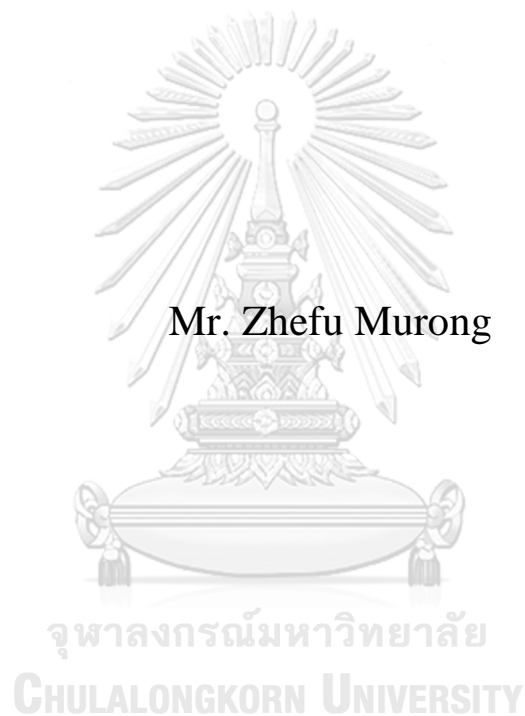


BRAND IMAGE OF NIKE PRODUCTS AMONG
CONSUMER GENERATION Z IN THAILAND



Mr. Zhefu Murong

An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
Communication Management
FACULTY OF COMMUNICATION ARTS
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ภาพลักษณ์ตราสินค้าในกลุ่มผู้บริโภคชาวไทยเจนเนอเรชันซี



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เจอปู มู๋หรง : ภาพลักษณ์ตราสินค้าไนกี้ในกลุ่มผู้บริโภคชาวไทยเจนเนอเรชันซี.
 (BRAND IMAGE OF NIKE PRODUCTS AMONG
 CONSUMER GENERATION Z IN THAILAND) อ.ที่
 ปริญญาหลัก : คร.เซอร์ ซอล ฮ่อง

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาภาพลักษณ์ของแบรนด์สินค้าไนกี้ในกลุ่มผู้บริโภคเจนเนอเรชันซี ในประเทศไทย จากผลการวิจัยเชิงปริมาณ ผู้บริโภคปัจจุบันของไนกี้จำนวน 200 คนที่มีอายุระหว่าง 18 ถึง 25 ปีในประเทศไทยเคยซื้อหรือเป็นเจ้าของผลิตภัณฑ์ของไนกี้มาก่อน ได้กรอกแบบสอบถามออนไลน์เพื่อศึกษาภาพลักษณ์ของแบรนด์ ผลการวิจัยแสดงให้เห็นว่าผู้บริโภคเจนเนอเรชันซีของไนกี้ส่วนใหญ่มีภาพลักษณ์ที่ดีต่อแบรนด์ ผลการศึกษาในแต่ละปัจจัยด้านภาพลักษณ์ของแบรนด์พบว่าผู้ตอบแบบสอบถามส่วนใหญ่มีทัศนคติที่ดีต่อไนกี้ไม่ว่าจะเป็นปัจจัยด้านความเชื่อ ชื่อเสียง ความประทับใจ หรืออารมณ์ความรู้สึก แม้ว่าผู้บริโภคส่วนใหญ่จะมีการรับรู้ทางอารมณ์ที่มีต่อแบรนด์ไนกี้้น้อยกว่าเมื่อเทียบกับปัจจัยด้านความเชื่อ ชื่อเสียง และความประทับใจที่มีต่อแบรนด์ไนกี้ ผู้บริโภคส่วนใหญ่ของไนกี้เห็นว่า ไนกี้เป็นแบรนด์สำหรับนักกีฬา และอธิบายว่า ไนกี้มีลักษณะที่แตกต่างจากแบรนด์คู่แข่ง ในขณะที่ผู้บริโภครู้จักไนกี้ท่ามกลางแบรนด์คู่แข่งอื่นๆ และพวกเขายังไว้วางใจสินค้าไนกี้ในฐานะแบรนด์ หวังเป็นอย่างยิ่งว่างานวิจัยนี้จะช่วยให้เข้าใจภาพลักษณ์ของแบรนด์ไนกี้ที่มีต่อผู้บริโภคชาวไทยมากขึ้น

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IN THAILAND. Advisor: SER SHAW HONG, Ph.D.

The objective of this research was to study the brand image of Nike products among consumer generation Z in Thailand. Based on the quantitative research approach, two hundred of Nike's current consumers aged between 18 to 25 years old in Thailand, who had purchased/owned Nike's products before, were asked to complete an online questionnaire to study the brand image. The research findings illustrated that most of Nike's generation Z consumers considered Nike to own a positive brand image. The result of the study in each brand image factor shows that most of the respondents have positive attitude toward Nike whether it is belief, reputation, impression, or emotion factors. Although most of the consumers hold a less favorable emotional perception toward Nike brand compared to their belief, reputation, and impression factor toward Nike brand. Most of Nike's consumers perceived that Nike is a brand for athletes and describe Nike has a personality that distinguishes itself from competitor's brand, while they recognize Nike among other competing brands, and they are also trust Nike as a brand. It is hoped that this research will provide a better understanding of the Nike brand's image toward Thai consumers.

Field of	Strategic	Student's
Study:	Communication	Signature
	Management	...
Academic	2022	Advisor's
Year:		Signature
		..

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I would also like to thank my family for supporting me, thank you, my parents, for always asking for progress in my work and rewarding me every day that I make big achievements.

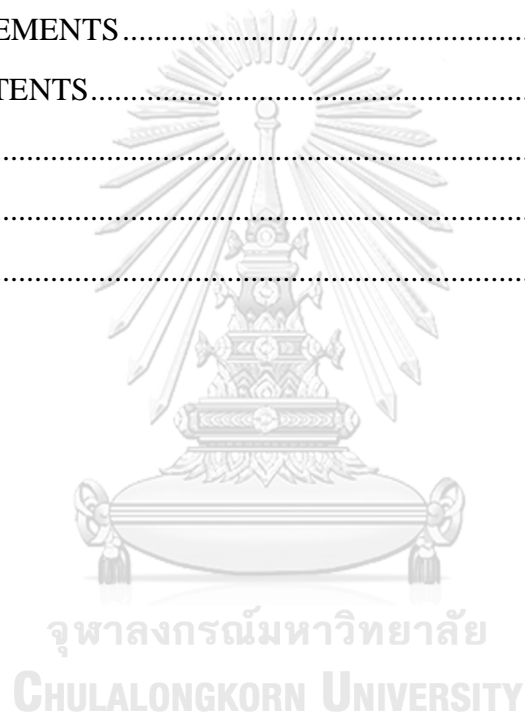
Thank you to Nike for making a great empire for me to study, I am a big fan of the brand makes this research study enjoyable.

Lastly, I would like to thank all the respondents for taking the time to complete the questionnaire survey. This research wouldn't have been carried out till the end without your help, time, and contribution.

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CHAPTER 1

Introduction

1.1 Significance of the study

The global impact of COVID-19 to world's economic has been unprecedented and staggering, particularly on sport and recreation industry. According to Sports footwear market report (2021), with negative demand shocks for footwear across all regions during the pandemic. The market saw a -8.94% fall in 2020 compared to the average annual increase over the preceding three years (2017-2019). Yet, the Sports footwear market report was positive with the market growth in the post pandemic period, with an expected *compound annual growth rate (CGCR)* for the period 2021-2028 as 4.8%. Once the pandemic is ended, the market's demand and growth will return to pre-pandemic levels, as demonstrated by the market's rising demand and growth.

In fact, as far as the global market is concerned, sports shoes are becoming more and more popular, based on the report

of statista.com in 2020, the leading brands of the sports shoes are mainly Nike (\$28 billion), Adidas (\$13.4 billion), Puma (\$3.7 billion) and so on.(statista.com, 2022).

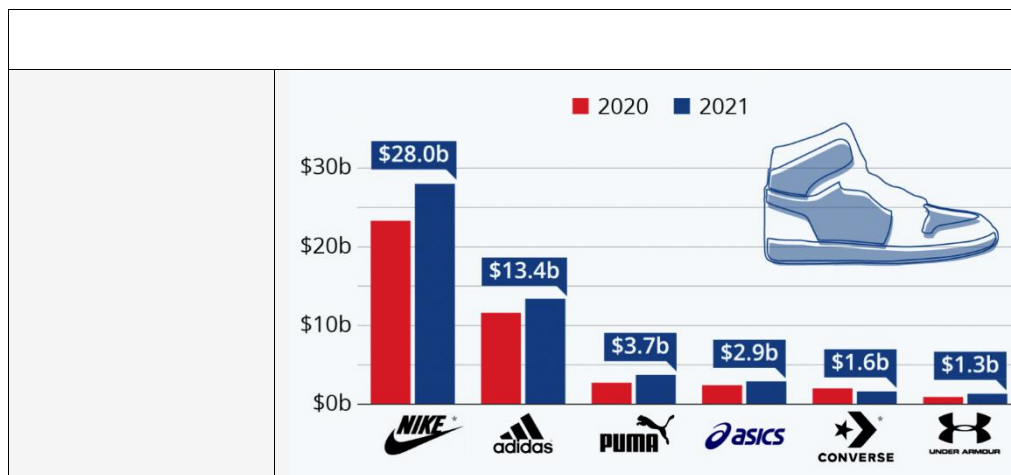


Figure 1: Worldwide Footwear Sales of Sports Brand

University of Oregon track athlete Phil Knight and his coach Bill Bowerman created Nike in January 1964. It was formerly known as Blue Ribbon Sports (BRS). Initially, the company was a distributor for the Japanese shoemaker Onitsuka Tiger, whose shoes were compatible with Knight's car. (Nike Inc., 2016) In 1964, BRS earned \$8,000 on the sale of 1,300 pairs of Japanese running shoes. The company had its first retail outlet in California in 1966. By the time the first retail store

opened, it had grown to other places, including Wellesley on the East Coast. (Directory, 2001)

In 1971, the connection between BRS and Onitsuka Tiger came to an end, and BRS created its own footwear brand with the Swoosh designed by Carolyn Davidson. Thus, Nike began using the Swoosh in 1971 and registered it with the U.S. Patent and Trademark Office in 1974. (Rizwan Raheem Ahmed, 2016).

Following this, Nike had established itself as a dominant brand in the U.S. athletic sector and captured fifty percent of its market share. In conjunction with Wieden Kennedy, Nike utilized a variety of marketing communication channels to contact customers and raise product awareness. In the 1980s, the company began associating games with its offers to its target clientele. (Wightman-Stone, 2015).

In addition to sports shoes, Nike currently offers clothing, sports bags, sports equipment, etc. The AJ and AirMax series are the company's flagship products. Based on fiscal 2022 second-quarter financial performance ending November 30,

2021. The reported revenue for the second quarter was \$11.4 billion, a 1% increase compared to the same period in the prior year. Nike's reported direct sales increased by 9% to \$4.7 billion. NIKE Brand Digital revenues grew 12%. (NIKE, INC.,2021).

According to a survey by Euromonitor International (2017), Thai consumers engage in more sporting activities as a result of the athleisure trend, and as a result, they prefer to buy athletic footwear to complement their healthy lifestyle. This may explain why Thailand is seen as a country with great potential in the footwear industry as a hub for luxury footwear (Fernquest, 2011).

As a result, this phenomena prepares the way for the rapid growth of the footwear industry. Nike has been a major contributor to the value of the market share of sport brands in Thailand among the well-known shoe manufacturers (Euromonitor International, 2017). The true market leader in the sports industry is "Nike." Comparing the fiscal year ending May 2021 to the preceding fiscal year, it increased by 20%. German

giant brand Adidas comes next (Bangkokbiznews, 2021). According to a young research agency called Ypulse, Nike is also the most popular and discussed brand among generation Z and Millennials (as cited in Hershman, 2018). 41% of youngsters in 2019 cite Nike as their preferred sports brand, followed by Vans with 20%. (statista.com, 2019). Consequently, it is essential to examine Nike's brand image among Thailand's generation Z consumers.

Nike was developed for sports and running enthusiasts, with items that are comfortable, authentic, functionally inventive, and distinctively designed. Innovative technology is seen as a defining aspect of Nike's brand identity and company culture. Nike is able to develop stronger emotional bonds with its core consumers, hence increasing customer loyalty, customer satisfaction, and the enjoyment of owning and utilizing the brand (Case Study of Nike: Building a Global Brand Image, 2022).

Nike is currently one of Thailand's most popular sports brands (Global footwear, 2021). With an academic desire to

comprehend this phenomenon in Thailand. Using Nike as a case study, the researcher will attempt to comprehend in depth the brand image of Nike among generation Z consumers in Thailand.

1.2 Research Objective

To study the brand image of Nike among consumer generation Z in Thailand.

1.3 Research Question

1. What is the brand image of Nike among consumer generation Z in Thailand?
2. What are the factors to influence the brand image of Nike among consumer generation Z in Thailand?

1.4 Methodology of the Study

The research of the brand image of Nike among consumer generation Z in Thailand by using a quantitative research method that is processed through online survey questionnaires. The population of this research was Thai consumer from generation Z who have owned or experienced any Nike

products. In a total of 200 respondents are expected to be reached for answering the research objectives. Furthermore, they were selected as a sample of this study by using a judgmental sampling method.

1.5 Scope of the study

This study emphasized on research brand image toward the Nike brand from consumers who have experienced Nike products. The study mainly focused on exploring how consumers perceive the brand image, focusing on studying consumer belief, emotion, reputation, and impression factors. Meanwhile, the research is only focusing on Thai generation Z consumers aged between 18 to 25.

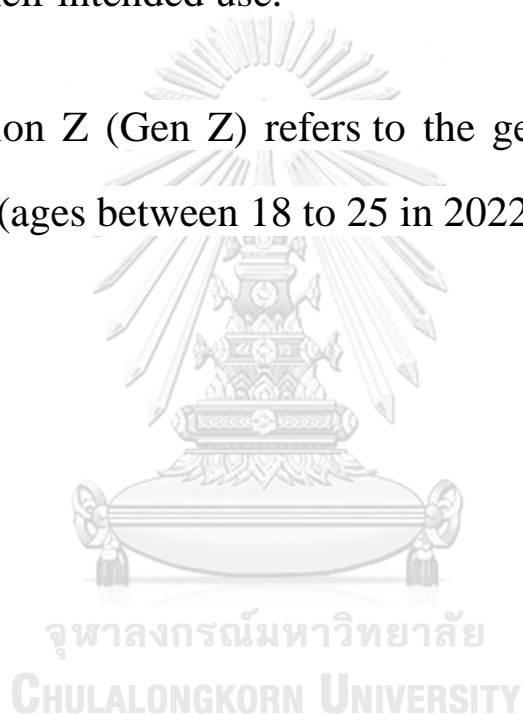
1.6 Operational Definition of the Key Concepts

Brand image is what consumer perceptions of any preferences for a brand are measured by the various types of brand associations such as cognition, emotion, language, and action held in memory.

Brand positioning refers to the position a brand occupies in the minds of customers and how it differentiates itself from the products of its competitors.

A consumer is an individual who purchases goods or services for their intended use.

Generation Z (Gen Z) refers to the generation born from 1997 to 2004 (ages between 18 to 25 in 2022)



CHAPTER 2

Literature review

In this chapter, significant literature on the athletic goods sector, branding, and consumer behavior is reviewed. The history and development of the Nike Company are covered in the opening paragraphs of this chapter, which is then followed by a section on branding, which covers the brand, brand positioning, brand identity, and brand image, which covers perceptions such as belief, impression, reputation, and emotion. The final section is a study of the research on consumer behavior that goes into further detail about the personalities of Thai millennial consumers.

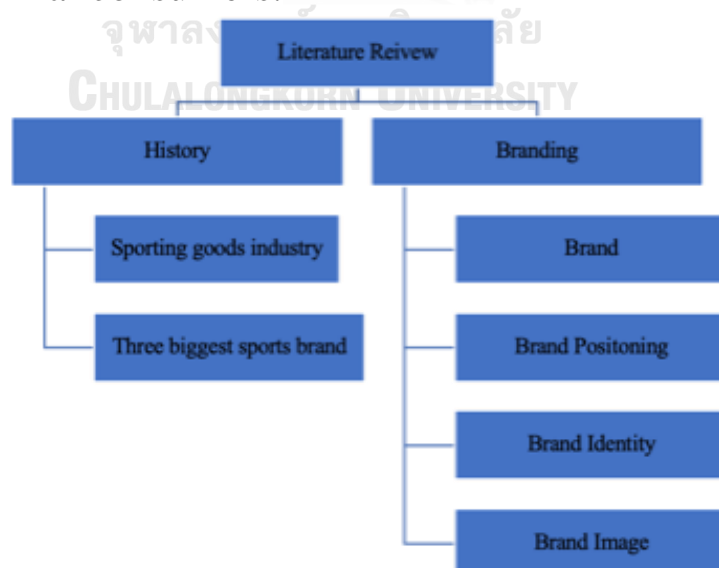


Figure 2: Literature Review Diagram

2.1 History

Following the creation of Nike and the history of its contributors, this part provided an overview of the sports products market.

2.1.1 Sporting goods industry

The 21st century has witnessed a dramatic increase in the free flow of capital, ideas, people, products, and services, which facilitates economic and social connection, exchange, and integration. Globalization has prompted firms, organizations, and even nations to form linkages and alliances through trade, investment, and activities targeted at enhancing their international competitiveness. Several factors influence the global mobility of the sports industry, including: (a) international movement of people such as human resources (e.g., coaches, athletes, and students), tourists, and even migrants; (b) technology and goods that are created and manufactured by corporations and governments; (c) economic investment and stimulation that are centered on the rapid flow of

money and its equivalents around the world; and (d) media production that attracts international audiences (Hill & Vincent, 2006). In fact, globalization has benefited the sports industry in a number of ways, including: (a) spread of sports throughout the world; (b) diversity in athlete origins participating in many of the professional and amateur leagues around the world; (c) increasing number of countries participating in international sport events; (d) increasing number of athletes participating in a diverse range of sports, often crossing gender and religious lines and climate barriers; and (e) increased number of countries hosting international sporting events (Thibault, 2009).

Sporting goods, commonly known as sports equipment, are necessary gear. Sporting clothes and footwear, as well as footwear used in daily life. It comes in a variety of forms, ranging from accessories, tools, and footwear to clothing and protective equipment. Targeting athletes and those in the sports sector, as well as customers who desire a branded lifestyle, are sports brands. (Subic, 2010) In 2006, the global consumer market for sporting goods exceeded \$250 billion (Subic, 2010). Approximately \$318 billion in 2014, according to estimates.

Due to a growing sports culture and increased engagement in sports, the sporting goods business is anticipated to continue to expand over the next five years, as sports become increasingly interwoven into the daily lives of health-conscious consumers (Au, 2017). Based on the Sporting Goods Market research from 2021, the worldwide Sporting Goods market was valued at 60,900 million US dollars in 2018 and is anticipated to reach 83,300 million US dollars by the end of 2025.

The sporting goods industry's greatest market is in economically developed regions such as North America and Western Europe, where the majority of sales are generated, followed by emerging markets in eastern Europe, Asia, and South America. Increasing demand for athletic goods has resulted in increased competition among major companies in the sporting goods business, who are enhancing their distribution networks, quality, price, and supply chain management to ensure market sustainability. Leading brands are manufacturing lifestyle items in addition to performance-based sports products in order to capitalize on the expanding commercial prospects in the industry. (Subic, 2010) The athletic goods sector is

dominated by a small number of brands despite its vast market and diverse segmentation.

2.1.2 Three biggest sports brands in the Sporting Goods Industry

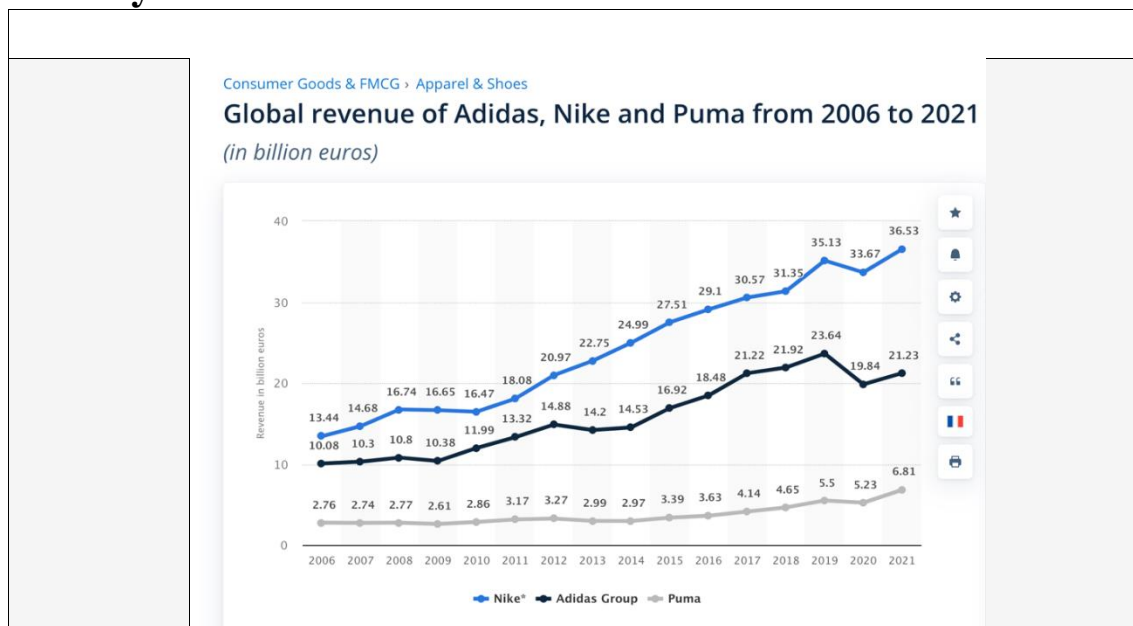


Figure 3: Global revenue of Adidas, Nike and Puma from 2006 to 2021 in billion euros (Statista 2022)

The worldwide athletic goods market is highly fragmented, spanning from budget labels to high-end fashion brands, although Nike, Adidas, and Puma dominate the business. These sportswear brands are among the largest in the garment sector as a whole. Nike, established in the United

States, is the world's top sports brand, generating more income than Adidas and Puma combined.

Philip Knight started Nike in the United States in 1964. He spotted an opportunity to import shoes from Japan to sell in the United States and locally, and teamed up with Bill Bowerman to form Blue Ribbon Sports. (DeLong, 2009) In 1972, Blue Ribbon Sports changed its name to Nike, becoming the company we know today. (Knight, 2016) Nike earned more than €31 billion in revenue in 2018, with North America serving as its primary market, contributing roughly half of the company's global revenue for 2018. The company employed 73,000 employees globally in 2018 (Statista, 2022), collaborated with more than 500 factories, employed more than 1 million factory workers in more than 42 countries, and sold items in 190 countries. (2017 Nike report on sustainability) Gebrüder Dassler Schuhfabrik was founded in 1924 by Adolf and Rudolf Dassler in their parents' house in southern Germany; they eventually transferred the firm. Adidas and Puma, Nike's strongest competitors, are now German sports companies Adidas and Puma. In 1927, the company relocated to a factory. (Puma,

2019) Rudolf Dassler founded Puma, and his brother Adolf Dassler founded Adidas in 1948, resulting in the separation of the corporation. Both companies are still headquartered in the southern German city of Herzogenaurach, where they were founded. (Smit, 2009)

Adidas is the second largest sports brand in the world, behind Nike, and the largest sports brand in Europe, with over 21 billion euros in revenue in 2018. In 2018, Adidas employed 58,902 individuals worldwide and generated over 900 million goods annually. The brand has connections with over 500 separate manufacturing facilities in 55 countries, 70% of which are in the Asia-Pacific area. (Adidas, 2019)

Puma ranks third on the global market and has a substantial growth tendency, although it is still much smaller than Nike and Adidas, the two industry heavyweights. Europe, the Americas, and Asia-Pacific are the most important markets where Puma generated over \$4 billion in yearly revenue in 2018. Puma distributes its products in over 120 countries and collaborates with over 125 manufacturers. The company employs over 13,000 people. (Puma, 2019)

The three brands Nike, Adidas, and Puma have very effective marketing strategies; sponsorship partnerships with professional sports teams and athletes, collaborations with important events and celebrities and athletes, etc., are the primary reasons for their success. (Statista, 2022) The market share is also attributable to the fact that the brands' influence extends beyond sports performance products to fashion, music, and lifestyle and is deeply rooted in popular culture. (Shah, 2013)

In addition, these companies have a significant global presence due to the fact that these three brands are leading and dominant in the global sporting goods industry and employ a lot of manpower, have a huge production volume, and have a huge volume of product sales to consumers.

2.2 Branding

2.2.1 Brands and Branding

Chernatony and Riley (1998) categorized definitions of brand into 12 themes, including brand as a logo, brand as a legal

instrument, brand as a company, brand as a shorthand, brand as a risk reducer, brand as an Identity system, brand as an image in the consumer's mind, brand as value system, brand as a personality, brand as a relationship, brand as adding value, and brand as an evolving entity.

2.2.1.1 Brand as a logo

American Marketing Association defines (1960) brand as “A name, term, design, symbol, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors.” In other words, brands are a means to differentiate from the competitors (or future competitors).

The definition of a brand as a logo is product- and manufacturer-oriented (Crainer, 1995). Consumers are not passive recipients of brand marketing activities, so brands are not what they do to consumers, but what they do with them (Meadows, 1983). Furthermore, a brand is not limited to a name, term, design, symbol or combination, it can be any other characteristic (Bennett, 1988; Dibb et al., 1997).

2.2.1.2 Brand as a legal instrument

A brand is a legal statement of ownership (Crainer, 1995) and a designation of ownership (Broadbent and Cooper, 1987).

2.2.1.3 Brand as a company

Corporate image is crucial because a good corporate image gives an organization a competitive advantage (van Reil and Balmer, 1997).

2.2.1.4 Brand as shorthand

A brand is a short and simple way of expressing or referring to something (a product). According to Brown (1992), "a brand name is nothing but the sum of all the psychological connections people have around it". Brand names provide a shortcut to memory (Jacoby et al., 1977).

2.2.1.5 Brand value system

Personal and cultural values have an impact on consumer decisions (Franzen and Moriarty, 2008). Consumers find value

in brands, brand heritage, their own experiences, and how the brand reflects what the individual stands for, according to Clark (1987). According to Xie Si et al. (1991), a brand is a value system. According to them, five customer values impact brand selection decisions.

a) functional value, the level of utility of the product (or service) compared to its substitutes; b) social value, the willingness and social acceptance to please others; c) emotional value is expressed as a choice based on emotion and aesthetics; d) cognitive value can be used to describe early adopters because it is associated with novelty or risk; Knowledge-seeking behavior (a person switches a regular phone to try a new smartphone; e) Conditional values relate to a set of circumstances dependent on the circumstance (e.g. Christmas, wedding, etc.).

2.2.1.6 Brand as Personality

Differentiation based on functional capabilities is easily duplicated (Lambin, 1993), and another way to differentiate is through the use of creative communication and packaging that

emphasizes psychological values. Numerous studies define a brand as a symbolic personality that people appreciate more than practical utility (Alt and Griggs, 1988; Blackston, 1992). Consumers evaluate the compatibility between the (perceived) personalities of competing brands and the personality they seek to convey when choosing among competing companies (Zinkhan et al.,1996). Personality and values are interdependent (Gutman, 1982), with personality constituting a subset of values. Personality is primarily the consequence of firm communication, whereas image is how consumers perceive personality (Plummer, 1985). Aaker (1996) defined brand personality as a metaphor that "helps brand strategists differentiate brand identities, gain communication efforts, and generate brand equity by enhancing their grasp of consumers' perceptions and attitudes toward companies."

2.2.1.7 Brand as Relationship

Personality is necessary for developing a rapport between consumers and brands (Duboff, 1986; Woodward, 1991). The relationship between the consumer and the product is

reflected in a brand. A successful brand is one that establishes a strong connection between the firm and its customers (McKenna, 1991). According to de Chernatony (1992), intangible components account for only 20% of the cost yet have an 80% impact on the consumer relationship. This demonstrates the value of branding as a relationship.

2.2.1.8 Brand as adding value

Brands are sometimes conceptualized as a collection of tangible and intangible attributes that enhance the desirability of a product or service beyond its practical usefulness (Farquhar, 1989; Park and Srinivasan, 1994).

2.2.1.9 Brand as an evolving entity

According to Goodyear (1996), brands evolved from "unbranded commodities" to references with names. In addition to product benefits, the brand evolves into a "personality" that gives emotional appeal.

2.2.2 Brand identity

Kapferer (1992) emphasized that a brand is an identity structure with six integrated aspects of culture, personality, self-projection, physique, reflection and relationship. Physical aspects represent local characteristics, symbols, and attributes of a product; personality represents character and attitude; relationships represent beliefs and associations; culture represents a set of values; reflection represents the customer's perception of the brand, and self-image represents the customer's internal mirror image of the brand's user. While some of these elements overlap with other definitions, such as personality and image, Kapferer's contribution is to emphasize that the importance of a brand is not just the sum of its parts. Brand identity as a means of developing brand positioning. Gardner and Levy's (1955) describe a brand as "a brand name is more than a label used to distinguish the manufacturer of a product; it is a complex symbol representing ideas and attributes. It tells consumers many things, not only by the way it sounds (if it literally has one), but more importantly, by the body of the association that it builds and acquires as a public

object over a period of time." The end result is the public image, character or personality that is important to the brand. The overall status (and sales) of a product may be more important than many technical facts about the product.

2.2.3 Brand Positioning

According to Urban and Hauser (1993), positioning is crucial for new products. The new product must not only offer the benefits that customers desire, but it must also exceed the competition (p. 202)." Marketers build positioning when Four considerations must be made:

- Targeted market.
- How the product is distinct from or superior to the competitors.
- The significance of this distinction to the target market.
- The capacity to convey or illustrate this distinction to the target market.

By affecting customer preferences, brand positioning strategies are closely correlated with consumer loyalty, consumer-based brand equity, and purchase intent. Effective brand positioning can be defined as the amount to which people regard a brand as favorable, distinct, and credible.

How to determine a brand's positioning:

Step 1: To build an effective and distinctive positioning for your brand, you must analyze the following:

Learn what your customers desire

Determine your company's and brand's capabilities.

Determine how each rival positions his or her brand.

Step 2: Following this, you must select a positioning statement that: Will resonate with your consumers

What your company can give (capabilities) that is distinct from your competition

A brand positioning statement can be defined simply by reducing it to three words. Such as "vegan, traditional, and feminine." Because this is the objective of every brand, avoid

using clichés such as "excellent products, originality, and success"

Step 3 entails reflecting this brand strategy in all you do (brand personality, packaging design, product, service, visual identity design, communications, etc).

2.2.4 Brand Image

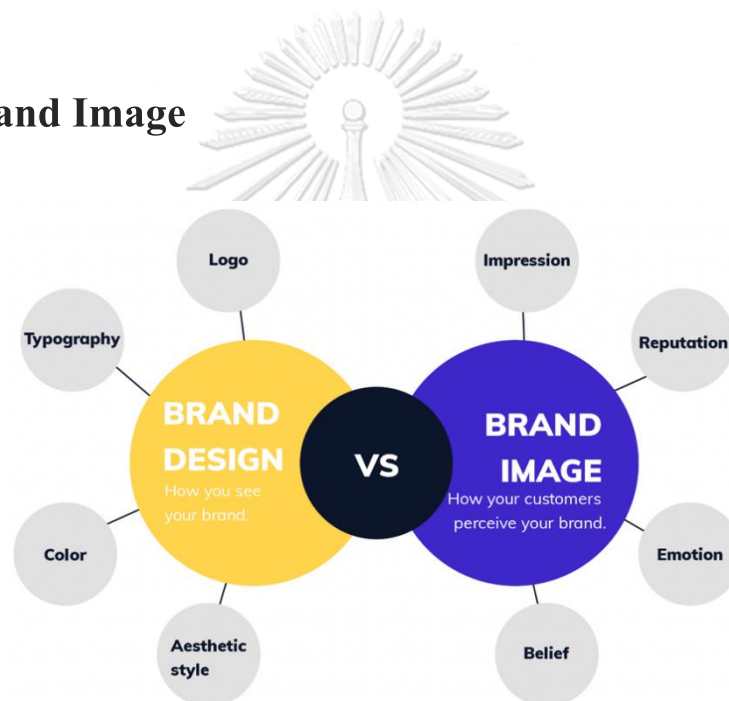


Figure 4: How your customers perceive your brand (DANICA

POPOVIC 2021)

2.2.4.1 Brand image in consumer's mind

People react not to reality but to their perception of reality (Boulding, 1956). In addition, Martino (1959) defined a brand as a functional and psychological picture in the minds of consumers. Few other conceptions of brand significance describe brand image as everything associated with the brand (Newman, 1957). A brand can also be defined as "a consumer's conception of a product" (Pitcher, 1985). Keeble (1991) expresses it more succinctly: "A brand becomes a brand when it communicates with consumers."

2.2.4.2 Belief

What is known as brand knowledge includes consumer attitudes or impressions of brands (Keller, 2003). These beliefs develop as a result of customer interactions with a particular brand, such as when purchasing or utilizing the brand, or when exposed to advertising, publicity, or word of mouth. These signals may turn into favorable, negative, or neutral views about the brand (Krishnan, 1996). Positive beliefs describe attributes that are widely regarded as positive for brands in the category (e.g., good value), whereas negative beliefs represent attributes

that are regarded as negative (eg, poor service). It is commonly believed that the establishment and/or modification of brand beliefs influences and consequently precedes brand purchasing behavior (Ajzen and Fishbein, 1977). There are numerous methods for exerting this influence. For instance, beliefs can underpin brand attitudes (Fishbein and Ajzen, 1975), or they can be weighed between brands by addressing the advantages and negatives of various brands (Bettman, 1979).

2.2.4.2 Reputation

Reputation is one of the primary elements to the perception of a brand name product's quality. Consumers anticipate that products manufactured today will be of comparable quality to those manufactured in the past since brands are gaining credibility (Milewicz and Herbig, 1994). Individuals will only form favorable opinions of brands they perceive to be credible. They analyze imperfect brand information accumulated over time, and businesses must attempt to convey a consistent message to build a positive reputation. It is difficult to fully alter the reputation of a brand in a short

period of time. People categorize brands by categories and have distinct perceptions of each category. In addition, there is always a time lag impact (Shapiro, 1983) that is anticipated to influence consumers' future brand perceptions. The current reputation of a brand will impact forecasts of its behavior. Customers anticipate that a brand will live up to their expectations, which are defined by its reputation. The market expects brand consistency in terms of its desired identity and support for that identity. Mixing signals (saying one thing and doing another) can be detrimental to one's reputation. When brands fail to fulfill their promises, people do not view them as dependable and trustworthy (Herbig and Milewicz, 1995).

2.2.4.3 Impression

User comprehension of a product or brand is determined by first impressions. The impressions that your products create on your clients are crucial to sustaining a long-term relationship that will result in their return and referral of others to acquire your branded goods and services. A good impression enables customers to have a vague grasp and recollection of the product

or brand, and then to continue exporting the brand and discreetly influencing users. When the majority of consumers feel waves in their hearts, the brand will be recognized, and the goods will be purchased. In actuality, there are just a handful of things that stand out, and the majority of the products are quite ordinary. Some individuals are skilled at marketing brands and products. Even if the brand has no distinguishing characteristics and the product is unremarkable, it is possible to bring them to life by crafting the ideal first impression.

2.2.4.4 Emotion

Emotional branding, according to Roberts (2004), is a consumer-centric, relational, and narrative-driven strategy for establishing deep and lasting emotional relationships between consumers and businesses. Emotional branding employs the senses and emotions to create a profound, enduring, intimate, emotional connection with a brand that transcends material satisfaction. Lynch and De Chernatony (2004) contend that the creation and spread of emotional brand value may increase the potential for value creation and serve as a means of achieving

sustained distinctiveness. H,X,Wang, Chen, Hu, and Ye (2008) contend that brands enhance consumer relationships and transform them into friendships in order to sustain brand loyalty. Customer loyalty, according to Kim, Park, and Jeong (2004), is the combination of a customer's favorable attitude and repurchase behavior.



CHAPTER 3

Methodology

The quantitative method is used in this study to investigate the brand image of Nike. This study will have 200 participants who will complete an online questionnaire. The questionnaire will be conducted on a 5-point Likert scale and divided into four sections. A screening question will be asked first, followed by investigate brand image with a focus on belief, reputation, impression, emotion. This chapter will go over the research design, research sample, sampling method, questionnaire format, variable measurement, data collection and analysis in detail.

3.1 Research design

The quantitative research method was used to achieve the research goal. A survey questionnaire was distributed online via the SurveyMonkey.

3.2 Research Sample

In this study, the researcher concentrated on Thai-national male and female Nike customers. The online questionnaire survey will be conducted via google form. The respondent must be familiar with the Nike brand and have previously purchased or used Nike products. The respondents in this study are members of Thailand's Generation Z (born between 1997 and 2004), who are also Nike's major target market. They range in age from 18 to 25.

3.3 Research sampling method

The purpose of this research is to better understand the brand image of Nike among consumer generation Z in Thailand Generation Z's, with a focus on belief, reputation, impression, emotion. The survey will be distributed via online social media platforms. The questionnaire will be distributed to a Facebook group. The questionnaire will also be sent via the Line app.

3.4 Questionnaire format

To maximize the questionnaire's reach to the sample group, the questionnaire was distributed to social media platform groups on Facebook and Line applications, as previously stated. The survey was written in both Thai and English. The questionnaire was mostly distributed in Thai because the researcher only wanted to study the brand image among consumer generation Z in Thailand. The questionnaire included both open-ended and multiple-choice questions (see appendix 1). The questionnaire is divided into the six sections listed below.

Part one consists of 3 screening questions. The screening questions are used to eliminate respondents who are ineligible for the study. Those who did not qualify for the study were directed to the end of the survey.

Question 1- Inquire the respondent if they knew the brand Nike

Question 2- Inquire the respondent if they have purchased/owned Nike products in the last 6 months

Question 3- Inquire if the respondent is between the ages of 18 and 24

Part two is to collect data on the respondent demographic information. This part focuses on gender income and education level using a nominal scale.

Part three consists of questions formulated to understand the brand image of Nike among consumer generation Z in Thailand Generation Z. This part is made up of brand image components which are belief factors, reputation factors, impression factors, emotion factors.

The questionnaire asks about their belief of Nike , whether they believe Nike is an innovative brand, whether they believe Nike is an inspiring brand, whether they believe Nike as a brand with good quality at reasonable pricing, whether they believe Nike is a brand that provide enduring impact to consumers, whether they believe Nike is a brand for athletes.

In terms of reputation factors, questions focus on whether Nike is No.1 sport brand in Thailand, whether Nike is

the 1st choice for generation Z in Thailand, whether Nike is the brand that does not disappoint its customers, whether Nike products have characteristics that other brands don't provide, whether Nike has a personality that distinguish itself from competitor's brand.

Regarding to brand's impression factors, questions focus on whether they can quickly recall the logo of Nike, whether they can recognize Nike among other competing brands, whether they have a positive impression of the brand, whether they think Nike is a very appealing brand to them and their generation, whether they would prefer to buy Nike than other sport brands.

In terms of emotion factors toward Nike, the questionnaire asks about whether Nike is a brand that they trusted, whether Nike is a brand relevant to them (and their generation), whether Nike is a brand that they feel good about, whether they would not switch to a competitor, even If they had problems with the products/services of Nike, whether their love for Nike brand is incomparable to the other brand.

3.5 Measurement of the variable

Because the study focused on brand image, four major key variables were highlighted as a factor in understanding brand image of Nike. These four variables are belief, reputation, impression, emotion.

Questions and statements for measuring each variable in this study were derived from observations of official publications and Nike communication content. Meanwhile, the questionnaire was adapted from the framework of the brand image study to demonstrate its validity and reliability. Cronbach's Alpha was used to determine the validity of each measurement. Before conducting the main study, a pilot study was conducted to eliminate errors.

The brand image variables studied were whether consumers perceived Nike brand belief, reputation, impression, emotion as it was portrayed. 5 statements were created to assess belief factors

Belief 1: Nike is an innovative brand.

Belief 2: Nike is an inspiring brand.

Belief 3: Nike as a brand with good quality at reasonable pricing.

Belief 4: Nike is a brand that provide enduring impact to consumers.

Belief 5: Nike is a brand for athletes.

There are also 5 statements in this questionnaire to study Nike reputation factors, which include:

Reputation 1: Nike is No.1 sport brand in Thailand.

Reputation 2: Nike is the 1st choice brand for generation Z in Thailand.

Reputation 3: Nike is the brand that does not disappoint its customers.

Reputation 4: Nike products have characteristics that other brands don't provide.

Reputation 5: Nike has a personality that distinguish itself from competitor's brand.

There are five question statements to evaluate the customer impression factors.

Impression 1: I can quickly recall the logo of Nike.

Impression 2: I can recognize Nike among other competing brands.

Impression 3: I have a positive impression of the brand.

Impression 4: Nike is a very appealing brand to me and my generation.

Impression 5: I would prefer to buy Nike than other sport brands.

In terms of brand Nike emotion factors, there are another five statements:

Emotion 1: Nike is a brand that I trusted.

Emotion 2: Nike is a brand relevant to me (and my generation).

Emotion 3: Nike is a brand that I feel good about.

Emotion 4 I would not switch to a competitor, even If I had a problem with the products/services of Nike.

Emotion 5: My love for Nike brand is incomparable to the other brand.

The five-point Likert scale was applied to measure the respondents' level of agreement on consumer perception including belief, reputation, impression, emotion toward Nike brand image. The scale ranges are outlined below:

1 = Strongly disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly agree

In this study, the interpretation of the mean score proposed by Best and Kahn (2016) was applied.

Table 1: The Interpretation of Mean Scores

Mean Score	Interpretation
>4.5	Strongly agree
3.5-4.49	Agree
2.5-3.49	Neither agree nor disagree
1.5-2.49	Disagree
<1.49	Strongly disagree

Source: Adapted from Best, J. W., & Kahn, J. V. (2016).

Research in Education. Bangalore: Pearson India.

3.6 Data collection and data analysis

The data for this study will be gathered through an online questionnaire survey that will be distributed between October 15 and October 30, 2022. The data will be analyzed using the SPSS (Statistical Package for Social Science) program, and all statistical data will be run with a 95% confidence level.

Descriptive statistics analysis was used to analyze the data and describe the means and standard deviation of the data.

CHAPTER 4

Findings

This chapter presents the findings of the investigation. This chapter's data analysis is compiled using information collected via an online poll.

This study's findings are separated into three sections: the demographic profile of respondents, a descriptive analysis of consumer brand image toward Nike based on four elements (belief, reputation, impression, and emotion), and a discussion of the implications of these findings. This chapter will conclude with an investigation of the significance level between variables using a One-way ANOVA.

4.1 Demographic profile

This research's demographic section contains information about the characteristics and attributes of its respondents. The demographic information includes respondents' age, gender, average monthly income, level of

education, and whether or not they had previously purchased or owned Nike products.

In total, there was two hundred thirty-eight questionnaires collected. Of all the responses, thirty-eight respondents were not in the age range of millennials (between 18-25 years old); thus, have also been screened out. In the end, 200 complete responses were considered qualified. Thusly, it made a total of 200 responses to serve as primary data for this research analysis.

For the first screening question. All the 200 respondents answered yes to the question, “Do you know the brand name Nike?” This indicated that 100% of respondents are qualified to serve as a relevant sampling of this research.

The majority of the 200 responders, or 62.5% of the sample, were women (125 respondents). 64 respondents from the second group of respondents, or 32% of the sample, were men. Only 11 of the remaining responses (5.5% of the sample group) fit into the other category. It appears that a higher percentage of women than of men or of responses in other categories. Table 2 displays the outcome.

Table 2 Gender of the respondents

Gender	f	%
Male	64	32.0
Female	125	62.5
Other	11	5.5
Total	200	100.0

According to the demographic characteristic on respondents' age, the majority of respondents—238, or 84% of the sample—were between the ages of 18 and 25. The second most prevalent age range among respondents was between the ages of 26 and 30. This age group had 24 responders, or 10.1% of the sample, followed by those between 31 and 35 years old with 5 (2.1%) and those under the age of 18 with 5 (2.1%). Table 3 shows the distribution of responses by the various age categories.

Table 3 Age of respondents

Age	f	%
Below 18 years old	5	2.1
18 - 25 years old	200	84.0
26 – 30 years old	24	10.1
31 – 35 years old	5	2.1
Above 36 years old	4	1.7
Total	238	100.0

The analysis also took the respondents' average monthly salary into account. On average, the majority of responders made less than 15,000 THB. This group, which made up 114 people and 57% of the sample, was composed of. The second-largest group of 51 respondents, or 25.5% of the population, made an average of 15,001 to 25,000 THB, followed by 22 people, or 11%, who made 25,001 to 35,000 THB. Six respondents (3%) out of the total respondents earn more than THB 55,001. Four respondents, or 2%, reported incomes between 35,001 and 45,000 THB. The group with the fewest respondents, 3, made an average of 45,001–55,000 THB per month, or 1.5% of the total. Table 4 displays the respondents' average monthly salary.

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Table 4 Average monthly income of respondents

Average Monthly Income	จำนวน	%
Less than 15,000 THB	114	57.0
15,001 – 25,000 THB	51	25.5
25,001 – 35,000 THB	22	11.0
35,001 – 45,000 THB	6	3.0
45,001 – 55,000 THB	4	2.0
More than 55,001 THB	3	1.5
Total	200	100.0

There was a wide range in the respondents' educational backgrounds, with 162 respondents, or 81% of them, holding a bachelor's degree or its equivalent. 7.5% of the sample, or 15 respondents, had a master's degree or its equivalent in education. 14 respondents (or 7%) have a diploma or a similar degree of education. Primary Education represented 5 respondents, or 2.5% of the sample. The categories with the fewest replies, however, were those with secondary education as their highest degree of education, accounting for only 2% (4 respondents) of the sample. While respondents whose education level was Doctoral degree or equivalent were not found. Table 5 displays the respondents' distribution by level of education.

Table 5 Education level of the respondents

Education Level	f	%
Primary Education	5	2.5
Secondary Education	4	2.0
Diploma or equivalent	14	7.0
Bachelor or equivalent	162	81.0
Master or equivalent	15	7.5
Doctoral or equivalent	0	0
Total	200	100.0

4.2 Brand image toward Nike

Four brand image factors—belief factors, reputation factors, impression factors, and emotion factors—are described and analyzed in this section. Five questions are used for each of these factors to examine how people view the Nike brand. To determine the degree of agreement among replies, a five-point Likert scale was used, with 1 representing "strongly disagree," 2 "disagree," 3 "neither agree nor disagree," 4 "agree," and 5 "strongly agree."

4.2.1 Belief factor

Table 6 displays the results of the respondents' belief factor on the Nike brand image. Given the total mean score of 3.78, the statistics showed that the majority of Nike generation Z customers agree with five claims. Nike is a brand for athletes received a 4.01 out of 5.0 agreement rating from respondents, which is the highest of any statement. Nike is a brand with good quality at reasonable price is the statement that respondents agree with the second most generally. Following the respondents' agreement with the statement, Nike received a

score of 3.79, indicating that Nike is an inspiring brand. Nike is an innovative brand, according to the respondents, who gave it a score of 3.70. With a score of 3.59, the respondents concur that Nike is a brand that provides enduring impact to consumers.

Table 6 Generation Z Consumer's belief factor toward Nike brand image

Belief factor	\bar{x}	S.D.
Nike is an innovative brand	3.70	0.87
Nike is an inspiring brand	3.79	0.88
Nike is a brand with good quality at reasonable price	3.82	0.84
Nike is a brand that provides enduring impact to consumers	3.59	0.89
Nike is a brand for athletes	4.01	1.02
Total	3.78	0.91

4.2.2 Reputation factor

The five claims made about Nike's brand image in relation to reputation factors are shown in Table 7 below. With a mean score of 3.56, the respondents to this research poll generally agreed with the claims. The statistics show that respondents believe Nike has a personality that distinguishes

itself from competitor's brand (MS = 3.76). Nike is a brand that does not disappoint its customers comes in at number two (MS = 3.61). Nike products have characteristics that other brands don't have has a mean score of 3.57. Nike is the 1st choice of Generation Z in Thailand with a mean score of 3.48 out of 5, and Nike is the No.1 sport brand in Thailand has a mean score of 3.41.

Table 7 Generation Z Consumer's reputation factor toward Nike brand image

Reputation factor	\bar{x}	S.D.
Nike is the No.1 sport brand in Thailand	3.41	0.94
Nike is the 1st choice of Generation Z in Thailand	3.48	0.97
Nike is a brand that does not disappoint its customers	3.61	0.91
Nike products have characteristics that other brands don't have	3.57	0.96
Nike has a personality that distinguishes itself from competitor's brand	3.76	0.84
Total	3.56	0.94

4.2.3 Impression Factor

With a total mean score of 4.04, the outcome in Table 8 demonstrated that the majority of respondents describe the Nike

brand favorably. The majority of respondents (MS = 4.57) agree that I can quickly recall the logo of Nike. While they are describing the sentence, I can recognize Nike among other competing brands with a mean score of 4.41. Nike has a mean rating of 3.96, which I have a positive impression towards Nike. With a mean score of 3.90, respondents also agree with the statement " Nike is very appealing to me and my generation." I would prefer to buy Nike than other sports brands has a mean score of 3.38 out of 5.0, and neither people agree with it nor disagree with it.

Table 8 Generation Z Consumer's impression factor toward Nike brand image

Impression factor	\bar{x}	S.D.
I can quickly recall the logo of Nike	4.57	0.79
I can recognize Nike among other competing brands	4.41	0.77
I have a positive impression towards Nike	3.96	0.81
Nike is very appealing to me and my generation	3.90	0.81
I would prefer to buy Nike than other sports brands	3.38	1.01
Total	4.04	0.94

4.2.4 Emotion factor

With a mean score of 3.43 out of 5, Table 9 reveals that the majority of respondents are neither agreeing with nor disagreeing with the statement on the emotional component of the Nike brand image. They agree that I trust Nike as a brand, giving it a mean rating of 3.86. Respondents agree that Nike is the brand I feel good about (MS=3.84) and that Nike is the brand relevant to me and my generation (MS=3.65) at the same time. The statement My love for Nike is incomparable to the other brand had a mean score of 2.96, in contrast. I would not switch to a competitor, even If I had a problem with the products/services of Nike only has a 2.86 mean score.

Table 9 Generation Z Consumer's emotion factor toward Nike brand image

Emotion factor	\bar{x}	S.D.
I trust Nike as a brand	3.86	0.84
Nike is the brand relevant to me and my generation	3.65	0.91
Nike is the brand I feel good about	3.84	0.86
I would not switch to a competitor, even If I had a problem with the products/services of Nike	2.86	1.08
My love for Nike is incomparable to the other brand	2.96	1.08

Total	3.43	1.05
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4.3 One-Way ANOVA analysis

A one-way ANOVA was performed to compare the effect of belief, reputation, impression, emotion on age.

A one-way ANOVA revealed no statistically significant difference in age between any groups, as shown in Table 10.

Table 10 One-Way ANOVA on Age

Variables	F	P
Belief	0.00	0.00
Reputation	0.01	0.00
Impression	0.01	0.00
Emotion	0.01	0.00
Total	0.02	0.00

A one-way ANOVA was performed to compare the effect of belief, reputation, impression, emotion on gender.

A one-way ANOVA revealed no statistically significant difference in gender between any groups, as shown in Table 11.

Table 11 One-Way ANOVA on Gender

Variables	F	P
Belief	0.77	0.03
Reputation	0.72	0.01
Impression	0.86	0.15
Emotion	0.59	0.00
Total	1.02	0.45

A one-way ANOVA was performed to compare the effect of belief, reputation, impression, emotion on monthly income.

A one-way ANOVA revealed a statistically significant difference in monthly income on belief factor, reputation factor, impression factor, and emotion factor, as shown in Table 12

Table 12 One-Way ANOVA on Monthly Income

Variables	F	P	Analysis
Belief	3.07	0.00	Significant
Reputation	2.89	0.00	Significant
Impression	3.44	0.00	Significant
Emotion	2.34	0.00	Significant
Total	4.07	0.00	Significant

A one-way ANOVA was performed to compare the effect of belief, reputation, impression, emotion on the Education level.

A one-way ANOVA revealed a statistically significant difference in education level on emotion factor as shown in Table 13.

Table 13 One-Way ANOVA on Educational level

Variables	F	P	Analysis
Belief	1.03	0.43	Not Significant
Reputation	0.97	0.40	Not Significant
Impression	1.15	0.16	Not Significant
Emotion	0.78	0.04	Significant
Total	1.36	0.01	Significant

Tukey's HSD test for multiple comparisons of emotion factors found that the mean value of education level was significantly different between secondary education and diploma or equivalent ($p=5.08$)

A respondent with an education level of bachelor's degree or equivalent also has a significantly different mean

value with a master' s degree or equivalent ($p=4.11$); the multiple comparisons are portrayed in Table 14.

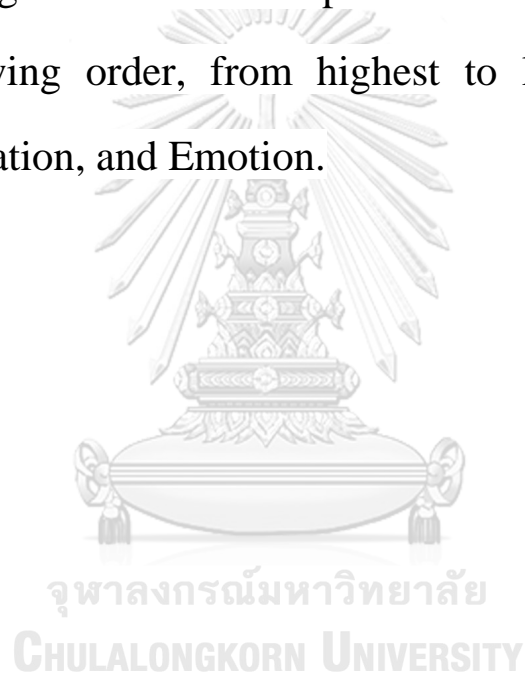
Table 14 Multiple comparisons of education level for emotional factor

Education level	M	Primary education	Secondary education	Diploma or equivalent	Bachelor or equivalent	Master or equivalent	Doctoral or equivalent
		(n = 5)	(n = 4)	(n = 14)	(n = 162)	(n = 15)	(n = 0)
Primary education	3.40	-					
Secondary education	4.20	2.40	-				
Diploma or equivalent	3.19	1.06	5.08*	-			
Bachelor or equivalent	3.42	0.17	13.51	3.76	-		
Master or equivalent	3.65	1.30	2.86	2.31	4.11*	-	
Doctoral or equivalent	0	0	0	0	0	0	-

Note: The mean difference is significant at the 0.05 level.

Overall, the education level has a significant relationship with the customer's emotion factor.

Findings from the study show that participants had favorable perceptions of the Nike brand. It was discovered that all factors contributed to a high mean score when considering the brand image from the four aspects. The mean score is ranked in the following order, from highest to lowest: Impression, Belief, Reputation, and Emotion.



CHAPTER 5

Summary and Discussion

This chapter will provide a summary of the analysis and discussion of the data. First, an overview of significant demographic statistics will be presented, followed by a four-part analysis of brand image elements, including Belief, Reputation, Impression, and Emotion. In addition, the limitations of this study, the directions for future research, and the practical implications will be examined.

5.1 Summary

An exploratory research of Nike brand image of Thai generation Z consumers can be concluded as below:

The results of the analysis of demographic data revealed that participants mostly are a female aged 18-25 years old with a bachelor's degree or equivariant, monthly income around less than 15,000 THB. They all known Nike brand, most of them are Nike consumers, and they have bought or experienced Nike products.

According to research findings, the participants perceived the Nike brand positively. When considering the brand image from the four aspects mentioned above, it was found that all elements resulted in a high mean score. In brief, the mean score is sorted from largest to smallest as follows: Impression, Belief, Reputation, and Emotion.

On the Belief factor, the research found that respondents agree with the overall statement. When considering each item also found that every item has a high-level mean score. The mean score is sorted from largest to smallest:

Nike is a brand for athletes

Nike is a brand with good quality at reasonable price

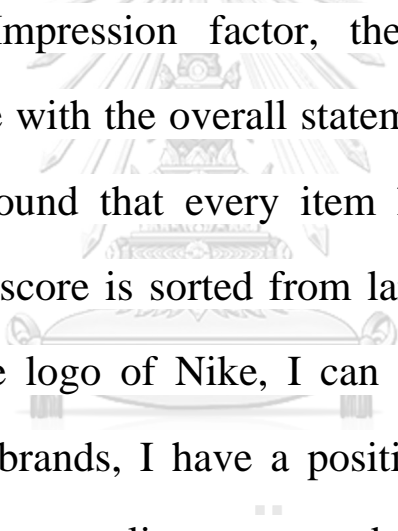
Nike is an inspiring brand

Nike is an innovative brand

Nike is a brand that provides enduring impact to consumers

On the Reputation factor, the research found that respondents agree with the overall statement. When considering each item also found that every item has a high-level mean

score. The mean score is sorted from largest to smallest: Nike has a personality that distinguishes itself from competitor's brand, Nike is a brand that does not disappoint its customers, Nike products have characteristics that other brands don't have, Nike is the 1st choice of Generation Z in Thailand, Nike is the No.1 sport brand in Thailand.



On the Impression factor, the research found that respondents agree with the overall statement. When considering each item also found that every item has a high-level mean score. The mean score is sorted from largest to smallest: I can quickly recall the logo of Nike, I can recognize Nike among other competing brands, I have a positive impression towards Nike, Nike is very appealing to me and my generation, I would prefer to buy Nike than other sports brands.

On the Emotion factor, the research found that respondents agree with the overall statement. When considering each item also found that every item has a high-level mean score. The mean score is sorted from largest to smallest: I trust

Nike as a brand, Nike is the brand I feel good about, Nike is the brand relevant to me and my generation, My love for Nike is incomparable to the other brand, I would not switch to a competitor, even If I had a problem with the products/services of Nike.

The results of the data analysis to compare brand image classified by demographic characteristics are as follow:

On gender, the research found that different gender of the consumer did not affect brand image toward the Nike brand.

On age, the different ages of the consumer did not affect consumer brand image toward Nike brand.

The researcher found that different monthly incomes did not affect consumer brand image toward Nike brand.

On the Education level, it found out that respondents with different education levels perceive Nike brand differently on Emotion factor at a significant level of 0.05.

5.2 Discussion

This section provides the discussion and analysis of the research study, which involves four factors of brand image and demographic profile.

5.2.1 Belief factor toward Nike

Nike's generation Z On average, 4.01 out of 5 customers agreed with the statement that Nike is a brand for athletes. This is similar with the ways in which Nike Thailand has positioned its products for a variety of leisure activities, including running, basketball, and soccer, with an emphasis on sports. In addition to being well-known for its excellent footwear and athletic apparel, Nike is also well-known for its excellent collaborations with athletes. The dream of every athlete, regardless of sport, is to earn a Nike endorsement. From backing excellent NFL athletes to teaming with golfing icons Tiger Woods and Michael Jordan in the NBA, Nike has a long history of supporting elite sportsmen. Nike has very effective marketing methods, sponsorship agreements with professional sports teams and players, partnerships with major events and celebrities as well as

athletes, etc. These are the primary contributors to their success. (Statista, 2022)

At the same time, the statement Nike is an innovative brand (MS=3.70) Nike is an inspiring brand (MS=3.79), which the results are close. The mission of Nike is to "inspire and innovate for every athlete* in the globe." Everyone, that is, everyone having a body, is an athlete. This philosophy is embedded in every action the athletic giant takes. While Nike creates and implements a vast array of technological advancements, their business culture and approach to corporate innovation is what distinguishes them and ensures they remain inventive. In order to take advantage of the expanding commercial sector potential, big brands such as Nike are manufacturing lifestyle products in addition to performance-based sports products. To maintain market viability, renowned sports companies such as Nike enhance their product quality and prices. (Subic, 2010)

5.2.2 Reputation factor toward Nike

With a mean score of 4.01 out of 5, the respondents' most popular response on the impression aspect was that Nike has a personality that distinguishes itself from competitor's brand. This demonstrated that Nike is a distinctive brand with a personality all its own that is exuberant and vivacious, stylish, sunny, and healthy. Given that the Nike brand was directly influenced by this idea, new Nike items feature innovative designs and are designed to fulfill the demands of clients in the generation Z market. According to Lambin (1993), functional ability-based differentiation is simple to copy, but there are alternative ways to stand out, such as through innovative marketing and packaging that emphasize psychological values.

Nike is a brand that does not disappoint its customers (MS=3.61) and Nike products have characteristics that other brands don't have (MS=3.57) both had similar mean scores respectively. In comparison to rival brands, this demonstrates that Nike has its unique benefits. Nike focus on personalized consumption, due to meet the diversified needs of consumers the development of society and the times make people increasingly

pursue personalization. Nike connects different consumer groups and products to investigate what kind of needs the product can meet and what the motivation for buying the product is, followed by sub-segmentation of consumer groups based on self-concept and lifestyle. According to Aaker (1996), Nike has a strong brand personality that aids brand strategists in differentiating brand identities, gaining communication efforts, and developing brand equity by deepening their comprehension of consumers' views and attitudes about brands.

5.2.3 Impression factor toward Nike

Research found that respondents agree with the statement, I can quickly recall the logo of Nike with a mean score of 4.57 out of 5. This result might be linked to the current market being highly competitive with the increasing number of sports brands on the market. Nike's logo is well-known. Additionally, the image has a deeper significance that endures long after you have stopped looking at it. All of Nike's branding, from its clothing and shoes to its accessories and applications, uses this simple emblem. The Nike brand is represented by the

Nike logo. It's about having enthusiasm, resiliency, and inner strength. It's about having tenacity, standing up for what you believe in, and not allowing anything stand in your way. The Nike swoosh is uncomplicated, plush, and contemporary. It has a basic design that works well in all shapes, sizes, and media. It is also undoubtedly among the most recognizable logos in use today. Therefore, having an outstanding logo is easily recognizable. Brands serve as a means of differentiation from current and potential competitors (American Marketing Association, 1960).

I can recognize Nike among other competing brands, according to respondents (MS=4.41), and I have a positive impression towards Nike (MS=3.96). Kapferer (1992) stressed that a brand is an identity structure comprised of six interconnected aspects: culture, personality, self-projection, body, reflection, and relationship. The physical qualities of a product include its local traits, symbols, and attributes. With a well-known and unique brand name and brand mark, the swoosh, Nike possesses a powerful and well-established brand identity. Customers are able to recollect the brand name quickly

and effortlessly. It should be highlighted that Nike is collaborating with well-known athletes who share the same characteristics as the brand: they are achievers, winners, tenacious, goal-oriented, and unique. Nike, which primarily targets young people, profits on the glorification of American athletes' reputation. The partnership between Nike and Jordan is the most well-known brand association in the history of marketing. This connection showed Nike's status as a superior, achiever, successful, and exceptional top-performing brand. Nike utilizes three unique channels: sponsorships, advertising, and commerce with a customer-centric focus. Athlete endorsements may be regarded as Nike's most significant accomplishment among these strategies. Nike has spent millions of dollars affiliating their names with well-known athletes in an effort to improve their brand image. This demonstrated that Nike had created a solid reputation in the sportswear business and was, at the time, one of the most well-known companies in Asia. As a result, they had faith in the brand and assumed that their friends and coworkers would similarly appreciate the product.

5.2.4 Emotion factor toward Nike

In terms of how respondents felt about the Nike brand, the researcher discovered that most respondents agreed with the statements I trust Nike as a brand (MS=3.86) and Nike is the brand I feel good about (MS=3.84). This is as a result of the consumer-centric, relational, and story-driven approach that Nike developed for creating strong, long-lasting emotional relationships between customers and companies. In accordance with Xie Si et al. (1991), judgments about a brand are impacted by their emotional value, which is expressed as a decision based on feeling and aesthetics. Nike doesn't just sell products. It communicates to customers what they desire, and then makes that value readily accessible. Nike's capacity to foster customer trust is crucial. Nike demonstrates its understanding of athletes through its brand heritage, its knowledgeable staff, and its dedication to the total sports experience.

In addition, the business has expanded significantly since the global market for sporting products is enormous. As a result, the competition amongst sports brands becomes fierce. The questionnaire rated the statement; My love for Nike is

incomparable to the other brand (MS=2.96) and I would not switch to a competitor, even if I had a problem with the products/services of Nike only 2.86 out of 5. McKenna (1991) states that a brand is an expression of the relationship between the consumer and the product. A successful brand is one that fosters a strong link between customers and the business. This contributes to a clear correlation between consumer loyalty, consumer-based brand equity, and the brand's ability to generate purchase intent. Currently, the market for athletic apparel is highly competitive. Nevertheless, Nike enjoys a competitive advantage over its rivals due to a number of factors. It has a considerable competitive edge as a result of its innovative designs, superior product quality, product and process innovation, and marketing. Nike's key principles include innovative technology, high-quality/stylish products, the enjoyment and celebration of sports, maximum performance, self-empowerment and inspiration, local and regional engagement, and global responsibility. Nike also owns the Hurley, Converse, and Jordan brands, in addition to a vast selection of products. They are able to obtain a far greater

market share than any other company since they offer more products to more people in more markets than any other sports company.

5.2.5 Demographic profile

According to the study's findings on respondents' gender, Nike's brand image was unaffected by respondents' various gender identities. This finding demonstrated that Nike is a company that both sexes can use; in other words, Nike created items that catered to the demands of customers from various genders. Thus, it can be said that gender had no impact on the brand image of the Nike brand.

According to the age of the respondents, brand image of the Nike brand was unaffected by age disparities. This study also had a limited age group for generation Z, therefore the results indicated no difference in age ranges. This is because Nike items are meant to be pleasant to wear, rich in product type, and ideal for individuals of all ages.

The study's findings indicated that increased monthly income had no impact on brand image of the Nike brand.

Whether a high-income client or a low-income customer, they all view Nike as a brand worth spending money with. Nike has positioned its brand goods to be affordable by all levels of the customer. As a result, the results do not distinguish between respondents with different income levels.

According to respondents' education levels, it was discovered that, at a significant level of 0.05, respondents' brand image of the Nike brand on the emotion element varied. This can be explained by the fact that differing levels of education have an impact on decision-making, potentially as a result of the fact that people with diplomas may typically earn less money than people with bachelor's degrees or higher. This specific customer segment will experience Nike items with less features. This alters the way that consumers feel about emotion factor of brand image toward the brand Nike.

5.3 Limitation and Direction for Future Research

This research is designed to perform over the limitations; however, some points still need to be more thoroughly addressed for future research.

First of all, this research was focused only on investigating the brand image of Nike generation Z consumers. At the same time, there are still other areas related to brand image, such as brand perception and brand communication of Nike.

Second, the quantitative research approach was used to perform this study. Due of this, a future researcher may wish to think about utilizing a qualitative research methodology to explore the research from a different perspective.

In order to further develop this study, other researchers are strongly encouraged to reach out more respondents throughout Thailand. This will ensure that the data collected is more accurately representative of the country's population. The researcher invites future research focus and compare how males perceive the Nike brand, since this might result in another finding.

5.4 Practical Implications

The findings of this research provide useful insights on the brand image of Nike. Several practical implications are obtained from these findings.

First, the study discovered that Nike generation Z customers in Thailand are not likely to think that they would not switch to a competitor, even if they had a problem with the products/services of Nike. Moreover, they are not expected to feel differently about the Nike brand than they do about any other brand. This demonstrated that Nike had not yet created a strong brand identity. As a result, the researcher advises Nike to launch a campaign emphasizing its distinctive brand identity in order to increase the brand's authority in the marketplace.

Second, it is clear from this study that the majority of Nike's present consumers are women, and it was discovered that Nike items are liked by people of both sexes. Researchers believe Nike can increase its market share and draw in more male customers by entering the Thai market with its products relating to fashion, esports, and health.

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Appendix 1

QUESTIONNAIRE (ENGLISH VERSION)**RESEARCH QUESTIONNAIRE****An Exploratory Research of Brand Image of Nike among Consumer****Generation Z in Thailand**

This research is conducted as a required component of the Professional Project, achieved by a student of M.A. Program in Strategic Communication Management from Faculty of Communication Arts, Chulalongkorn University. The purpose of this survey is to study the brand image of Nike among consumer generation Z in Thailand. The questionnaire is voluntary, and the data collected will be kept confidential. Respondents are NOT going to be identified and are given the option not to answer any particular question. Data collected will be analyzed and used for educational purposes only and will be implemented appropriately.

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Part 1 Instruction – Please tick (√) your selection of answer

1. Do you know the brand name Nike?

- Yes No (End the survey)
-

2. Have you purchased/owned Nike's products before?

- Yes No (End the survey)
-

3. What is your age range?

- (1) Below 18 years old (2) 18 - 24 years old (3) 25 – 30 years old
 (3) 31 – 35 years old (4) Above 36 years old

Part 2 Instruction – Please tick (√) your selection of answer

1. What is your gender?

- (1) Male (2) Female (2) Other

2. What is your monthly average income in the Thai Baht?

- (1) Less than 15,000 THB (2) 15,001 – 25,000 THB
 (3) 25,001 – 35,000 THB (4) 35,001 – 45,000 THB
 (5) 45,001 – 55,000 THB (6) More than 55,001

4. What is your level of education?

- (1) Primary Education (2) Secondary Education
 (3) Diploma or equivalent (4) Bachelor or equivalent
 (5) Master or equivalent (6) Doctoral or equivalent

Part 3 Instruction – Please tick (√) your selection of answer

There are 4 core brand image factors to be studied: (1). Belief factor, (2) Reputation factor, (3) Impression factor, (4) Emotion factor.

1. On brand's belief factors - Please rate your opinion about the brand Nike below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Items	5	4	3	2	1
Nike is an innovative brand					
Nike is an inspiring brand					
Nike as a brand with good quality at reasonable pricing					
Nike is a brand that provide enduring impact to consumers					
Nike is a brand for athletes					

2. On brand's reputation factors - Please rate your opinion about the brand Nike below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Items	5	4	3	2	1
Nike is No.1 sport brand in Thailand					
Nike is the 1st choice brand for generation Z in Thailand.					
Nike is the brand that does not disappoint its customers					
Nike products have characteristics that other brands don't provide					
Nike has a personality that distinguish itself from competitor's brand					

3. **On brand's impression factors** - Please rate your opinion about the brand Nike below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Items	5	4	3	2	1
I can quickly recall the logo of Nike					
I can recognize Nike among other competing brands					
I have a positive impression of the brand					
Nike is a very appealing brand to me and my generation					

I would prefer to buy Nike than other sport brands					
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4. **On brand's emotion factors** - Please rate your opinion about the brand Nike below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Items	5	4	3	2	1
Nike is a brand that I trusted					
Nike is a brand relevant to me (and my generation)					
Nike is a brand that I feel good about					
I would not switch to a competitor, even if I had a problem with the products/services of Nike					
My love for Nike brand is incomparable to the other brand					

-- End of the survey. Thank you for your time --

แบบสอบถาม (ฉบับภาษาไทย)**แบบสอบถามการวิจัย**

การวิจัยเชิงสำรวจเกี่ยวกับภาพลักษณ์ตราสินค้าไนกี้ในกลุ่มผู้บริโภคชาวไทยเจนเอเรชั่น

ซึ่ง

งานวิจัยนี้ดำเนินการตามองค์ประกอบที่จำเป็นของโครงการวิชาชีพ ซึ่งทำได้โดย นักศึกษาหลักสูตรการจัดการการสื่อสารเชิงกลยุทธ์ จากคณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย วัตถุประสงค์ของแบบสำรวจนี้คือเพื่อศึกษาภาพลักษณ์ตราสินค้าไนกี้ในกลุ่มผู้บริโภคชาวไทยเจนเอเรชั่น ซึ่งแบบสอบถามเป็นไปโดยสมัครใจและข้อมูลที่รวบรวมจะถูกเก็บไว้เป็นความลับ ผู้ตอบจะไม่ถูกระบุตัวตนและมีตัวเลือกที่จะไม่ตอบคำถามใดโดยเฉพาะ ข้อมูลที่รวบรวมจะถูกวิเคราะห์และใช้เพื่อการศึกษาเท่านั้นและจะดำเนินการวิจัยอย่างเหมาะสม

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ส่วนที่ 1 คำแนะนำ – โปรดใส่เครื่องหมาย (✓) ลงไปเพื่อยืนยันคำตอบ

1. คุณรู้จักชื่อแบรนด์ Nike หรือไม่

รู้จัก

ไม่รู้จัก (จบการสอบถาม)

.....

2. คุณเคยซื้อ/เป็นเจ้าของผลิตภัณฑ์ของ Nike มาก่อนหรือไม่

- เคย ไม่เคย (จบการสอบถาม)
-

3. คุณอายุเท่าไร

- (1) ต่ำกว่า 18 ปี (2) 18 - 24 ปี (3) 25 – 30 ปี
- (4) 31 – 35 ปี (5) มากกว่า 36 ปี
-

ส่วนที่ 2 คำแนะนำ – โปรดใส่เครื่องหมาย (✓) ลงไปเพื่อยืนยันคำตอบ

1. เพศของคุณ?

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- (1) ผู้ชาย (2) ผู้หญิง (3) อื่นๆ
-

2. รายได้เฉลี่ยต่อเดือนของคุณเทียบเป็นเงินบาทอยู่ที่ประมาณเท่าไร?

- (1) น้อยกว่า 15,000 บาท (2) 15,001 – 25,000 บาท
 (3) 25,001 – 35,000 บาท (4) 35,001 – 45,000 บาท
 (5) 45,001 – 55,000 บาท (6) มากกว่า 55,001 บาท

3. ระดับการศึกษาของคุณอยู่ในระดับใด?

- (1) ประถมศึกษา (2) มัธยมศึกษา
 (3) อนุปริญญาหรือเทียบเท่า (4) ปริญญาตรีหรือเทียบเท่า
 (5) ปริญญาโทหรือเทียบเท่า (6) ปริญญาเอกหรือเทียบเท่า

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ส่วนที่ 3 คำแนะนำ – โปรดใส่เครื่องหมาย (✓) ลงไปเพื่อยืนยันคำตอบ

มี 4 ปัจจัยการรับรู้แบรนด์หลักที่ต้องศึกษา: (1) ปัจจัยทางปัญญา (2) ปัจจัยทางชื่อเสียง

(3) ปัจจัยทางความประทับใจ (4) ปัจจัยทางอารมณ์

1. ปัจจัยทางปัญญา - โปรดให้คะแนนความคิดเห็นของคุณเกี่ยวกับแบรนด์ Nike ทางด้านล่าง (1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ทั้งเห็นด้วยและไม่เห็นด้วย, 4 =

เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

รายการ	5	4	3	2	1
Nike เป็นแบรนด์นวัตกรรมใหม่					
Nike เป็นแบรนด์ที่สร้างแรงบันดาลใจ					
Nike เป็นแบรนด์ที่มีคุณภาพดีในราคาที่เหมาะสม					
Nike เป็นแบรนด์ที่สร้างผลกระทบที่ยั่งยืนให้กับผู้บริโภค					
Nike เป็นแบรนด์สำหรับนักศึกษา					

2. ปัจจัยทางชื่อเสียง - โปรดให้คะแนนความคิดเห็นของคุณเกี่ยวกับแบรนด์ Nike ทาง

ด้านล่าง (1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ทั้งเห็นด้วยและไม่เห็นด้วย, 4 =

เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

รายการ	5	4	3	2	1
Nike เป็นแบรนด์กีฬาอันดับ 1 ของประเทศไทย					
Nike เป็นแบรนด์อันดับ 1 สำหรับเจเนอ เรชั่น Z ในประเทศไทย					
Nike เป็นแบรนด์ที่ไม่ทำให้ลูกค้าผิดหวัง					
ผลิตภัณฑ์ Nike มีลักษณะที่แบรนด์อื่นไม่ สามารถให้ได้					
Nike มีบุคลิกที่แตกต่างจากแบรนด์ของ คู่แข่ง					

3. ปัจจัยทางความประทับใจ - โปรดให้คะแนนความคิดเห็นของคุณเกี่ยวกับแบรนด์

Nike ทางด้านล่าง (1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ทั้งเห็นด้วยและไม่เห็น

ด้วย, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

รายการ	5	4	3	2	1
ฉันสามารถนึกถึงโลโก้ของ Nike ได้อย่างรวดเร็ว					
ฉันสามารถรู้จัก Nike ท่ามกลางแบรนด์คู่แข่งอื่น ๆ					
ฉันมีความประทับใจในเชิงบวกต่อแบรนด์					
Nike เป็นแบรนด์ที่น่าสนใจมากสำหรับฉันและคนรุ่นฉัน					
ฉันชอบที่จะซื้อ Nike กว่าแบรนด์กีฬาอื่น ๆ					

4. ปัจจัยทางอารมณ์ - โปรดให้คะแนนความคิดเห็นของคุณเกี่ยวกับแบรนด์ Nike ทาง
 ด้านล่าง (1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ทั้งเห็นด้วยและไม่เห็นด้วย, 4 =
 เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

รายการ	5	4	3	2	1
Nike เป็นแบรนด์ที่ฉันไวใจ					
Nike เป็นแบรนด์ที่เกี่ยวข้องกับฉัน (และ รุ่นของฉัน)					
Nike เป็นแบรนด์ที่ฉันรู้สึกดี					
ฉันจะไม่เปลี่ยนไปใช้คู่แข่งแม้ว่าฉันจะมี ปัญหาเกี่ยวกับผลิตภัณฑ์ / บริการของ Nike					
ความชอบของฉันที่มีต่อแบรนด์ Nike นั้น หาที่เปรียบกับแบรนด์อื่นมิได้					

-- สิ้นสุดแบบสอบถาม ขอขอบคุณอย่างสูงที่ให้ความร่วมมือ --

VITA

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DATE OF BIRTH 17 November 1999

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