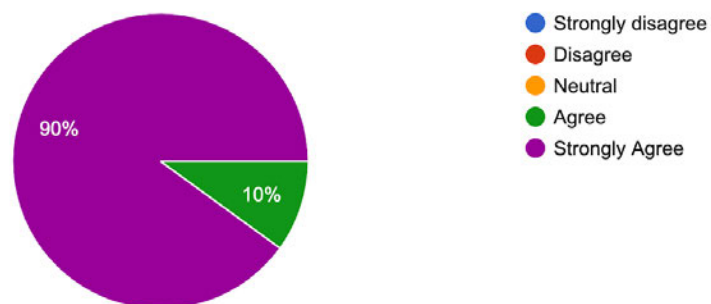
3 - You know that the Nike brand supplies athletic shoes.
30 responses



Graph 8: Brand awareness, Question 3, Pie Chart (Self-construct, 2020)

Answer: 83.3% agreed that they know the Nike brand supplies athletic shoes.

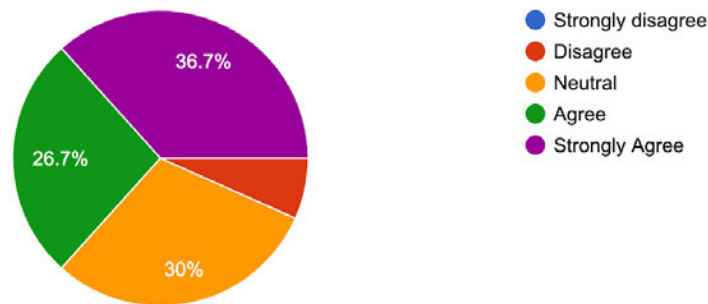
4 - You will recognize the Nike logo if I see it
30 responses



Graph 9: Brand awareness, Question 4, Pie Chart (Self-construct, 2020)

Answer: 90% strongly agreed that they would recognise the Nike logo if they see it.

5 - Nike is the first brand that comes to mind when you think about athletic shoes
30 responses

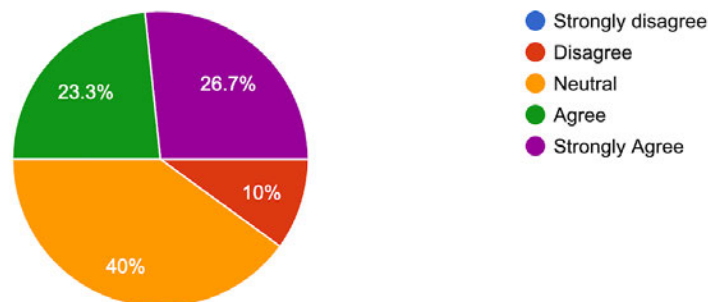


Graph 10: Brand awareness, Question 5, Pie Chart (Self-construct, 2020)

Answer: 36.7% strongly agreed that Nike is the first brand that comes to mind when they think about athletic shoes.

4.3 Brand loyalty

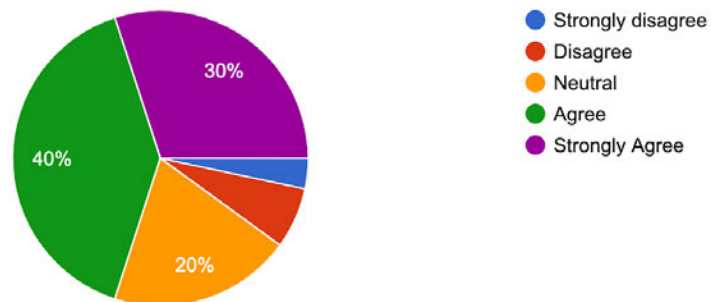
1 - You prefer NIKE as you see it as a symbol of status and a "cool" accessory in other peoples eyes
30 responses



Graph 11: Brand loyalty, Question 1, Pie Chart (Self-construct, 2020)

Answer: 40% respondent were neutral when questioned if they prefer Nike because they see it as a symbol of status and that it is seen as a "cool" accessory in other people's eyes.

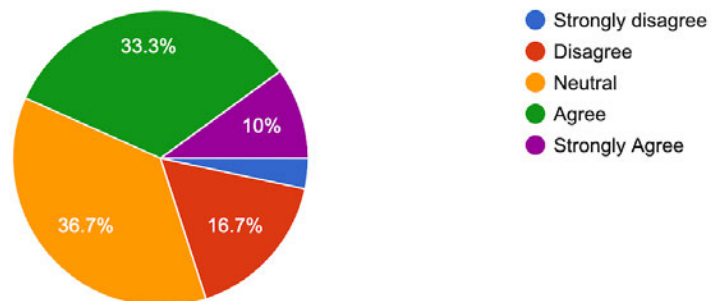
2 - You still prefer NIKE, despite seeing other cheaper brands
30 responses



Graph 12: Brand loyalty, Question 2, Pie Chart (Self-construct, 2020)

Answer: 40% of the respondents agreed that they still prefer Nike, despite seeing other cheaper brands.

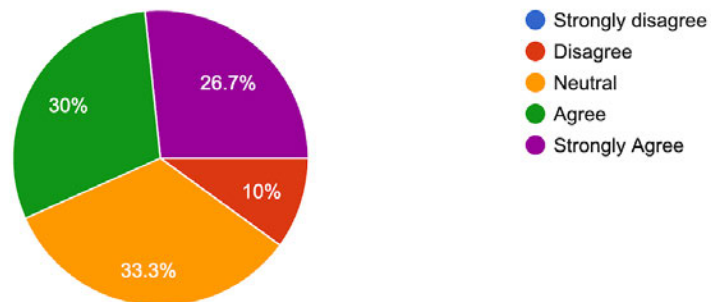
3 - You prefer Nike as it gives you a sense of financial achievement.
30 responses



Graph 13: Brand loyalty, Question 3, Pie Chart (Self-construct, 2020)

Answer: 36.7% of Respondents were neutral to the question if they prefer Nike because it gives them a sense of financial achievement.

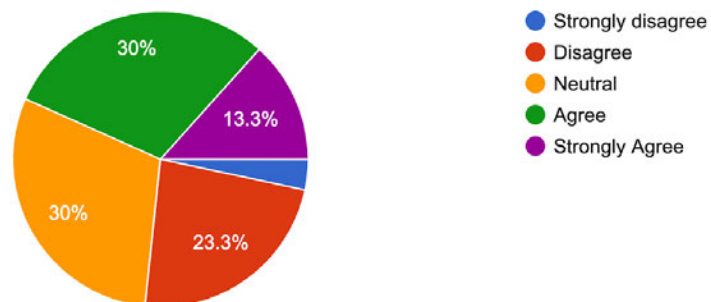
4 - You are committed to Nike as it is an innovative high-quality brand
30 responses



Graph 14: Brand loyalty, Question 4, Pie Chart (Self-construct, 2020)

Answer: 33.3% of Respondents were neutral when asked if they are committed to Nike as it is an innovative, high-quality brand.

5 - You will promote and influence friends and family to buy Nike as you will always stay a committed Nike customer
30 responses



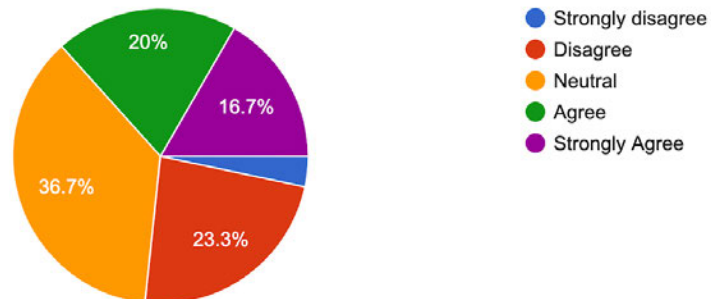
Graph 15: Brand loyalty, Question 5, Pie Chart (Self-construct, 2020)

Answer: 30% respondents were neutral, and 30% of respondents agreed when asked if they would promote and influence friends and family to buy Nike as they will always stay a committed Nike customer

4.4 Perceived quality

1 - You prefer Nike as it is the most comfortable shoe with high-tech improvements

30 responses

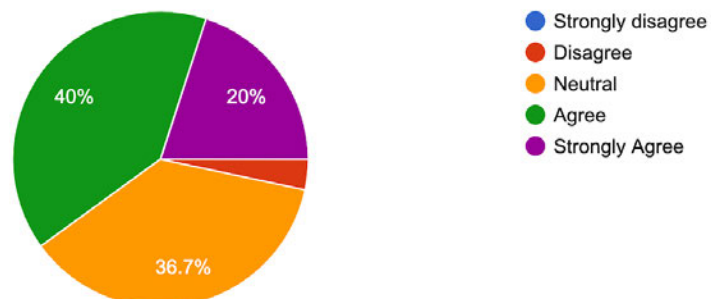


Graph 16: Perceived quality, Question 1, Pie Chart (Self-construct, 2020)

Answer: 36.7% of Respondents were neutral to the statement that they prefer Nike because it is the most comfortable shoe with high-tech improvements.

2 - You prefer Nike because of its durability and high technical performance

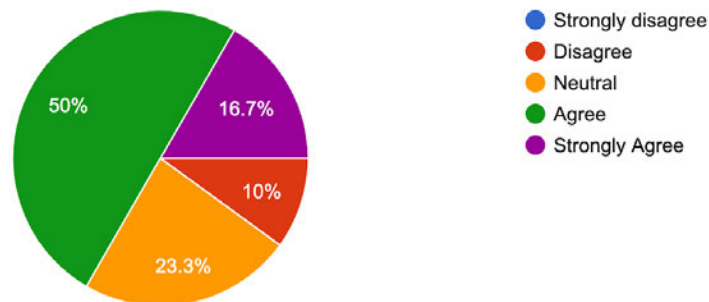
30 responses



Graph 17: Perceived quality, Question 2, Pie Chart (Self-construct, 2020)

Answer: 40% of respondents agreed that they prefer Nike because of its durability and high technical performance.

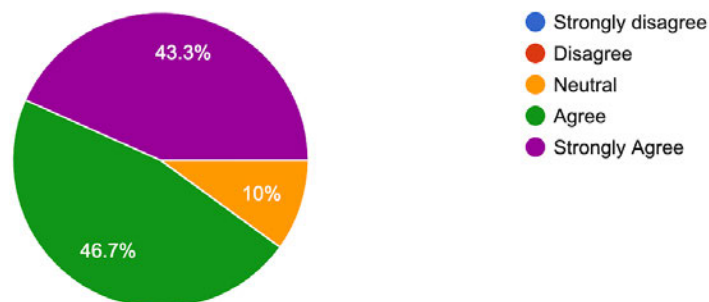
3 - You prefer Nike because of the vast variety of styles
30 responses



Graph 18: Perceived quality, Question 3, Pie Chart (Self-construct, 2020)

Answer: 50% of respondents agree that they prefer Nike because of the wide variety of styles

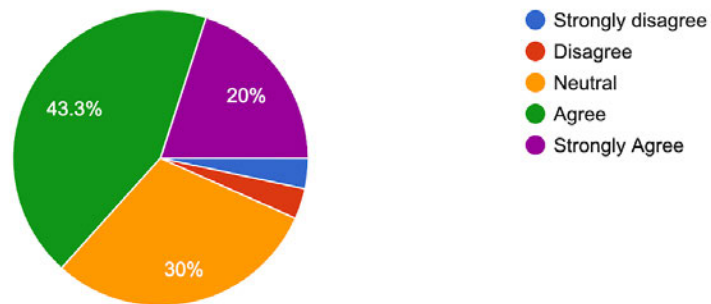
4 - You prefer Nike as it is a longlasting quality brand
30 responses



Graph 19: Perceived quality, Question 4, Pie Chart (Self-construct, 2020)

Answer: 46.7% of respondents agree that they prefer Nike because it is a long-lasting quality brand.

5 - You prefer Nike because of its good quality for money.
30 responses

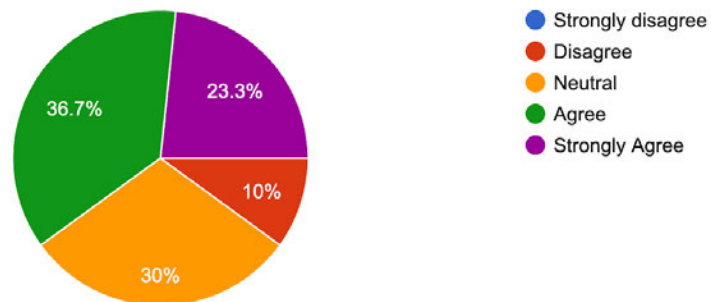


Graph 20: Perceived quality, Question 5, Pie Chart (Self-construct, 2020)

Answer: 43.3% of respondents agree that they prefer Nike because of its good quality for money.

4.5 Brand equity

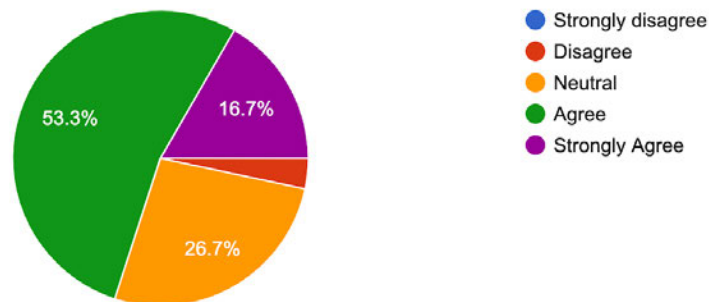
1 - You will buy Nike athletic shoes because Nike is a famous sports brand.
30 responses



Graph 21: Brand equity, Question 1, Pie Chart (Self-construct, 2020)

Answer: 36.7% of respondents agree that they will buy Nike athletic shoes because Nike is a famous sports brand.

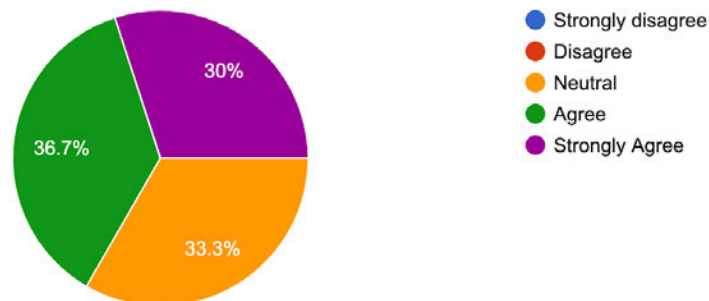
2 - You will buy Nike athletic shoes because it is well-received under elite runners.
30 responses



Graph 22: Brand equity, Question 2, Pie Chart (Self-construct, 2020)

Answer: 53.3% of respondents agree that they will buy Nike athletic shoes because it is well-received under elite runners.

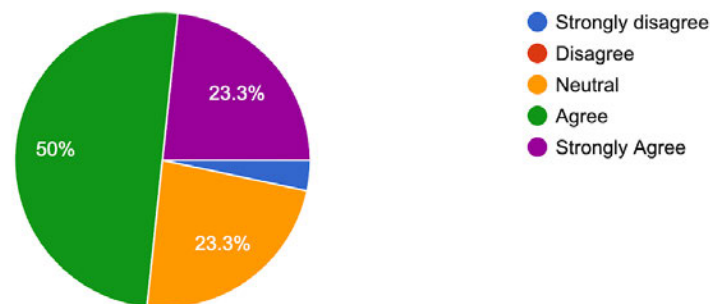
3 - You will buy Nike athletic shoes because of the durability, quality and funky designs
30 responses



Graph 23: Brand equity, Question 3, Pie Chart (Self-construct, 2020)

Answer: 36.7% Respondents agree that they will buy Nike athletic shoes because of the durability, quality and funky designs

4 - You will buy Nike athletic shoes as it is easily accessible either online or in-store
30 responses



Graph 24: Brand equity, Question 4, Pie Chart (Self-construct, 2020)

Answer: 50% of respondents agree that they will buy Nike athletic shoes as it is easily accessible either online or in-store.

4.6 Analysis and Interpretation

brand equity influence CPB towards athletic footwear brand Nike in South Africa. Hereinbelow a further analysis of the five variables.

4.6.1 Brand association

70% (21/30) Respondents strongly agreed thinking of Nike when hearing the slogan "Just do it". According to the literature, Aaker, (2009) argues that associations can create user satisfaction, this reduces the inducement to try other brands, therefore according to this research putting Nike in top position (Findley, 2020). 53.3% (16/30) Respondents agreed that Nike comes to mind when they think of high-end athletic shoes. 40% (12/30) Respondents remained neutral that Nike comes to mind when hearing the following sportsmen's names: Michael Jordan, Tiger Woods and Rory McIlroy. 53.3% (16/30) Respondents strongly agreed that when seeing the "swoosh" logo, they think of Nike. 40% (12/30) Respondents agreed that Nike comes to mind when they think of a sportsman or sportswoman.

4.6.2 Brand awareness

76.6% (23/30) Respondents strongly agree with knowing the brand, Nike. 53.3% (16/30) Strongly agree that Nike sponsors sporting events. 83.3% (25/30) agreed that the Nike brand supplies athletic shoes. 90% (27/30) Strongly agreed that they recognise the Nike logo. Only 36.7% (11/30) Strongly agreed that Nike is the first brand that comes to mind when thinking about athletic shoes. Aaker (1991) argues that brand awareness is defined into two areas; brand recognition and brand recall. Aforementioned is visible whereby 90% of respondents highly recalled and recognised the Nike brand (Findley, 2020).

4.6.3 Brand loyalty

40% (12/30) Respondents were neutral when questioned if they prefer Nike as a symbol of status and that it is a "cool" accessory in other people's eyes. 40% (12/30) Respondents agreed that they still prefer Nike, despite seeing other cheaper brands. When asked if Nike gives them a sense of financial achievement, 36.7% (11/30) respondents answered neutral. When asked if they are committed to Nike as an innovative, high-quality brand, 33.3% (10/30) respondents were neutral. Lastly, 30% (9/30) respondents were neutral, and 30% (9/30) agreed that they would promote and influence friends and family to buy Nike as they are committed to Nike customers. According to Verma (2006), marketers' value brand loyalty as a critical concern, because the brand has a significant influence on a firm's performance, which is an indication of the brand's value, (Verma, 2006). Therefore, it can be argued that because more than half of the respondents are loyal Nike supporters, they will significantly add value to the brand.

4.6.4 Perceived quality

36.7% (11/30) Respondents indicated favouring Nike as it is the most comfortable shoe with high-tech improvements. 40% (12/30) Respondents agreed they prefer Nike because of its durability and high technical performance. 50% (15/30) Respondents agreed to prefer Nike because of the wide variety of styles. 46.7% (14/30) Respondents agreed to favour Nike because it is a long-lasting quality brand. 43.3%

(13/30) Respondents agreed to prefer Nike because it is quality for money. According to the literature, perceived quality provides consumers with a reason to purchase, differentiating the brand and creates value to a firm (Aaker, 1991). Therefore, more than half of the respondents agree to Nike being a high-quality product.

4.6.5 Brand equity

36.7% (11/30) Respondents agreed to buy Nike athletic shoes because Nike is a famous sports brand. 53.3% (16/30) Respondents agreed to buy Nike athletic shoes because it is well-received under elite runners. 36.7% (11/30) Respondents agreed buying Nike athletic shoes because of the durability, quality and funky designs. 50% (15/30) Respondents agreed to buy Nike athletic shoes as it is easily accessible online or in-store. David Aaker (2009) defines brand equity as a set of assets and liabilities, which adds or subtracts value to a brand provided by a product. The analysis of brand equity clearly shows high assets of 67.7% (agree – strongly agree) and liabilities of less than 5%.

4.7 Comparative Interpretation – Box and whiskers

A box and whisker plot is also referred to as a box plot which displays a five-number summary of a data-set. The five-number summary consists of the minimum, first quartile, median, third quartile and maximum. A vertical line is drawn in a box plot from the first quartile to the third quartile. At the median a vertical line cross through. Lastly, the whiskers run from each quartile to the minimum or maximum (Khan Academy, 2020).

Hereinbelow a box and whiskers approach was used to explore further and analyse the gathered data.

Box and whiskers key

KEY	
SD	- Strongly disagree
D	- Disagree
N	- Neutral
A	- Agree
SA	- Strongly Agree

4.7.1 Brand association

Likert Scale	Number of Items	Items/150
Strongly disagree	1.33	2/150
Disagree	6	9/150
Neutral	24.67	37/150
Agree	34	51/150
Strongly agree	34	51/150

Table 1: Brand association (Self-construct, 2020)

Majority of the participants agreed to strongly agree in having brand associations with Nike. Less than 10% of respondents disagreed or strongly disagreed on questions relating to brand association.

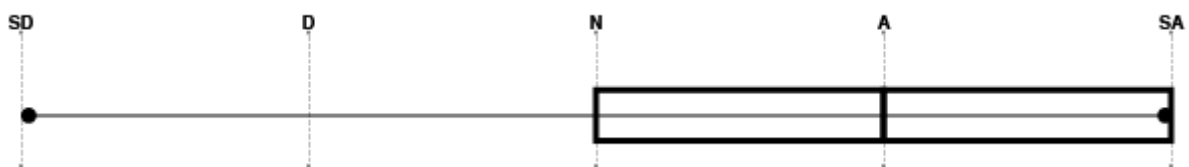


Table 2: Box & whiskers diagram, brand association (Self-construct, 2020)

In the above diagram, the data is skewed to the left, which means that the bulk of the data lies to the right of neutral, (agree - strongly agree). Therefore, most respondents agreed or strongly agreed that brand association has a significant influence on CPB.

4.7.2 Brand awareness

Likert Scale	Number of Items	Items/150
Strongly disagree	-	-
Disagree	1.33	2/150
Neutral	10	15/150
Agree	20.67	31/150
Strongly agree	68	102/150

Table 3: Brand awareness (Self-construct, 2020)

In questions relating to brand awareness respondents, all chose strongly agreed. Only 1.33% of respondents disagreed.



Table 4: Box and whiskers diagram, brand awareness (Self-construct, 2020)

Above diagram shows that brand awareness has the most captivating box and whiskers diagram as it is the most significant outcome of the five variables because it is extremely skewed to the left and has a lower quartile of agree. Hence, its median and the upper quartile are both strongly agreed. The lower whisker also only starts at disagree, which means that there is not strongly agree answers; concluding that brand awareness has the most significant influence on CPB as most people agreed and strongly agreed.

Likert Scale	Number of Items	Items/150
Strongly disagree	1.33	2/150
Disagree	13.33	20/150
Neutral	32	48/150
Agree	31.33	47/150
Strongly agree	21.33	32/150

Table 5: Brand loyalty (Self-construct, 2020)brand loyalty

In conclusion, more than 50% of the respondents agree to strongly agree on questions asked about brand loyalty. Less than 15% of respondents disagreed.

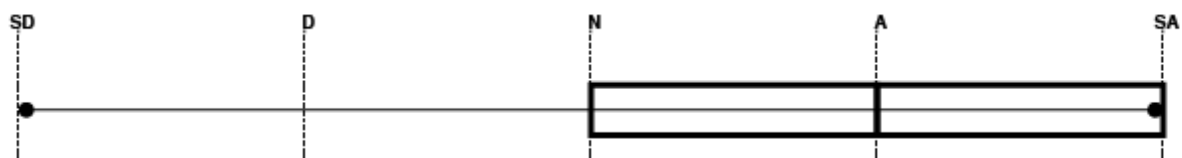


Table 6: Box & Whiskers Diagram, brand loyalty (Self-construct, 2020)

The data is also skewed to the left in the above diagram. A neutral lower quartile can be seen within an upper quartile of strongly agree, and median of agree. It can be seen that the bulk of the data (agree - strongly agree) lies to the right of neutral. Therefore, most respondents agreed or strongly agreed that brand loyalty has a significant influence on CPB.

4.7.3 Perceived quality

Likert Scale	Number of Items	Items/150
Strongly disagree	1.33	2/150
Disagree	8	12/150
Neutral	27.33	41/150
Agree	40	60/150
Strongly agree	23.33	35/150

Table 7: Perceived quality (Self-construct, 2020)

More than 60% of respondents agree to the questions on perceived quality. Only 8% of respondents disagreed.

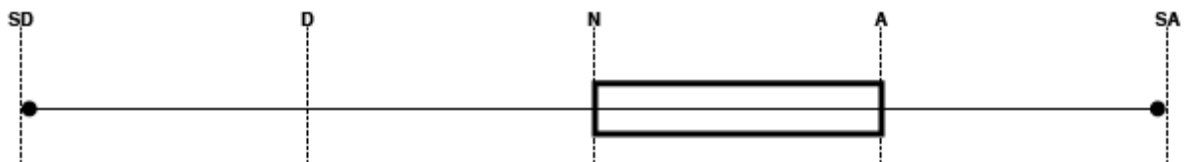


Table 8: Box and whiskers diagram, perceived quality (Self-construct, 2020)

In the above diagram, both whiskers stretch from strongly disagree to strongly agree, hence; the respondents stretch over the whole spectrum of the Likert Scale. The lower quartile is neutral, and the upper quartile agrees. Majority of the respondents' answers were between neutral and agreed.

4.7.4 Brand equity

Likert Scale	Number of Items	Items/120
Strongly disagree	-	-
Disagree	4.17	5/120
Neutral	28.33	34/120
Agree	44.17	53/120
Strongly agree	23.33	28/120

Table 9: Brand equity (Self-construct, 2020)

There was a 67.5% simultaneous influence of brand equity (brand association, brand awareness, brand loyalty and perceived quality) on CPB.

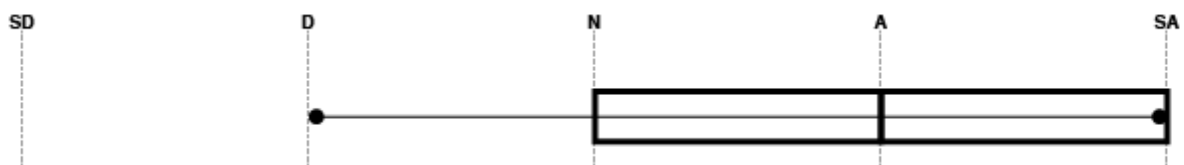


Table 10: Box and whiskers diagram, brand equity (Self-construct, 2020)

Above diagram indicates that the box and whisker diagram is skewed to the left, its whisker only starts at disagree, and no respondents strongly disagreed. The lower quartile is neutral, the median agree, and the upper quartile is strongly agreed. Therefore, respondents mostly are neutral, to strongly agreed. Moreover, brand equity to has a significant influence on CPB.

4.8 Validity, reliability measurement- and methodology errors

Consideration of validity and reliability of the measurements was taken into account. Reliability or precision is the extent to which the instrument or method is repeatable by different researchers and at different times, with consistent results on the same participants. The validity of an instrument is the degree to which the instrument measures what is supposed to be measured (Maree, 2016). It is essential to identify possible measuring errors and to avoid if possible.

4.8.1 Validity

Questions included on the questionnaires were compiled from an in-depth literature review to be directly relevant to the aims and objectives of the study, to ensure the content validity. Care was taken to ensure that the questions are not ambiguous. All the questions in the online questionnaire were based on an in-depth literature study.

4.8.2 Reliability

Careful attention was paid to ensuring the questions are easy, understandable and clear to all participants. The participants are all educated and literate; therefore, the questionnaire was in English. The same online platform was used for each participant ensuring consistency of the survey.

The researcher is aware that reliability is being compromised by using a self-constructed questionnaire. The fact that the person conducting the survey is a postgraduate and not a full-time researcher was clearly explained to all participants.

5 CONCLUSION

The following findings resulted in the conclusion that brand equity has a significant influence on consumer purchase behaviour.

5.1 Implications of findings

The main contribution of this study lies in understanding the significant influence of branding on CPB. Furthermore, the research concluded with two significant contributions. Firstly, the acknowledgement of the strong influence branding has on CPB towards athletic footwear brand Nike in South Africa. Secondly, optimistic consumer perception consumers have of the Nike brand. Marketers should, therefore, be able to formulate marketing strategies to enhance positive CPB more effectively. This contribution is, therefore, not only relevant to the Nike brand but brands in general. This study may also be of interest to other researchers and academics alike.

5.2 Anticipated contribution of the study

The purpose of the study was to explore the influence of brand equity on CPB. Based on the objectives of the research, the study aimed to contribute and give benefit to both the academic and professional industry.

5.2.1 The researcher

The research poses an opportunity to broaden the writer's knowledge. Marketing theories acquired during the study can be applied in future business ventures, benefitting the researcher in many ways. The researcher gained many insights through the research journey that can be applied in the future. The researcher can contribute to local branding through experience and knowledge gained during this research.

5.2.2 Academic industry

By using the study as reference or input sources, researchers and academics investigating similar areas of interest can benefit from the shared insights. The gaps identified in the local market can further be explored and can benefit from future research.

5.3 Ethical considerations and limitations

In the survey, five critical concerns on ethical considerations were focussed on: incentives: privacy, anonymity and confidentiality; and data quality.

Participants were contacted telephonically to ask for consent to participate in the study. Participants were informed that the researcher would conduct a structured online questionnaire. A consent letter was sent to the participants. Participation in this study was voluntary, and as explained in the invitation, should any participant wish to withdraw from the research at any stage, they have the right to do so. Confidentiality of the information was adhered to by ensuring that no names, email addresses or I.P.

addresses gathered through conducting the online questionnaires were used. Participants were only referred to as respondents. The population sample does not include any minors, nor does it include any person over the age of sixty-five (65).

5.4 Limitations

The research results cannot be generalised as the researcher could not access a broader population due to time constraints. However, it was not the intention of the study to generalise. Furthermore, due to the time limitations, the participants were limited to a one-week period in which they had to complete the questionnaire. The researcher had to make use of free online software due to financial limitations as the research was not sponsored. For future research, it is advisable to use a larger sample group.

5.5 Final remarks

Brand equity dimension, brand awareness, affected the CPB the most and is, therefore, the most dominant factor, whereby 88.7% (133/150) respondents agreed, to strongly agreed. The data analysis found that independent variables have significant influences on the dependent variable. Based on the above findings, it can be concluded that branding has a significant influence on CPB towards athletic footwear brands in South Africa. Consumers perceive athletic footwear brands to be significant over no-name brands; thus, it can be assumed that the perception of brands positively influences CPB.

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7 APPENDICES

APPENDIX A Consent Form for participants

Consent form for participants	
I, _____, agree to participate in the research conducted by Jacomi Grové about "The influence of branding on Consumer Purchase Behaviour towards athletic footwear brands in SA". 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

APPENDIX B Consent Form Template



CONSENT FORM TEMPLATE

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Jacomi Grové and I am a student at Vega School Pretoria. I am currently conducting research under the supervision of Dr Ria Van Zyl and Tiholo Modiba about the influence of branding on Consumer Purchase Behaviour towards athletic footwear brands in SA I hope that this research will enhance our understanding of the influence of Brand Equity on Consumer Purchase Behaviour, and therefore give benefit to both the academic and professional industry. 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 you to partake in an online survey consisting of three categories; 1- General Information, 2- Brand Equity, 3- Consumer Purchase Behaviour. A total of 28 questions needs to be completed that should take you an estimated 20minutes. 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. 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 School 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 Degree in Graphic Design. 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:

Jacomi Grové



The contact details of my supervisors are as follows:

Dr Ria Van Zyl



Tlholo Modiba



APPENDIX C General conditions to be fulfilled in relation to 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 utilizing 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.

Dr Ria Van Zyl
Tlholo Modiba
Supervisors

Campus Postgraduate Coordinator (CPC):

APPENDIX D Ethics Checklist



HONOURS RESE, RESM and RMET ETHICS CHECKLIST

Dear student

Please complete this checklist and include this in your proposals as an appendix:

Student name: Jacomi Grové

Title of the research: *An exploration into the influence of branding on Consumer Purchase Behaviour towards athletic footwear brands in SA*

	Yes	No	Comment: supervisor/ navigator/lecturer
I am not using human subjects: i.e. I use visual artefacts or visual observation		X	
I intend to use human subjects - I understand that I will not conduct research with human subjects under the age of 18 and other vulnerable groups. - I understand I can only proceed once I receive an ethical clearance letter.			
Interviews/ Focus groups An example of the <i>written consent form</i> I intend to use is attached.		X	
I will record the interview/focus groups and the sample of the letter where I ask for permission to do so is attached.		X	
I plan to use an interview schedule: The example of my research instrument is attached.		X	
I plan to use a questionnaire: The example of my research instrument is attached.	X		
I plan to use a gate-keepers letter: The example of my letter is attached.		X	
I plan to do research on an IIE site/with IIE students/staff/artefacts and I filled in the application for permission to do so. The application is attached. I understand I can only proceed once I receive IIE Approval for this.		X	



Signed: student.....

APPENDIX E Ethical Clearance Letter

19 August 2020

Student name: Jacomi Grove

Campus: PRETORIA

Re: Approval of BA HONS: GRAPHIC DESIGN 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 proposal 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: Thlolo Modiba

Campus Postgraduate Coordinator (CPC): RIA VAN ZYL

APPENDIX F Participants Questionnaire

11/12/2020

Hello & Welcome to my RESEARCH QUESTIONNAIRE

Hello & Welcome to my RESEARCH QUESTIONNAIRE

by Jacomi Grové

My name is Jacomi Grové and I am an Honours student in Graphic Design at Vega School Pretoria. I am currently conducting research under the supervision of Tiholo Modiba about the Influence of Branding on Consumer Purchase Behaviour towards Athletic Footwear Brands in SA.

This Survey consisting of three categories:

Section: 1 General Information
Section: 2 Brand Equity
(A- Brand Association; B- Brand Awareness; C- Brand Loyalty; D- Perceived Quality)
Section: 3 Consumer Purchase Behaviour

Thank you for taking the time to participate in my research study.

***Required**

[Skip to question 1](#) [Skip to question 1](#)

SECTION 1: General Information

1. Participant sex: *

Tick all that apply.

☐ Male
☐ Female
☐ Other

<https://docs.google.com/forms/d/1BPpMl3zegcm5Fywu0cRAQ7OMVTXUHhcPDciRBhQe9DQ/edit>

1/10

2. Participant age: *

Tick all that apply.

- ☐ 18-19
☐ 20-21
☐ 22-23

3. Participant's preferred sport: *

SECTION 2: BRAND EQUITY

A - Brand Association

4. 1 - When you think of the slogan " Just do it", you think of Nike *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

5. 2 - When you think of high-end athletic shoes, Nike comes to mind *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

6. 3 - When thinking of Michael Jordan, Tigar Woods and Rory McIlroy, Nike comes to mind *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

7. 4 - When you see the "swoosh" logo, you think of Nike *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

8. 5 - When you think of a sportsman or sportswoman, you think of Nike *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

SECTION 2: BRAND EQUITY

B - Brand Awareness

9. 1 - You know the Nike brand *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

10. 2 - You know that Nike sponsors sporting events *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

11. 3 - You know that the Nike brand supplies athletic shoes. *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

12. 4 - You will recognize the Nike logo if I see it *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

13. 5 - Nike is the first brand that comes to mind when you think about athletic shoes *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

SECTION 2: BRAND EQUITY

C - Brand Loyalty

14. 1 - You prefer NIKE as you see it as a symbol of status and a "cool" accessory in other peoples eyes *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

15. 2 - You still prefer NIKE, despite seeing other cheaper brands *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

16. 3 - You prefer Nike as it gives you a sense of financial achievement. *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

17. 4 - You are committed to Nike as it is an innovative high-quality brand *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

18. 5 - You will promote and influence friends and family to buy Nike as you will always stay a committed Nike customer *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

SECTION 2: BRAND EQUITY

D - Perceived Quality

19. 1 - You prefer Nike as it is the most comfortable shoe with high-tech improvements *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

20. 2 - You prefer Nike because of its durability and high technical performance *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

21. 3 - You prefer Nike because of the vast variety of styles *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

22. 4 - You prefer Nike as it is a longlasting quality brand *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

23. 5 - You prefer Nike because of its good quality for money. *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

Section 3: Consumer Purchase Behavior

24. 1 - You will buy Nike athletic shoes because Nike is a famous sports brand. *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

25. 2 - You will buy Nike athletic shoes because it is well-received under elite runners. *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

26. 3 - You will buy Nike athletic shoes because of the durability, quality and funky designs *

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

27. 4 - You will buy Nike athletic shoes as it is easily accessible either online or in-store *

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

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Google Forms

APPENDIX G Concept Document

Annexure A: Concept Document									
TITLE: An exploration into the influence of branding on Consumer Purchase Behaviour towards athletic footwear brands in S.A.									
RESEARCH PURPOSE Objective	PRIMARY RESEARCH QUESTION	RESEARCH RATIONALE	SEMINAL AUTHORS/ SOURCES	LITERATURE REVIEW - CONCEPTUAL FRAMEWORK	PARADIGM	APPROACH	DATA COLLECTION METHODS	ETHICS	ANTICIPATED FINDINGS
Why do you want to do the study? What do you want to achieve?		Why is this study important? Why do you believe this research is worth conducting?		Theme 1:	Paradigm: Epistemology: Ontology:	Quantitative	What tools/instruments or methods will you use to collect data?	What type of ethical challenges could you possibly face in conducting the research? How will you address these?	What do you expect to find?
WHY? To gain a better understanding of branding, and the influence of branding		The study is important as brands can benefit from knowledge gained by understanding what drives consumers to stay loyal to a particular brand, and what motivates them to choose one brand over another.	Asker, Keller; Keller; Gurellus; Kumar; Tummeh; R. Mike; Kahn; Verna; Ferrand; Yu; Luman	Brand Association	Positivist paradigm. Interpretive paradigm is informed by hermeneutics and phenomenology to interpret and describe human nature, deductive reasoning; cross-sectional study	Population: Who/what is your population? What are the characteristics of your population?		H1 - There is significant partial influence of Brand Association towards customer purchase behaviour. H2 - There is significant partial influence of Brand Awareness towards customer purchase behaviour. H3 - There is significant partial influence of Brand Loyalty towards customer purchase behaviour. H4 - There is significant partial influence of Brand Equity's dimensions towards consumer purchase behaviour. H5 - There is significant simultaneous influence of Brand Equity's dimensions towards consumer purchase behaviour.	H1 - There is significant partial influence of Brand Association towards customer purchase behaviour. H2 - There is significant partial influence of Brand Awareness towards customer purchase behaviour. H3 - There is significant partial influence of Brand Loyalty towards customer purchase behaviour. H4 - There is significant partial influence of Brand Equity's dimensions towards consumer purchase behaviour. H5 - There is significant simultaneous influence of Brand Equity's dimensions towards consumer purchase behaviour.
WHAT? Get a better insights on the relationship between Brand Equity and	How does branding influence Consumer Purchase Behaviour in athletic footwear brands in S.A. ?			Brand Awareness		Consumers of athletic footwear in South Africa. The target and accessible population is student athletes	Online surveys - Questionnaire using Google Forms	Challenges: Participant's privacy, anonymity and confidentiality, and data quality. How? A consent letter will be sent to participants, no names will be used. No minors or person over the age of sixty-five will participate in the study	Brakus, J.J., Schmitt, B.H. and Zientonello, L. 2009. Brand Experience: What is it? How is it measured? Does it affect loyalty? Journal of Marketing, 73(3):52-68. Accessed 12 June 2020.
WHAT? To analyse the partial influence of Brand Association, Perceived Quality, Brand Loyalty and the simultaneous influence of Brand Equity's dimensions towards Consumer Purchase				Theme 3:					Bayon, C. Fabris, C. 2012. Survey Data Collection and Integration (ebook). Available at: https://link.springer.com/book/10.1007/978-93-342-1338-3 [Accessed 12 June 2020].
Research Problem	Secondary Questions	Hypotheses/Objectives	Key Concepts	Theme 4:	Key Theories	Sampling: Probability or non-probability; Sampling; method Size	Data Analysis Method(s) Unit of Analysis What will you analyse? Data Analysis method(s) What methods will you use to analyse your collected data?	What are some of the limitations that could influence the validity/reliability or trustworthiness of your study? What other limitations could influence your study?	Ferrand, A., Chappell, J., Seguin, B. 2012. Olympic Marketing Oxon: Routledge. Accessed 12 June 2020.
What is the problem that you want to solve?	What are the smaller objectives you need to achieve to solve the problem?		What theory or theories will inform your study?	Perceived Quality					Gurellus, S. 2013. Integration [Online]. Available at: http://ajtm.com/blog/research-junction/brand-equity-basics-1/ [Accessed 10 July 2020].
How does branding influence Consumer Purchase Behaviour in athletic footwear brands in S.A. ?	H1 - There is significant partial influence of Brand Association towards customer purchase behaviour. H2 - There is significant partial influence of Brand Awareness towards customer purchase behaviour. H3 - There is significant partial influence of Brand Loyalty towards customer purchase behaviour. H4 - There is significant partial influence of Perceived Quality towards customer purchase behaviour. H5 - There is significant simultaneous influence of Brand Equity's dimensions (Brand Association, Brand Awareness, Brand Loyalty, Perceived Quality) towards customer purchase behaviour.	1.Brand Association 2.Brand Awareness 3.Brand Loyalty 4.Perceived Quality	Asker's Brand Equity Framework	Consumer Purchase Behaviour	non-probability; purposive sampling technique; a broader population due to sample size - 30 participants		Unit of Analysis: Individuals - characteristics of these different individuals; correlations between covariates. Methods: Mathematical and statistical techniques - Google Sheets, bar graphs, pie charts;	Brands will have a clear indication of the influence of branding on Consumer Purchase Behaviour; broadening the researcher's knowledge; academic benefits to future researchers and academics	Kahn, V.B. 2011. Product Planning Essentials. 2nd ed. New York: M.E. Sharpe. Accessed 12 June 2020.
				Theme 5:					Keller, K.L. 1993. Conceptualising, Measuring and Managing Customer based Brand Equity. Journal of Marketing, 57(1): 22. [Online]. Available at: http://dx.doi.org/10.2307/1252054 . [Accessed 14 May 2020].
									Kotler, P. 1991. Principles of marketing. Koller, P., Koller, K. L. 2008. Marketing.

APPENDIX H Raw data material

SECTION 1 - BRAND EQUITY -Theme 1-4					
COMMENT:	Primary Research Findings:	%	Items	ASSOCIATION (Variable 1) The	PER QUESTION ANALYSIS
According to the respondents, responding to the questions relating to Brand Association 70% of the respondents strongly agreed that they think of Nike when they hear the slogan "Just do it". 53.3% of the respondents agreed that they think of high-end	Q-1	70%	21	Respondents strongly agree, upon t	
	Q-2	53.3 %	16	Respondents agree when they think	
	Q-3	40%	12	Respondents remained neutral when	
	Q-4	53.3%	16	Respondents strongly agree when t	
	Q-5	40%	12	Respondents agree when they think	
SUMMARY					
To conclude the respondents has a strong overall agreement regarding Brand Association as majority of the participants agreed to strongly agree in having brand associations with Nike. Less than 10% Respondents disagreed or strongly disagreed on questions relating to Brand Association.	Likert Scale	Number of Items	Items/150	68% AGREE-STRONGLY AGREE - (34% AGREE; 34% STRONGLY AGREE) 24.67% NEUTRAL; 7.33% - DISAGREE - STRONGLY DISAGREE (6% DISAGREE - 1.33% STRONGLY DISAGREE)	THEME SUMMARY
	Strongly disagree	1.33	2/150		
	Disagree	6	9/150		
	Neutral	24.67	37/150		
	Agree	34	51/150		
	Strongly agree	34	51/150		
SUMMARY					
COMMENT:	Primary Research Findings:	%	Items	AWARENESS (Variable 2) The	PER QUESTION ANALYSIS
76.6% Respondents strongly agree that they know the brand Nike. 53.3% strongly agree that they know Nike sponsors sporting events. 83.3% agreed that they know the Nike brand supplies athletic shoes. 90%	Q-1	76.7	23	Respondents strongly agree they kn	
	Q-2	53.3	16	Respondents strongly agree they kn	
	Q-3	83.3	25	Respondents strongly agree they kn	
	Q-4	90	27	Respondents strongly agree they w	
	Q-5	36.7	11	Respondents strongly agree that Ni	
SUMMARY					
In conclusion,the respondents answers to questions relating to Brand Awareness found to be al 5 questions in the strongly agree section. Hence respondents strongly agree to Brand Awareness. Only 1.33% respondents disagreed to questions posted on Brand Awareness.	Likert Scale	Number of Items	Items/150	88.7% AGREE-STRONGLY AGREE - 5/5 (20.67 AGREE, 68 STRONGLY AGREE); 10% NEUTRAL; 1.33% - DISAGREE - STRONGLY DISAGREE (1.33% DISAGREE)	THEME SUMMARYA
	Strongly disagree	-	-		
	Disagree	1.33	2/150		
	Neutral	10	15/150		
	Agree	20.67	31/150		
	Strongly agree	68	102/150		

COMMENT:	Primary Research Findings:	%	Items	LOYALTY (Variable 3) Theme	PER QUESTION ANALYSIS
40% Respondent were neutral when questioned if they prefer NIKE because they see it as a symbol of status and that it is seen as a "cool" accessory in other peoples eyes. 40% Respondents agreed haat they still prefer NIKE, despite seeing other cheaper brands. 36.7% Respondents were neutral to the question if they prefer NIKE because it gives them	Q-1	40	12	questioned if they prefer NIKE because they see it as a symbol of	
	Q-2	40	12	Respondents agree that they still pr	
	Q-3	36.7	11	Respondents were neutral to the qu	
	Q-4	33.3	10	Respondents were neutral that they	
	Q-5	30	9	and agreed when asked if they will promote and influence friends and	
SUMMARY					
In conclusion, more than 50% of the respondents agree to strongly agree on questions asked about Brand Loyalty. Less than 15% respondents disagree to questions on Brand Loyalty.	Likert Scale	Number of Items	Items/150	52.6% AGREE- STRONGLY AGREE - (31.33% AGREE ; 21.33% STRONGLY AGREE); 32% NEUTRAL; 14.66% DISAGREE - STRONGLY DISAGREE (13.33% DISAGREE, 1.33% STRONGLY DISAGREE)	THEME SUMMARY
	Strongly disagree	1.33	2/150		
	Disagree	13.33	20/150		
	Neutral	32	48/150		
	Agree	31.33	47/150		
	Strongly agree	21.33	32/150		
COMMENT:	Primary Research Findings:	%	Items	QUALITY (Variable 4) Theme	PER QUESTION ANALYSIS
36.7% Respondents were neutral to the statement that they prefer NIKE because it is the most comfortable shoe with high-tech improvements. 40% Respondents agreed that they prefer NIKE because of its durability and high technical performance. 50% Respondents agree that they prefer Nike because of the vast variety of styles. 46.7% Respondents agree that they	Q-1	36.7	11	statement that they prefer Nike because it is the most comfortable	
	Q-2	40	12	prefer Nike because of its durability and high technical performance	
	Q-3	50	15	Respondents agree that they prefer	
	Q-4	46.7	14	Respondents agree that they prefer	
	Q-5	43.3	13	Respondents agree that they prefer	
SUMMARY					
More than 60% respondents agree to the questions on Perceived Quality. Less than 10% respondents disagree.	Likert Scale	Number of Items	Items/150	63.3% AGREE- STRONGLY AGREE - (40% AGREE; 23.33% STRONGLY AGREE); 27.33% NEUTRAL; 9.33% DISAGREE - STRONGLY DISAGREE (8% DISAGREE, 1.33% STRONGLY DISAGREE)	THEME SUMMARY
	Strongly disagree	1.33	2/150		
	Disagree	8	12/150		
	Neutral	27.33	41/150		
	Agree	40	60/150		
	Strongly agree	23.33	35/150		
SECTION 2 - CONSUMER PURCHASE BEHAVIOUR					
COMMENT:	Primary Research Findings:	%	Items	AND EQUITY Theme	PER QUESTION ANALYSIS
36.7% Respondents agree that they will buy Nike athletic shoes because Nike is a famous sports brand. 53.3% Respondents agree that they will buy Nike athletic shoes because it is	Q-1	36.7	11	Respondents agree that they will bu	
	Q-2	53.3	16	Respondents agree that they will bu	
	Q-3	36.7	11	Respondents agree that they will bu	
	Q-4	50	15	Respondents agree that they will bu	
SUMMARY					
In conclusion, there was a 67.5% simultaneous influence of Brand Equity (Brand Association, Brand Awareness, Brand Loyalty and Perceived Quality) on Consumer Purchase Behaviour.	Likert Scale	Number of Items	Items/120	67.5% AGREE- STRONGLY AGREE - (44.17% AGREE; 23.33% STRONGLY AGREE); 28.33% NEUTRAL; 4.17% DISAGREE	THEME SUMMARY
	Strongly disagree	-	-		
	Disagree	4.17	5/120		
	Neutral	28.33	34/120		
	Agree	44.17	53/120		
	Strongly agree	23.33	28/120		

1-Brand Association		
Likert Scale	Number of Items	Items/150
Strongly disagree	1.33	2/150
Disagree	6	9/150
Neutral	24.67	37/150
Agree	34	51/150
Strongly agree	34	51/150
2-Brand Awareness		
Likert Scale	Number of Items	Items/150
Strongly disagree	-	-
Disagree	1.33	2/150
Neutral	10	15/150
Agree	20.67	31/150
Strongly agree	68	102/150
3-Brand Loyalty		
Likert Scale	Number of Items	Items/150
Strongly disagree	1.33	2/150
Disagree	13.33	20/150
Neutral	32	48/150
Agree	31.33	47/150
Strongly agree	21.33	32/150
4-Perceived Quality		
Likert Scale	Number of Items	Items/150
Strongly disagree	1.33	2/150
Disagree	8	12/150
Neutral	27.33	41/150
Agree	40	60/150
Strongly agree	23.33	35/150
5-Brand Equity		
Likert Scale	Number of Items	Items/120
Strongly disagree	-	-
Disagree	4.17	5/120
Neutral	28.33	34/120
Agree	44.17	53/120
Strongly agree	23.33	28