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Brand Humanisation: The impact of Brand Personality on Customer Loyalty - A Nike Case Study

By

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A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management (Strategic Marketing).

Supervisor: Dr Marike Venter De Villiers

APRIL 2020

ABSTRACT

Purpose – The purpose of this research is to investigate the impact of brand humanisation through brand personality on brand loyalty among the South African youth consumers.

Design/methodology/approach – the quantitative research method by means of an online questionnaire distributed through social media and online database was used to collect the data from a total of 200 Millennials. The sample was selected through purposive non-probability sampling. The Structural Equation model (SEM) analysis technique was used to test the hypotheses.

Findings – The study aimed to investigate the relationship between brand personality and the mediating influence of brand awareness, brand engagement, brand perception and brand perception which few studies have explored in one study. Evidently, the findings do indicate that brand personality has a direct effect on brand loyalty, of which brand loyalty has a positive significance on purchase intention, making the main research purpose true. Furthermore, in the complexity of further proving a positive relationship between brand personality and customer loyalty, brand engagement and brand resonance as mediating variables are also supportive. This means that brand awareness and brand perception are the only two mediating variables that are disproved in this research.

Research limitations/implications – This study contributes to literature on South African Millennial consumers, clothing apparel marketing and global emerging markets. The major gaps and weaknesses identified in the field of brand humanisation and brand loyalty in the literature review stage of this research are summarised as a lack of empirical research on the impact of brand humanisation through brand personality on brand loyalty in the South African context, and a lack of studies from emerging markets.

Originality/value – The key practical contributions of this research study was to provide adequate literature and data to enable marketing practitioners to see the importance of brand humanisation, its impact on brand loyalty and utilising brand humanisation tools in their brand strategies to increase brand loyalty. Furthermore, to provide insight into the *Nike* brand and how *Nike* can, through understanding the

importance of a strong brand personality, positively leverage off their brand personality-based campaigns to increase customer purchase intentions and customer loyalty.

Key words: Brand Humanisation, Brand Personality, Millennials, Brand Loyalty, Brand Engagement, Brand Awareness, Brand Resonance, Brand Perception.

DECLARATION

I, Lethinjabulo Mngadi, declare that this research report is my own work except as indicated in the reference and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other University

Lethinjabulo Mngadi

Signed at……Richards Bay……

On the……13 ……day of…… October ……2021….

DEDICATION

I would like to dedicate my thesis and the completion of my Masters qualification to my beautiful daughter, Nolitha Malangeni. I hope this proves that, if you think it, you can achieve it. Remember that I was carrying you when I started this journey, you were born in this, and I believe that you will be greater than me.

ACKNOWLEDGEMENTS

To my mother, thank you for pushing me and supporting me through this process, for being my inspiration and continued motivation to do best. Thank you for being the fuel that kept me going.

To my father for giving me the educational platform to start this race and finish it. I do not take all the opportunities you have provided me, for me to get to this point for granted.

To my sister and brother for being an amazing support. Thank you for allowing me to continuously pave the way and I believe that one day, you will both follow.

Lastly, to my supervisor, Dr Marike Venter De Villiers, thank you for believing in my research enough for me to continue to convince you that it was a great topic, for being dedicated enough for me to still want to continue this race at my own pace. I truly appreciate your knowledge and expertise that has gotten me this far, I will forever be grateful.

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CHAPTER 1: OVERVIEW OF STUDY

1.1. Introduction

This chapter defines the purpose and context of the study which entails the investigation of brand personality as a brand humanisation tool and its impact on purchase intention leading to brand loyalty. The research is focused on Millennials and investigates millennial behaviour towards Nike as a brand. In addition, the problem statement, research objectives and research questions are discussed. Furthermore, the significance of the study, as well as the delimitations, assumption, definition of terms and proposed structure are outlined.

1.2. Purpose of the Study

The purpose of this research is to investigate the impact of brand personality as a tool to humanise a brand, and its impact on brand loyalty among South African youth consumers using Nike's "Just Do It" campaign as a case study. This study aims to assist brands to understand the importance of brand humanisation through brand personality as a vital phenomenon that has developed within the marketing space and provide evidence of the importance thereof.

Nike is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services (nike.com). Launched in 1988, the Nike "Just Do It" campaign featured professional and amateur athletes talking about their accomplishments and the emotions they experience as they exercise. One of the first television spots of the campaign featured a video of 80-year-old marathoner Walt Stack who explains to viewers how he runs 17 miles every morning. Stories like Walt's evoked an immediate emotional response in viewers and lead them to ask, "if these athletes can do it, why can't I?"

In 2019 the "Just Do it" Nike campaign honoured one of South Africa's greatest athletes, Castor Semenya and American tennis player, Serena Williams in incredibly emotive television adverts shining a light on female athletes who have broken barriers, faced adversity, brought people together through their performance and inspired generations of athletes to chase their dreams. Their stories resonated with many in

South Africa and worldwide having witnessed the struggles that both women have faced, along with their success within their respective sports.

1.3. Context

There is a growing belief among marketing scholars and practitioners that consumers tend to perceive branded products as being human (Epley, Waytz & Caciopoo,2007). Consequently, marketers are increasingly taking advantage of this tendency to anthropomorphise by adapting product design, brand naming, and animation (Shin, Casidy, Yoon & Yoon, 2016). The humanisation of the brands enables brands to connect and engage better with its consumers. Through purposeful engagement, brands can build meaningful relationships with their consumers.

Managing brand relationships is vital for brands as it contributes towards maintaining customer loyalty, which leads to a positive financial standing for the company (Keller, 2012). Park, MacInnis, Priester, Eisingerich and Iacobucci (2010) support this statement by emphasising the importance of customer-brand relationships, a connection that comprises complex feelings towards the brand. These relationships are often strengthened through consistent participation with customers and customer communities. It is further acknowledged that successful customer-brand relationships lead to brand sustainability as loyal customers are willing to pay a premium price for products, which leads to re-purchase intention and ultimately brand loyalty (Keller, 2012). Brand loyalty is characterised "as a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future, thereby causing repetitive same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour" (Hseih & Li, 2008).

In order to achieve the, it is imperative for global brands to successfully compete with competitors by maintaining an upper hand to achieve brand loyalty (Hseih & Li, 2008).

To create and maintain brand loyalty, the introduction of brand humanisation is a strategy that has gained momentum and taken over marketing within the promotional mix (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). Brand humanisation involves relating to customers through humanlike features and behaviour such as storytelling, community participation and embracing/sharing real life stories linked to

the brand's image and persona (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010).

1.4. Problem Statement

The resurrection of customary, healthy qualities, has resulted in shoppers becoming progressively attached to adapted brands and now even identify with brands similarly they identify with individuals (Brown, 2010).The new consumer, also known as the millennial, does not seek to buy a product alone, but seeks to interact with a brand that reflects who they are and where they inspire to be in the future. The shift has not gone towards building purposeful brands that have human interaction with their audience. With this shift, brands have struggled with adopting and thus experiencing lower sales compared to the past. The concept of building human-like brands is a new phenomenon that is taking brands longer to adjust to. The loss of consumers and sales has led to the need to further investigate the phenomenon of brand humanisation and the impact it has on brand loyalty. This will aid in giving insight on the importance of this phenomenon to the new millennial and future of brand building.

The resurrection of customary, healthy qualities has resulted in shoppers becoming progressively attached to adapted brands and now even identify with brands similarly they identify with individuals (Brown, 2010). Aggarwal and McGill (2007) investigated and proved that consumers evaluate products more positively when such products present an anthropomorphic design. According to Kresmann et al. (2006) and Aguirre-Rodriguez et al. (2012) the higher the degree of congruity between the purchased branded products and the perception consumers holds of themselves, the stronger their motivation to re-buy such products in the future.

A few examinations have zeroed in on brand personality and its effect on customers' purchase goals. In their exploration Wang and Yang (2008) contemplated the connection between nation of birthplace, brand personality, and buy expectation in the Chinese vehicle trade. As per their decision purchasers are bound to purchase an item if the brand has a positive brand character. This discovery is in accordance with Bouhlel et al. (2011) whose investigation into portable showcasing found that making a bunch of humanlike qualities, particularly truthfulness and capability, can make a brand really engaging. Then again, for Romero and Gomez (2013) in their exploration

on Mexican customers, the main indicator of purchase intention was fervor, and in this manner genuineness. Furthermore, they suggested that for youthful Mexican buyers, the ability angles convey a pessimistic effect, as it isn't consistent to their characters and ways of life. In Sri Lanka, Riyas and Herath (2016) recommend that while energy and roughness decidedly affect purchase intention, different measurements don't appear to convey a similar outcome. Albeit the previously mentioned contemplates give important data, their hypothetical structure doesn't fit the reason for this exploration. Accordingly, utilizing the information acquired from this writing audit, this investigation builds up another structure to serve the momentum research.

Even though there is a substantial amount of understanding on brand humanisation, brand humanisation tools, brand personality and brand loyalty, there is not a lot of research considering brand humanisations' impact on brand loyalty. Furthermore, there is limited research done to investigate brand humanisation and its impact on brand loyalty. The research will also include brand loyalty as a key tool used in brand humanisation to achieve brand loyalty. Thus, the purpose of this dissertation is to investigate the connection between brand humanisation and brand loyalty, while using brand personality elements to achieve this.

1.5. Purpose Statement and Research Objectives

The purpose of this research is therefore to investigate the impact of brand humanisation through brand personality on brand loyalty among the South African youth consumers. This will aid brands in understanding the importance of brand humanisation supported by brand personality as a vital strategy developed within the marketing space and provide evidence of its importance thereof.

1.5.1. Secondary objectives

The secondary objectives are the following:

- To conduct an in-depth literature review on brand humanisation, purchase intention and brand loyalty.
- To empirically test a proposed conceptual model that aims to investigate the relationships between brand humanisation and brand loyalty in relation to *Nike*.

- To unpack the research mediating variables and through literature and data collection, prove or disprove the relation between the mediating variables and brand humanisation

1.6. Research Questions

The answers to the following research questions will be addressed in the dissertation.

1. Does Brand Resonance mediate the relationship between Brand humanisation and Purchase Intention?
2. Does BP mediate the relationship between Brand humanisation and Purchase Intention?
3. Does BA mediate the relationship between Brand humanisation and Purchase Intention?
4. Does BE mediate the relationship between Brand humanisation and Purchase Intention?
5. Is there a significant relationship between Brand humanisation and Purchase Intention?

1.7. Justifications for The Research

This section provides an overview of the research theoretical contributions, practical contributions and contextual contributions that can be used in the branding and marketing field.

1.7.1. Theoretical Contributions

This study contributes to literature in the field of branding, consumer behaviour and clothing apparel, the focus on active wear. More specifically, it provides insight into the impact of brand humanisation on brand loyalty while considering the dimensions of brand personality by applying and elaborating on Aaker's brand equity model which puts emphasis on the four different ways of how a brand's resources make an incentive for the client, namely brand loyalty, perceived quality, brand awareness and brand

association and how these elements build brand equity and aid in building and maintaining brand loyalty.

1.7.2. Contextual Contribution

Contextually, this study contributes to literature on South African Millennial consumers, clothing apparel marketing and global emerging markets. With approximately 1.8 billion people worldwide (United Nations. 2019)., or 23% of the global population, Millennials are the largest group compared to other generations. Millennial purchase behavior has the power to create strong trends, their shift to fashion and active wear has resulted in the active wear industry to increase in revenue tremendously. The greatest contribution to the success and rapid growth of the activewear industry has been due to the new popular fashion trends that have been introduces and well implemented within the industry. Maybe than exercise attire existing as a messy difference from a shopper's "actual" individual style (and in this way being consigned only to rec centers as well as the home), activewear apparel has become a top-of-the-line proclamation of abundance that flags a functioning way of life. For the purpose of the research, the principal brand spotlight will be on Nike, regarded as one of the leading activewear brands globally and creating not only high-end activewear but engaging with consumers through their brand proposition of “Just do it” and their impactful campaigns communicating their proposition. The main gaps and flaws identified in the field of brand humanisation and brand loyalty in the literature review leg of the dissertation are summarised as an absence of empirical research exploring the impact of brand humanisation through brand personality on brand loyalty within the South African framework, and a lack of studies from emerging markets.

1.7.3. Practical Contributions

This research study has implications for specialists, precisely the three major groups of shareholders participating in social marketing. In summary, the main practical contributions of this dissertation will be the providing of improved insights to the industry that will enable marketing practitioners to see the importance of brand humanisation, its impact on brand loyalty and utilising brand humanisation tools in their brand strategies to increase brand loyalty. Furthermore, to provide insight into the *Nike*

brand and how *Nike* can, through understanding the importance of a strong brand personality, positively leverage off their brand personality-based campaigns to increase customer purchase intentions and customer loyalty.

1.8. Definition of Terms

1.8.1. Brand Humanisation

Brand Humanisation is the notion of perceiving a non-human item to have human-like attributes, such as, feelings, intelligence, and ability to relate to humans at a humanistic level. This phenomenon is also referred to as anthropomorphism (MacInnis & Folkes, 2016)

1.8.2. Brand Personality

Brand personality is “the set of human characteristics associated with a brand” (Aaker, 1997).

1.8.3. Purchase Intention

Purchase intention is “what we think we will buy” (Park, 2002), as well as the feeling or alleged probability of purchasing the products that are advertised.

1.8.4. Millennials

Eisner (2005) has categorised all generations from 1922 till now into Traditionalists, Baby Boomers, Generation X and Generation Y. According to Jain et al (2012), researchers define Traditionalists as persons born between 1922 and 1945; Baby Boomers between 1946 and 1964; Generation X between 1965 and 1980; and Generation Y, also known as Millennials, between 1980 and 2000. Millennials, also referred to as “The Net Generation” or “Generation Next”.

1.8.5. Brand Resonance

Originated by Keller (2001), brand resonance refers to the close manner of the relationship between a brand and customers to the extent that they feel familiar with the brand.

1.8.6. Brand Perception

Linked to brand recognition, brand perception is the consumers’ ability to remember and to differentiate a specific brand in an array of circumstances (Wonglorsaichon & Sathainrapabayut, 2008).

1.8.7. Brand Equity

Client based brand equity is defined as the differential impact of brand information on buyer reaction to the showcasing of the brand (Keller, 2001).

1.8.8. Brand Engagement

Brand engagement is the intentional involvement a consumer has with a brand in means of co-creating experiences and content through conversation and consumer purchase experiences (Berger et al., 2017)

1.8.9. Brand Loyalty

Brand loyalty has been defined by Eid (2011) as a commitment to same-brand purchase behaviour, disregarding the marketing efforts delivered by other brands to elicit switching behaviour.

1.9. Research Methodology

The research methodology applied in this study consists of two sections, a literature review that gives in-depth academic knowledge of the variables being investigated in the study. The second aspect of the research methodology is a descriptive quantitative survey of millennial consumers in Johannesburg. This survey consists of several questions based on the research variable and mediating variables to help investigate the relationship between brand humanisation and customer loyalty. We further discuss the chosen research strategy, in-depth discussion of the selected sampling procedure, highlight the measurement scales used in the data collection tool and shed light on the process proposed for ensuring data reliability and validity.

1.10. Outline of the Thesis

As seen in Table 1.1, this dissertation is structured into Five chapters and an outline of them can be seen in Figure 1.1. Chapter one provides the research background and an outline of the research, with the main literature containing the core research themes used to guide the investigation being identified, the chosen research theoretical grounding and the empirical literature that discusses the key research variables and introducing the proposed research hypothesis illustrated in the research conceptual model in Chapter two. While the methodology used, and questionnaire development applied for the research is offered in chapter Three. Chapter Four

introduces the results of the analysis from data collected from the research questionnaire. Chapter Five, the final chapter, pulls conclusions from the findings of the data analysis and examines these regarding their practical and theoretical impacts. Further, this last chapter also underlines the limitations of this research study and implications of the study on forthcoming research.

Chapter 1	Overview of Study	Introduction, purpose of study, research context, problem statement, purpose statement and research objectives, research questions, justification of study, definition of terms, research methodology and outline of thesis.
Chapter 2	Literature Review	Introduction, Aaker's Brand Equity Theory, Aaker's brand equity model, dimensions of brand knowledge, Brand humanisation, brand personality, purchase intention, Millennials, brand resonance, brand perception, brand equity, brand engagement, brand loyalty, theoretical framework, proposed research model and summary.
Chapter 3	Research Methodology	Introduction, research approach, research method, sampling procedure, measurement scale and data collection, data analysis, reliability and validity, ethical considerations

Chapter 4	Data Analysis	Introduction, descriptive statistics, demographic profiling, results of measurement item, hypothesis testing, conclusion
Chapter 5	Research Discussion	Introduction, overview of research objectives, summary of hypothesis results, discussion of results, contribution, managerial implications, limitations, future studies, conclusion.
Chapter 6	Research Contribution and Conclusion	Contribution, managerial implications, limitations, future studies, conclusion.

Table 1.1: Research Outline

Source: Own development (2020)

1.11. Conclusion

Chapter 1 conversed the research framework and charted the proposed research questions, theoretical and empirical objectives of the research. Now that the importance of the research study discussed, it is apparent that the research study will contribute to the present body knowledge on brand humanisation and customer loyalty, and the introduction and investigation of the impact that the mediating variables, namely brand engagement, brand awareness, brand resonance and brand perception play in the relationship between customer loyalty and brand humanisation. The literature review will be addressed in Chapter two.

CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

This chapter serves as the main literature review that has an in-depth discussion of Aaker's Brand Equity Theory as the research theoretical grounding, the key research variables such as brand humanisation, band personality, purchase intention, brand loyalty, Millennials as the main research population and the empirical literature review that discusses the key mediating variables for the study, namely, Brand Resonance, Brand Engagement, Brand Perception and Brand Awareness.

2.2. Theoretical Grounding

There are three main theories that are predominantly used in branding research: Aaker's Brand Personality Theory (1997), Keller's Customer Based Brand Equity Theory (1993), and Aaker's Brand Equity Theory (1991). Although all three address the key components of this research, being brand equity and brand personality, the present study uses Aaker's Brand Equity Theory.

2.2.1. Aaker's Brand Equity Theory

Brand equity is defined as the value that consumers associate with a brand (Aaker 1991); it is the consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Brand equity refers to consumers' perception rather than any objective indicators (Lassar et al.1995). A conceptual framework for measuring customer-based brand equity is developed by using the conceptualisation of Aaker's five dimensions of brand equity.

2.2.1.1. Aaker's Brand Equity Model

As defined by Aaker (Aaker, 2005), brand equity is "a set of brand assets and liabilities associated with a brand, its name and symbol which is able to increase or decrease the value provided by a product both to the company and to consumers." In further research done by researchers, brand awareness, brand loyalty, perceived brand quality are a few of the many key categories of brand equity that have been mentioned (Alghofari, Pratiwi, & Astuti, 2009). Aaker's idea is outlined in Figure 2.2, the Figure

delineating how each brand equity resource/risk produces value for the customers or the firm in an assortment of ways.

Keller studies brand equity as a customer-based view being the differential impact of brand knowledge on buyer reaction to the showcasing of the brand (Keller,1993). Customer- based brand equity includes customers' responses to a component of the advertising methods for the brand, in correlation with their responses to a similar promoting mix component credited to a falsely named or anonymous rendition of the product or services. In Keller's study on brand equity, there are three key brand equity elements that are of importance, being, the "differential effect" (built and maintained by the consumers brand experience and ability to distinguish between the experience of two brands), the "brand knowledge" (the consumers ability to converse about a brand and their familiarity to the brand) and the "consumer reaction to marketing" (Keller, 1998).

To see how client-based brand value can be constructed, estimated, and oversaw, Keller depicted an itemised conceptualisation of brand information. As per Keller, brand learning is characterised in two parts: brand knowledge and brand image. Keller (2003) suggested that brand knowledge "can be defined in terms of the personal meaning about a brand stored in the consumer memory, that is, all descriptive and evaluative brand-related information" (p. 586). These affiliations can change as per their positivity, quality, and uniqueness.

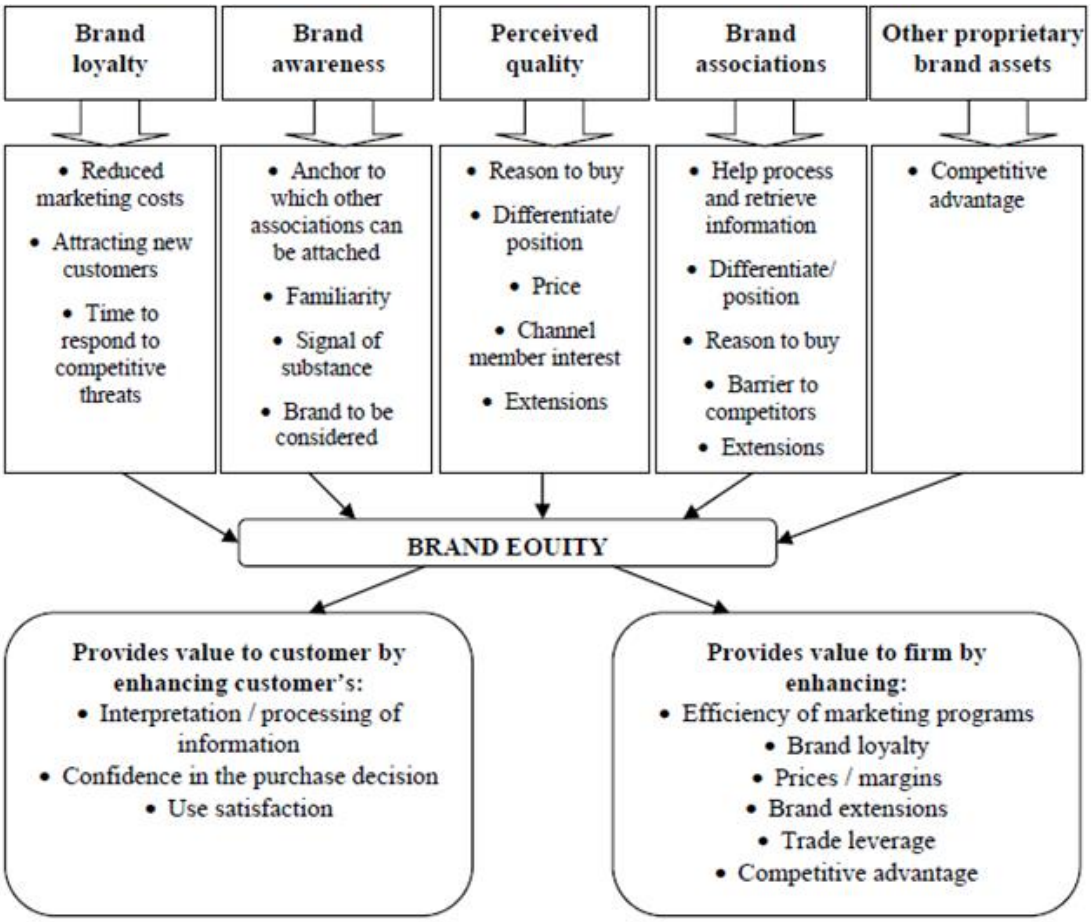


Figure 2.1: Brand Equity Model

Source: (Aaker, 1991)

Aaker's Brand Equity model (Figure 2.1) records three different ways of how a brand's resources make an incentive for the client. Immediately, brand value can enable a client to decipher, procedure, store, and recover an immense amount of data about items and brands. Additionally, it can influence the client's trust in the buy choice; a client will typically be increasingly favourable towards the brand that was last utilised, is considered to have high quality, or is common. At long last, saw quality and brand affiliations offer some incentive to the client by upgrading the consumer loyalty.

In building a solid brand the initial step is to guarantee distinguishing proof of the brand with consumers (Aziz & Yasin, 2010). Known as brand salience, this step identifies how familiar your brand is with customers. The subsequent step is to build up the brand significance in the brains of consumers, which includes creating a brand picture. Brand significance is made up of two significant classes of brand affiliations that exist in the consumers' mind, that is, execution and symbolism. The third step is to inspire

reactions from the correct consumers as far as influencing their decisions and emotions concerning the brand. The fourth and final step is to change brand reaction to create an exceptional, dynamic loyalty between the consumers and the brand. Known as brand resonance, this final step is centred on the relationship and level of recognisable proof that consumers have with the brand (Keller 2001).

Client based brand equity is defined as the differential impact of brand information on buyer reaction to the showcasing of the brand. Three distinct ideas can be deduced from the definition: "differential impact," "brand learning," and "customer reaction to showcasing." The differential impact is determined by comparing the reaction of shoppers when presented with the promotion of a specific brand against their reaction to a similar promotion of a falsified brand or another form of the item initially presented. On the other hand, brand learning is characterised as far as brand mindfulness and brand picture and is conceptualised by the attributes and connections of brand affiliations portrayed beforehand. Lastly, customer reaction to advertising indicates observations by shoppers, their inclinations, and responses to the several aspects of the advert or promotion (e.g., brand decision, appreciation of duplicate focuses from an advertisement, responses to a coupon advancement, or assessments of a proposed brand expansion).

The favourability, quality, and uniqueness of the brand affiliations assume a basic job in deciding the differential reaction. If the brand is seen by purchasers to be equivalent to a prototypical rendition of the item or administration in the class, their reaction ought not to contrast from their reaction to a theoretical item or administration; if the brand has some notable, one-of-a-kind affiliation, those reactions ought to vary. The real idea of how the reactions to contrast rely upon shoppers' assessments of these relationships, just as the specific advertising blend component underthought. Subsequently, setting up brand mindfulness and a "positive brand picture" (i.e., ideal, solid, and one of a kind brand relationship) in shopper memory make various sorts of client-based brand value, contingent upon what promoting blend component is underthought.

2.2.2. Dimensions of brand knowledge

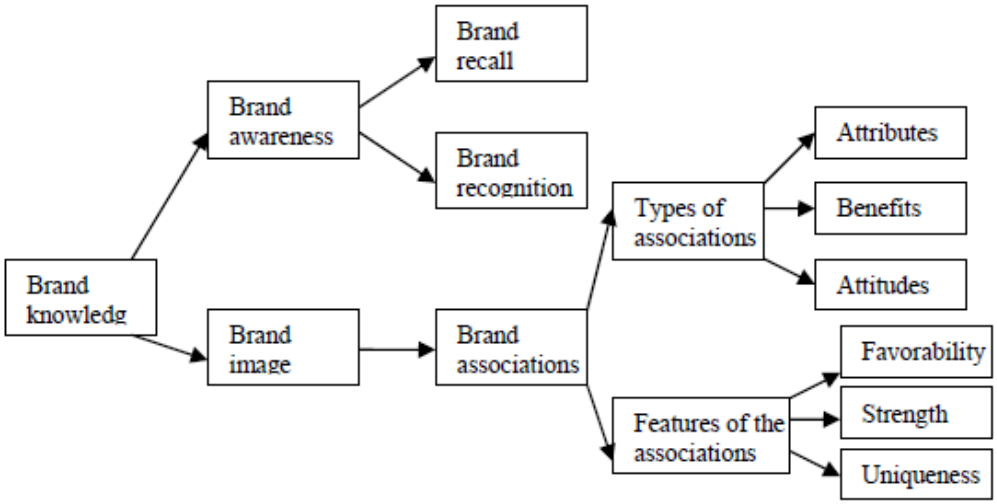


Figure 2.2: Dimensions of brand knowledge

Source: (Keller, 1991)

According to Keller (1991), building a solid brand infers a progression of four stages, where each progression is dependent upon effectively accomplishing the past one: set up the best possible brand personality, make the suitable brand significance, inspire the correct brand reactions, and fashion fitting brand associations with clients. Keller partitions these four stages into six brand-building blocks: notability, execution, symbolism, decisions, sentiments, and reverberation.

Bearing in mind the elements of brand equity depicted above, both Keller's and Aaker's viewpoints are very consumer focused and accentuate the significance of brand association and awareness. Regardless of this shared characteristic, some significant contrasts exist. The essential contrast is that the customer-based brand equity structure presented by Keller depends on a progressively calculated establishment. A lot more grounded emphasis on customers and the customers' brand image structures is found in Keller' customer-based brand equity model when contrasted with Aaker's model. Regardless of the distinctions, Aaker's model appears to supplement customer-based brand equity by considering the apparent viewpoint of quality.

2.3. Brand Humanisation

2.3.1. Definition of Brand Humanisation

Brand humanisation is the notion of perceiving a non-human item to have human-like attributes, such as, feelings, intelligence, and ability to relate to humans at a humanistic level. This phenomenon is also referred to as anthropomorphism (MacInnis & Folkes, 2016). The framework of brand personality resulted in the development of theoretical research on the humanisation of brands, which consists of the instillment of human character traits onto brands that are non-human (Aaker,1997). Subsequently, the introduction of brand humanisation, continuous research has been done and through that, the need for further research on brand personality arise (Aaker, Fournier, & Brasel, 2004) and interconnected ideas like consumer-brand relationships (Fournier, 2009) and brand love (Batra, Ahuvia, & Bagozzi, 2012). It was found by Fournier (1998) that consumers have a higher likelihood of engaging with a brand in the same way they engage with humans, to the extent of having a relationship with brands that resembles that of a human relationship. This idea has now been fully accepted within the marketing and branding industry (Fournier & Alvarez, 2012).

2.3.2. Dimensions of Brand Humanisation

More recently, brand humanisation has been studied in relation to brand perception (Kervyn et al., 2012). Kim and McGill (2011) suggested that there are two types of brand anthropomorphism. The first is analogical in nature, in which schematic indicators are used to create cognitive associations with human characteristics. For example, a brand that meets customer expectations is perceived as trustworthy, a quality usually reserved for people. Theories on brand personality belong in this first category (Kim & McGill, 2011). Aaker's (1997) well-known brand personality scale identified five traits of brand personality: sincerity, excitement, competence, sophistication, and ruggedness, noting that there are strong similarities between sincerity and warmth (Kervyn et al., 2012). With this first type of brand anthropomorphism, human qualities are simply observable traits in the brand (Kim & McGill, 2011) and this notion that brands can be infused with humanlike traits is no longer questioned in academic research (Bennett & Hill, 2012). The second form of

anthropomorphism in marketing takes consumers a step closer to really believing that a brand is human; in this instance, the brand is perceived as having a humanlike mental state (Kim & McGill, 2011).

Name, image, and term are some of the elements that identify a brand and distinguish it from others (American Marketing Association, n.d.). In this way, customers can tell the difference between a marked item from an unbranded one due to the knowledge they have on a specific brand (Keller, 2003). Seth Godin characterises a brand as "the arrangement of desires, recollections, stories, and connections that, taken together, represent a customer's choice to pick one item or administration over another" (Godin, 2009). Defining a brand in this manner places high significance on the reasons why customers have a particular inclination for a specific object over another. In this way, as Schmitt agrees, shoppers' "explicit brand encounters decide their positive or negative view of a brand, paying little heed to the brand's dimension of prominence and predominance in their particular industry" (2012).

It was not until 2006, that the term "human brands" was used in marketing research; the term was introduced by Thomson (2006) and distributed in the Journal of Marketing where he utilised "human brands" in his title. Thomson found that before a solid relationship is formed with a brand, the customer exercises individual agency in choosing to relate with a human brand. Further, if the customer's initial contact or experience with the brand involves negative sentiments or observations, a brand relationship will not be formed nor developed. Essentially, according to Thomson, no brand relationship can be formed with an unpleasant human brand.

In general, the use of brand humanisation as a marketing communication technique creates suitable consumer reactions such as product likability, increased positive emotions, and all the desired ascribed aspects of brand personality (Delbaere, McQuarrie, and Phillips 2011). Consumers' awareness of representations of brands as anthropomorphic allows them to view them as living entities with motivations, consciousness, emotion, intentions, and other characteristics that are human, like them (Epley and Waytz 2009; Kim and McGill 2011).

According to MacInnis and Folkes (2017), humanising a brand can be done through human-focused, self-focused, or relationship-focused brand humanisation. Verbal devices and visual cues are the human like characteristics employed by brands in the

human-focused perspective, along with other human personality traits that consumers identify the brand with (Kim, Chen, & Zhang, 2016, Waytz, Heafner, & Epley, 2014a, Kervyn, Fiske, & Malone, 2012). On the other hand, the self-focused perspective relates to the connection between consumers and the brand; in this case the brand portrays itself as a reflection of the consumer by creating a brand personality that matches the consumer's own (Malär, Krohmer, Hoyer, & Nyffenegger, 2011). The brand therefore becomes a form of self-expression for the consumer (Escalas & Bettman, 2003). Lastly, the relationship-focused perspective refers to developing a relationship with a brand, like forming a relationship with a human being. Consumers anthropomorphise the brand, attributing to it a human mind that acts with intention (MacInnis & Folkes, 2017). For this reason, consumers will relate to the brand as a committed partner (Aggarwal, 2004), best friend (Fournier, 1998), and servant (Kim & Kramer, 2015), also known as positive brand relationship. They may also, however, engage in a negative brand relationship once they have an adverse attitude toward the brand (Joireman, Grégoire, & Tripp, 2016).

Consumers use brands to express both the inner and outer parts of their identity, according to a notion that has become common in symbolic consumption (Escalas & Bettman, 2005). A symbolic brand is one that, instead of leading with its functional attributes, presents itself as a form of self-expression in order to reflect how a consumer identifies themselves (Chernev, Hamilton, & Gal, 2011). Therefore, consumers form a relationship with the brand in order to fulfil themselves internally, and attain social status (Escalas & Bettman, 2005). To, essentially, have a self-brand connection (Escalas & Bettman, 2005). It is important to note that the premise for this process consumers embark on, to ascertain a brand's ability to serve as a means of reflecting the consumer's self, rests on when the brand is to be utilised: near future or distant future (Trope & Liberman, 2010).

2.4. Brand Personality

2.4.1. Definition of Brand Personality

Brand personality is "the set of human characteristics associated with a brand" (Aaker, 1997, p. 347), and is an important aspect of advertising (Plummer, 1984). The use of advertising strategies such as anthropomorphising, personification, and creation of

user imagery ascribes distinct and impressionable human personality traits to a brand. (Aaker, 1997). User imagery affects a brand's personality, it is described as the "set of human characteristics associated with the typical user of a brand" (Aaker, 1997, p. 348). It is the users of the brand who determine the image of the brand and this is where the formation of brand and human personalities differ. A person's physical attributes, behaviour, beliefs, and other demographic elements are the basis of human personality (Aaker, 1997). On the other hand, brand personality traits are formed through any communication that occurs between the brand and the consumer. For example, brands, by nature, are not intrinsically young, exciting, or traditional. However, through the contact consumers have with a brand, including product user-image, these qualities become associated with it (Aaker, 1997; Plummer, 1985).

A brand personality is determined in three ways: the first one is the association consumers have with a brand; secondly, how a company creates an image, for example advertising a corporate image; and the third depends on the product itself, which categories it falls into and its distribution channels. Personality is a significant determinant in how a consumer chooses their brands. The brands selected by consumers are usually like their own personalities. Consequently, brand personality provides conducive conditions for self-expression and self-symbolisation on the part of the consumer (Keller, 1993).

According to Levy (1959) demographic features, such as gender, age, and social class, are inherent in brand personality. This is a result of the image of the brand, product spokespersons, as well as product attributes. For instance, men are more likely to smoke the cigarette brand *Marlboro* because of the "macho cowboys" brand image built up by *Marlboro*, and *Mercedes* cars tend to be driven by those in higher social classes because *Mercedes* presents an image of high quality and high efficiency. Kotler and Keller (2005) note that consumers usually select brands having self-concept congruence. However, sometimes, consumers will select a brand according to their ideal self-concept or the social self-concept. Thus, brand personality may have the function of demonstrating and expressing your own personality at the same time.

Karande et al. (1997) believe that features of brand personality may be beneficial to product designers and marketing personnel in developing their marketing plans. In this

way they can apply brand personality to distinguish their products from other brands while also increasing brand affection through this reinforcement of consumer developed brand personality (Doyle, 1990). According to Kumar et al. (2006) in establishing a brand personality, it is essential to clearly differentiate it and cultivate it consistently over time. If, eventually, there is a move to change the brand image, it is important to strengthen the original brand to avoid feelings of inconsistency and chaos within the customers first.

Although the concept of brand personality has been around for over three decades, researchers and marketers are still fascinated by this concept and continue to investigate all dimensions of brand personality (Freling et al., 2011). Sirgy et al., (1991) bring to our attention that one should note a difference between product attachment and product personality. Product personality refers to the brand products attributes that a consumer relates to in a human level as experienced with the use of the product. In short, product personality are the human traits that a consumer uses to explain a product they have interacted with (Kang et al., 2013). When a consumer builds and emotional bond with a specific product, mostly due to the connection between the products personality and that of the consumer, this is then regarded as Product attachment (Kressmann et al., 2006). The attachment the consumer has towards a specific product is the result of the connection a consumer has built with the product through the consumers ability to relate with the product on an emotional level. Heding and his team (2016), have elaborated on this and further state that product attachment is the result of product personality and is not achieved in isolation from the emotional connection derived from product attachment

One reason a consumer may become attached to a product is self-expression (Govers & Mugge, 2004). In their study of self-congruity, Govers and Mugge (2004) describe how as consumers become more attached to their products, the greater the congruence they experience with them. Higher congruence, in this scenario, increases the symbolic significance of the product to the owner, consequentially increasing attachment (Govers & Mugge, 2004).

A brand's personality separates a brand from its rivals (Pantin Sohier, 2004), adds to the brand's value (Aaker, 1999; Biel, 1993) and can improve brand trust, brand connection and the making of consumer-brand relationships (Fournier, 1998). The

proportions of Brand character incorporate parts of brand trust (Davies, Chun, da Silva and Roper, 2001; Phau and Lau, 2001) and they appear to affect client brand connection. Brand character lines help shoppers in communicating their own self-idea and investigation emblematic advantages through the proprietorship or utilization of brands (Ouwersloot and Tudorica, 2001; Johar, Sengupta and Aaker, 2005). Advertisers, accordingly, attempt to recognise their brands and fabricate inclination for their brands, not just founded on how customers see them practically, yet in addition dependent on these brand character discernments (Keller, 1993; Aaker, 1997).

2.4.2. Dimensions of Brand personality

The elements of brand personality are characterized by broadening the elements of human character to the space of brands so a brand can be outgoing, amicable, faithful, current, fascinating, and so forth (Pantin-Sohier, 2004). Aaker (1997) brings forth sincerity, competence, excitement, sophistication, and ruggedness as five dimensions to be included when researchers discuss the concept of brand personality. Although criticised by a few researchers, Aaker's five dimensions of brand personality are still successfully used to investigate this phenomenon in today's research (Ha & Janda, 2014 & Geuens et al. (2009). Also, Aaker (1997) built up a brand personality scale dependent on character scales from brain science, character scales utilized by advertisers, and the first subjective examination on a quantities of brands' character attributes.

A Consumers purchase decision is pre-determined by their own perception of the brand, which is already formed in their minds, the consumers purchase decision is less likely to be based on the product benefits themselves (Dick et al., 1990). In her study, Aaker (1997) measured the degree of positive or negative attitudes toward each brand and found that personality dimensions were related to attitude; those relationships differed with each brand. For example, excitement and competence are positive attitudes presented toward *Apple* and *American Express*, ruggedness toward *Levi*'s and negative attitudes toward *McDonald's*. When it comes to sophistication, participants who saw *Mercedes* or *Porsche* as sophisticated were also more likely to have a positive attitude toward the brand. The personality traits that were associated with positive attitudes were sincerity and competence. These results explain why some

brands have used these dimensions to create their personality. For example, many brands have employed being authentic and genuine in their basic identity and advertising e.g., *Genuine Chevrolet*, *Genuine Jockey Comfort*, *Dockers Authentic*. An additional trait that has worked well for brands is excitement. According to Aaker "an exciting personality, as compared with a weak and boring one, appears much better to a consumer" (Aaker, 1996).

2.5. Purchase Intention

2.5.1. Definition of Purchase Intention

In recent years, the global trade market is extremely competitive and there are numerous new brands and products on the market to entice customers (Rezvani, Dehkordi, Rahman, Fouladivanda, Habibi & Eghtebasi, 2012). This means that customers have many options when buying products, though, there are various elements that have an influence on product performance and customer purchase intention. Scholars define purchase intention as personal action tendencies according to brand (David & Benedikte, 2004), while also determining that intention differs from attitude. Attitude, in this case, refers to the evaluation of products, and intention is the person's motivation to perform behaviour. Another definition declares that purchase intention is the individual's awareness to make an attempt to buy a brand (Shabbir, Kirmani, Iqbal & Khan, 2009).

According to Park, an additional definition of purchase intention is "what we think we will buy" (Park, 2002), as well as the feeling or alleged probability of purchasing the products that are advertised. Furthermore, purchase demonstrates the level of loyalty a customer has to products. On the other hand, scholars Daneshvary & Schower (2000) believe that purchase intention has a relationship with demographic factors like age, gender, profession, and education (Lu, 2007). While Wang et al. highlight that particular feature of products, the perception of consumers, country of origin and perception of country of origin, all have an influence on customer purchase intention (Wang, Li, Barnes, & Ahn, 2012). Therefore, purchase intention can be further defined as "the decision to act or physiological action that shows an individual's behaviour according to the product" (Wang & Yang, 2008).

As per Aaker (1991), good emotions identifying with a brand are a significant determinant of a purchaser's purchasing aim. In a later report, Lijander et al. (2009) research shoppers' purchasing conduct in the design business reasoning that buyers' buy goal is straightforwardly affected by outer factors like claimed quality. Tharmi and Senthilnathan (2011) likewise emphasize this thought by demonstrating that having solid brand value would positively affect buyers' expectation to buy. While this might be valid, of the relative multitude of segments, brand character has been appeared to have the most unmistakable impact on customers' expectation to buy a product. Alireza Motameni et al (2010) brought up that brands with solid and huge brand personality qualities are bound to draw in devotion from shoppers. Kim et al (2011) add that brand personality impacts more grounded brand inclination inside customers. These variables have additionally been demonstrated by Kheiri et al. (2011) to significantly affect customers' purchase intention. Moreover, as referenced in the past segment, brand personality makes an enthusiastic connection between the organization and its clients, which brings about more noteworthy degrees of trust in regard to the brand (Solomon 2009) as individuals lean towards brands they see as having lower hazards (Bouhlel et al., 2011).

2.5.2. Dimensions of Purchase Intention

While assessing the various components of a product that impact shoppers' purchase expectation, both natural credits and extraneous properties are thoroughly examined. Natural credits allude to an item's actual qualities like highlights, execution, dependability, sturdiness, and so on, while extraneous properties are outer signals, which incorporate the brand value and value (Zeithaml 1988). While there has been banter on which characteristic has a more grounded sway, Richardson (1997) proposed that outward factors ought to get more consideration when one is contemplating purchase intention.

2.6. Brand Loyalty

Brand loyalty has been defined by Eid (2011) “as a commitment to same-brand purchase behaviour, disregarding the marketing efforts delivered by other brands to

elicit switching behaviour". Brand loyalty entails the consumers repeat purchase or interaction with a brand (Orzan et al. 2016), the phenomenon has become one to note as brand loyalty is the key to continued long-term consumer-brand relationships. (Mudambi, 2002; Van Riel, de Mortanges & Streukens, 2005). Several researchers have acknowledged that there are a variety of elements that can influence brand loyalty, which include, risk propensity (Massad & Reardon 1996), consumer-brand relationship (Luo, Zhang, & Liu, 2015), value creation in brand community (Laroche et al., 2012), and social influence in brand community (O'Donnell & Brown, 2012).

The best overarching definition of brand loyalty was proposed by Jacoby and Olson (1970) who defined it as deliberate, long existing behaviour; a mental process informed by consideration of more than one brand. As more researchers investigate the concept of loyalty, it has become evident that affective loyalty and active repurchase behaviour, are two aspects that need to be considered when discussing brand loyalty (Bennett and Rundle-Thiele, 2000). As indicated by Baldinger and Rubinson (1996) affective loyalty refers to the consumer's preference for a specific brand without resulting in any purchase behaviour, while action loyalty results in actual purchase behaviour for a specific brand on the part of the consumer. Both Groth and McDaniel (1993), as well as Chaudhuri and Holbrook (2001) consider affective and active repurchase behaviour as two components that make up the true concept of affective loyalty

Once seen as an unmistakable part of brand value (Aaker, 1991; Aaker, 1995), brand loyalty is now considered a result of brand value. Yoo et al., (2000) note that there may be more of a connection between brand loyalty and brand value; that brand loyalty reflects more on brand value than other aspects such as brand awareness, and brand relationships. At this time, we use the phrase customer reliability instead of brand loyalty because it more precisely reflects faithfulness in individuals, as opposed to something natural in brands. There are two well-known concepts in relation to customer reliability; firstly, dependability as basically a frame of mind that occasionally elicits an association with the brand. Several specialists and experts contend that there must be strong 'attitudinal responsibility' towards a brand for legitimate devotion to exist (Mellens et. al. 1996; Day 1969; Foxall and Goldsmith 1994; Jacoby and Chustnut 1978; Reichheld 1996). This is estimated by asking how much individuals like the brand, feel focused on it, would refer it to other people, as well as their beliefs

and emotions about the brand (Dick & Basu, 1994). The quality of these attitudes is the key measure of a brand's buying and repeat support.

According to Oliver (1997) this is the main characteristic of customer loyalty: “a profoundly held responsibility to repurchase a favoured item/administration reliably later on, in this way causing tedious same-brand or same brand-set obtaining regardless of situational impact.” The second idea of loyalty, dependability, is measured through investigating customer conduct. They have discovered that couple of customers are 'monogamous' (fully loyal) or 'wanton' (not loyal to specific brand). Or maybe, the vast majority are 'polygamous' (i.e., faithful to an arrangement of brands in an item class). From this point of view, loyalty is characterised as a progressing affinity to purchase the brand, for the most part as one of a few (Ehrenberg & Scriven, 1999).

2.6.1. Customer Loyalty Concept

Consumer Categories	Typical Behaviour	Typical Attitudes
Captive	Continues to purchase or use a product or service because they have no choice	Neutral to the brand, with experience of the brand which does not cause them to perceive the brand in a negative light
Convenience Seeker	Often associated with routine, low involvement purchases. Engages in regular repeat purchase transactions associated with the brand	No particular attitude to the brand, except that some brands may be associated with convenience
Contented	Evaluates products on their merits, but previous and existing engagement with the brand is an opportunity for the brand owner to build the relationship with the customer	A positive attitude in relation to the brand, which may be shared with acquaintances if their advice is requested
Committed	Barely considers other brands. Is prepared to “add value” to the brand, perhaps through participating in supportive customer-to-customer interaction	Engages in positive and delighted word-of-mouth exchanges with other customers or potential customers

Table 2.1: Customer Loyalty Concept

Sourced: Rowley (2005).

With reference to the Table 2.1 above, the relationship that a brand needs to accomplish with a consumer is that of submitted faithfulness. A consumer who rarely contemplates different brands will most likely legitimise their devotion to the brand to other people, urging them to embrace it too thereby influencing their choice (Rowley, 2005; Griffin, 2002). Verbal exchange, therefore, is a special instrument that a brand need not spend money on, but profit by. An additional benefit of referrals is that they

are trusted by consumers since they accept that they are originating from target second gatherings (Griffin, 2002). The importance of brands' ability to fully understand the concept of brand loyalty, this concept plays a key role in the measurement of brand success. The action of repurchasing products or services from a brand is what creates a successful brand (Bhattacherjee, 2001).

2.7. Millennials

2.7.1. An overview of the Millennial market

Eisner (2005) describes Generation Y, also known as Millennials, as a generation of people born between 1980 and 2000. Millennials, also referred to as "The Net Generation" or "Generation Next". In 2020, roughly 1.8 billion individuals around the world (United Nations. 2019)., or 23% of the worldwide populace, can be considered as a millennial. The millennial generation, both in size and conduct are the biggest and most persuasive age contrasted with some other grown-up generations. For instance, around the world, there are a quarter more Millennials than in the first era, those brought into the world from the mid-1960s to the last part of the 1970s (United Nations. 2019).

There is so clear and equivalent spread of recent college grads internationally, this shows that where Millennials choose to construct their foundations, work, structure their families, practice political power and burn-through, isn't without importance. The facts demonstrate that inside significant world districts the small portion of twenty- to thirty-year-olds doesn't differ gigantically: the negligible part of recent college grads of the complete populace goes from 20% in Europe to 24% in Asia (United Nations. 2019). Be that as it may, indisputably the quantity of recent college grads shows alarming variety across world areas. According to United Nations (2019), there is a population of 1.8 billion Millennials in the world, with over 60% of the populations being based Asia and a further 16% located in the African continent. The millennial population is categorised as per the below Figure 2.3. Given this uneven geographic distribution, a serious attempt to understand the behavior of Millennials on a global scale should naturally pay close attention to Asia and Africa (United Nations. 2019).

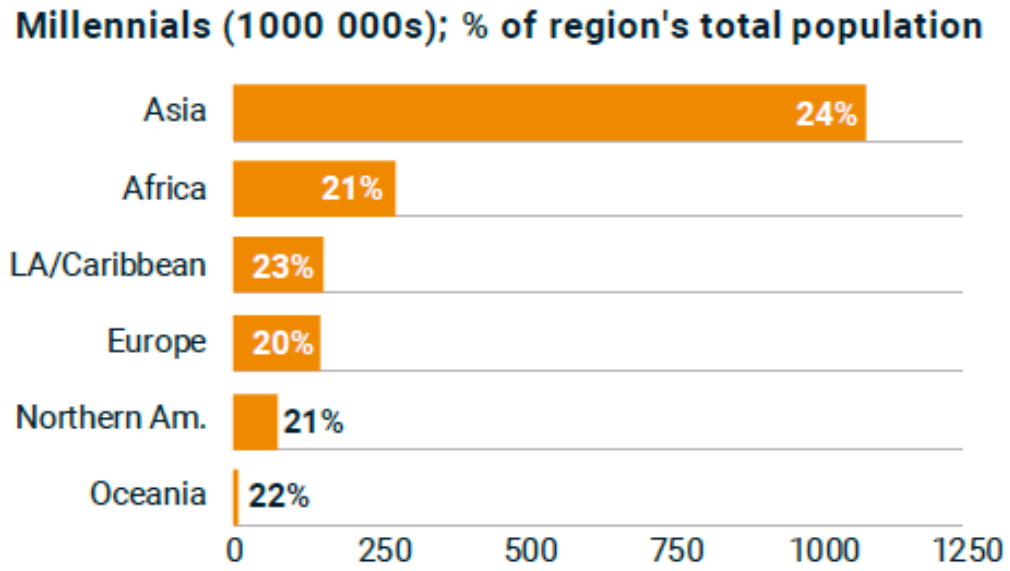


Figure 2.3: Millennials Region's Total Population
Source (United Nations. 2019).

Millennials comprise more than half of South Africa's population of over 54 million. According to UNFPA (2013), South Africans below 35 years of age constitute about 77.6% of the total population. This segment not only represents most of South Africa, but they are also the consumer market for the future. It is therefore decidedly important for marketers to establish a connection with Millennials quite early on before they lose them (Karin du Chenne of TNS Research Surveys).

The Millennial generation share many positive and negative qualities. Confidence, more than anything, is one of these qualities according to much research, which stems from their trust and optimism (Guha, 2010; Kowske, Rasch, & Wiley, 2010). Additionally, this confidence allows Millennials to be considered for leadership positions within the workplace.

Bosman (2010) describes the 'super consumer' as a connected, all knowing, all seeing, and well-informed consumer who uses technology to amplify their voice. Today, we are sitting in a remarkably evolved consumer market within which brands are being tested to provide tailor made customer service (Marsland, 2015). The internet has made a huge difference and now shoppers seek customised brand engagement, and buyer exchange is more prioritised than brand monolog. Consumers now want more than just products and services from brands as Millennials have

become more conscious and involved in what they feel is important to them (Twenge, 2006). A new agile consumer has thus emerged: one that is an activist, leading to a shift from the purchasing funnel to post purchase behaviour where a consumer does not just purchase a product but also becomes an advocate for the brand and product. Millennials have become disillusioned with the state of the world, gaining courage to become activists and stand for what they believe in. An example of how powerful Millennials areis the #FeesMustFall protest/movement that went global within 24hours. With this inclination to create such an impactful movement, the super consumer looks to only associate with brands that empower them, are social actors, add value to their lives and develop movements that are visible and beneficial to their community. In South Africa these brands include *Pick n Pay* with their "pink drive", *702* with "Walk the Talk", and *Unilever's Dove* and their "Every U" campaigns which do not go unnoticed by the super consumer.

With social media platforms such as *Facebook* and *Twitter* ordinary consumers are presented with an opportunity to create dialogue, escalate their concerns, and promote authenticity within brands (Bizcommunity, 2015). Issues of concern are therefore spread at a faster rate, to a larger number of people than previous traditional methods on platforms that reach the entire world. There are no boundaries, borders nor restrictions on freedom of speech (Bizcommunity, 2015), meaning that brands are now encouraged to be more proactive in managing their reputation. Recently, there was a scandal involving the food outlet *KFC's* branch in Braamfontein, Johannesburg where a consumer took and shared a video of a *KFC* employee washing chicken outside on a tar surface. The video was posted on social media and quickly went viral, affecting the *KFC* brand reputation. *Momentum* and *FNB* unauthorised debit orders. These examples highlight the reality of the power that social media and digital platforms have given the super consumer.

When it comes to measuring brand messaging and engagements with consumers on social media, each platform has its own metric system. *Facebook* measures the popularity of the brand, the effectiveness of the posts and how much the brand is connecting with the followers as well as how many people are taking an action on the brand's page (Taylor, 2015). *Twitter* also measures the effectiveness of the brands' tweets through how much the brand is connecting with the followers based on the number of favourites, retweets, and mentions generated by the brands' tweets, while

measuring the popularity of the brand based on the number of users who follow the brands to stay updated with them (Taylor, 2015).

2.7.2. Millennial Purchase behaviour

An additional new consumer standard of behaviour that has also evolved in the age of the super consumer is the 'sharing' economy or the 'round economy'. There is a huge demand for products and services accessible to lease as opposed to owning. This, joined with the ascent of both the extravagance end of the market and at the other outrageous the discounter calls for new sorts of division. The previously mentioned rise in the public's consciousness and awareness of the consequences of climate change have influenced significant change in, among other things, brand preference and frequency of purchase, among other consumer behaviours.

The super consumer, being conscious, wants more than just products from a brand, they also desire an emotional connection with the brand. According to Thompson, Rindfleisch and Arsel (2006) emotional branding is a “consumer-centric, relational and story-driven approach to forging deep and enduring affective bonds between consumers and brands”. The authenticity of the story behind the brand as well as consumer stories shared by brands contribute to the brand’s human look and feel. In this human centric era, there has been a necessary shift to strategic communications where brands communicate authentic stories that resonate with the emotions of the consumer. The consumer-brand relationship and experience are consequently enhanced, referring to the sensitivity function in the reflective paradigm. Even in a world that is becoming a worldwide commercial centre and brands and products are emerging from anywhere, it is 'rootedness' that consumers increasingly find appealing as it represents character, dependability, and a unique story (Anholt, 2010). It is this story that the brand shares with their consumer that makes the brand iconic.

Likewise with most millennial purchasers, sports clothing customers are exceptionally computerized. They are 39% bound to purchase an item online than face to face, and when they discover something, they need in-store they are 37% bound to search out a more ideal arrangement on the web. They depend on their cell phones to direct item investigate, find close by stores and track down the best arrangements. Albeit this age is stuck to their gadgets, don't think little of the practically liberal joy of looking for athleisure coming up. Sports clothing customers are almost 44% bound to invest

significant stretches of energy in a store perusing, which proposes that they discover satisfaction waiting, perusing and taking a stab at athletic attire face to face (Bailis, 2016)

2.7.3. Millennials and the Activewear Industry

Over the past five years, the apparel industry has undergone a quiet revolution. A quick glance around your average city block should provide ample evidence. The Lululemon yoga pants. The trendy criss-cross tanks. Those are not workout clothes—they are a lifestyle. That, and a multi-billion-dollar industry. In a matter of years, activewear has evolved from baggy sweatpants and gym shorts into sleek, fashionable attire designed for everyday wear. Millennials are spending less on apparel overall but are willing to drop more cash on “athleisure” brands like Lulelmon, Athleta or Lorna Jane. Activewear represented 17% of the apparel market in 2020 according to NPD, with no signs of slowing (Gosselin, 2020).



Figure 2.4: Millennial Activewear Stats

Source (Gosselin, 2020).

Even though the activewear brands are even so often linked to woman, it has been evident that almost 40% of the industry is dominated by the male segment and 60% is made up of woman (Bailis, 2016). The stats mentioned above do not however include traditional activewear brand, such as Adidas and Nike, 40% of the male segment makes the effort of searching for and spending money on non-traditional

brands such as Lululemon, prAna, Lorna Jane and Fabletics. These findings are proof that the activewear industry has a huge untapped market that the traditional brands need to make effort in understanding to ensure that they participate in the opportunity to engage with the male segment (Gosselin, 2020).

Bearing in mind that activewear's towards wealthy shoppers, the fact that the market is majority older Millennials (aged 25 – 34) comes as no surprise, this is also because the younger market does not have easy access to the activewear industry due to it being out of budget for them (Bailis, 2016).

A significant insight seen from the industry revolution is its reflection on the shift of the overall fashion industry. Instead of workout wear being seen as a scruffy shift from a consumer's "true" preferred personal style, activewear has converted into high-end elements of wealth that indicate a consumer's perceived active lifestyle. It is evident that fashion lovers who keep up with the latest fashion trends have the willingness to spend on activewear have been noted to be the most popular market segment in this industry (Bailis, 2016).

In addition to a permeating interest in fashion, the activewear market is takes how they are perceived by others very important. Besides the strong yearning to reflect and positive to others around them, the Millennials that love activewear view themselves as fashionable, extremely influential and have the ability and power to give other advice on trends and industry news. Around 31% of activewear Millennials are said to be likely to say that others replicate their style of clothing and attitude towards activewear brands, with 50% of this market more likely to claim that others come to them for active on trends and activewear brands (Bailis, 2016).

Without a doubt, the activewear phase will grow in the next few years. The industry will witness a further and rapid growth of new and upcoming activewear brands and the expansion of traditional and well-known brands. The growth will see brands shifting their focus to quality promise and competitive pricing (Bailis, 2016). During this period of rapid growth, one thing is for certain, the success of most brands will lay in their ability to connect and understand their target market on a more in-depth level. Activewear shoppers, predominantly money strapped Millennials, will not spend R1000 on a set of yoga pants because a brand promises comfort, but would have the

willingness to spend on a brand that they resonate with and a brand that has a personality that reflects that of the consumer (Bailis, 2016)

2.8. Nike “Just Do It”

Launch by Nike in 1988, The "Just Do it" campaign was fruitful, with the organization characterizing the importance of "Just Do it" as being both "widespread and strongly close to home." (von Borries, 2004) The mission was highlighted in a scope of news

sources including stock, bulletins, print, and even spray-painting craftsmanship. While Reebok zeroed in their mission on vigorous exercise during the wellness vibe of the 1980s, Nike answered with "a tough, take no prisoners ad campaign." One of the goals of the mission was to focus on all Americans, independent old enough, sexual orientation or actual wellness level, just as present tennis shoes as a style articulation, which is the thing that prompted Nike clothing getting something other than wellness gear.

During the mission, Nike utilized a scope of individuals from different identities and races, alongside athletes, to speak to clients and make consciousness of the picture of Nike as being dependable to common individuals as well as expert sportsmen too. Sportspersons, for example, ball stars Michael Jordan and Kobe Bryant, football stars Bo Jackson, Ronaldinho and Wayne Rooney, and tennis stars Roger Federer and Rafael Nadal were included in their notices (Chung, 2013). One of the main TV adverts of the campaign foregrounded 80-year-old long distance runner Walt Stack (Image 2.1) who tells watchers he runs 17 miles each day. Stories like Walt's move a quick passionate response in watchers and leads them to ask, “If these athletes can do it, why can’t I?”

The campaign formed Nike's brand image as an innovative American brand related with progress by joining proficient athletes and uplifting mottos to support sportsmanship and wellbeing. As indicated by Condor (2010), this prompted “customers associating their purchases with the prospect of achieving greatness” (Condor, 2010). Moreover, between the conspicuous swoosh that is the Nike logo and their motto, "Just Do it" there is no notice of the sports brand or the way that they offer activewear. But then, Nike has gotten one of the world's greatest athletic brands. So at that point, the inquiry comes up: if authoritative item depictions are excessive in

helping a brand to get well known, what is? As per Denise Lee Yohn's book What Great Brands Do, the sorcery lies in invigorating good emotions in the client and figuring out how to associate and line up with their qualities and wants.

The "Just Do it" crusade was amazing to the point that individuals contacted Nike with their own accounts on how they "just do it," regardless of whether it was stopping an old work or deciding to carry on with a better way of life. As per "Brand enchantment lies in motivating a good inclination in the client." However, when a brand becomes

perceived, an advertisement campaign can feature an adjustment of qualities and wants that repudiate prior ones. At the point when Nike collaborated with Wieden Kennedy for their "Dream Crazy" campaign, they needed to exhibit how sports Figures can be a piece of evolving history. One of the competitors enrolled for the mission was American Colin Kaepernick, a previous quarterback for the San Francisco 49ers. Kaepernick was notable for standing in opposition to police mercilessness and stooping during the public hymn as a methods for peaceful dissent. Kaepernick's investment in Wieden Kennedy's promotion campaign affected a reaction from specific clients. They felt that Nike had double-crossed a significant part of the fondness and kindness between the brand and its clients. A few groups even burned their shoes and other Nike attire in fight. A particularly solid response would not have been conceivable had Nike not framed an amazing association with its clients (Anderson,2019).

2.8.1. Iconic Nike “Just Do It” Campaigns

Nike’s popular “Just Do It” slogan has been at the centre of many remarkable ads over the years as the brand has become one of the most innovative marketers in the business.

1988 – Walt Stack

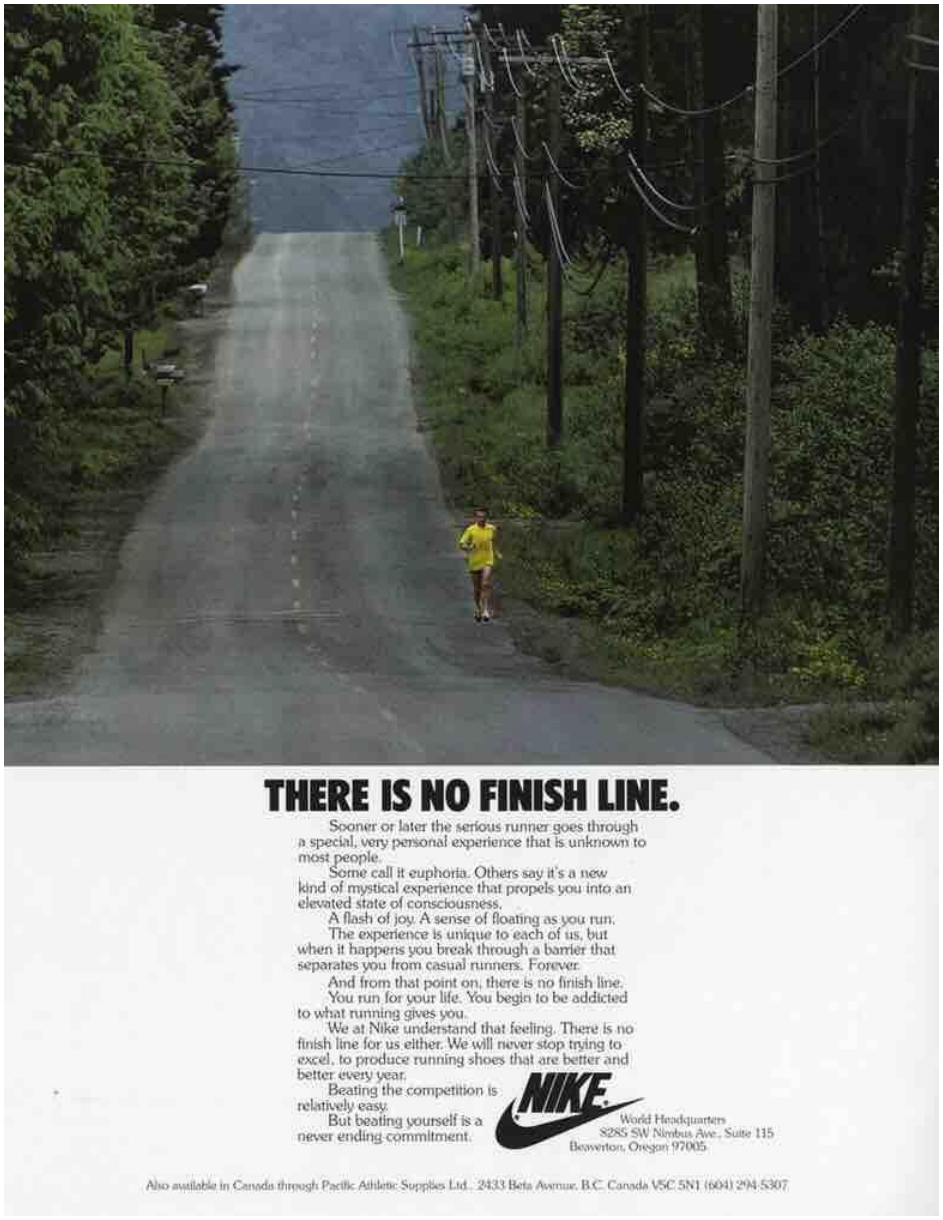


Image 2.1: 1988 – Walt Stack

Video Commercial Source: Nike - Just Do It (1988) - Very first commercial - Bing video

1988 was when it all started for the slogan. Nike initiated the “Just Do It” campaign with an advert introducing 80-year-old marathon runner Walt Stack spoke about his everyday 17-mile run. Simple yet inspiring.

1993 – Charles Barkley “I am not a role model”.

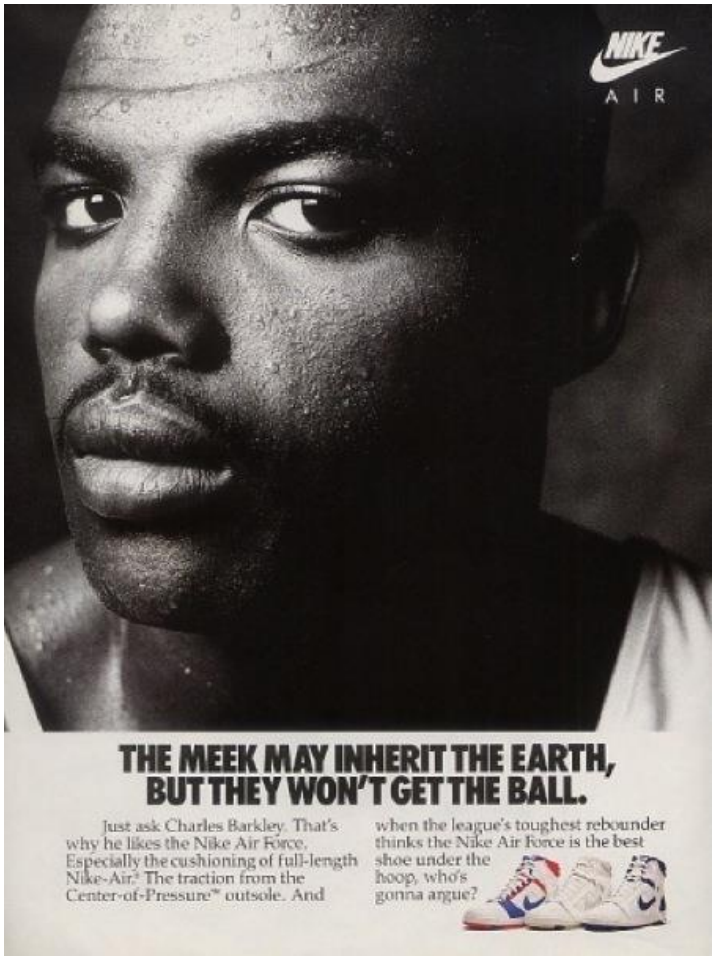


Image 2.2: 1993 – Charles Barkley “I am not a role model”.

Video Commercial Source: Charles Barkley I Am Not A Role Model *Nike - Bing video

The NBA player earned interest globally in 1993 after he drafted the script for his “I am not a role model” television adverts. To this day, the advert continues to be polarising due to its provocative nature.

1996 – “Good vs Evil”



Image 2.3: 1996 – “Good vs Evil”

Video Commercial Source: Nike Soccer Commercial - Good vs. Evil - Bing video

This advert that compelled school children across the world to lift their shirt collars while running onto the sports pitch has been rated as one of Nike’s top ads. The advert features a dream team made up of European footballers from the 90s including Edgar Davids, Ian Wright and Eric Cantona as they take on a team of evil people attempting to destroy the world. The Ad finishes with Cantona’s well-known collar-up “Au Revoir” shot.

1996 – “Hello World”



Image 2.4: 1996 – “Hello World”

Video Commercial Source: Hello World 1996 - Bing video

In 1996, when Tiger Woods became a professional golfer, Nike created an emotive introduction of Woods with the “Hello World” television advert. Though young, Nike’s advert confidently predicted the achievement that would soon follow Woods.

2004 – “Do Anything”

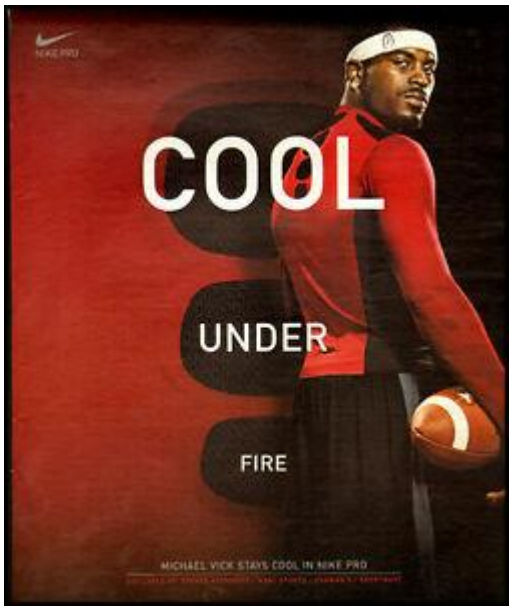


Image 2.5: 2004 – “Do Anything”

Source: Nike (2004)

Nike extended their creative repertoire in 2004 with the “Do Anything” ad by imagining best ambassadors at that specific time, such as tennis players Andre Agassi and Serena Williams, competing in other sports for example baseball and gymnastics.

2006 – Maria Sharapova “Pretty”



Image 2.6: 2006 – Maria Sharapova “Pretty”

Video Commercial Source: Sharapova - Nike Commercial 'I feel pretty' - YouTube

After being awarded the women’s world number one in 2006, tennis player Maria Sharapova become extremely popular. Nike ran its first advert with Sharapova as its ambassador. Sound tracked to the West Side Story hit “I’m So Pretty”, the advert was meant to counter the “Pretty Girl” stereotype the Russian had been labelled with at the time.

2006 – Kobe Bryant “Love Me or Hate Me”

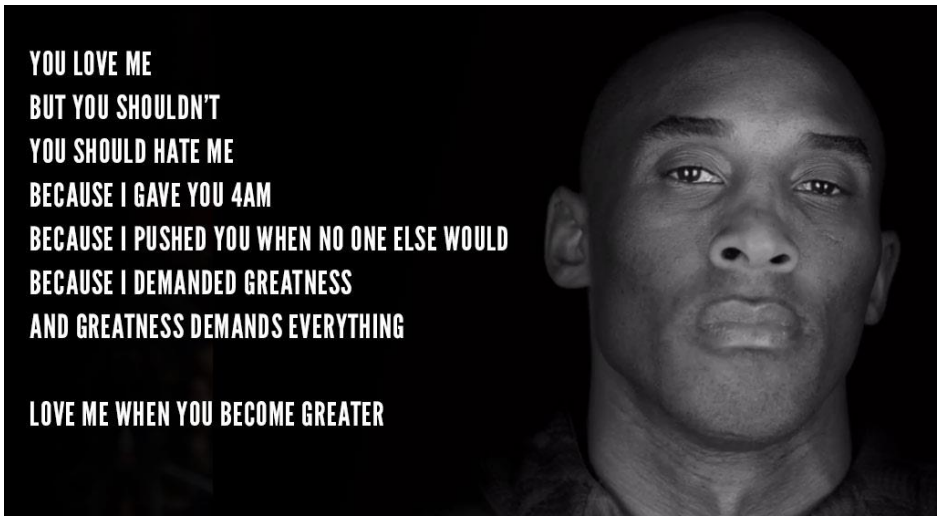


Image 2.7: 2006 – Kobe Bryant “Love Me or Hate Me”

Video Commercial Source: "Love me or Hate me." -Kobe Bryant - YouTube

Nike’s ad with Kobe Bryant is particularly important because it was the first time Kobe, the LA Lakers star, had been featured in an advert after being accused of sexual

assault. The brand chose to stand by “their man” and re-introduced to the world audience when other endorsers walked away.

2007 – “No Excuses”



Image 2.8: 2007 – “No Excuses”

Video Commercial Source: Warhawk Matt Scott in Nike 'No Excuses' Commercial - YouTube

Nike’s “No Excuses” advert was simple and featured American wheelchair basketball player Matt Scott reeling off excuses people use to not do something. Similar to previous Nike’s ads, “No Excuses” made use of a simple idea and awarded it with inspiring views into self-motivation.

2008 – Bottled Courage



Image 2.9: 2008 – Bottled Courage

Video Commercial Source: Nike 2008 Olympics "Courage" - YouTube

For the 2008 Beijing Olympic Games Nike's opted for the tried and tested formula of highlighting moments of sporting success alongside moments of sporting accomplishments. Using the Killers' "All These Things That I've Done" single, Nike combined iconic images to showcase the sacrifices athletes make in to achieve their goals.

2010 – Wayne Rooney St George's Cross



Image 2.10: 2010 – Wayne Rooney St George's Cross

Source: Nike (2010).

Nike's TV and digital marketing has received a lot of praise over the years, but it should the brand's work in print is just as notable. Wayne Rooney St George's cross print ad became the "perfect rallying cry" for Britain in light of their forthcoming "make-or-break" soccer match against Sweden at the 2010 World Cup (Joseph, 2018).

2.8.2. The Digital Rise of Nike "Just Do It"

For their 30th commemoration, Nike's "Just do it" campaign stood firm on a social subject that was troublesome. From that point forward, they have confronted some reaction by fans deciding to blacklist brand products, anyway these reactions address just a little part of Nike's client base. The #JustDoIt hashtag has become the most successful brand user-generated-content campaign. With over 15 million posts that had the hashtag on Instagram alone. The campaign allowed users to share their brand experience and saw queries also being shared on social media platforms including

Twitter, Pinterest and Facebook, using the hashtag (McCarthy. 2019). Through the PHOTOiD lobby, Nike curated and adapted photographs containing effectively unmistakable products labelled for photograph exhibitions.

The massive social effect of the "Just do it" crusade in mix with the brand's huge advertising financial plans, implies that there is unmistakably a ton of potential for UGC going ahead. Brands searching for results may open more worth by concentrating how to use UGC. Even though media features featured discontent clients broadcasting their complaints via web-based media, more fans made positive, online media posts building up the mission that can be further repurposed in gainful manners by the brand.

The prominence of the mission was clear when brand deals rose 31% through the arrival of bulletins and TV plugs including Colin Kaepernick and different competitors, with Nike's stock arriving at an unequaled high, and advertisers considering the mission a "brilliant idea." Nike clients flaunted their new buys to exhibit brand loyalty and show their endorsement for the organization's political position. Others diverted the campaign's soul of "Just do it" by posting photographs of themselves working out in Nike gear with really satirizing the advertisement in manners that expanded its social significance and backbone.

While this campaign was effective, there are a couple of steps that Nike can take boost their campaigns' UGC which can likewise be considered by different brands in future. Like its PHOTOiD crusade, Nike need to peruse important UGC and highlight top photographs on item pages related with the mission.

After Nike tracks down the right blend of systems and stages for showing UGC, the brand will have adequate information to dissect, which will help in their capacity to upgrade the campaign story and could proceed with the campaign in a savvy way. Nike's mission was exceptional in how huge its effect was, yet the exercises inside can be applied to brands, all things considered. At whatever point a campaign is dispatched, there is an expansion in the potential for client commitment and with the correct methodology resulting openings can be overseen effectively (McCarthy. 2019).

2.9. Theoretical Framework

This section serves to introduce and discuss the key mediating variables that will be investigated in this study and further introduce the hypothesis and research framework that the study aims to investigate.

2.9.1. Brand Resonance

2.9.1.1. Definition of Brand Resonance

Brand resonance is a notion created by Keller in 2001 and describes the close nature of the relationship between customers and a brand to the extent that they feel in synch with the brand. Essentially, resonance points to the level of identification the customer have with their preferred brand (Keller, 2001). Brand resonance plays a critical role in the development and maintenance of sustainable a customer-brand relationship (Moore & Wurster, 2007). A brand is considered to have true brand resonance, when they have customers who have a high level of loyalty and considered themselves to have a personal relationship with the brand. This form of brand resonance influences

the customers need to always want to interact and have shared brand experiences with others.

Building brand attachments that are long lasting with consumers is reliant on connecting with them on an emotional and personal level (Hirschman & Holbrook, 1982; Mowen, 1988; Aaker, 1992; Keller, 2009). Brand in all industries can create impactful emotional connections with their consumers, this becomes a tool that brand, even in unpredictable industries can create and maintain a competitive advantage. A great example of this is Apple and Harley-Davidson, who have mastered the concept of emotional connections to build a strong competitive advantage in their industries (Keller, 2013; Mohammed, 2017). With an emotional bond between them and their consumers, brands can charge a premium price for their products, have guaranteed repeated purchases and positive word of mouth reviews online and offline (Akgün, et al., 2013). Additionally, with such solid customer loyalty brands are less vulnerable to price competition (Akgün, et al., 2013). Achievement in the market will be at last ward on which level shoppers feel associated with a particular brand, as enthusiastic

associations that brands emphatically affect brand success (Ambedkar, et al., 2016; Akgün, et al., 2013).

There is a solid connection between Brand resonance and the client based brand equity model and is an expansion to this memorable idea. As per a few scientists all showcasing exercises are pointed toward building CBBE, which is the differential impact of the information buyers have about the brand on their reaction to the advertising impacts of said brand (Aaker, 1992; Keller, 2009). In this CBBE model, like brand resonance, the force of the brand lies in the psyche of the client. At last, the objective of building a brand and the last proportion of a solid brand will be brand resonance, the degree of which will consistently be dictated by the buyers' impression of the brand (Aaker, 1992; Akgün, et al., 2013; Keller, 2009, Ambedkar, et al., 2016).

2.9.1.2. Dimensions of Brand Resonance

As per Keller (2009), brand resonance can be worked by following either two ways: emotional or rational with the last being the profound association between the brand and buyer (Figure 2). The course to the top is framed by the accompanying structure blocks: first and foremost, building the recognizable proof of the brand, otherwise called brand awareness, in a specific product class or fragment; and also, setting up brand significance in the personalities of the purchasers. This subsequent structure block is partitioned into two classifications relying upon whether it is sane or enthusiastic brand building. On the normal side the attention is on brand execution which estimates how well a brand meets the utilitarian necessities of the client. While on the passionate side the emphasis is on brand symbolism, deciding how a brand can speak to the physiological or social requirements of clients. The third structure block is making client reactions as far as brand decisions (sane) and sentiments (enthusiastic) and the last and fourth is making serious dynamic unwaveringness among customers, all in all brand reverberation. It is simply conceivable to arrive at the most significant level of the pyramid if all the structure blocks from the base to the top are completely tended to and all together (Keller, 2009).

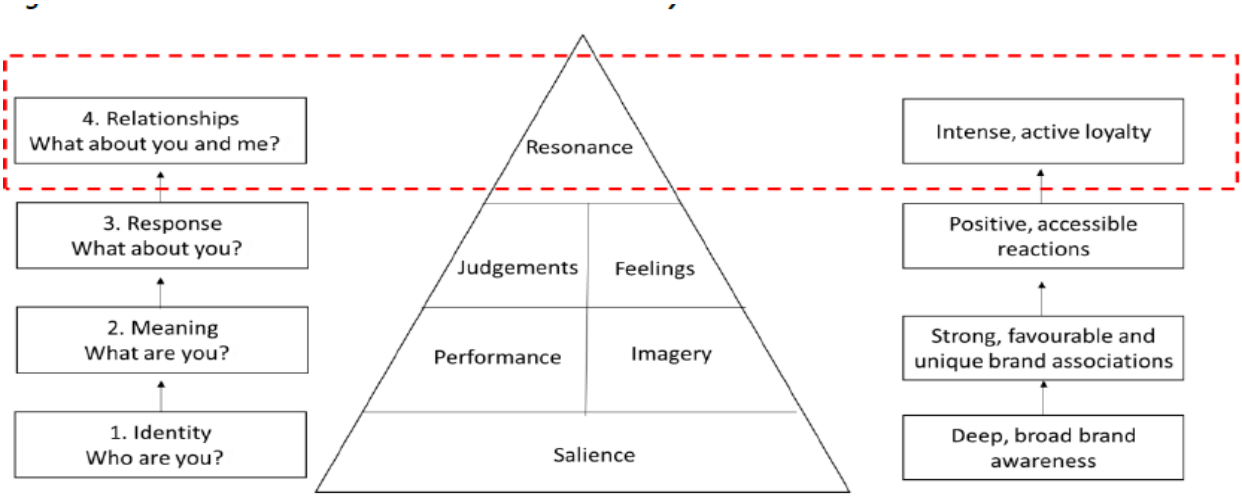


Figure 2.5: Brand resonance in customer-based brand equity

Source: Keller (2009)

According to Chatzipanagiotou, Christodoulides, Veloutsou, (2019), a handful of research studies have investigated the concept of customer-based brand equity, and the lack of studies in this space has resulted in Keller's (2009) brand resonance pyramid becoming the only reliable framework to be discussed in their studying of brand resonance. Keller (2009) identifies behavioural loyalty, attitudinal attachment, sense of community, and active engagement as key concepts in the studying of brand resonance.

Yoo and Bai (2013) define behavioural loyalty as the consumer's actions of purchasing a brands product or service and their willingness to continue buying from the brand repeatedly in future. Behavioural loyalty is vital for company performance considering it has an impact on profitability in relation to long-term sales and market share (Mascarenhas, et al., 2006). While this aspect is

important, it cannot be a lone indicator of brand resonance because repeated purchases can also occur when products are cheaper or more accessible for the consumer compared to competing brands (Keller, 2009). For consumers to 'resonate' with a brand, the loyalty must be influenced by attachment (Burgess & Spinks, 2014).

Attitudinal attachment refers to a strong personal attachment towards a brand, a step further than just a positive attitude (Keller, 2009). Attitudinal attachment is constructed from two concepts: attitudes, which are formed by consumers' conscious assessments

and feelings; and attachment, all displaying how important the brand is to consumers. Combined, these two concepts define a strong emotional bond with the brand where, for the customer, the brand is unique and irreplaceable. Mascarenhas et al. (2006) notes that, a consumer's socio-cultural background influences their emotional bond with a brand. Therefore, building and influencing attitudinal attachment requires marketers to carefully evaluate and develop a strategy to achieve this bond with consumers. High levels of attitudinal attachment come with multiple benefits for the company including an increase in repurchase intention, promotion by customers, and a consumer base that readily forgives, defends your brand in public, and participates in the brand community while paying premium prices (Thompson, 2006; Park, et al., 2010; Burgess & Spinks, 2014).

In the digitalised world we live in, consumers are no longer limited by their physical location and are therefore able to form communities around their purchases and brands they are attached to. A sense of community can be described as the feeling of kinship a customer may feel with other consumers of the brand, influencers or spokespeople representing the brand or employees for the brand (Keller, 2009). The major benefit a company experiences through a developed sense of community is a heightened exit barrier for consumers who are active in the brand community (Burgess & Spinks, 2014; McAlexander, et al., 2002).

The deepest level of brand loyalty, according to Keller, is active engagement from the consumer which occurs when a consumer is willing to invest more than just the money required to buy and consume the product. With an attitudinal attachment to a brand, a consumer actively engages in advocating for the brand, building ties with other customers, and making the brand a part of their social identity (Keller, 2009; Burgess& Spinks, 2014). Actively engaged consumers are also more likely to refer the brand to others, thereby contributing to positive company performance (Keller, 2009; Brodie, et al., 2011; Keller, 2013; Burgess & Spinks, 2014).



Figure 2.6: Brand resonance dimensions

Source: Keller (2009)

2.9.1.3. Proposed Hypothesis

How a consumer resonates with the brand has a high and positive impact of the consumer's purchase behaviour and the likelihood of the consumer to become loyal. This means that the consumer needs to be able to resonate with the brand's personality; and if this is done correctly with the intended consumer the relationship between brand resonance and customer loyalty becomes positive and significant.

Trust is an important element in the studies that aim to explain loyalty. There have been numerous studies and research that has supported the positive relationship between consumer loyalty and brand trust (Mayer et al, 1995, Morgan and Hunt, 1994). As stated by Morgan and Hunt (1994), brand trust leads to brand loyalty as trust creates mutual customer-brand relationships that are highly valued. Rauyruen and Miller (2007) further add that for brands to be able to achieve brand loyalty, brand trust must be established. Therefore, we can propose the following first hypothesis.

H1: Brand resonance mediates the relationship between brand personality and customer loyalty.

2.9.2. Brand Perception

2.9.2.1. Definition of Brand Perception

Brand perception is related with brand acknowledgment, where buyers review and separate a particular brand in an assortment of conditions (Wonglorsaichon & Sathainrapabayut, 2008). Purchaser brand perception is a branch of the social insight hypothesis (Shukla, Dos Santos, Fong, & Lu, 2017) which gives an examination of how derivations, and impressions are shaped. (Aronson, Wilson, and Akert, 2010). Brand perception, thusly, worries about how a brand is seen by the customer. The thought brand perception itself is inescapable and incorporates a lot of exploration and components, for example, interestingness (Sen, 1999), brand information (Von Wallpach & Kreuzer, 2013), memory structures (Ng and Houston, 2009), affiliations (Romaniuk & Nenycz-Thiel, 2013), association (Piong, 2015), commonality (Goedertier, Dawar, Geuens, & Weijters, 2015), connection (Cheng, Luo, Yen, & Yang, 2016), harmoniousness (Vermeir, Kazakova, Tessitore, Cauberghe, & Slabbinck, 2014) and some more.

As featured by Liz (2010) with the correct spotlight on technique, an organization can surely impact how their image is seen and bring brand fulfilment. As Keller (1998) states, brand image is essential for a client's perception subsequently a fruitful brand offers a higher worth to the client and recognises its image from rivals. Moreover, Keller additionally expresses that when a product's functionalities depend on a buyer's attractive qualities a brand can fulfil the prompt and down to earth needs of said purchaser. Consequently, giving brand fulfilment.

As indicated by Dodds (1991) when a client has a great impression of a brand, they see that brand to have results of superior grade and their ability to settle on a buy choice is a lot higher. In any case, various clients may have contrasting insights relying upon their demeanour and assumption according to fulfillment. Regardless of the overall view that brand image is important for a client's image insight, it is additionally connected to mark relationship, in which case the client's brain is more critical than any other time in deciding brand perception. Along these lines, mulling over this could change the strength of the connection between brand picture and shopper fulfillment.

2.9.2.2. Dimensions of Brand Perceptions

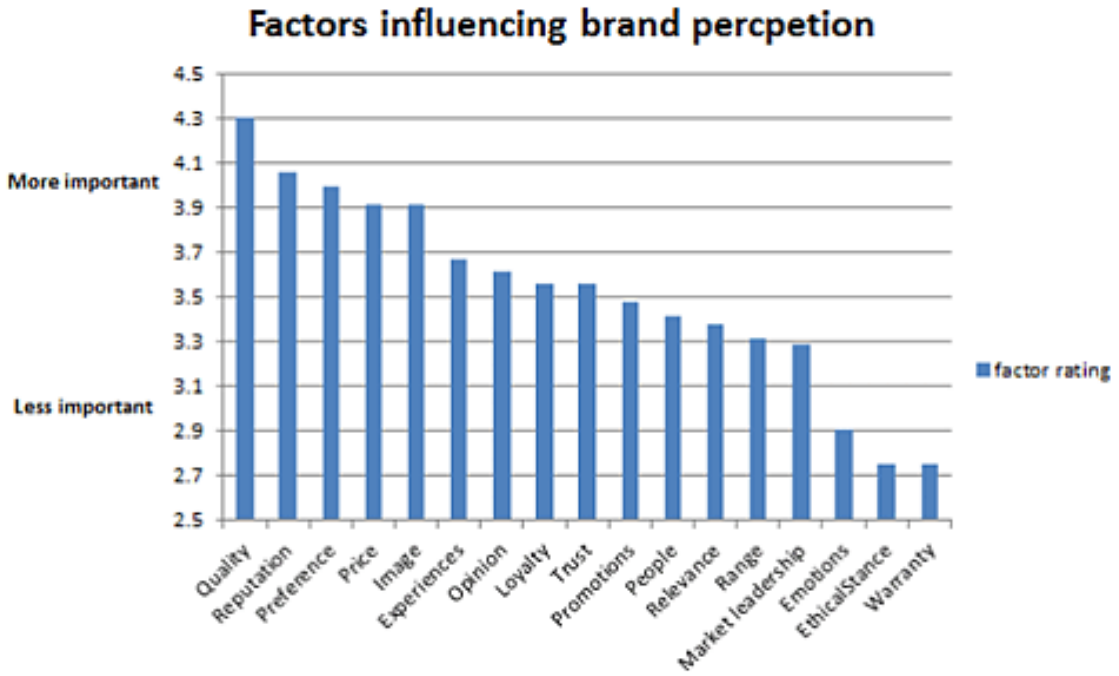


Figure 2.7: Factors influencing brand perception.

Source: The Chartered Institute of Marketing

Kotler (2005) characterizes perception as a cycle where “information is received, selected, organised, and interpreted by an individual”. Coming up next are six factors that impact customer view of a brand: quality, value, impact from others, promoting, bundling, and comfort. Right off the bat, with regards to quality, this is one of the fundamental things' purchasers consider when settling on their decision of brand. As per Uggla (2001), an indispensable piece of brand character is quality. Furthermore, McDonald and Sharp (2000) feature two different ways that value impacts brand decision: shoppers either go at the most reduced cost to save their assets or go at the greatest expense to accomplish item quality.

Thirdly, advice from other people has a strong effect on consumers’ purchase behaviour, the degree of which depends on the situation or individual. While later adapters are seen as being more influenceable than early adapters, there is no room for marketers to sharpen this influence by others. For example, if a consumer enters a store with the intention to buy MacLean toothpaste, and while in the shop they encounter a friend who tells them “Colgate makes my teeth brighter and whiter”; the consumer can be influenced to buy Colgate. In relation to the fourth factor, the aim of

advertising is to create awareness of a product or service, reaching and communicating with the consumers with the help of advertising through television, cinema, radio, billboard etc. According to Aaker (2000), to make a brand strong, an advertising and promotional strategy is necessary.

As the fifth factor, packaging is the process of designing the cover of a brand/product which, according to Kotler, et al. (2000), performs the role of sales duties such as describing the product and attracting consumers. The sixth and final factor is convenience.

2.9.2.3. Proposed Hypothesis

As per Dodds (1991) when there is favourable brand perception, shoppers link a higher product quality to a brands product, and their impression of the products' worth and the general ability to buy is more prominent. In any case, various clients may have contrasting discernments relying upon their disposition and assumption according to fulfillment. Brand perception is discovered to be another significant factor that influences the brand trust in building brand reliability. A few researchers considered that there is positive critical connection between brand perception and customer loyalty (Chaudhuri & Holbrook, 2001). Earlier research affirms brand perception to be significant with brand loyalty and our study investigates and discover the significant relationship between brand perception and brand loyalty. Therefore, we can propose the following second hypothesis.

H2: Brand perception resonates the relationship between brand personality and customer loyalty.

2.9.3. Brand Awareness

2.9.3.1. Definition of Brand awareness

Brand awareness is the consumers ability to recognise a specific brand not only by name and label but by what the brand stands for in the eyes of the consumer when compared to other brands (Kusuma et al., 2020). In their research, Aaker (1991) further defines brand awareness as a person’s ability to link a brand to a specific product category when the consumer is presented with multiple product options.”

While Keller (2009) has determined that brand awareness alludes to the footing and force in purchasers' recollections that mirror their capacity to review or distinguish a brand under various conditions; for Verbeke et al., (2005), brand awareness brings down the measure of time and hazard that customers will place into looking for the item that they will purchase. In this regard, buyers are expected to pick the brand that they know about. Aaker (1996) has expressed that brand awareness involves four levels: brand acknowledgment, brand review, top of the brain brand and predominant brand. Brand acknowledgment alludes to mark experience with the buyer while brand review is promptly thinking about the brand when a scope of items is spread the word about for the shopper (Farjam & Hongyi, 2015). Thirdly being a brand that strikes a chord from the start alludes to turning into the brand that buyers are generally awareness of in a specific product class, and finally the degree of brand incomparability alludes to the level at which the brand replaces the product classification (Aaker, 1996).

Aaker (2010) defines brand awareness as being the level of confidence that a buyer has in their ability to recognise that a specific brand is the sole brand linked to a particular product category. It can likewise outfit the brand with the feeling of commonality so it can inspire sensations of solace in potential (Aaker1991). With regards to dynamic with respect to the customer, there are three jobs brand awareness plays. Right off the bat, it improves the probability of the client to pick a specific brand; furthermore, it can influence the interaction of thought if the client faces various decisions; and thirdly it influences buyer dynamic by affecting the creation and strength of brand relationship in the brand picture (Keller 1993).

2.9.3.2. Dimensions of Brand Awareness

Continued advertising, product association and mass distribution and interaction with consumers are a few factors deemed to aid in enhancing brand awareness (Foroudi et al., 2014; Mashur et al., 2020). Research has identified several indicators of positive brand awareness, with brand recognition, brand recall, and top of mind being the three key catorigies numerous researchers have investigated (Rup et al., 2020; Chaney et al., 2018 and Ukpebor & Ipogah, 2008). They depict brand acknowledgment as shoppers' capacity to think about a specific brand with the assistance of a person or thing, like an image, slogan, promotion and bundling; frequently alluded to as

supported review. The motivation behind helped review is to make that the general population can recognise the brand among different brands. Brand review happens when a brand gets top of psyche for a customer with no assistance or piece of information (independent review), the object being to put the brand in buyers' inner mind. In conclusion, top of psyche is obvious as the first brand that surfaces in quite a while's brains when they think about a specific product or service. The reason for top of brain is to placed the brand toward the front of purchasers' psyches when considering an item or administration.

To develop a strong brand, brand awareness is significant for such strength (Buil et al., 2013). Brand awareness isolates the brand from competitors and prompts brand choice (Valavi, 2014). Balaji (2011) states that brand awareness influences the strength of brand associations and position in the cerebrum of the buyer. Aaker (1991) contemplated that brand awareness gives a customer acceptable inspiration to think about the brand in his idea set. Brand awareness has been reviewed in customer' direct analyses (Hsu et al., 2011; Huang and Cai, 2015; Bianchi and Pike, 2010).

Mishra and Mishra (2014) noticed that brand awareness likewise alludes to the strength of a brand's quality in the client's brain, in this way affecting the client's mentalities toward brand loyalty. Furthermore, the degree of brand awareness features the range of the purchase thought processes in which the brand name might be reviewed (Keller, 1998). Subsequently, brand awareness assumes a fundamental part in building a brand in the clients' psyche since clients settle on buying choices dependent on brand knowledge, awareness, or experience of a particular brand. Therefore, clients may buy over and again as they are sure of its quality, making it obvious how brand awareness has a relationship with brand dependability. Furthermore, the power of brand loyalty becomes more grounded when clients are more mindful of brand. At last, awareness impacts responsibility and loyalty straightforwardly even though there isn't sufficient comprehension about its effect on the client devotion measure.

Accordingly, this study expects to feature the part of brand awareness in the system of the clients' dynamic cycle as a crucial device for choice between clients without immense experience. Starting here, advertisers can make brand awareness among

clients through reliable exposure and promoting to ingrain brand dedication in the long haul (Keller, 2003).

2.9.3.3. Proposed Hypothesis

The genuine definition and meaning of brand awareness on purchase intent lies in the brands capacity to be top of psyche and pertinent to the right customer. It is intriguing to take note of that a few scientists uncovered a huge relationship between these two concepts (Valavi, 2014, Tsang et al., 2011). Different analysts noticed an inconsequential relationship (Esch et al., 2006; Hyun and Kim, 2011; Ramaseshan et al., 2013; Liu et al., 2013). There is general understanding among analysts that brand awareness is a steady proportion of the force of a brand (Aaker, 1996). Brand awareness is characterized as "the strength of a brand's quality in the buyer's psyche" (Aaker, 1996). Outrageous brand awareness, originating from brand affiliations, is a marker of the brands product quality that impacts the shopper’s capacity to settle on the purchase choices (Aaker, 1991; Yoo et al., 2000). In this manner, we can presume that there is a positive connection between brand awareness and brand loyalty.

To develop a strong brand, brand awareness is significant for such strength (Buil et al., 2013). Brand awareness isolates the brand from competitors and prompts brand choice (Valavi, 2014). Balaji (2011) states that brand awareness influences the strength of brand associations and position in the cerebrum of the buyer. Aaker (1991) contemplated that brand awareness gives a customer acceptable inspiration to think about the brand in his idea set. Brand awareness has been reviewed in customer' direct analyses (Hsu et al., 2011; Huang & Cai, 2015; Bianchi & Pike, 2010). Therefore, we can propose the following third hypothesis.

H3: Brand Awareness mediates the relationship between brand personality and customer loyalty.

2.9.4. Brand Engagement

2.9.4.1. Definition of Brand Engagement

In spite of the fact that the idea of 'engagement' in brand connections isn't pristine, a lot of interest in the idea has arisen somewhat recently (e.g., Haven 2007; Harvey 2005). It is suggested that inside collective, unique brand conditions, client brand engagement (CBE) means an essential basic for delivering upgraded in general brand

execution, which incorporates unrivaled upper hand (Sedley 2008), deals development (Neff, 2007) and benefit (Voyles, 2007). The thinking behind these cases is that drawn in clients assume a crucial part in promoting of showcasing exercises from brands by giving references or potentially proposals of explicit products, services and additionally brands to other people. The notion of consumer-brand co-creation through brand engagement has become vital in the discussion of consumer-brand engagement, as it has been mentioned by (De Vries & Carlson, 2014; Dessartet al., 2015; Ibrahim et al., 2017), that the success of a brand is through enhancing consumer engagement as this aid in brands product development (Hoyer, Chandy, Dorotic, Krafft & Singh 2010; Nambisan & Nambisan 2008; Kothandaraman & Wilson 2001) and in doing so, creating brand value and consumer experience (Barger et al., 2016; Merrilees, 2016).

Brand Engagement is defined as a “psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships” (Brodie et al., 2011). Vivek et al. (2012) take this definition further than the brand to include physical aspects of and organisations around the brand. With these definitions, CE no longer refers to what is normally referred to by the basic term “engagement” but extends to the interaction between a brand and an individual’s psychological state. This relatively new construct describes the co-creative process of the relationship between consumers and a brand, consequently drawing the attention of several scholars.

2.9.4.2. Dimensions of Brand Engagement

Ample evidence in the literature has pointed to consumers developing their self-concepts based on what they own as part of creating and expressing their self-images. From Levy (1959) who argued that products, along with being functional solutions to problems, also act as personal and social symbols; to Csikszentmihalyi and Rochberg-Halton (1981) who describe how “Even purely functional things serve to socialise a

person to a certain habit or way of life and are representative signs of that way of life” (p. 21).

Belk (1988) also highlights how products form an “extended self” for consumers, a self that consists of their physical being plus their possessions. Consumers share different experiences and relate to brands and products in different ways. These relations are

influenced by brand resonance, brand equity and most importantly, brand personality (Consumer Brand Relationship Colloquium, 2011). Consumers have been noted to relate and create personal and emotional relationships with brands that help them in reflecting their own personal selves (Goldsmith, 2011). Research done by several researchers has highlighted that brand engagement is enhanced when consumers see themselves through the brand and product they interact with (Solomon, 2003; Walker, 2008). Allen, Fournier & Miller(2008). A brands' successful psychological connection to a consumer result in the consumer not just interacting with the brand because of the quality of the product and services, but because the consumer sees themselves through the brand they are interacting with (Sprott et al., 2009).

The in-depth study of brand engagement and consumer-brand engagement sparked Sprott, Czellar, & Spangenberg (2009) to further elaborate on these two notions and eventually developed the construct of brand engagement in self-concept (BESC). They propose that consumers differ in the extent to which they form relationships or engage with brands, and it is this individual differing variable that can be accurately measured via self-report.

The most exhaustive definitions recognizing the presence of psychological, enthusiastic, and conduct measurements of CE are given by Patterson et al. (2006), Vivek et al. (2010), Hollebeek (2010) and Mollen and Wilson (2010). Drawing on research in authoritative conduct, Patterson et al. (2006) propose that CE contains four segments. The first is retention: the degree of client focus on a point of convergence of engagement, like a brand/association, mirroring the psychological part of engagement. Besides, engagement: a client's feeling of having a place with the association/brand, mirroring the enthusiastic component of commitment. Thirdly, life: a client's degree of energy and mental toughness in communicating with a point of convergence of item. Lastly, cooperation: the two-route correspondence between a central engagement subject and item. The last two measurements mirror the conduct feature of engagement. Further, Vivek et al. (2010) see CE from a transcendently

social viewpoint zeroed in on explicit activities. In any case, the psychological and passionate components of engagement recognised in the writing audit are suggested simply by the term 'association' in the writers' proposed CE conceptualisation.

Bowden (2009) characterizes CE as "a mental interaction", though Van Doorn et al. (2010), and Pham and Avnet (2009) accentuation on explicit CE practices by characterizing the idea fundamentally regarding the particular kinds, as well as examples of explicit engagement exercises. Further engagement, as indicated by Higgins and Scholer's (2009) Regulatory Engagement Theory, alludes to "a [consumer's] condition involved, completely consumed or fascinated," subsequently producing “a level of attraction to, or repulsion from, a focal engagement object.” The creators perceive the presence of not just certain statements of commitment, yet additionally conceivably bad articulations of the idea. To note is that the advertising writing, until now, has zeroed in prevalently on certain, rather than negative, articulations of engagement.

2.9.4.3. Proposed Hypothesis

With an attitudinal attachment to a brand, a consumer actively engages in advocating for the brand, building ties with other customers, and making the brand a part of their social identity (Keller, 2009; Burgess& Spinks, 2014). Actively engaged consumers are also more likely to refer the brand to others, thereby contributing to positive company performance (Keller, 2009; Brodie, et al., 2011; Keller, 2013; Burgess & Spinks, 2014). Chan et al.’s (2010) findings provide empirical support for the argument that customers’ engagement beyond good/service consumption can add value for them. Similarly, Van Doorn et al. (2010) argues that customer engagement goes further than just a transaction, but rather results in positive brand/firm and customer relationships. There has been little research that puts focus on customer-brand relationships, with the research that has been done, it can be concluded that brand engagement has a positive link to customer satisfaction (Van Doorn et al., 2010; Hollebeek, 2011a) and brand loyalty (Brodie et al., 2011a; Hollebeek, 2011a, 2011b). Therefore, we can propose the following forth hypothesis.

H4: Brand engagement mediates the relationship between brand personality and customer loyalty.

2.10. Relationship Between Brand Personality and Brand Loyalty

A considerable lot of the investigations that have broken down the connection between brand personality and brand loyalty found that by including the idea of brand

personality, brand loyalty can be upgraded. As indicated by Guo (2003) there is a lot of impact between brand personality and brand preference, this is on the grounds that brands have their own characters, driving shoppers to regard these brands as genuine individuals. Buyers are hence bound to utilize the brand and product in accordance with their own character qualities. Therefore, all marketing initiatives ought to be pointed toward having a trustworthy and unmistakable brand personality to support the correspondence between the brand and the customer (Govers & Schoormans, 2005), and subsequently improve the brand's loyalty and equity.

Mengxia's investigation (2007) because of brand personality shows that brand personality impacts brand connection, preference, loyalty, and purchase intention. A viable brand personality is melded on consistency, a drawn-out system, and a differentiation from different brands, as per Kumar et al. (2006), whose examination on utilized solid merchandise and buyer products found an association between brand personality and brand loyalty.

Lamentably, the connection between brand personality and purchase intent has not been generally recognised for certain investigations finding that brand personality measurements impact brand decision altogether, paying little heed product type. Nonetheless, Lim et al. (2003) tracked down that the impact that parts of brand personality have contrasted and that of product attributes varies dependent on product type. Notwithstanding, with regards to low-inclusion product the impact of brand personality is more grounded, while product attributes have more grounded effect on purchasers' brand decisions for high-association products and services. Likewise, Lee and Oh (2006) found that personality highlights, like energy, complexity, skill, genuineness, and roughness could altogether foresee brand preference, fulfilment, and loyalty. Therefore, we can propose the following fifth hypothesis.

H5: *Brand personality has a positive impact on purchase intention which positively impacts customer loyalty.*

2.11. Proposed Research Conceptual Model

A theoretical framework is defined as the "logically developed, described and elaborated network" (Sekaran & Bougie 2009) of information from previously written literature that is relevant to and supports the current research problem (Sekaran &

Bougie 2009). Based on existing literature, a theoretical framework on the relationship between brand personality and purchase intention can be built as follows.

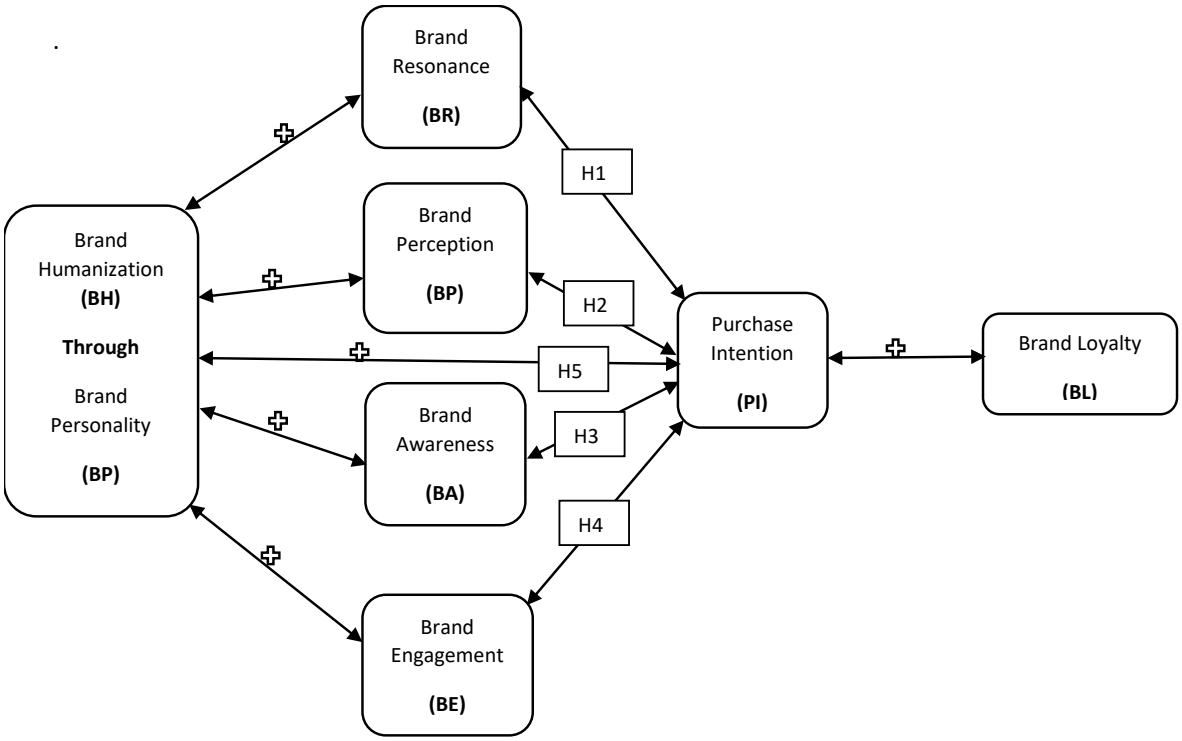


Figure 2.8: Proposed Conceptual Model

Source: Developed by researcher (2019)

2.12. Conclusion

Chapter two aimed to introduce and discuss, in depth, the main variables of the research study. This chapter discussed the research theories that have been proposed and used to support the study and reflected on the key research variables, being brand humanisation, brand personality, Nikes as the case study source and served to introduce and discuss the Millennials as the research audience (sample). Based on the conceptual research model proposed and developed, Chapter two further discussed the proposed hypothesis for this study and highlighted past research that aided in the justification of the development of each hypothesis. Chapter three will introduce the research methodology and aim to discuss the chosen research strategy, sampling procedure and elaborate on how reliability and validity of the data collected for this research will be achieved.

CHAPTER 3: METHODOLOGY

3.1. Introduction

This chapter outlines the research design and methodology employed for the present study. More specifically, it covers the following: An evaluation of the research design and sample method relating to this study is conversed. Furthermore, this study made use of a suitable digital questionnaire as the research tool and the process of data collection is explained. An overview of the data analyses method is assessed. Lastly, the chapter discusses the concepts of reliability, validity and model fit for this study and considers the ethical considerations.

3.2. Research Strategy

3.2.1. Research Philosophy

As per Collins (2010), a research paradigm is the advancement and nature of information. Further, the hypothesis of the research paradigm is critical to the exploration interaction in every aspect of study (Mangan, Lalwani & Gardner, 2004). There are three kinds of research paradigm models: constructivist, pragmatic, and post positivist Creswell (2003). This research study is predominantly focused on testing the knowledge pertaining to the relationship between rand personality and customer loyalty and the mediating influence of brand engagement, brand awareness, brand perception and brand resonance repeat purchase behaviour which leads to customer loyalty. Creswell (2003) points out that the development of knowledge uses a post positivist paradigm by means of a quantitative approach. Post positivist researchers analyse the causes that “influence the outcome to further reduce ideas into smaller ideas, such as the constructs that form the hypothesis development” (Creswell, 2003). Moreover, Creswell (2003) puts emphasis on the fact that post positivist researchers begin with a theory, collect data to either acknowledge or disprove the initial theory.

3.2.2. Research Approach

Research methodology is a systematic way to solve a problem, a science of studying how research is to be carried out and the procedures by which researchers go about

their work of describing, explaining, and predicting phenomena. Research methods in the social sciences are often divided into two main types: quantitative and qualitative.

Quantitative research refers to “explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)”. It involves collecting numerical data to explain a particular phenomenon, measure social reality, and answer questions immediately suited to being answered using quantitative methods. Quantitative researchers view the world as reality that can be objectively determined, therefore rigid guides in the process of data collection and analysis are very important.

On the other hand, qualitative methods typically refer to a range of data collection and analysis techniques that use purposive sampling and semi-structured, open-ended interviews (Dudwick, Kuehnast, Jones & Woolcock, 2006), as well as questionnaires, content analysis and survey research (Silverman, 2006). It is worth pointing out here that, as ‘qualitative methods’ is an umbrella term for a large number of different research methods (e.g., participant observation, interviews, case studies, ethnographic research) which are quite different, they are used by researchers with quite different world views, some of which clearly lie towards the realistic end of the spectrum. Qualitative data are not necessarily or usually numerical, and therefore cannot be analysed by using statistics. Qualitative methods that allow researchers to explore the views of homogenous as well as diverse groups of people help unpack these differing perspectives within a community.

There are certain instances when a researcher needs to make use of both qualitative and quantitative characteristics, referred to as mixed methods. Mixed methods research combines quantitative and qualitative methods or paradigm characteristics within a stage of the study or across two of the stages of the research process. The research method employed in this study is the quantitative method based on the nature of the research problem: to investigate brand humanisation through brand personality and its impact on brand loyalty in South African youth consumers. Since the nature of the problem does not require the respondents to express their perceptions and views about the topic at hand, the quantitative method is more appropriate as it provides closed-ended questions with a set of possible answers.

3.2.3. Research Method

This research study attempts to explore the true importance and positive impact of brand humanisation through brand personality on customer loyalty amongst the youth of Johannesburg, making casual comparative research (Leedy & Ormrod, 2001). best suited for the research. In the causal comparative research, the researcher examines how the independent variables re affected by the dependent variables and involves cause and effect relationships between the variables. The factorial design focuses on two or more categories with the independent variables as compared to the dependent variable (Vogt, 1999). The causal comparative research design provides the researcher the opportunity to examine the interaction between independent variables and their influence on dependent variables.

For this research, quantitative research was used as the research orientation, therefore there was a research questionnaire consisting of closed-ended questions that included multiple choice and scale answering option questions. Questionnaire research designs are quite flexible and can therefore appear in a variety of forms, but all are characterised by the collection of data using standard questionnaire forms administered face to face, or increasingly by using web-based and e-mail forms, in this instance, the research questionnaire was an online based instrument that was distributed on social media platforms

3.3. Sampling Procedure

3.3.1. Population of Interest

A “population” consists of all the subjects a researcher intends to study. Considering it is not possible to reach all the members of a target population, one must identify that portion of the population which is accessible. The nature of the accessible population depends on the time and resources of the researcher therefore it is advisable that the researcher identifies the best suitable population to collect the best data. The chosen population in this study is a select group of Millennials in Johannesburg within an undetermined population. This is the best group to study which is also adaptable to changing their perceptions on the topic at hand.

3.3.2. Sample Frame

Sampling is the process of selecting a group of subjects who represent the larger group from which they were selected, for a study. There are two types of sampling namely, probability sampling and non-probability sampling. Probability sampling is when all subject of a population has known and equal chance of being selected in a study sample and no bias is in sight that would result in one population having an advantage over another (Ebeto, 2017). With probability sampling, bias is eliminated, and the researcher has surety that the sample selected for the study is a true and accurate reflection of the total population (Miller et al., 2010). Non-probability sampling is when aspects of a population in a study are unknown, or the researcher does not have surety over certain traits of the population being considered for a study (Ranjit & Kumar, 2011). Non-probability sampling results in the researcher using elements of bias when considering a sample (Ranjit & Kumar, 2011). In such situations the selection of elements is dependent upon other considerations.

Non-probability sampling includes a number of different methods, such as, convenience which includes participants who are readily available and agree to participate in a study; purposive which refers to selecting a sample “on the basis of your own knowledge of the population, its elements, and the nature of your research aims” (Yin, 2003); snowball which is used “in those rare cases when the population of interest cannot be identified other than by someone who knows that a certain person has the necessary experience or characteristics to be included” (Davis, 2005); and quota, where “respondents are selected non-randomly on the basis of their known proportion to the population” (Davis, 2005).

For the purpose of this research, non-probability, purposive sampling was utilised mainly because this research calls for a specific population and sample, being the Millennials in Johannesburg, a population the researcher has knowledge of. The population selected is the youth, both male and female based in Johannesburg, between the age of 21 to 35 and accessible in the Johannesburg area during the data collection process. Due to the limited resources and time, the use of readily available participants that have knowledge of the purpose of the research study and are willing to participate ensured that accurate and reliable data is collected to prove or disprove the above-mentioned hypothesis. With the use of the convenience sampling method,

the respondents selected themselves through the completion of the online questionnaire that was shared on social media. The participants were encouraged to share the questionnaire link with friends and family that meant the sample criteria for them to participate. This ensured that a wide range of respondents within the selected population according to convenience were reached.

3.3.3. Sample Size

According to the 2018 South African general household survey, there is a total of 20.6 million youth (age 21 to 34) in South Africa, and of that total population, 28.6% reside in Gauteng. With the use of the Raosoft calculator, the sample size was 200, for the purpose of this research. Additionally, the use of convenience sampling allowed for the selection of participants is an environment where the participants are more comfortable and have time to give the questionnaire attention. This will result in a higher reliability rate.

3.4. Measurement Scale and Data Collection

Considering that the present study is quantitative in nature, a self-administered questionnaire was used comprising 35 closed-ended questions that was answered by all participants. In pursuit of accuracy and ensuring participants complete the questionnaire with maximum knowledge of the subject, a case study relating to the subject was be presented and explained to the participants prior to completing the questionnaire. The questionnaire made use of the Likert scale with a 5-point scale from “strongly disagree” to “disagree”, where 1 is “strongly disagree” and 5 being “disagree”. A detailed background of *Nike*, the “Just Do It” campaign and focus on the South African initiatives done through this campaign was shared with the participants before they can complete the questionnaire to ensure reliability and accuracy of the respondents’ answers.

The questionnaire consisted of two sections, each introducing the concepts being investigated in the research report, being the importance of brand humanisation through brand personality, brand loyalty and the mediating variables. The collection process was done through a digital questionnaire link that was sent out to a database of potential respondents. The link was also shared on social media and through referrals from other participants.

3.4.1. Dependant Variables

The variable that depends on other factors that are measured. These variables are expected to change because of an experimental manipulation of the independent variable or variables (Howitt et al., 2004). It is the presumed effect (Howitt et al., 2004).

3.4.1.1. Brand Personality

The following questions have been adapted from a study conducted by Aaker (1997); the measurement scale aims to investigate brand personality. The scale consists of 18 items but for the purpose of this research study, we have only considered 4 main instruments, namely:

		Strongly agree	**Agree**	**Undecided**	**Disagree**	**Strongly Disagree**
Brand Personality (BH)		1	2	3	4	5
BH1	Nike as a brand is sincere	1	2	3	4	5
BH2	Nike as brand is exciting	1	2	3	4	5
BH3	Nike as a brand is competent	1	2	3	4	5
BH4	Nike as a brand is modern	1	2	3	4	5

Table 3.1: Brand Personality Measurement Scale

3.4.1.2. Brand Loyalty

The following questions have been adapted from a study conducted by (Algesheimer, Uptal & Herrmann, 2005; Fullerton, 2005), the measurement scale aims to investigate brand loyalty developed by a consumer through. The scale consists of 11 items but for the purpose of this research study, we have only considered 4 main instruments, namely:

		Strongly agree	**Agree**	**Undecided**	**Disagree**	**Strongly Disagree**
Brand Loyalty (BL)						
BL2	I would go out of my way to use Nike	1	2	3	4	5

BL3	I am willing to invest a lot of time and energy to obtain Nike products	1	2	3	4	5
BL4	If the shop I regularly visit does not have Nike, I go to another shop to buy Nike	1	2	3	4	5
BL5	I intend to keep purchasing Nike	1	2	3	4	5

Table 3.2: Brand Loyalty Measurement Scale

3.4.1.3. Purchase Intention

The following questions have been adapted from a study conducted by (Jamieson & Bass, 1989; Kalwani & Silk, 1982), the measurement scale aims to investigate brand personality. The scale consists of 7 items but for the purpose of this research study, we have only considered 3 main instruments, namely:

		Strongly agree	**Agree**	**Undecided**	**Disagree**	**Strongly Disagree**
Purchase Intention (PI)						
PI1	I will make an effort to start buying Nike	1	2	3	4	5
PI2	I am more likely to start buying Nike now	1	2	3	4	5
PI3	I intend on buying Nike the next time I buy sportswear	1	2	3	4	5

Table 3.3: Purchase Intention Measurement Scale

3.4.2. Independent Variables

The variable that is stable and unaffected by the other variables you are trying to measure (Howitt et al., 2004). It refers to the condition of an experiment that is systematically manipulated by the investigator. It is the presumed cause (Howitt et al., 2004).

3.4.2.1. Brand Awareness

The following questions have been adapted from a study conducted by Aaker (1996) and adjusted by (Yoo & Donthu, 1997), the measurement scale aims to investigate brand awareness. The scale consists of 10 items but for the purpose of this research study, we have only considered 3 instruments, namely:

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Brand Awareness (BA)						
BA1	I have heard of Nike	1	2	3	4	5
BA2	I am well aware of Nike	1	2	3	4	5
BA3	Nike is a popular sportswear brand	1	2	3	4	5

Table 3.4: Brand Awareness Measurement Scale

3.4.2.2. Brand Perception

The following questions have been adapted from a study conducted by (Yoo et al.2000) and adjusted by (Mathwick et al. 2001; Petrick 2002; Sweeney & Soutar 2001), the measurement scale aims to investigate brand perception. The scale consists of 36 items in 3 different elements of brand perception but for the purpose of this research study, we have only considered 4 main instruments, namely:

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Brand Perception (BP)						
BP1	Nike knows what the needs of their consumers are	1	2	3	4	5
BP2	Nike is a trust-able brand.	1	2	3	4	5
BP3	Nike is a useful brand	1	2	3	4	5
BP4	In my overall opinion, Nike is a good brand	1	2	3	4	5

Table 3.5: Brand Perception Measurement Scale

3.4.2.3. Brand Engagement

The following questions have been adapted from a study conducted by (Belk 1988; Fournier 1998), the measurement scale aims to investigate brand engagement. The scale consists of 11 items but for the purpose of this research study, we have only considered 5 main instruments, namely:

	Strongly agree	Agree	Undecided	Disagree	Strongly Disagree

Brand Engagement (BE)						
BE1	I would recommend Nike to others	1	2	3	4	5
BE2	If someone makes a negative comment about Nike, I would defend it	1	2	3	4	5
BE3	I really like to talk about Nike with others.	1	2	3	4	5
BE4	I closely follow news about Nike. (social media, newsletters)	1	2	3	4	5
BE5	I am proud to have others know I use Nike	1	2	3	4	5

Table 3.6: Brand Engagement Measurement Scale

3.4.2.4. Brand Resonance

The following questions have been adapted from a study conducted by (Keller, 2001) and adjusted by (Kotler & Keller, 2006), the measurement scale aims to investigate brand personality. The scale consists of 12 items but for the purpose of this research study, we have only considered 3 main instruments, namely:

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Brand Resonance (BR)						
BR1	Compared to how I feel towards other sportswear brands, Nike is very important to me	1	2	3	4	5
BR2	I buy Nike whenever I can	1	2	3	4	5
BR3	Even though there is another cheaper sportswear brand, I prefer to use Nike	1	2	3	4	5

Table 3.7: Brand Resonance Measurement Scale

3.5. Data Analysis

Confirmatory factor analysis (CFA) was conducted to assess the validity and reliability of the constructs. The CFA was applied in IMB Amos version 21. The researcher chose CFA as there was a model already that required confirmation. Figure 4.32 shows the hypothesised model. This is after eliminating BL1 already as the model was not converging with BL1 in the model. Structural Equation model (SEM) was applied to address the hypotheses. This was fitted from the valid constructs established during

CFA. The SEM was conducted in IMB Amos version 21. The SEM model is presented in Figure 5.34.

3.6. Reliability and Validity

Heale and Twycross (2015) characterize reliability as the specific proportion of an instrument and the exploration instrument continually having comparable outcomes to earlier research. Further, Rogelberg (2002) recognises that reliability is worried about measurements mistakes. Hence, to ensure reliability, this investigation utilizes research instrument scale things from previous research done. What's more, this research directed a pilot to test the research measurement items utilizing a sample of 10 respondents. The suggested limit of 0,6 was recommended by Barakat, Ramsey, Lorenz and Gosling (2015). In this manner, the examination should meet Cronbach's Alpha score of 0.6. The Cronbach alpha score and composite reliability score is estimated utilizing SPSS23 and Amos to survey the dependability of the measurement items.

3.6.1. Reliability

Heale and Twycross (2015) define reliability as the exact measure of an instrument and the research instrument constantly having similar results to prior studies (Heale & Twycross, 2015). Further, Rogelberg (2002) acknowledges that reliability is concerned with measurement error. Therefore, to guarantee reliability, this study uses research instrument scale items from prior studies that have been proven to be successful at measuring the research variables. In addition, this study conducted a pilot to test measurement items using a sample of 10 research respondents to ensure that the research instrument was easily understood by non-marketers and that the instrument can collect the required data to prove/disprove the research hypothesis. The recommended threshold of 0,6 was suggested by Barakat, Ramsey, Lorenz and Gosling (2015). Therefore, the study must meet Cronbach’s Alpha score of 0.6. The Cronbach alpha score and composite reliability score is measured using SPSS23 and Amos to assess the reliability of measurement items.

3.6.2. Discriminant validity

A measurement item should quantify what it is intended to gauge. Discriminant validity was overviewed to quantify between build connection grid and shared difference versus Average Variance Extracted (AVE) of every speculation. Overall, all the measurement items are not quite the same as each other, subsequently there is concurrent and discriminant validity when the co-productive scores are beneath 0.85 (Chinomona, 2014).

3.6.3. Model fit

Nusair and Hua (2010) express that model fit is the degree to which the anticipated hypothetical model was verified by the gathered information. The assessment reflects how well the sample information fits past models (Hooper, Coughlan and Mullen, 2008). The following are the classes and qualities that are adequate for model fit testing (Chinomona, 2014).

The model fit was examined using the following indicators:

- Chi-square value< 0.3
- Incremental fit index (IFI) >0.90
- Root mean square error of approximation (RMSEA) 0.90
- Tucker Lewis index (TLI) 0.90
- Comparative fit index (CFI) >0.90

3.7. Pilot Study

To ensure reliability of the study, a pilot study was be conducted with 10 of the selected Millennials to test whether the questions are best for the study and whether changes or adjustments need to be made to ensure quality and accurate responses are given. The sample (a few select group of Millennials in Johannesburg) for the pilot study was not the same sample that will be used in the official data collection process to minimise bias responses from a group of people that were already familiar with the research instrument.

Ten respondents were chosen to pre-test the survey. After consummation, every respondent was approached to give input on the survey and in general insight. The researcher noticed the respondents finishing the survey. By and large, it took the respondents 5-10 minutes to finish the survey. Thusly, on the cover page of the survey

it was demonstrated that it will take the respondents 10 minutes to finish. Eight of the respondents demonstrated that they understood every one of the questions clearly, while two of the respondents‟ needed clearness on some of the measurement items, amendments were made based on the respondents feedback. The pilot was significant for this investigation as it permitted the researcher to guarantee words were perceived and were obvious to the respondents. Different advantages included guaranteeing that respondents comprehended the guidelines and if the survey gathers all the fundamental data that is applicable for the investigation.

Lastly, it emphasized the importance of ensuring that all potential participants had the correct resources (smartphone and internet) to complete the questionnaire appropriately.

3.8. Ethical Considerations

Babbie (2015) states that ethical issues are “concerns, dilemmas and conflicts that arise over the appropriate way to conduct research”. Ethics defines what is or is not right to do or what appropriate research method involves. Many ethical issues need a researcher to balance two values: inquiry into scientific knowledge and the rights/humanity of those being studied or of society at large. The researcher is required to measure potential benefits such as advancing knowledge of social life, improving decision making or preventing research respondents from experiencing potential loss of dignity, privacy, democratic freedoms or self-esteem.

In accordance with Rogelberg (2002), ethics present strategies for researchers to warrant ethical research. The purpose of this research is to ensure that the researcher is ethical and to maintain data credibility. Thus, the following are the ethical considerations employed in relation to this research study. No participant was threatened or harmed to partake in the study and no emotional or physical harm was exhibited by the researcher to the participants. The questionnaire cover page guaranteed that the participants had educated consent to partake in the research study by clearly defining the purpose of the research and their role within it, and the respondents understood precisely what they were being requested to complete. Voluntary participation by all participants was reinforced; there was no dishonesty or pressure. Anytime during the research study, respondents who not, at this point

wished to contribute were rejected from the study as the analyst guaranteed there was opportunity to decide not to partake in the investigation. The investigation didn't need any close to home data from the members, which means, all surveys were done under exacting obscurity. Under no circumstances during and after the data collection process did the researcher track the identity of any respondent. The nature of the questionnaire (being online) allowed for anonymity as the distribution and completion of the questionnaire was not done physically with the researcher.

3.9. Conclusion

This This chapter discussed the worldview of a research strategy and design, postpositivist researcher, and how the selected strategy and design is appropriate for the research study. The selected sample and the features thereof were defined followed by the research instrument adapted based on previous studies. Lastly, the pilot study. research limitations and ethical considerations were discussed. Chapter Five aims to focus on the data analysis and brief discussions on the findings.

CHAPTER 4: DATA ANALYSIS

4.1. Introduction

In this chapter, the data analysis of the research questionnaire that will be done for the purpose of the study. The chapter will focus on data screening to determine the true number of respondents to the research tool, the respondents' demographics, validity and reliability testing and in-depth analysis of the results of the research study through SEM technique. In this chapter, the proposed hypothesis will be approved and disproved based on the data collected.

4.2. Descriptive Statistics

This section discusses the demographic profiles of the respondents of the study including the measurement scales used to collect the data. The demographic profile of the respondents examines the gender, age, culture group and monthly income bracket of the respondents to better categorise them for the purpose of understanding each group in the study.

The sample had 200 respondents was collected. Of the 200 responses, 3 responses were incomplete and were excluded from the data. The final sample was 197 responses.

4.3. Demographic Profile of Respondents

4.3.1. Gender

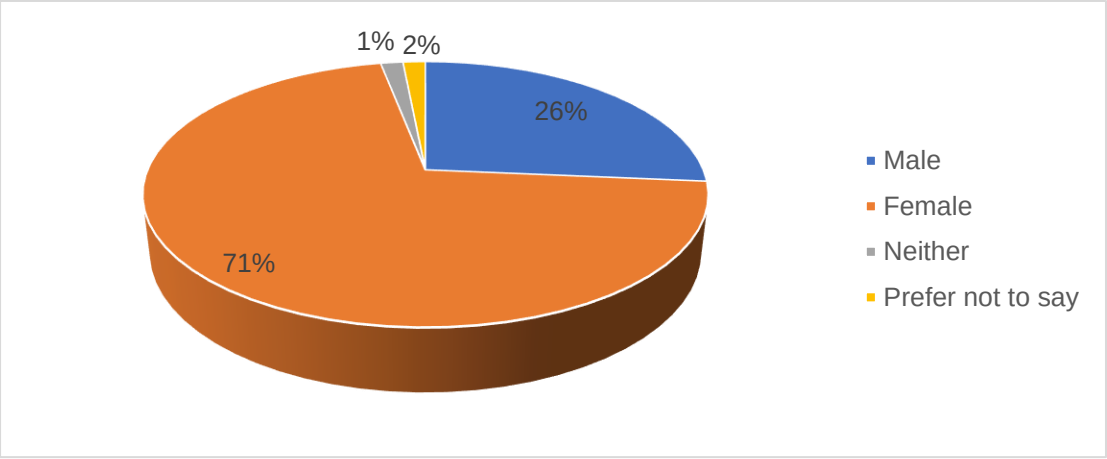


Figure 4.1: Respondent Gender

Source: Research Questionnaire Data (2020)

The gender distribution of the respondents is presented in Figure 4.1. Most of the respondents were female 71%(N=140), followed by 26% (N=51) male, 2% (N=4) preferred not to indicate their gender while another 1% (N=2) indicted that they were neither male nor female.

4.3.2. Age

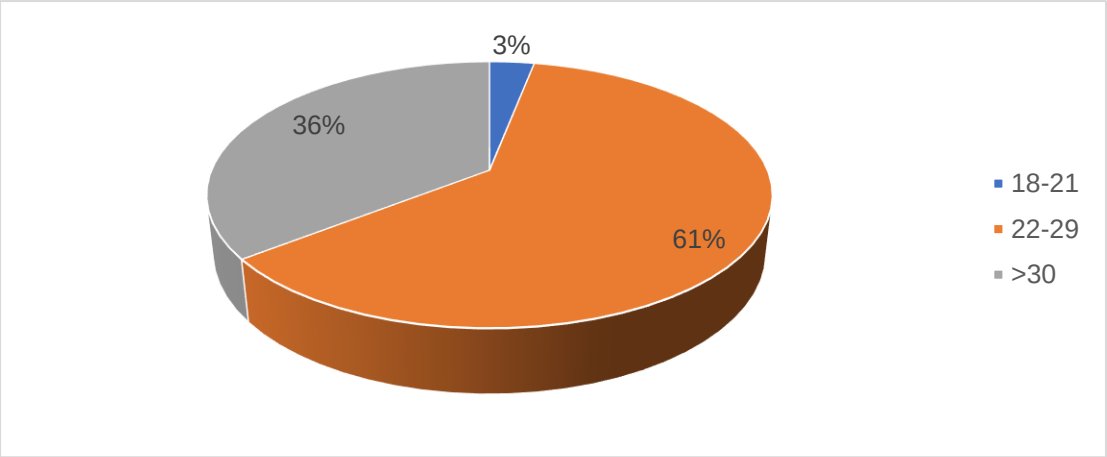


Figure 4.2: Respondent age

Source: Research Questionnaire Data (2020)

Figure 5.2 illustrates the age distribution of the sample. It can be noted that six in every ten respondents 61% (N=120 were 22 – 29 years old while 36% (N=71) were > 30 years old.

4.3.3. Culture

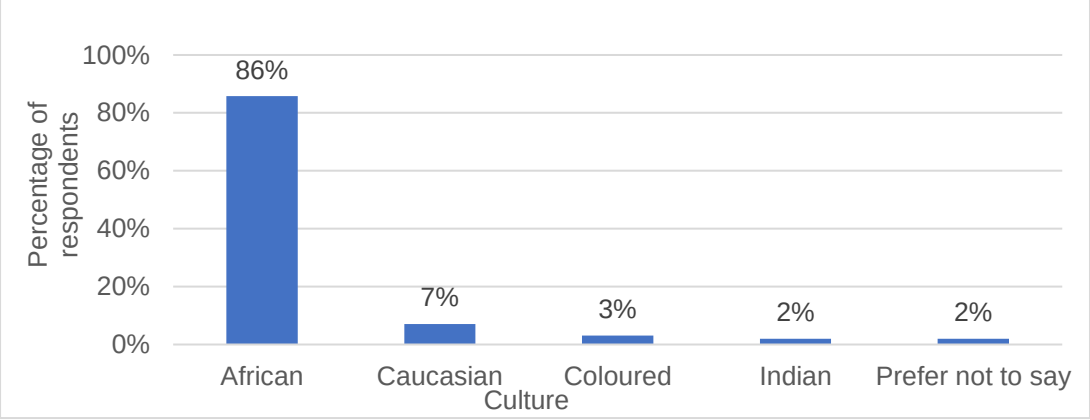


Figure 4.3: Respondent Culture

Source: Research Questionnaire Data (2020)

Most of the respondents were African 86%(N=169), followed by Caucasian 7% (14, Coloured 3% (N=6) and Indian 2% (N=4). The results are presented in Figure 4.3.

4.3.4. Income

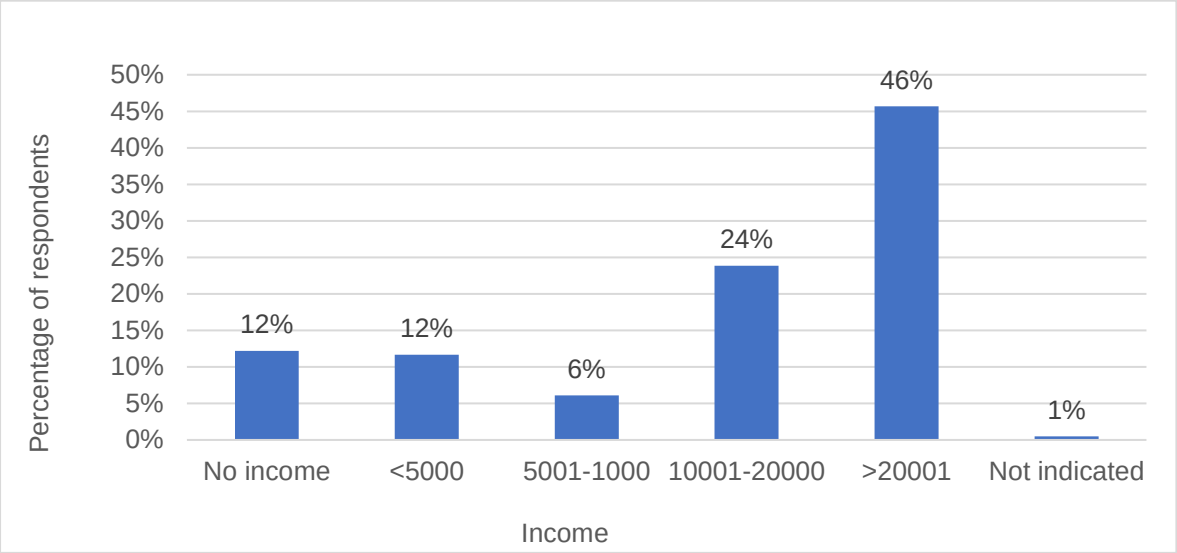


Figure 4.2: Please indicate your monthly income.

Source: Research Questionnaire Data (2020)

Close to half (46%/ N=91) of the respondents had a monthly income of more than R 20 000, while 24% (N=47) had a monthly income of R10 000 – RR20 000. The results are presented in Figure 4.4.

4.3.5. Summary of Demographic Results

Variable (N=197)	Frequency	Percentage
Gender		
Male	51	26%
Female	140	71%
Neither	2	1%
Prefer not to say	4	2%
Age		
18-21	6	3%
22-29	120	61%
>30	71	36%
Culture		

African	169	86%
Caucasian	14	7%
Colored	6	3%
Indian	4	2%
Prefer not to say	4	2%
Income		
No Income	24	12%
<R5 000	24	12%
R5 000 - R10 000	12	6%
R10 001 - R20 000	47	24%
> R20 001	91	46%
Not Indicated	2	1%

Table 4.1: Summary of Demographic Results

Source: Research Questionnaire Data (2020)

4.3.5. Are you aware of the Nike Just Do it Campaigns?

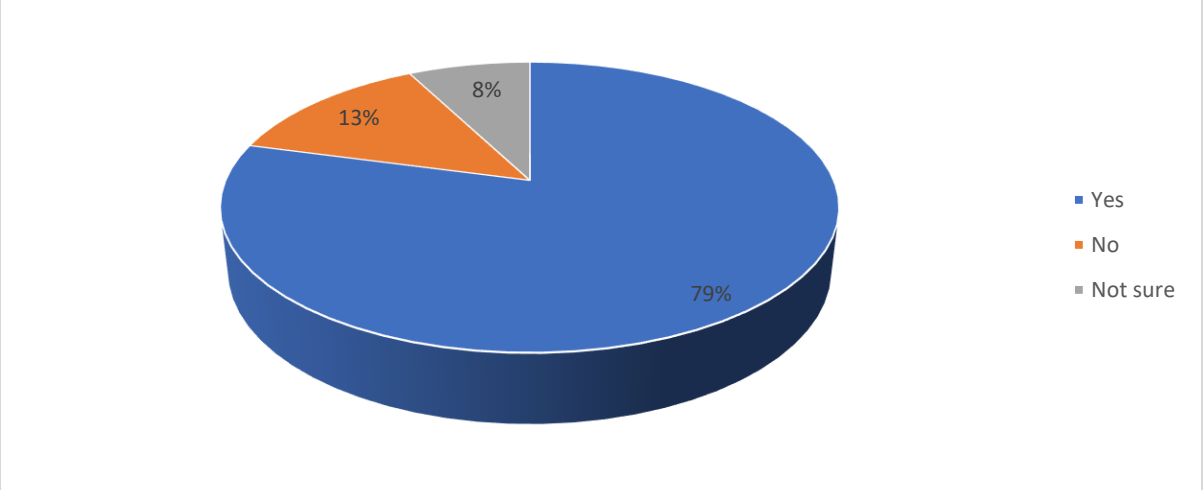


Figure 4.5.: Are you aware of the Nike *Just Do it* Campaigns?

Source: Research Questionnaire Data (2020)

It can be noted that eight out of ten respondents 79%(N=156) were aware of the Nike Just Do it Campaigns, 13% (N=26) were not while 8% were not sure as presented in Figure 4.5.

4.4. Results of measurement items

This section presents the measurement items of each constructs in order to gauge the frequency across the Likert scale from strongly agree to strongly disagree, including

undecided amongst the participants. The results pertain to brand humanisation and its impact on purchase intent leading to customer loyalty, including brand engagement, brand perception, brand awareness and brand resonance as mediating variables.

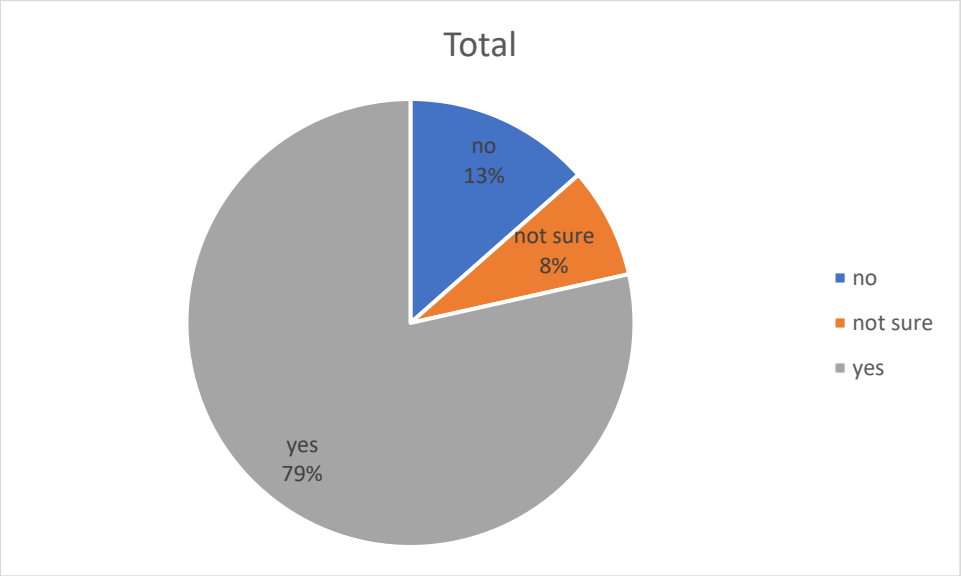


Figure 4.6: Are you aware of the 'Nike Just Do it' Campaigns?

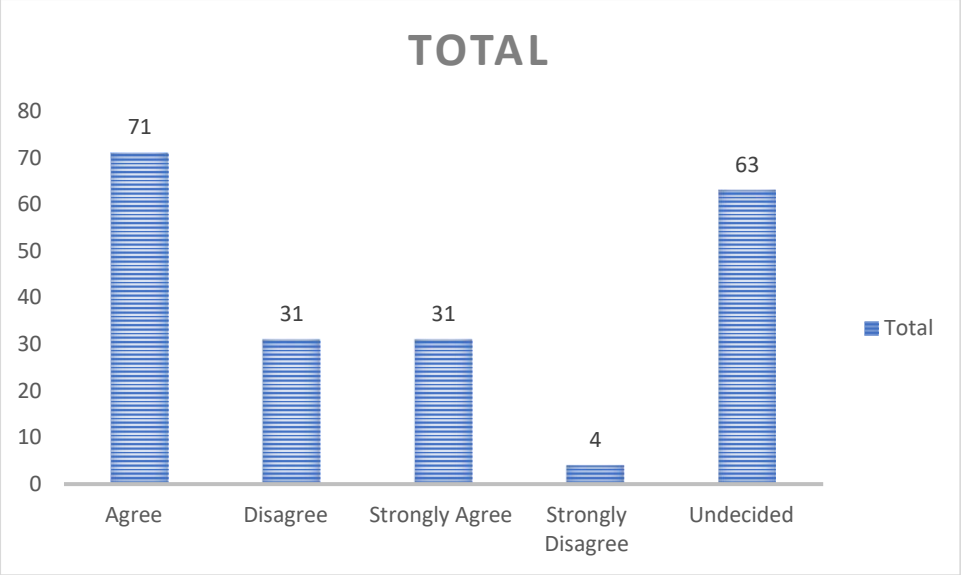
Source: Calculated from questionnaire results (2020)

As seen on Figure 5.6, 79% (N=156) of the participants were aware of the Nike "Just do it" Campaign, which represented the largest group. A further 13% (N=26) not having knowledge of the campaign at all and 8% (N=16) of the participants could not recall (not sure) the Nike "Just do it" campaign.

4.4.1. Brand Resonance Measurement Scale

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Scale		Frequency				
BR1	Compared to how I feel towards other sportswear brands, Nike is very important to me	**31**	71	63	31	4
BR3	I buy Nike whenever I can	36	89	21	44	10
BR\5	Even though there is another cheaper sportswear brand, I prefer to use Nike	35	55	39	54	16

Table 4.2: Brand Resonance Frequency

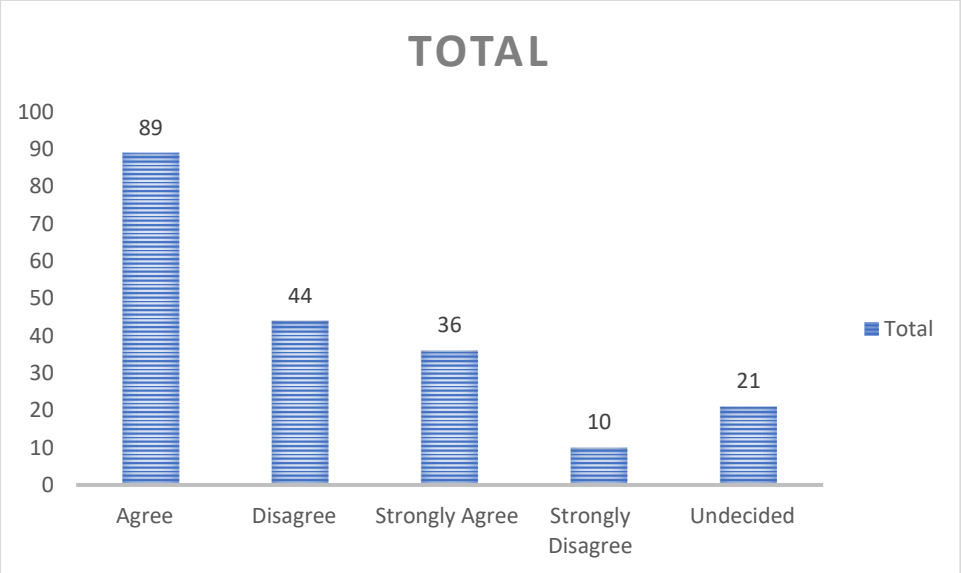


Compared to how I feel towards other activewear brands, Nike is very important to me

Figure 4.7: Measurement Item BR1

Source: Calculated from questionnaire results (2020)

As seen in Figure 4.7, 36% (N=71) participants of the 197agreed to the statement that *Nike is very important to me*, in comparison to other brands. Further, 63 participants were undecided about the statement, which makes up the second largest group. Only 2% (N=4) of the 197 participants strongly disagreed with the statement.

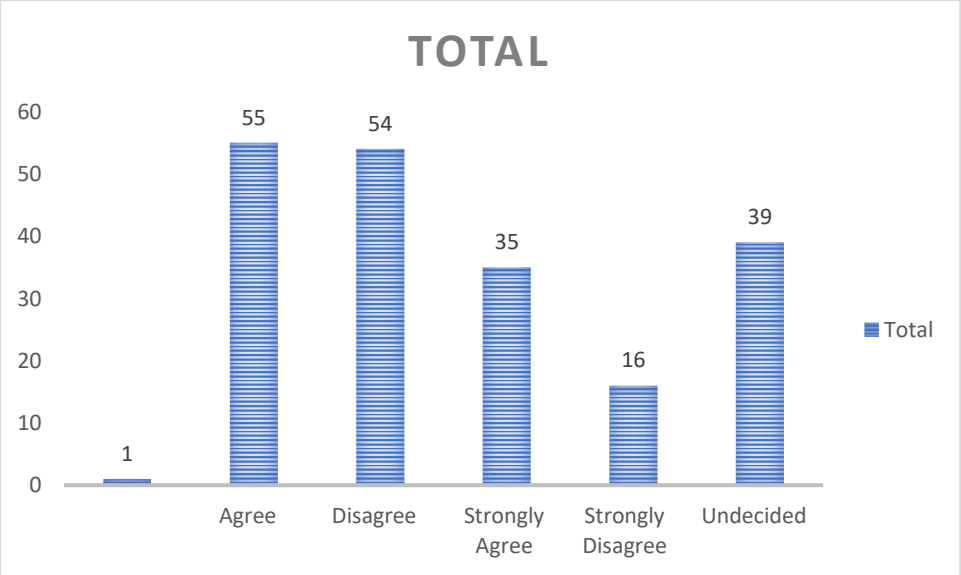


I buy Nike whenever I can.

Figure 4.8: Measurement Item BR3

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.8, 45% (N=89) of the 197 participants agreed with the statement that they but Nike whenever they can, which makes this the largest group, with only 5% (N=10) of the 197 participants strongly disagreeing to the proposed statement.



Even though there is another cheaper sportswear brand, I prefer to use Nike.

Figure 4.9: Measurement Item BR5

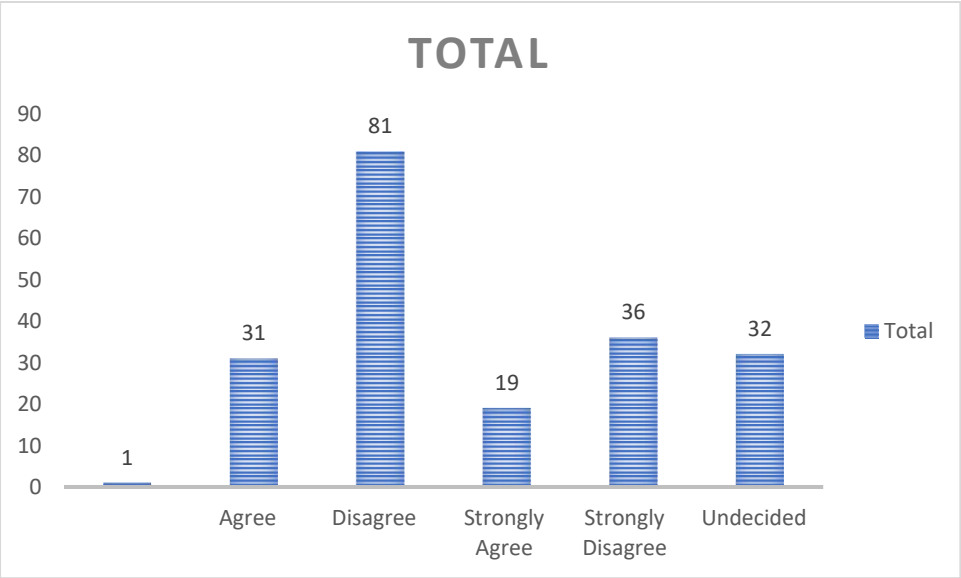
Source: Calculated from questionnaire results (2020)

As seen on Figure 4.9, 28% (N=55) of the 197 participants agreed to the statement that even though there is another cheaper sportswear brand, they prefer to use Nike, with 27% (N=54) of the participants disagreeing with the proposed statement which makes it the second largest group. Only 8% (N=16) of the 197 participants strongly disagreed with the proposed statement, making them the smallest group.

4.4.2. Brand Loyalty Measurement Scale

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Scale		Frequency				
BL2	I would go out of my way to use Nike	19	31	32	29	15
BL3	I am willing to invest a lot of time and energy to obtain Nike products	17	34	22	82	44
BL4	If the shop I regularly visit does not have Nike, I go to another shop to buy Nike	21	43	21	78	36
BL5	I intend to keep purchasing Nike	28	93	44	22	12

Table 4.3: Brand Loyalty Frequency

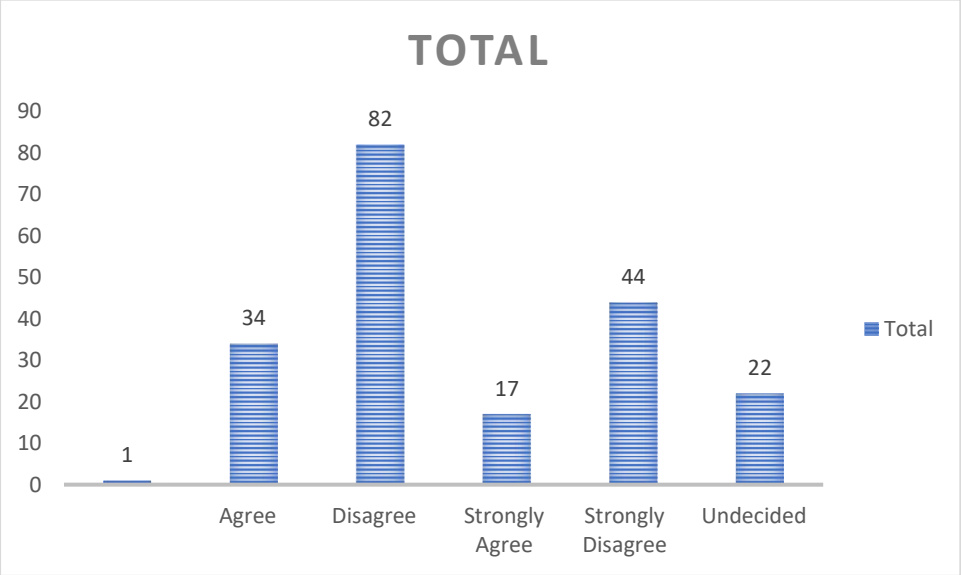


I would go out of my way to use Nike.

Figure 4.10: Measurement Item BL2

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.10, 41% (N=81) of the 197 participants disagreed with the statement that they would go out of my way to use Nike, this makes up the largest group, with only 10% (N=19) of the 197 participants strongly disagreeing with the proposed statement.

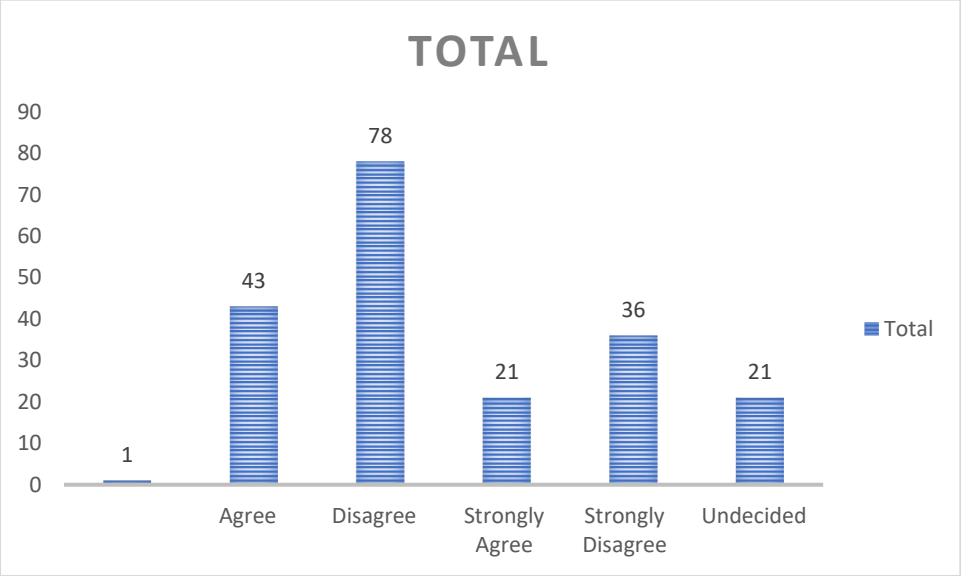


I am willing to invest a lot of time and energy to obtain Nike products.

Figure 4.11: Measurement Item BL3

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.11, 42% (N=82) of the 197 participants disagreed with the statement that they are willing to invest a lot of time and energy to obtain Nike products, these respondents make up the largest group. The smallest group was made up of the 9% (N=17) of the 197 participants that strongly agreed with the proposed statement.

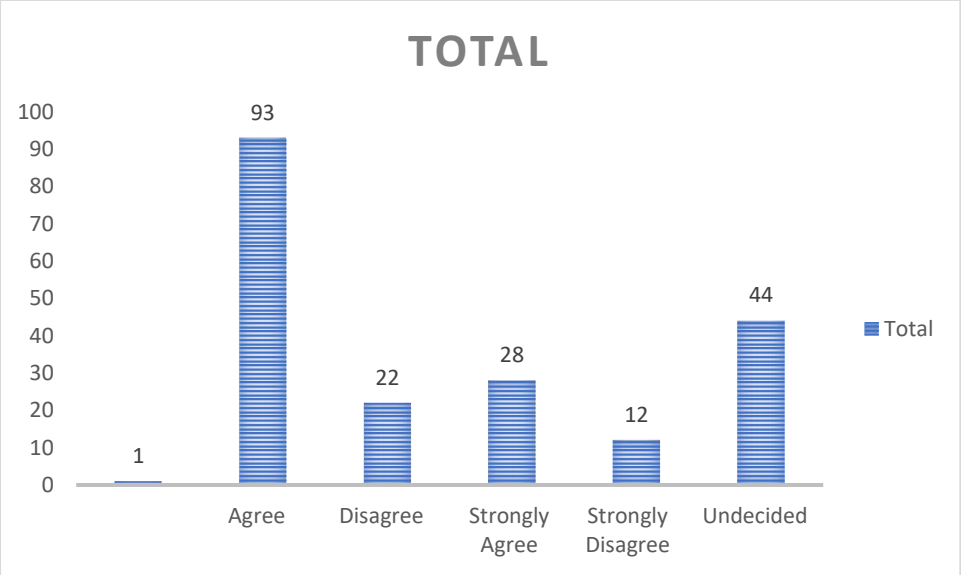


If the shop I regularly visit does not have Nike, I go to another shop to buy Nike.

Figure 4.12: Measurement Item BL4

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.12, 40% (N=78) of the 197 participants disagreed with the statement that if the shop they regularly visit does not have Nike, they go to another shop to buy Nike, this makes up the largest group. A further 11% (N=21) of the 197 participants strongly agreed with the statement proposed and 11% (N=21) of the 197 participants were undecided. These two groups respectively made up the smallest groups.



I intend to keep purchasing Nike.

Figure 4.13: Measurement Item BL5

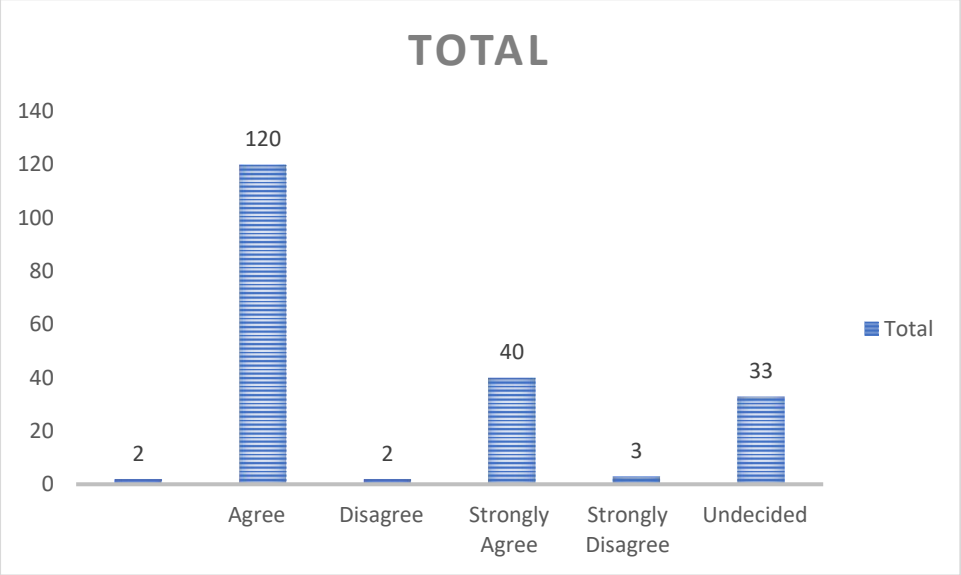
Source: Calculated from questionnaire results (2020)

As seen on Figure 4.13, 42% (N=93) of the 197 participants agreed with the statement that they intend to keep purchasing Nike, this makes up the largest group, with only 6% (N=12) of the 197 participants strongly disagreeing with the proposed statement, becoming the smallest group.

4.4.3. Brand Perception Measurement Scale

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Scale		Frequency				
BP1	Nike knows what the needs of their consumers are	40	120	33	2	3
BP2	Nike is a trust-able brand.	67	106	18	6	3
BP3	Nike is a useful brand	8	107	7	3	1
BP4	In my overall opinion, Nike is a good brand	48	116	20	2	2

Table 4.4: Brand perception Frequency

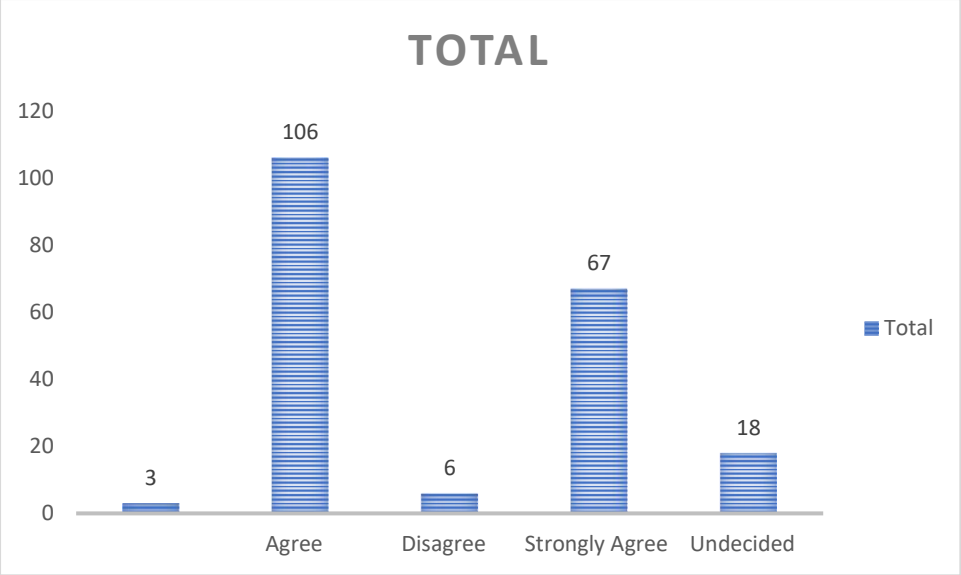


Nike knows what the needs of their consumers are.

Figure 4.14: Measurement Item BP1

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.14, 61% (N=120) of the 197 participants agreed with the statement that Nike knows what the needs of their customers are, this makes up the largest group. With only 1% (N=2) of the 197 participants disagreeing with the proposed statement, making them the smallest group.

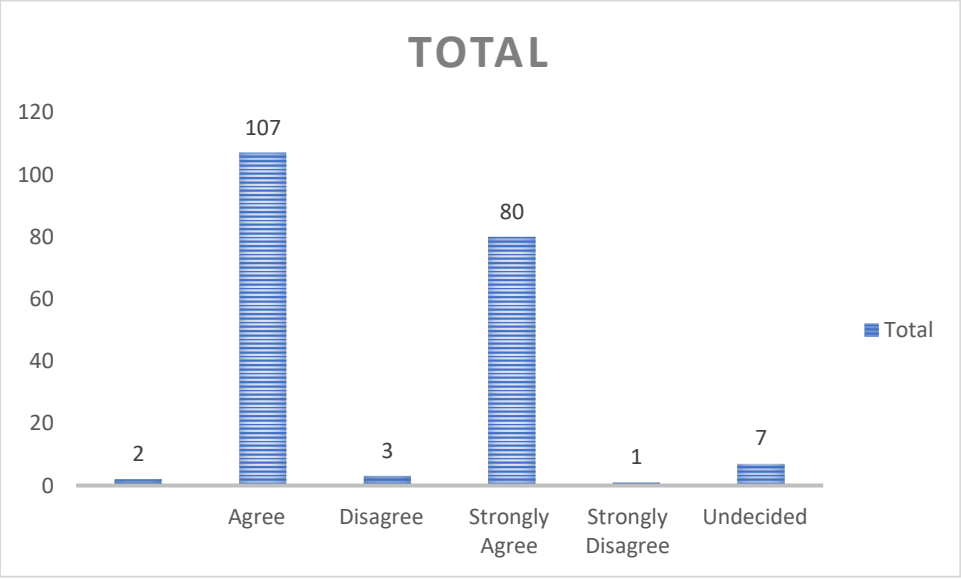


If someone makes a negative comment about Nike, I would defend it.

Figure 4.15: Measurement Item BP2

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.15, 54% (N=106) of the 197 participants agreed with the statement that if someone makes a negative comment about Nike, they would defend it, this makes up the largest group. 3% (N=6) of the 197 participants disagreed with the proposed statement.

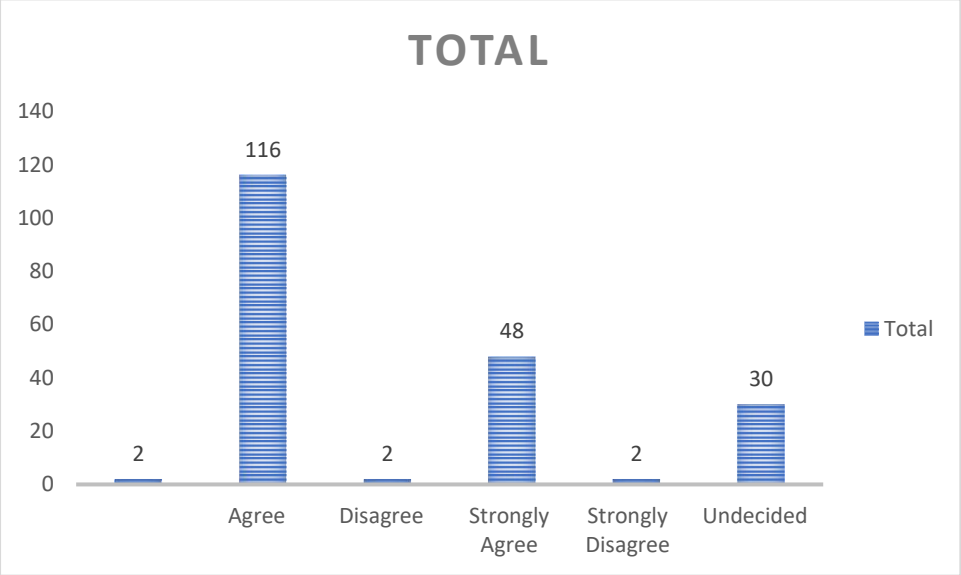


Nike is a high-quality brand.

Figure 4.16: Measurement Item BP3

Source: Calculated from questionnaire results (2020)

As seen of Figure 4.16, the largest group is made of 54% (N=107) of the 197 participants that agreed with the statement that Nike is a high-quality brand, making them the largest group. Only 0.5% (N=1) participant disagreed with the proposed statement, making them the smallest group.



In my overall opinion, Nike is a good brand.

Figure 4.17: Measurement Item BP4

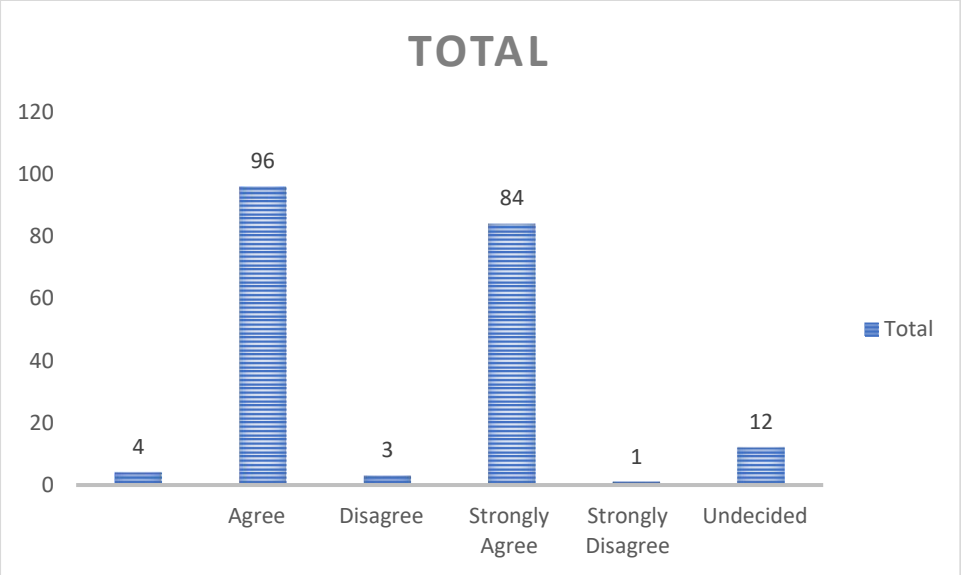
Source: Calculated from questionnaire results (2020)

As seen on Figure 4.17, 59% (N=116) of the 197 participants agreed with the statement that in their overall opinion, Nike is a good brand. The 64% (N=126) participants that agreed to the proposed statement make up the largest group, with 1% (N=2) of the 197 participants disagreeing with the proposed statement and 1% (N=2) participants strongly disagreeing with the proposed statement, making these two responses the smallest groups.

4.4.4. Brand Engagement Measurement Scale

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Scale		Frequency				
BE1	I would recommend Nike to others	84	96	12	3	1
BE3	I really like to talk about Nike with others.	23	51	62	45	16
BE4	I closely follow news about Nike. (social media, newsletters)	18	43	43	74	18
BE5	I am proud to have others know I use Nike	16	41	25	8	33

Table 4.5: Brand Engagement Frequency

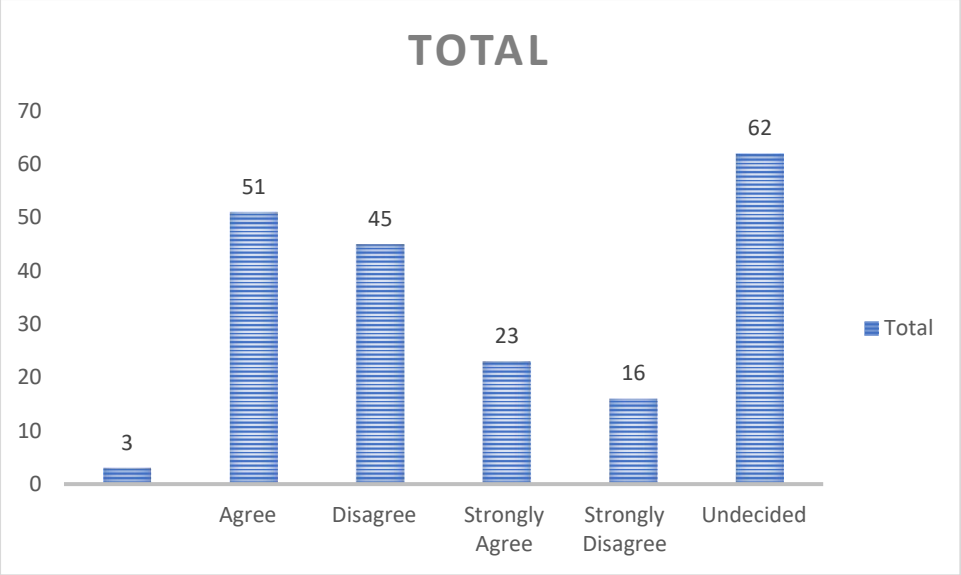


I would recommend Nike to others.

Figure 4.18: Measurement Item BE1

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.18, 49% (N=96) of the 197 participants agreed with the proposed statement that they would recommend Nike to other, this makes up the largest group. Only 0.5% (N=1) participant strongly disagreed with the proposed statement, making them the smallest group. Just 2% (N=4) of the 197 participants did not respond to the proposed statement.

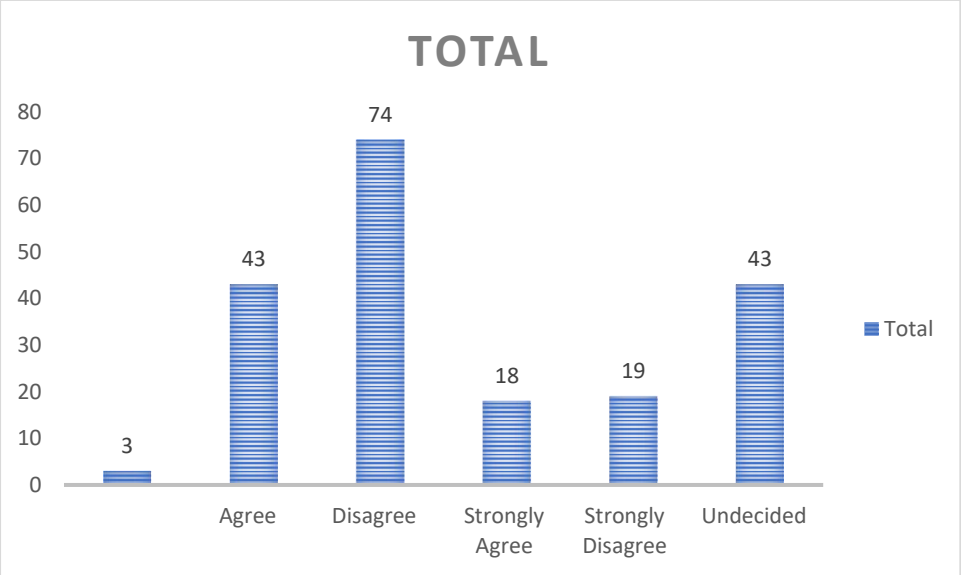


I really like to talk about Nike with others.

Figure 4.19: Measurement Item BE3

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.19, 32% (N=62) of the 197 participants were undecided with the proposed statement that they really like to talk about Nike to others, this makes up the largest group. Just 8% (N=16) of the 197 participants strongly disagreed with the proposed statement.

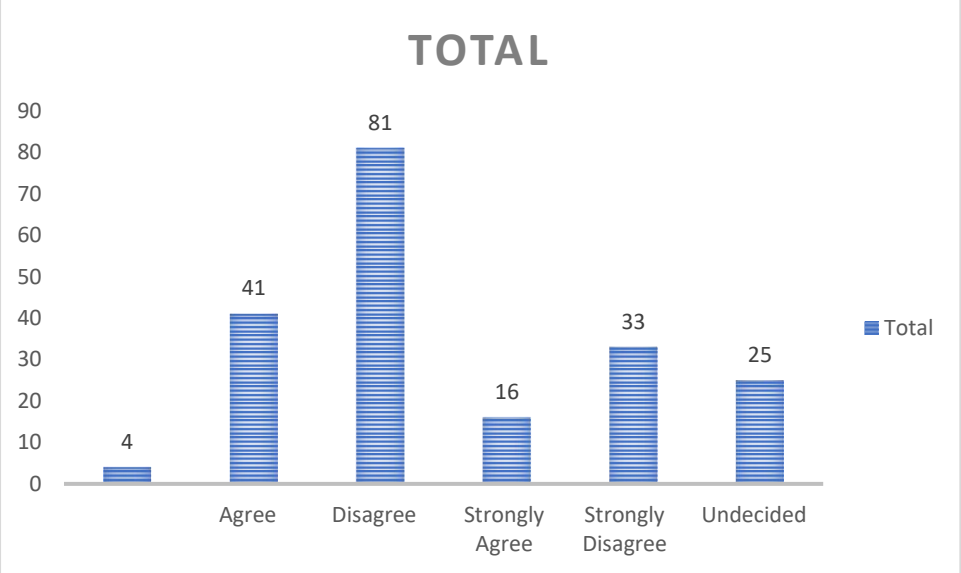


I closely follow news about Nike (social media, newsletters).

Figure 4.20: Measurement Item BE4

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.20, 38%74 of the 197 participants disagreed with the statement that they closely follow news about Nike, this makes up the largest group. However, 9% (N=18) of the 197 participants strongly agreed with the proposed statement and make the smallest group.



I am proud to have others know I use Nike.

Figure 4.21: Measurement Item BE5

Source: Calculated from questionnaire results (2020)

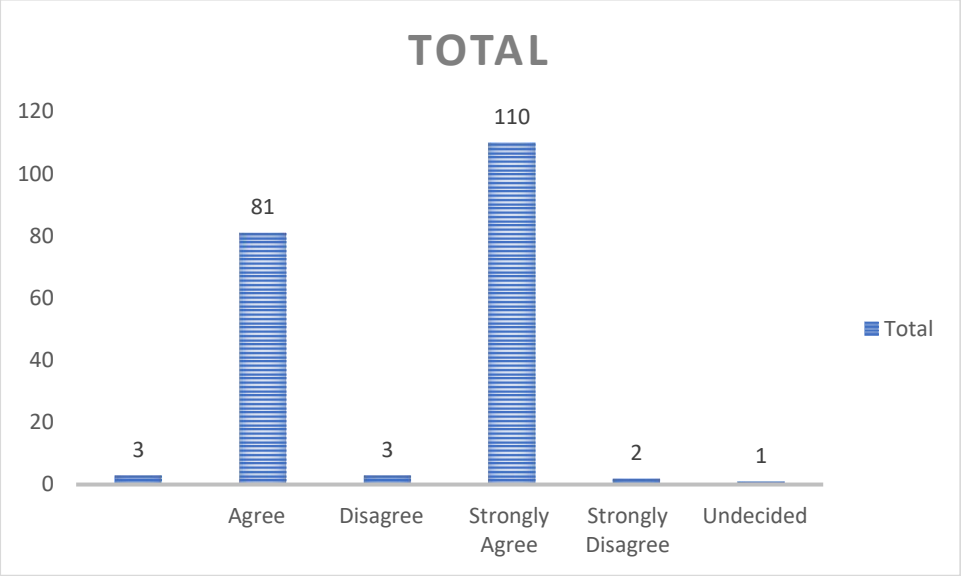
As seen on Figure 4.21, 41% (N=81) of the 197 participants disagreed with the proposed statement that they are proud to have other know they use Nike, this makes up the largest group. However, 8%(N=16) of the 197 respondents strongly agreed with the proposed statement, making them the smallest group.

4.4.5. Brand Awareness Measurement Scale

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Scale		Frequency				
BA1	I have heard of Nike	110	81	1	3	2
BA2	I am well aware of Nike	113	81	1	1	1

BA3	Nike is a popular sportswear brand	126	65	2	2	2

Table 4.6: Brand Awareness Frequency

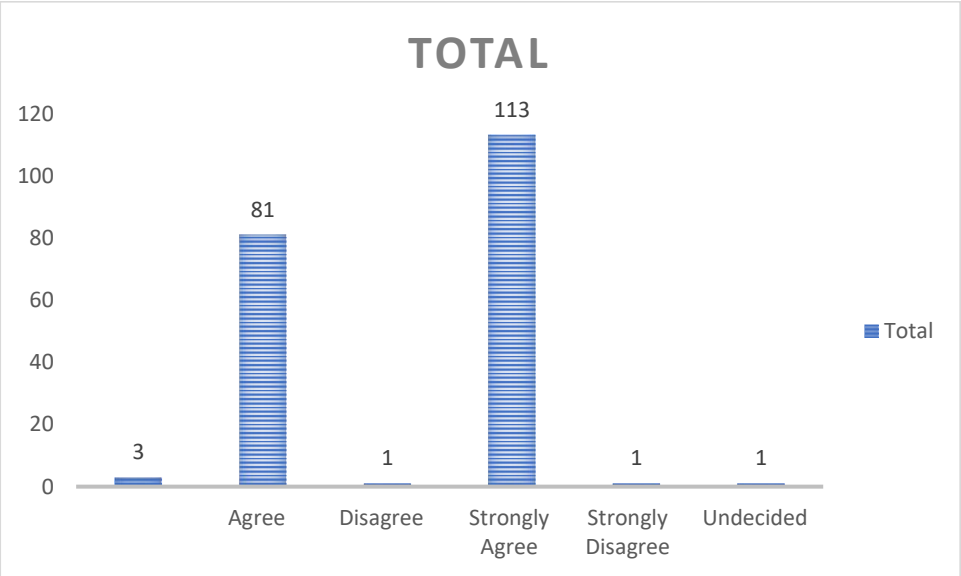


I have heard of Nike.

Figure 4.22: Measurement Item BA1

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.22, 56% (N=110) of the 197 participants strongly agreed with the proposed statement that they have heard of Nike, this makes up the largest group. However, 2% (N=3) participants did not respond to the proposed statement. Only 0.5% (N=1) of the 197 participants were undecided on the proposed statement, making them the smallest group.

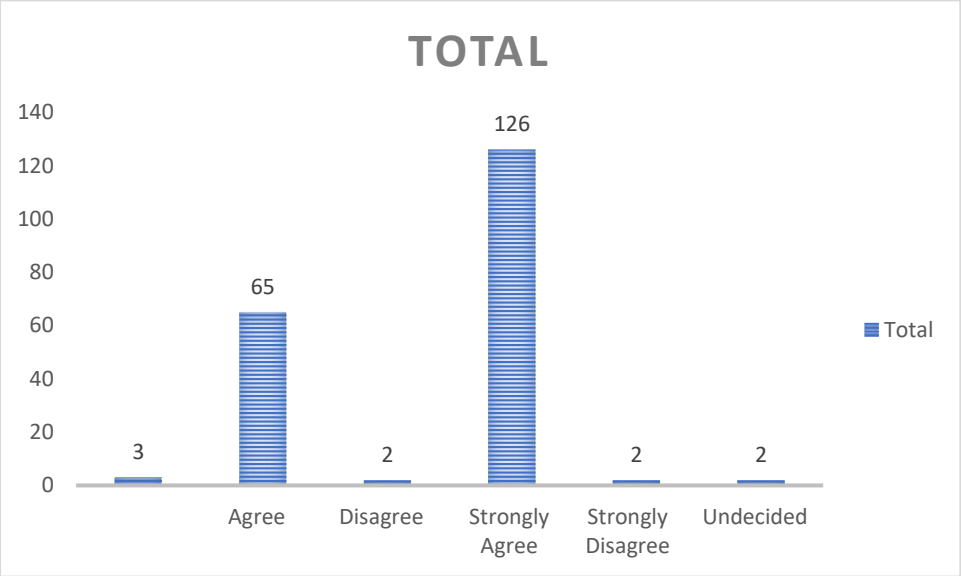


I am well aware of Nike.

Figure 4.23: Measurement Item BA2

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.23, 57% (N=113) of the 197 participants strongly disagreed with the proposed statement that they are well aware of Nike, this makes up the largest group. Only (0.5%) (N=1) of the 197 participants disagreed with the proposed statement, a further (0.5%) (N=1) participant strongly disagreed with the statement and a further (0.5%) (N=1) participant was undecided, these three response groups make up the smallest groups.



Nike is a popular sportswear brand.

Figure 4.24: Measurement Item BA3

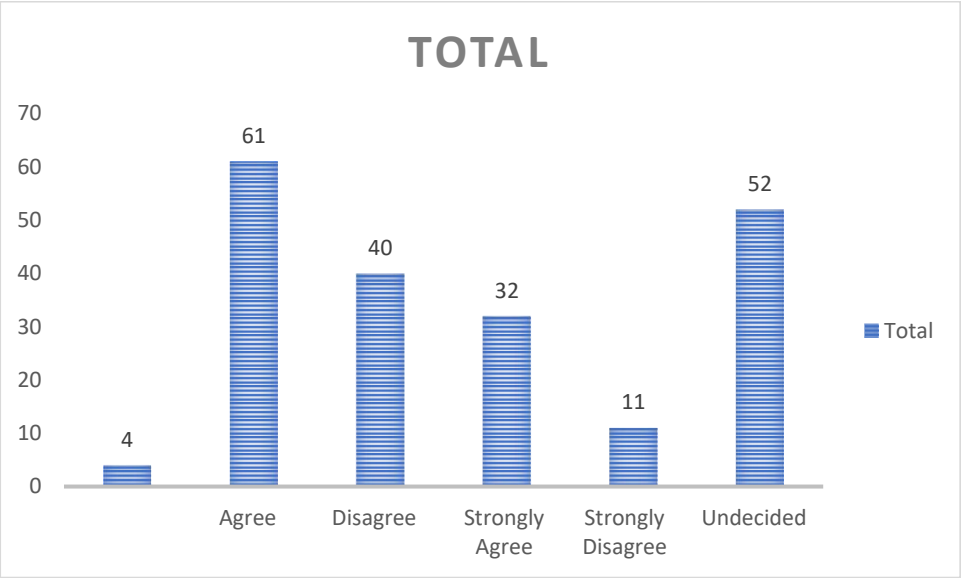
Source: Calculated from questionnaire results (2020)

As seen on Figure 4.24, 64% (N=126) of the 197 participants agreed with the proposed statement that Nike is a popular brand, making this the largest group. Just 1% (N=2) of the 197 participants disagreed with the proposed statement, a further 1% (N=2) participants strongly disagreed with the statement and a further 1% (N=2) were undecided, these three response groups make up the smallest groups.

4.4.6. Purchase Intention Measurement Scale

		Strongly agree	Agree	Undecided	Disagree	Strongly Disagree
Scale		Frequency				
PI1	I will make an effort to start buying Nike	32	61	52	40	11
PI2	I am more likely to start buying Nike now	31	65	56	38	7
PI3	I intend on buying Nike the next time I buy sportswear	34	74	26	53	10

Table 4.7: Purchase Intention Frequency

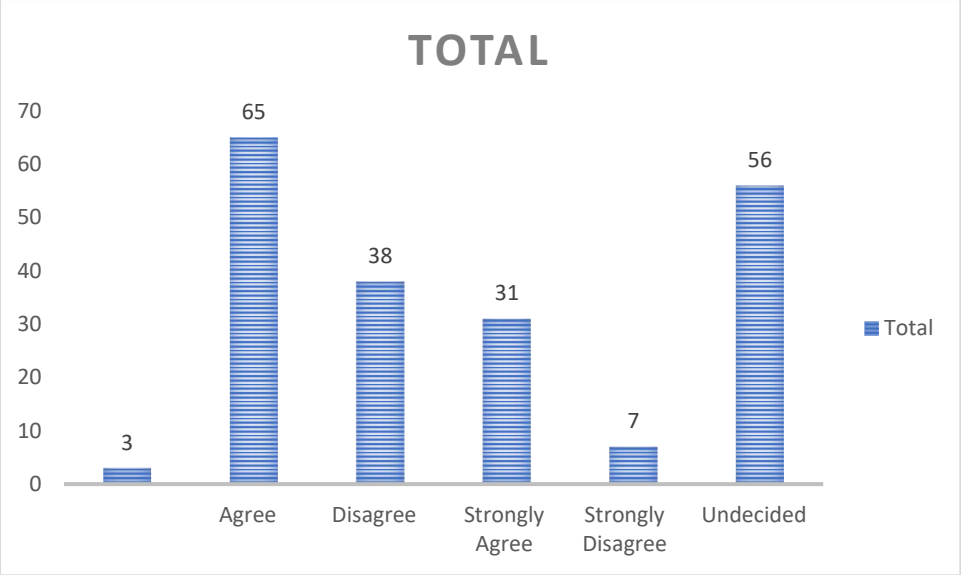


I will make an effort to start buying Nike.

Figure 4.25: Measurement Item PI1

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.25, 31% (N=61) of the 197 participants agreed with the proposed statement that they will make an effort to start buying Nike, this makes up the largest group, with only 6% (N=11) of the 197 participants strongly disagreeing with the proposed statement.

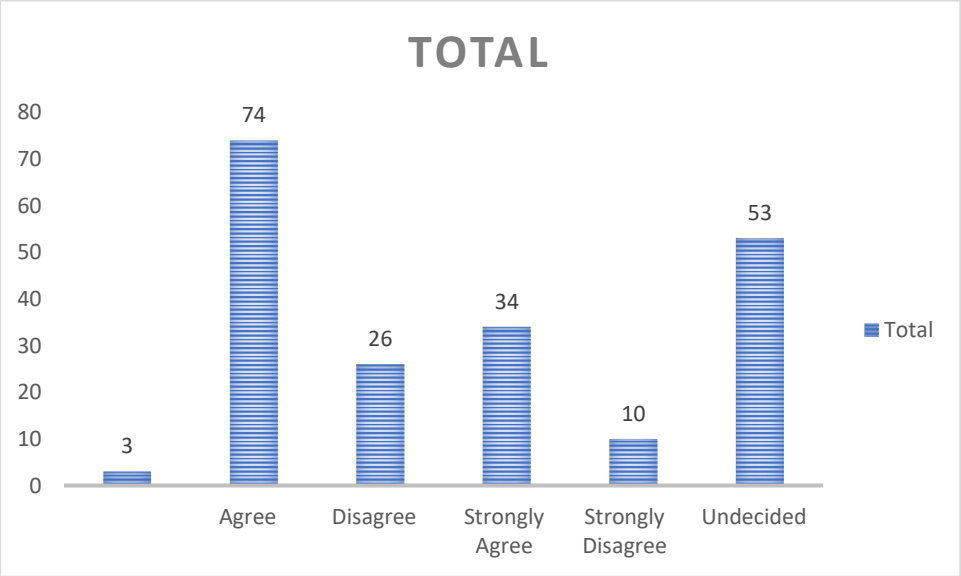


I am more likely to start buying Nike now.

Figure 4.26: Measurement Item PI2

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.26, 33% (N=65) of the 197 participants agreed with the proposed statement that they are more likely to start buying Nike now, this makes up the largest group. Just 4% (N=7) of the 197 participants strongly disagreed with the proposed statement, making them the smallest group.



I intend on buying Nike the next time I buy activewear.

Figure 4.27: Measurement Item PI3

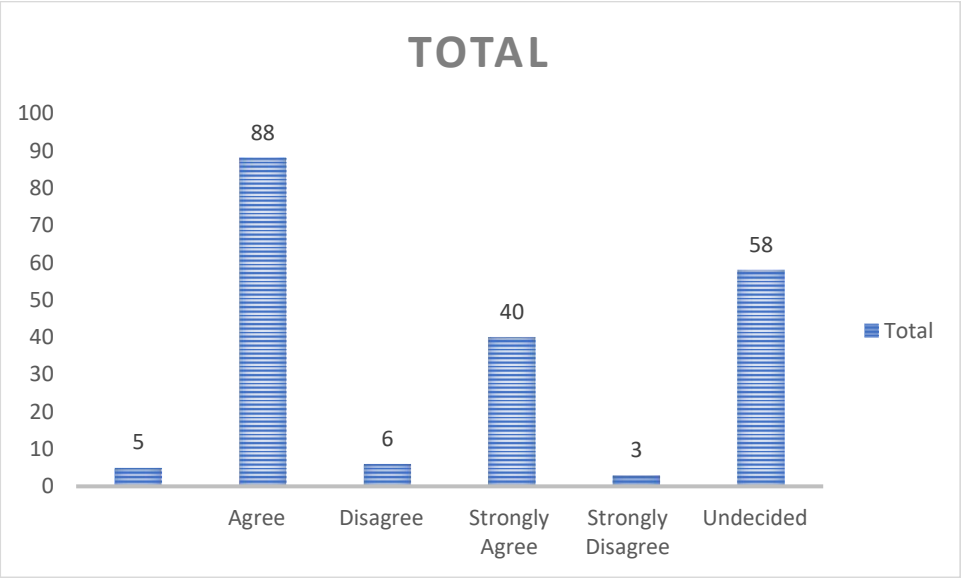
Source: Calculated from questionnaire results (2020)

As seen on Figure 4.27, 38% (N=74) of the 197 participants agreed with the proposed statement that they intend on buying Nike the next time they buy sportswear, this makes up the largest group. However, 5% (N=10) of the 197 participants strongly disagreed with the proposed statement, making them the smallest group.

4.4.7. Brand Personality Measurement Scale

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Scale		Frequency				
BH1	Nike as a brand is sincere	40	88	58	6	3
BH2	Nike as brand is exciting	52	114	27	3	4
BH3	Nike as a brand is competent	59	117	15	4	2
BH4	Nike as a brand is modern	78	110	5	1	2

Table 4.8: Brand Personality Frequency

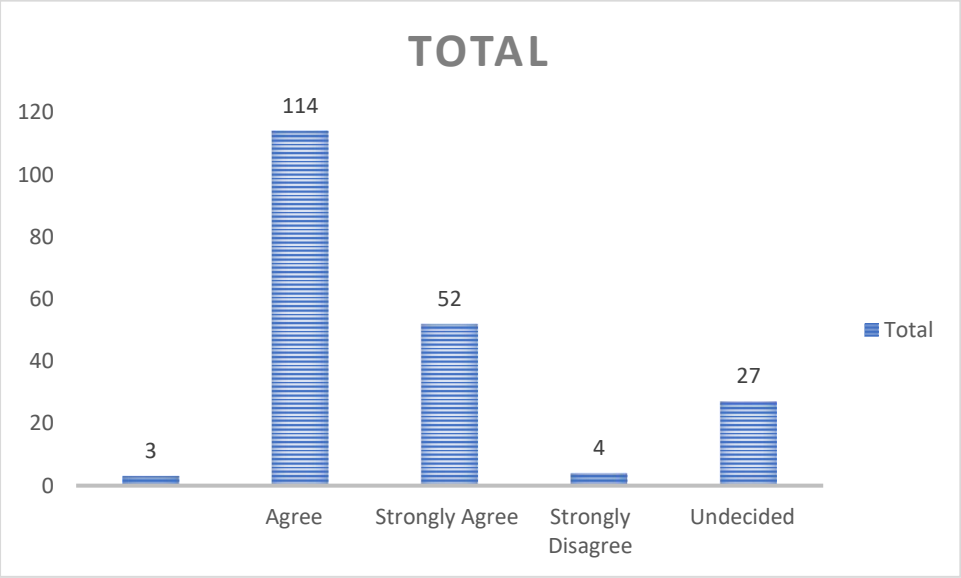


Nike as a brand is sincere.

Figure 4.28: Measurement Item BH1

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.28, 45% (N=88) of the 197 participants agreed with the proposed statement that Nike as a brand is sincere, which makes up the largest group. Of the 197 participants, 3% (N=5) of the 197 participants did not respond to the statement. Only 1% (N=3) strongly disagreed with the proposed statement, making them the smallest group.

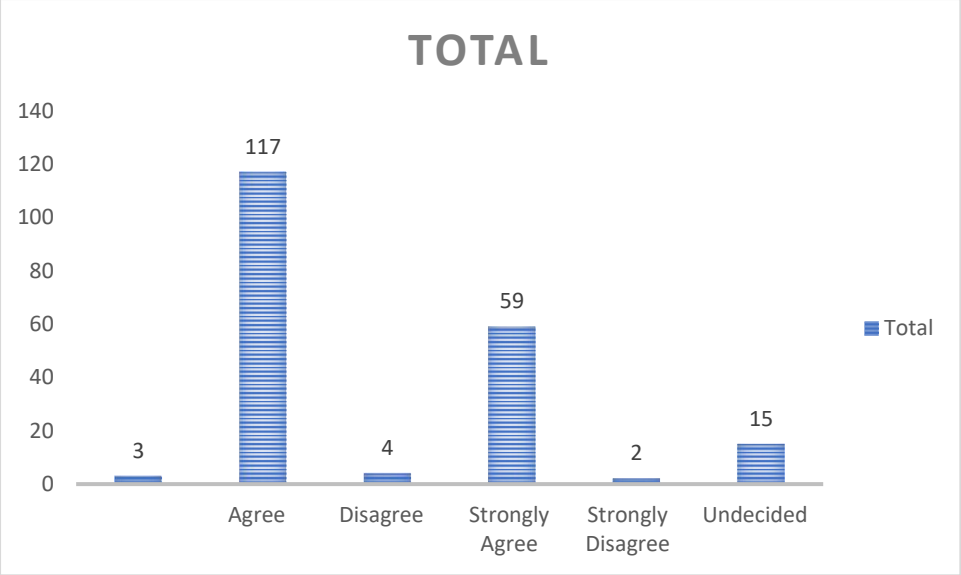


Nike as a brand is exciting.

Figure 4.29: Measurement Item BH2

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.29, 58% (N=114) of the 197 participants agreed with the proposed statement that Nike as a brand is exciting, this makes up the largest group. Only 2% (N=4) of the 197 participants strongly disagreed with the proposed statement, making them the smallest group.

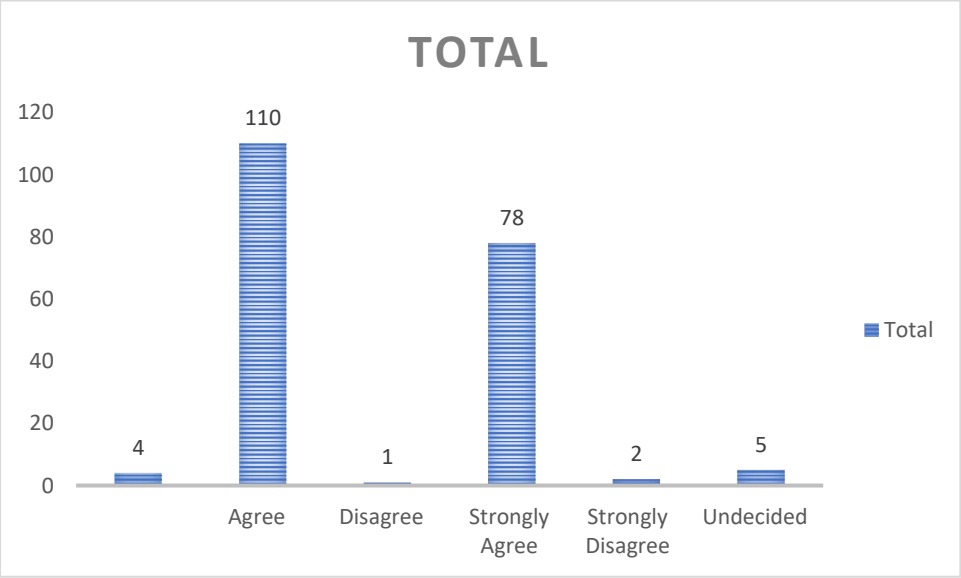


Nike as a brand is competent.

Figure 4.30: Measurement Item BH3

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.30, 59% (N=117) of the 197 participants agreed with the proposed statement that Nike as a brand is competent, this makes up the largest group. Only 1% (N=2) of the 197 participants strongly disagreed with the proposed statement, making them the smallest group.



Nike as a brand is modern.

Figure 4.31: Measurement Item BH4

Source: Calculated from questionnaire results (2020)

As seen on Figure 4.31, 56% (N=110) of the 197 participants agreed with the proposed statement that Nike as a brand is modern, this makes up the largest group, with only 0.5% (N=1) participant disagreeing with the proposed statement, making them the smallest group.

4.5. Reliability and Validity

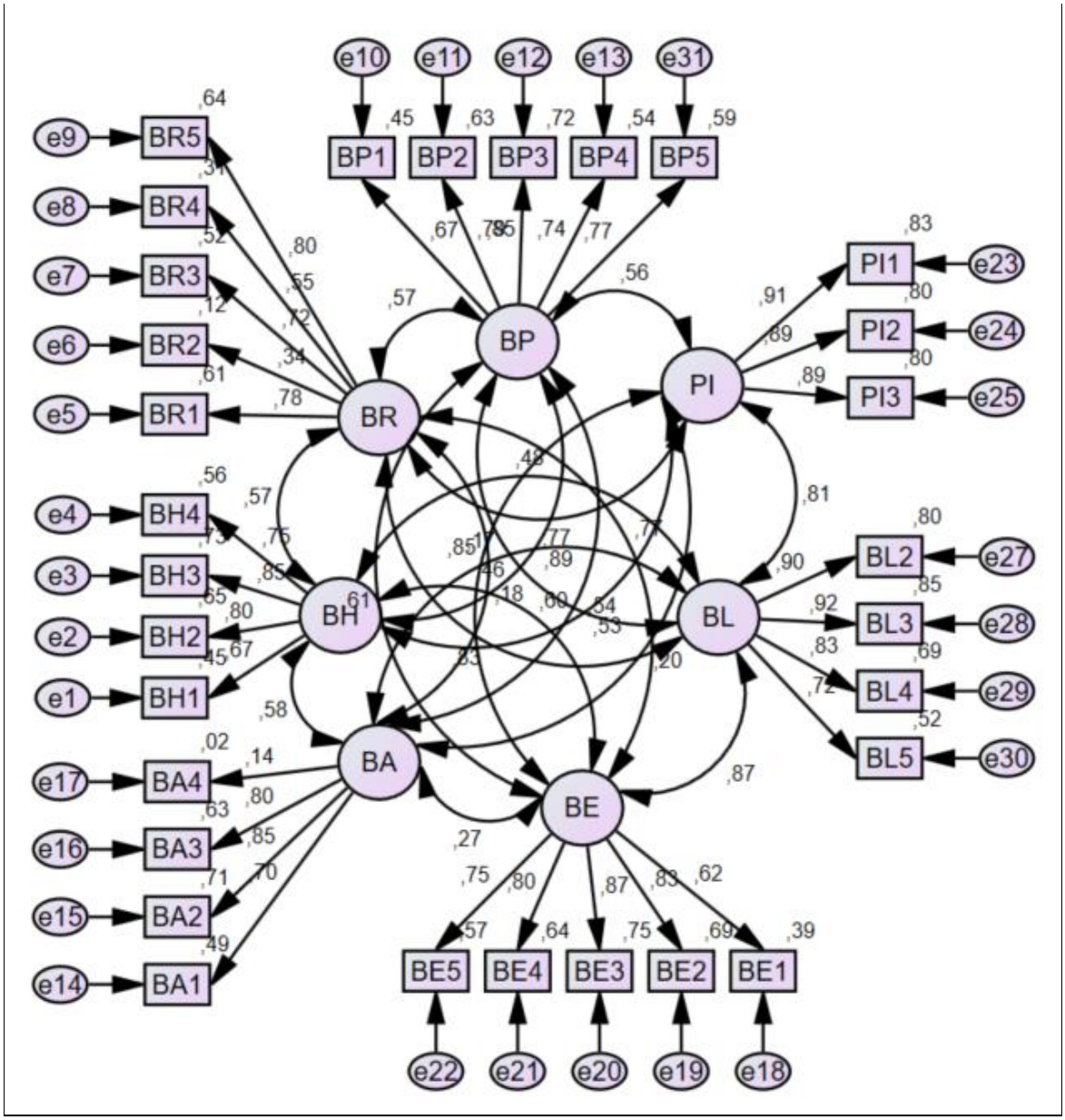


Figure 4.32: Hypothesised Model

Source: Research Questionnaire Data (2021)

Confirmatory factor analysis (CFA) was conducted to assess the validity and reliability of the constructs. The CFA was applied in IMB Amos version 21. The researcher chose CFA as there was a model already that required confirmation. Figure 4.32 shows the hypothesised model. This is after eliminating BL1 already as the model was not converging with BL1 in the model.

Code	**Statement**	**Factor Loading**
BR2	If Nike were not available, it would make little difference to me if I had to use another sportswear brand	,341
BR4	I am willing to invest a lot of time and energy to obtain Nike products	,554
BA4	If someone makes a negative comment about Nike, I would defend it	,140
BL1	I am more likely to start buying Nike now	,013

Table 5.9: Pruned Items

Source: Research Questionnaire Data (2021)

The factor loadings are shown on the single headed arrow in Figure 5.32. The items in table 5.9 were excluded from the hypothesised model as they had factor loadings less than 0.6. These were pruned to improve the model fit.

The path model is presented in Figure 5.33.

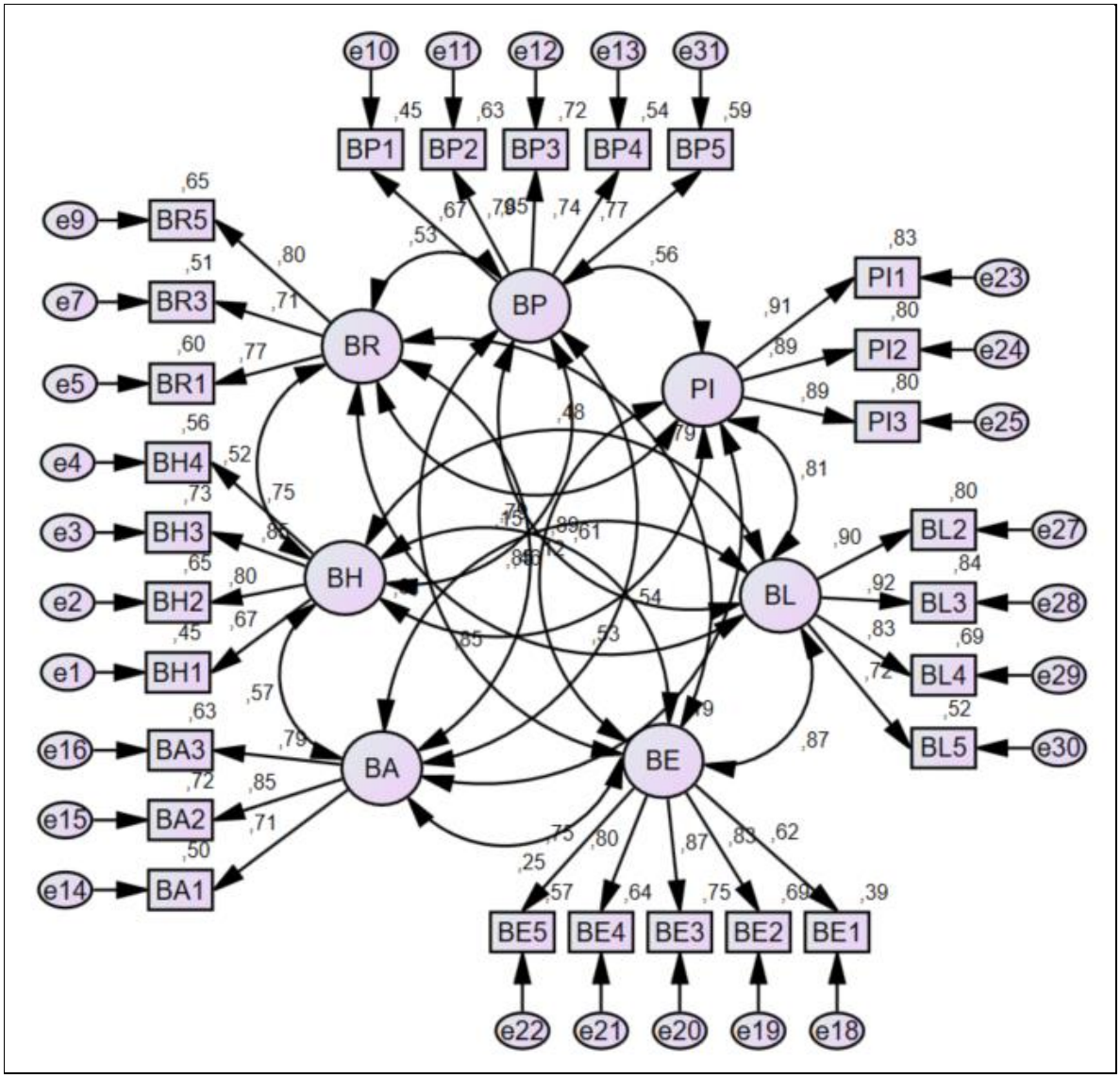


Figure 4.33: Final CFA Model after pruning

Source: Research Questionnaire Data (2021)

		Factor Loading	CR	AVE
Brand Personality (BH)			,853	,594
BH1	Nike as a brand is sincere	,669		
BH2	Nike as brand is exciting	,803		
BH3	Nike as a brand is competent	,853		
BH4	Nike as a brand is modern	,746		
Brand Resonance (BR)			,808	,585

BR1	Compared to how I feel towards other sportswear brands, Nike is very important to me	,773		
BR3	I buy Nike whenever I can	,713		
BR5	Even though there is another cheaper sportswear brand, I prefer to use Nike	,805		
Brand Perception (BP)			,875	,585
BP1	Nike knows what the needs of their consumers are	,670		
BP2	Nike is a trust-able brand.	,794		
BP3	Nike is a useful brand	,736		
BP4	In my overall opinion, Nike is a good brand	,767		
Brand Awareness (BA) -			,827	,616
BA1	I have heard of Nike	,707		
BA2	I am well aware of Nike	,846		
BA3	Nike is a popular sportswear brand	,795		
Brand Engagement (BE)			,884	,607
BE1	I would recommend Nike to others	,624		
BE2	If someone makes a negative comment about Nike, I would defend it	,830		
BE3	I really like to talk about Nike with others.	,867		
BE4	I closely follow news about Nike. (social media, newsletters)	,799		
BE5	I am proud to have others know I use Nike	,753		
Purchase Intention (PI)			,926	,808
PI1	I will make an effort to start buying Nike	,909		
PI2	I am more likely to start buying Nike now	,894		
PI3	I intend on buying Nike the next time I buy sportswear	,893		
Brand Loyalty (BL)			,908	,713
BL2	I would go out of my way to use Nike	,896		
BL3	I am willing to invest a lot of time and energy to obtain Nike products	,919		
BL4	If the shop I regularly visit does not have Nike, I go to another shop to buy Nike	,830		
BL5	I intend to keep purchasing Nike	,719		

Table 4.10: Summary of Factors Loading

Source: Research Questionnaire Data (2021)

Table 4.10 shows the final construct composition with factor loadings, composite reliability (CR), and Average variance Extracted (AVE). All the retained items had a factor loading greater than 0.6. This indicates that there were valid constructs.

CR values were used to assess the reliability while AVE was used to assess convergent validity. All the constructs had a high and acceptable reliability as all CR values were greater than 0.7. There was also convergent validity as the AVE values were all above the required level of at least 0.5.

4.6. Correlation Analysis

	Mean	Std. Deviation	**1.**	**2.**	**3.**	**4.**	**5.**	**6.**	**7.**
1. Purchase Intention	3.40	1.02	**.899**						
2. Brand Engagement	3.18	0.90	.855	**.779**					
3. Brand Loyalty	2.81	1.06	.814	.867	**.845**				
4. Brand Awareness	4.54	0.56	.186	.255	.154	**.785**			
5. Brand Perception	4.18	0.57	.559	.609	.460	.539	**.765**		
6. Brand Resonance	3.38	0.97	.791	.793	.853	.125	.532	**.765**	
7. Brand Personality	4.09	0.62	.534	.605	.483	.573	.892	.523	**.771**

Note: n = 220; values off the diagonal are square root of average variance extracted

Table 4.11: Correlation matrix

Source: Research Questionnaire Data (2021)

It can be noted from Table 4.12 that Brand Awareness (mean = 4.54 ± 0.56) was the highest rated construct followed by Brand Perception (mean = 4.18 ± 0.57), and Brand Personality (mean = 4.09 ± 0.57). Brand Loyalty (mean = 2.81 ± 1.06) was the lowest rated construct.

There was poor discriminant validity, as the square root of AVE of six of the seven factors were lower than some correlation of construct against other constructs. This problem of poor discriminant validity is common when dealing with related constructs such as the ones for this study (Kim, Ku, Kim, Park, & Park, 2016).

4.7. Hypothesis testing using SEM

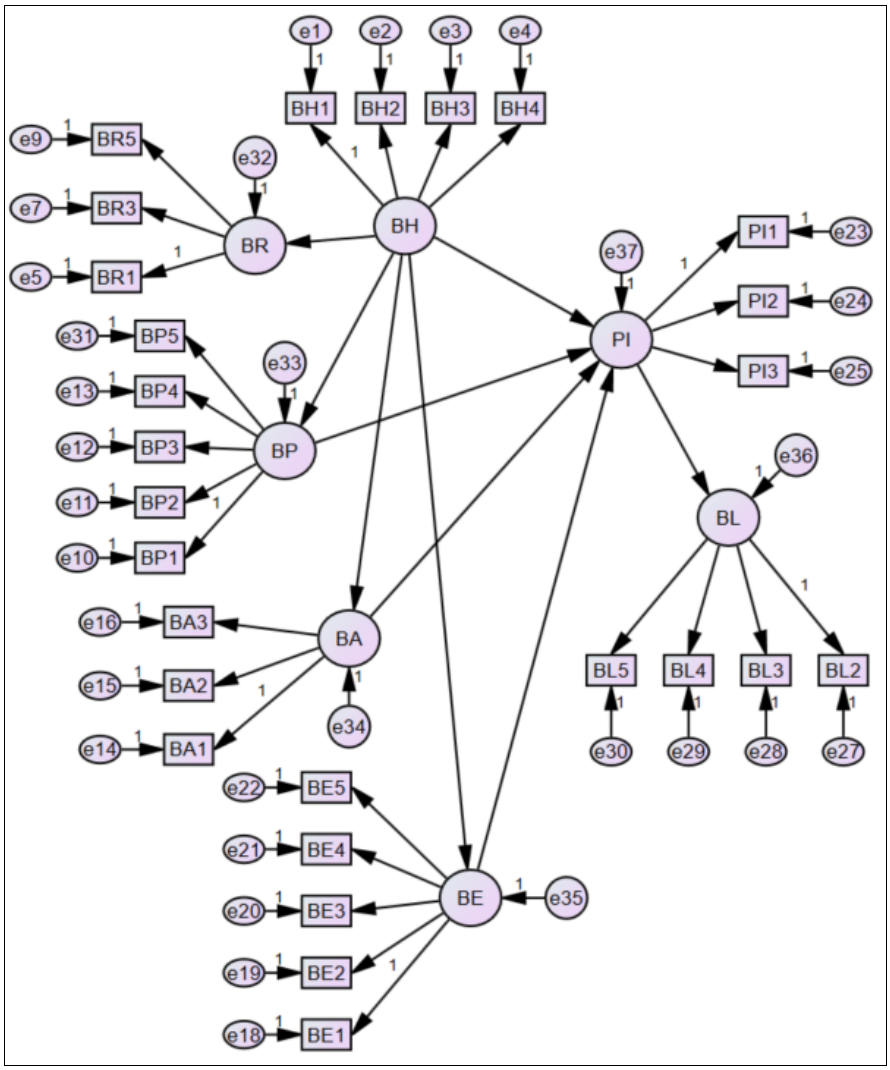


Figure 4.34: SEM model

Source: Research Questionnaire Data (2021)

Structural Equation model (SEM) was applied to address the hypotheses. This was fitted from the valid constructs established during CFA. The SEM was conducted in IMB Amos version 21. The SEM model is presented in Figure 5.34.

Absolute Fit Indexes	Acceptable Value	Value	Outcome
CFI	>0.9	0.876	Slightly below acceptable range
NNFI (TLI)	>0.9	0.862	Slightly below acceptable range
RSMEA	RSMEA<0.08	0.089	Slightly above acceptable range
NFI	>0.9	0.814	Slightly below acceptable range
Chi-square, p-value	< 0.05	0.000	Below acceptable range
GFI	>0.9	0.760	Slightly below acceptable range
AGFI	>0.9	0.711	Slightly below acceptable range

Table 4.12: Model Fit Indices

Source: Research Questionnaire Data (2021)

Table 4.12 presents the model fit indices for the SEM model. The indices are not that great as even non-significant relationships are presented if they are part of the hypotheses. If the purpose of the study was model fitting, then some of the relationships would have been eliminated to improve the model.

	Hypotheses / Path Analysis	Direct Effect	Indirect Effect	Result	Hypothesis Supported
H1	BH ⟶ BR ⟶ PI	0.092 (0.623)	0.405 (0.001)	Mediation	Supported

H2	BH → BP → PI	0.092 (0.623)	0.119 (0.700)	No mediation	Not supported
H3	BH → BA → PI	0.092 (0.623)	-0.035 (0.610)	No mediation	Not supported
H4	BH → BE → PI	0.092 (0.623)	0.757 (0.001)	Mediation	supported

Notes: Estimate (p-value)

Table 4.13: Direct and Indirect Effects for Mediation Testing

Source: Research Questionnaire Data (2021)

Results Pertaining to Hypotheses H1: Brand resonance mediates the relationship between brand personality and purchase intention.

H0: Brand resonance does not mediate the relationship between brand personality and purchase intention.

H1: Brand resonance mediates the relationship between brand personality and purchase intention.

Results presented in Table 4.13 indicates that brand resonance mediates the relationship between brand personality and purchase intent as indicated by a significant indirect effect of $\beta = 0.405$, p-value < 0.001. The indirect effect was significant because the p-value was less than 0.05. This implies that hypothesis one is supported.

Results Pertaining to Hypotheses H2: Brand perception mediates the relationship between brand personality and purchase intention.

H0: Brand perception does not mediate the relationship between brand personality and purchase intention.

H2: Brand perception mediates the relationship between brand personality and purchase intention.

The results presented in Table 4.13 indicates that Brand perception does not mediate the relationship between brand personality and purchase intent as indicated by an insignificant indirect effect $\beta = 0.119$, p-value = 0.700). The indirect effect was

significant because the p-value was greater than 0.05. This implies that hypothesis two was not supported.

Results Pertaining to Hypotheses H3: Brand equity mediates the relationship between brand personality and purchase intention.

H0: Brand equity does not mediate the relationship between brand personality and purchase intention.

The results shown in Table 4.13 indicates that Brand equity (awareness) does not mediate the relationship between brand personality and purchase intention as indicated by an insignificant indirect effect β = -0.035, p-value = 0.610). The indirect effect was significant because the p-value was greater than 0.05. This implies that hypothesis three was not supported.

Results Pertaining to Hypotheses H4: Brand engagement mediates the relationship between brand personality and purchase intention.

H0: Brand engagement mediates the relationship between brand personality and purchase intention.

H4: Brand engagement mediates the relationship between brand personality and purchase intention.

Results presented in Table 4.13 indicates that Brand engagement mediates the relationship between brand personality and purchase intent as indicated by a significant indirect effect of β = 0.757, p-value = 0.001). The indirect effect was significant because the p-value was less than 0.05. This implies that hypothesis four was supported.

Results Pertaining to Hypotheses H5: Brand personality has a positive impact on purchase intention.

The results presented in Table 4.13 show that brand personality (β = 0.092, t-value = 40.492, p-value < 0.623) has a positive but insignificant direct impact on purchase intention. The influence was positive because the standardised coefficient of (β = 0.092 was greater than zero. It was however not significant as the p-value was greater than 0. 05.

4.8. Summary of hypotheses

Hypothesis		Supported/ Not	Significant/ Not
H1	H1: Brand resonance mediates the relationship between brand personality and customer loyalty.	Supported	Significant
H2	H2: Brand perception mediates the relationship between brand personality and customer loyalty.	Not Supported	Significant
H3	H3: Brand equity mediates the relationship between brand personality and customer loyalty.	Not Supported	Not significant
H4	H4: Brand engagement mediates the relationship between brand personality and customer loyalty.	Supported	Not Significant
H5	H5: Brand personality has a positive impact on purchase intention	Direct effect not supported	Not Significant

Table 4.14: Summary of Hypothesis

Source: Research Questionnaire Data (2021)

4.9. Conclusion

In this chapter, the data analysis of the research questionnaire that was done for the purpose of the study. The chapter put focus on data screening to determine the true number of respondents to the research tool, the respondents' demographics, validity and reliability testing and in-depth analysis of the results of the research study through SEM technique. In this chapter, the proposed hypothesis was approved and disproved based on the data collected.

It is evident that the finding from the data analysis show that there is a positive relationship between brand personality and customer loyalty although not significant and a positive relationship between purchase intent and customer loyalty. The hypothesis received mixed results and not all of them were supported. The brand engagement as a mediating variable was supported and brand resonance as a positive mediating variable was also supported. Brand perception and brand awareness was unfortunately not supported and the assumptions on the reasons behind these results will be further unpacked in Chapter Five. Chapter Five aims to

discuss in-depth the results from the research questionnaire and further elaborate on the possible reasons as to the rejection and acceptance of the research hypothesis.

CHAPTER 5: RESEARCH DISCUSSION

5.1. Introduction

This chapter discusses demographic results of the respondents and the six hypotheses tested, namely, Brand resonance mediates the relationship between brand personality and customer loyalty, Brand perception mediates the relationship between brand personality and customer loyalty, Brand equity mediates the relationship between brand personality and customer loyalty, Brand engagement mediates the relationship between brand personality and customer loyalty, Brand personality has a positive impact on purchase intention and Purchase intent has positive impact on customer loyalty. Furthermore, the chapter will elaborate on the reasons behind the rejection and acceptance of these hypothesis based on research and data analysis results from the previous chapter.

5.2. Overview of Research Objectives

The purpose of this research is to investigate the impact of brand humanisation through brand personality on brand loyalty among the South African youth consumers. This will aid brands in understanding the importance of brand humanisation supported by brand personality as a vital strategy developed within the marketing space and provide evidence of its importance thereof.

5.2.1. Secondary objectives

The secondary objectives are the following:

- To conduct an in-depth literature review on brand humanisation, purchase intention and brand loyalty.
- To empirically test a proposed conceptual model that aims to investigate the relationships between brand humanisation and brand loyalty in relation to *Nike*.
- To gather quantitative data amongst the youth population in South Africa and statistically analyse the results using Structural Equation Modelling.
- To provide marketers and managers with adequate insight into the importance of brand humanisation, and how they can develop and implement brand humanisation strategies to improve on customer loyalty.

5.2.2. Research Questions

Answers to the following research questions are addressed in this study.

1. Does Brand Resonance mediate the relationship between Brand humanisation and Purchase Intention?
2. Does BP mediate the relationship between Brand humanisation and Purchase Intention?
3. Does BA mediate the relationship between Brand humanisation and Purchase Intention?
4. Does BE mediate the relationship between Brand humanisation and Purchase Intention?
5. Is there a significant relationship between Brand humanisation and Purchase Intention?

5.3. Summary of Hypothesis Results

The table below shows the outcome of the data analysis while this section serves as a discussion of the research hypothesis.

Hypothesis		**Supported/ Not**	**Significant/ Not**
H1	H1: Brand resonance mediates the relationship between brand personality and customer loyalty.	Supported	Significant
H2	H2: Brand perception mediates the relationship between brand personality and customer loyalty.	Not Supported	Significant
H3	H3: Brand awareness mediates the relationship between brand personality and customer loyalty.	Not Supported	Not significant
H4	H4: Brand engagement mediates the relationship between brand personality and customer loyalty.	Supported	Not Significant
H5	H5: Brand personality has a positive impact on purchase intention (Direct/Indirect).	Direct effect not supported	Not Significant

Table 5.1: Summary of hypotheses

5.4. Discussion of Results

H1: Brand resonance mediates the relationship between brand personality and Brand Loyalty.

The summary indicates that brand resonance mediates the relationship between brand personality and brand loyalty as indicated by a significant indirect effect of β = 0.405, p-value < 0.001). The indirect effect was significant because the p-value was less than 0.05. This implies that hypothesis 1 is supported. How a consumer resonates with the brand has a high and positive impact of the consumer's purchase behaviour and the likelihood of the consumer to become loyal. This means that the consumer needs to be able to resonate with the brand's personality; and if this is done correctly with the intended consumer the relationship between brand resonance and customer loyalty becomes positive and significant**.**

Millennials are seeking brands that can aid in their expression of self (Sprott et al., 2009). This makes brand resonance a key component to master when brands seek to enhance brand experience and sustain long term brand loyalty (Morgan & Hunt, 1994). In short, brand resonance puts emphasis on the importance of the brands understanding how their consumers feel, think and say about the brand, nurturing the consumer-brand relationship through experiences and brand personality (Shieh & Lai, 2017).

The data outcome has proven that brand resonance is a vital element in building a brand personality which has a positive impact on the consumer's brand favourability, purchase intent and thus converting to a loyal customer. This puts emphasis on the fact that brand personality alone does not influence purchase intention and customer loyalty; it is the brand building done by marketers that ensures the personality of the brand is communicated to and resonates with the correct and intended customer that creates a positive impact.

H2: Brand perception mediates the relationship between brand personality and brand loyalty.

The above table 5.1 indicates that brand perception does not mediate the relationship between brand personality and brand loyalty as indicated by an insignificant indirect

effect β = 0.119, p-value = 0.700). The indirect effect was significant because the p-value was greater than 0.05. This implies that hypothesis 2 was not supported.

According to Dodds (1991) “when brand perception is more favourable, consumers attribute higher quality to the product, and their perception of the product’s value and the overall willingness to purchase is greater”. However, different customers may have differing perceptions depending on their attitude and expectation in relation to satisfaction. Brand perception is found to be another important factor that affects the brand trust in building brand loyalty. Some scholars studied that there is positive significant relationship between brand perception and brand loyalty (Chaudhuri and Holbrook, 2001). Earlier research affirms brand perception to be significant with brand loyalty and our study investigates and discover the significant relationship between brand perception and brand loyalty.

The above-mentioned serves to emphasise the importance of customer-brand alignment in that the brand image alone without the brand being relevant to the customer becomes insignificant. Further along, the study will discuss customer-brand alignment which will put into perspective the important link between brand relevance to the intended target audience and the significances/relationship between customer brand perception and purchase intention.

H3: Brand awareness mediates the relationship between brand personality and Brand Loyalty.

The results shown in Table 6.1 indicates that brand awareness does not mediate the relationship between brand personality and brand loyalty as indicated by an insignificant indirect effect β = -0.035, p-value = 0.610). The indirect effect was significant because the p-value was greater than 0.05. This implies that hypothesis 3 was not supported. It is very interesting to note that several researchers discovered a significant relationship between brand personality and brand loyalty (Tsang et al., 2011; Valavi, 2014). Other researchers found an insignificant relationship (Esch et al., 2006; Hyun & Kim, 2011; Ramaseshan et al., 2013; Liu et al., 2013). Balaji (2011) mentioned that brand awareness influences the strength of brand relationships in the customer’s mind. Aaker (1991) considered that brand awareness provides a customer adequate reason to consider the brand in his consideration set. High brand awareness, resulting from brand associations, is a signal of quality that assists

consumers in making purchase decisions (Aaker, 1991; Yoo et al., 2000). Therefore, brand awareness can be viewed as an antecedent of brand loyalty.

To develop a solid brand, it is essential to have brand awareness (Buil et al., 2013). Brand awareness distinguishes a brand from its contenders and influences brand choice (Valavi, 2014). Balaji (2011) referenced that brand awareness impacts the strength of brand association in the client's brain. Aaker (1991) adds that brand awareness gives a client adequate motivation to consider the brand in their thought set. Brand awareness has been inspected in client' conduct considers (Hsu et al., 2011; Huang and Cai, 2015; Bianchi and Pike, 2010). The true definition and significance of brand awareness on purchase intention lies in the brands ability to be top of mind and relevant to the correct consumer. The rejection of this hypothesis proves that Nike might be a popular brand in the eyes of consumers, but the participants in this research might not have been the intended brand target market and thus the lack of purchase intention and brand loyalty for the brand even though brand awareness is evident.

H4: Brand engagement mediates the relationship between brand personality and brand loyalty.

Results presented in table 5.1 indicate that brand engagement mediates the relationship between brand personality and brand loyalty as indicated by a significant indirect effect of $\beta = 0.757$, p-value = 0.001). The indirect effect was significant because the p-value was less than 0.05. This implies that hypothesis 4 was supported.

With an attitudinal attachment to a brand, a consumer actively engages in advocating for the brand, building ties with other customers, and making the brand a part of their social identity (Keller, 2009; Burgess& Spinks, 2014). Actively engaged consumers are also more likely to refer the brand to others, thereby contributing to positive company performance (Keller, 2009; Brodie, et al., 2011; Keller, 2013; Burgess & Spinks, 2014). Chan et al.'s (2010) findings provide empirical support for the argument that customers' engagement beyond good/service consumption can add value for them. Similarly, Van Doorn et al. (2010) argued that customer engagement goes beyond transactions, with positive brand/firm and customer consequences. Little research has investigated relationships of customer brand engagement to other concepts, but brand engagement appears to positively affect brand satisfaction (Van

Doorn et al., 2010; Hollebeek, 2011a) and brand loyalty (Brodie et al., 2011; Hollebeek, 2011).

H5: Brand personality has a positive impact on purchase intention which positively impacts brand loyalty.

The results presented in table 5.1 show that brand personality (β = 0.092, t-value = 40.492, p-value < 0.623) had a positive but insignificant direct impact on purchase intent. The influence was positive because the standardised coefficient of (β = 0.092 was greater than zero. It was however not significant as the p-value was greater than 0. 05.

Results presented in table 5.1 indicate that purchase intention (β = 0.842, t-value = 13.847, p-value < 0.001) had a significant and positive impact on customer loyalty. The influence was positive because the standardised coefficient of purchase intention (β = 0.842) was greater than zero. It was also significant because the p-value was less than 0.001. This result shows that one unit change in purchase intention will result in 0.842 units change in customer loyalty while other variables are held constant. Thus, the null hypothesis was rejected in favour of the alternative hypothesis. It was therefore concluded that purchase intention has a positive and significant influence on customer loyalty.

The connection among fulfillment and loyalty appears to be practically intrinsic, as per a few analysts (Cronin and Taylor, 1992; Newman and Werbel, 1973; Woodside, Frey, and Daley, 1989). An unwavering client's loyalty is worth up to 10 fold the amount of as a normal client (Health, 1997; Newell, 1997) and surprisingly the best plan of action is impractical without client loyalty. Hence, most organizations center around consumer loyalty in their journey to build up a faithful client base and fabricate associations with them.

Scholastically, this investigation has the accompanying hypothetical ramifications: in contrast to past research, this examination tested into the potential connections between different elements of brand personality and how they impact brand devotion. Most of these connections are upheld by the current information. To put it plainly, cautious administration of brand personality assists shoppers with building up a good picture of the organization. The results further prove that the selected research dimensions are not enough to forge a good brand relationship that results is brand

loyalty, no matter how humanlike the brand is. Thus, is it vital to ensure that the Marketers create strategies and a brand personality that can be relatable to the intended consumer. Customer-brand alignments, brand knowledge and familiarity with the brand become vital components that aid in ensuring a successful relationship between the brand and consumer.

CHAPTER 6: RESEARCH CONTRIBUTIONS AND CONCULSION

6.1. Contribution

6.1.1. Theoretical Contribution

This study contributes to literature in the field of branding, consumer behaviour and clothing apparel. More specifically, it provides insight into the impact of brand humanisation on brand loyalty while considering the dimensions of brand personality by applying and elaborating on Aaker's brand equity model. Due to the results of the research, further elaboration on brand knowledge and the importance thereof and the introduction of the concept of customer-brand alignment and brand familiarity become additional theories and concepts to consider when investigating the relationship between brand personality, purchase behaviour and its impact on customer loyalty.

6.1.2. Contextual Contribution

Contextually, this study contributes to literature on South African Millennial consumers, clothing apparel marketing and global emerging markets. The major gaps and weaknesses identified in the field of brand humanisation and brand loyalty in the literature review stage of this research are summarised as a lack of empirical research on the impact of brand humanisation through brand personality on brand loyalty in the South African context, and a lack of studies from emerging markets.

6.1.3. Practical Contributions

In addition to the implications for the theory addressed above, the key practical contributions of this research study were to provide adequate literature and data to enable marketing practitioners to see the importance of brand humanisation, its impact on brand loyalty and utilising brand humanisation tools in their brand strategies to increase brand loyalty. Furthermore, to provide insight into the *Nike* brand and how

Nike can, through understanding the importance of a strong brand personality, positively leverage off their brand personality-based campaigns to increase customer purchase intentions and customer loyalty.

The literature review unpacks the concepts of brand personality, purchase behaviour and their link to customer loyalty. Further, the data analysis proves the positive link between the three concepts and gives great insight on the different elements (variables) of a brand that *Nike* or any brand marketer can focus on when developing their brand strategy. It is very important to not only note the approved relationships between the three concepts and the variables that were supported by data, but for marketers to also take learnings from the assumptions proposed on the reasons behind the rejection of the other variables presented in this research.

6.2. Managerial Implications

This study builds and contributes to the current knowledge on brand personality and customer loyalty by examining the relationship between brand personality, purchase intention and customer loyalty. The study further examines the relationship between brand personality and the mediating influence of brand awareness, brand engagement, brand perception and brand perception which few studies have explored in one study. Evidently, the findings do indicate that brand personality has a direct effect on brand loyalty, of which brand loyalty has a positive significance on purchase intention, making the main research purpose true. Furthermore, in the complexity of further proving a positive relationship between brand personality and customer loyalty, brand engagement and brand resonance as mediating variables are also supportive. This means that brand awareness and brand perception are the only two mediating variables that are disproved in this research.

The approval and rejection of the research hypothesis provides insights for managers in developing and emerging markets to focus their efforts on developing and maintaining a good brand personality through brand engagement and content/messaging that resonates with the intended consumer amongst the youth. The findings provide insights for managers that while there is a positive link between brand engagement and brand resonance in the relationship between purchase intention and customer loyalty, managers need to focus on communicating to the correct market that not only is aware of the brand and has a good perception thereof but can also

relate to the brand through customer alignment and consumption behaviours and habits.

To drive brand personality to influence purchase intention and repeat purchase behaviour amongst the youth it is recommended that managers:

1. Align and communicate their brand to the right and intended target market.
2. To not rely on and measure brand success through brand awareness alone, but to ensure in-depth customer brand knowledge to guarantee that the important and influential elements of brand awareness are articulated in the best and most relatable manner.
3. Ensure consistent engagement with the target consumer in all marketing activities and touch point, to not only build strong customer-brand relationships but to build a brand that the intended consumer can resonate with.

It is possible to achieve customer loyalty by using brand personality as a brand strategy tool, with this, it becomes imperative to acknowledge that brand personality alone will not get marketers to achieve customer loyalty. The use of brand engagement and building strong brand resonance thus becomes vital in meeting this goal. It is encouraged for marketers to make use of the insights and learnings from this study to continuously align their brand strategy to the desired outcomes of the brand. The noting and learning from the disproved hypothesis and consideration of the three new concepts recommended for future studies to further understand the reasoning/influences of other variables in the relationship between brand personality, purchase behaviour and brand loyalty is key.

6.3. Limitations

The sample for this study was limited to South African youth that reside in Johannesburg. The use of research respondents from Johannesburg may pose as a limitation, as the results cannot be generalised to the South African youth population. The sample of 200 with only 197 valid respondents was relatively small, considering the total population of South African youth between the ages of 18-30. This was a

result of the short time frame and difficulty in collecting data from the available sample.

Another limitation that was not provisioned in the initial data collection design was Covid-19. The impact of Covid-19 resulted in the research being conducted online which limited access to a larger pool of potential respondents in universities and malls. This resulted in the survey only being accessed by respondents that had a smart phone and access to the internet. This also prolonged the data collection process as respondents needed continuous reminders to complete the survey which led to a high number of incomplete and invalid entries.

Furthermore, the theoretical framework of this study was only limited to assessing the mediating influence of brand awareness, brand engagement, brand perception and brand engagement and repeat purchase behaviour. The study was based on a convenient sample technique and made use of a self-administered survey. The honesty and integrity of the respondents when administering this survey was not guaranteed. From a methodological perspective, the study was cross sectional in research design and most researchers have explored more longitudinal research design (Meyer-Waarden & Benavent, 2006, Liu, 2007; Demoulin & Zidda, 2008; Kang, et al., 2015; Lee, et al., 2015; Meyer-Waarden, 2015). Thus, the findings may be influenced by how involved the respondents are on the brand being investigated.

Lastly, the inability to reach and ensure inclusion of a specific target market as potential respondents (athletes or active participants) meant that the accuracy of the brand awareness and brand interactions by the respondents who successfully completed the questionnaire is not guaranteed which might play a role in the rejection of certain hypothesis in the research.

6.4. Future Studies

This study examined the relationship between brand personality and purchase intention and its impact on customer loyalty, with its focus solely on the Nike brand. Future research should make use of the same research model and theoretical framework and adopt it in a case study of different brands that exist in different industries. This can aid in validating the true outcome and relationship between the variables in this study without being biased towards one brand which could impact the accuracy of the accepted and rejected hypotheses.

Furthermore, future research can investigate the exact elements of the entire study presented but investigate categorising the different respondents into different segments based on customer personality, behaviour, preference, and demographics. This can help prove the assumption that the reasoning behind the rejection of certain hypotheses in the study was because the respondents were randomly chosen and not all a target market to Nike nor see the need to interact with the brand based on their personal preferences and personality. For example, to have a group of athletes as a sample and a separate group randomly selected and compare the results to see if the participant profile does not play a role in the results of the study.

As previously mentioned, and introduced in an earlier chapter, brand knowledge, familiarity with the brand and customer-brand alignment have proven to be key concepts that can play a role in the outcome and results of this study. Future research should consider including the three above mentioned concepts as variables to aid in strengthening the hypotheses and relationship between brand personality, purchase intention and its impact on customer loyalty.

6.5. Conclusion

The purpose of this study was to investigate the positive impact of brand personality on purchase intention which leads to customer loyalty. The study further intended to introduce key variables to examine the mediating effect of these variables on the main research objective. The key mediating variables in this research were brand resonance, brand perception, brand engagement and brand awareness. As seen in the previous chapters, not all the hypothesis with mediating variables were supported.

The main problem sought to investigate the impact of brand humanisation through brand personality on brand loyalty among the South African youth consumers. Purchase intent having positive impact on customer loyalty was supported, although brand personality having a positive impact on purchase intention was seen to have a significant direct effect but was not supported.

Within the investigation of the mediating variables, brand resonance was supported as a mediating variable in the relationship between brand personality and customer loyalty. Brand engagement was also supported as a mediating variable in the

relationship between brand personality and customer loyalty. On the other hand, brand perception and brand awareness were not supported as mediating variables in the relationship between brand personality and customer loyalty. This disproval of brand perception and brand awareness as positive variables in the relationship between brand personality and customer loyalty has thus opened an opportunity for further research to be done, with the introduction of three new key concepts which could have a significant impact on the results on the research in future.

The key assumption on the disproval of the two hypotheses in this research is the importance of a brand's communication and alignment with the correct and intended target market. For the purpose of this research, we can assume that the reason behind the disproval of the above hypotheses is that the participants in this research might not have all been the intended or current target market for *Nik*e, which therefore has a negative impact on the results of the data due to the attitude, level of brand knowledge, relevance of the brand to the participant and lack of engagement with the brand.

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ANNEXURE 1: RESEARCH QUESTIONNAIRE

Demographics
Which gender category do you best associate with?
Male
Female
Prefer not to say

Please indicate your age category
18-21
22-29
>30

Which culture do you best associate with?
Caucasian
African
Colored
Indian
Prefer not to say

Please indicate your income category (Monthly)
No income
<5000
5000 – 10000
10001-20000
>20001

Campaign Awareness
Are you aware of the Nike Just Do it Campaigns?
Yes
No
Not Sure

Q.no	Question	Answer				
Brand Resonance						
BR1	Compared to how I feel towards other sportswear brands, Nike is very important to me	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BR2	I can recognise Nike among competing sportswear brands	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BR3	I buy Nike whenever I can	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BR4	When I think of sportswear, Nike comes to mind	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree

BR5	Even though there is another cheaper sportswear brand, I prefer to use Nike	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
Brand Loyalty						
BL1	If Nike were not available, it would make little difference to me if I had to use another sportswear brand"	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BL2	I would go out of my way to use Nike	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BL3	I am willing to invest a lot of time and energy to obtain Nike products	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BL4	If the shop I regularly visit does not have Nike, I go to another shop to buy Nike	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BL5	I intend to keep purchasing Nike	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
Brand Perception						
BP1	Nike knows what the needs of their consumers are	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BP2	Nike is a trust-able brand.	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BP3	Nike is a high-quality brand	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BP4	Nike is a useful brand	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
	BP5 In my overall opinion, Nike is a good brand	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
Brand Engagement						
BE1	I would recommend Nike to others	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BE2	If someone makes a negative comment about Nike, I would defend it	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BE3	I really like to talk about Nike with others.	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BE4	I closely follow news about Nike. (social media, newsletters)	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree

BE5	I am proud to have others know I use Nike	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
Brand Awareness						
BA1	I have heard of Nike	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BA2	I am well aware of Nike	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BA3	Nike is a popular sportswear brand	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BA4	I have heard of what Nike does for the community	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
Purchase Intention						
PI1	I will make an effort to start buying Nike	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
PI2	I am more likely to start buying Nike now	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
PI3	I intend on buying Nike the next time I buy sportswear	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
Brand Personality						
BH1	Nike as a brand is sincere	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BH2	Nike as brand is exciting	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BH3	Nike as a brand is competent	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree
BH4	Nike as a brand is modern	Strongly Agree	Agree	Undecided	Disagree	Strong Disagree

Link: The Impact of Brand personality on Customer loyalty | Qualtrics Survey Solutions

Thank you

ANNEXURE 2: RESEARCH CONSENT FORM



Good day

My name is Lethinjabulo Mngadi and I am a Masters student in Strategic Marketing at the University of the Witwatersrand, Johannesburg. As part of my studies, I have to undertake a research project, and I am investigating brand humanisation: The impact of brand personality on customer loyalty – A Nike Case Study under the supervision of Dr Marike Venter De Villiers. The aim of this research project is to investigate the impact of brand personality on customer purchase intention, which leads to customer loyalty with the focus on Nike

As part of this project, I would like to invite you to take part in answering a questionnaire. This activity will involve answering a set of questions and will take around 15 minutes.

There will be no personal costs to you if you participate in this project, you will not receive any direct benefits from participation but there are no disadvantages or penalties if you do not choose to participate or if you withdraw from the study. You may withdraw at any time or not answer any question if you do not want to. The questionnaire will be completely confidential and anonymous as I will not be asking for your name or any identifying information, and the information you give to me will be held securely and not disclosed to anyone else. Completion of the questionnaire will imply that you give consent.

If you have any questions during or afterwards about this research, feel free to contact me on the details listed below. This study will be written up as a research report which will be available online through the university library website. If you wish to receive a summary of this report, I will be happy to send it to you. The data collected from this research project will be stored online and in a safe storage facility and will be kept for 2 years. With your permission the data collected from this research project may be

used by other researchers. If you have any concerns or complaints regarding the ethical procedures of this study, you are welcome to contact the University Human Research Ethics Committee (Non-Medical), telephone +27(0) 11 717 1408, email hrec-medical.researchoffice@wits.ac.za

Yours sincerely,
Lethinjabulo Mngadi

Researcher:
Lethinjabulo Mngadi, 2261592@students.wits.ac.za.

Supervisor:
Dr Venter De Villiers, marike.venterdevilliers@wits.ac.za, 011 717 8067

ANNEXURE 3: ETHICS CLEARANCE CERTIFICATE

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

Research Office

HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)
R14/49 Mngadi

CLEARANCE CERTIFICATE	**PROTOCOL NUMBER: H20/05/25**
PROJECT TITLE	Brand Humanisation: The impact of Brand Personality on Customer Loyalty- A Nike Case Study
INVESTIGATOR(S)	Miss L Mngadi
SCHOOL/DEPARTMENT	Wits Business School/
DATE CONSIDERED	22 May 2020
DECISION OF THE COMMITTEE	Approved Risk Level: Minimal
EXPIRY DATE	02 July 2023

DATE 03 July 2020 **CHAIRPERSON** _____
(Professor J Knight)

cc: Supervisor : Dr M Venter De Villiers

DECLARATION OF INVESTIGATOR(S)

To be completed in duplicate and **ONE COPY** returned to the Secretary at Room 10004, 10th Floor, Senate House, University. Unreported changes to the application may invalidate the clearance given by the HREC (Non-Medical)

I/We fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee. **I agree to completion of a yearly progress report.**

_____ _____/_____/_____
Signature **Date**

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES

ANNEXURE 4: APPROVAL OF TITLE LETTER

UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG

Private Bag 3 Wits, 2050
Fax: 0270865535224
Tel: 02711 7173582

Reference: Ms Jennifer Mgolodela
E-mail: jennifer.mgolodela@wits.ac.za

14 February 2020
Person No: 2261592
PAG

Miss LT Mngadi
box 3178
Esikhawini
3887
South Africa

Dear Miss Lethinjabulo Mngadi

Master of Management: Approval of Title

We have pleasure in advising that your proposal entitled *Brand humanisation and loyalty among South African youth* has been approved. Please note that any amendments to this title have to be endorsed by the Faculty's higher degrees committee and formally approved.

Yours sincerely

Mrs Marike Bosman
Faculty Registrar
Faculty of Commerce, Law and Management