

# Emotional Marketing in Nike

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## **Chapter 1 – Introduction**

### **1.1. Background**

The emerging trends of marketing are considered the most important tool in the field of marketing services. Emotional appeals are the considerable variable in marketing. It helps in understanding the customers' behaviour and experience towards product or service. Many researchers suggested that emotions serves as the brick in building customer relation. The customer reacts to service or product based on their judgments. The importance of emotions in the marketing is noted by giving a look on its impact through advertising, the customer's emotional reaction play important role in communication between buyers and the sellers. Customer requires repeating the same positive emotions during shopping and making any purchase. The practical evidences shows that the feedbacks gained by customers yields from their emotions. The study showed that if customers tend to have positive value of their purchase they possess positive emotions.

The research stated that there have been several efforts being made for changing emotion's role in the service market. Many types of research were focused on the interaction between service providers and their buyers. The equality of service can shape the perception of customers. In the service market, the role of emotions is so prominent in market environment. When managers and marketers who want to seek the purchase motivation of customers they intended to identify emotions as a tool. It is very important to integrate brand attachment, brand love, and loyalty. There is an environmental factor that is social and physical environment, which is directly affected to customer's negative and positive emotions and then that reaction leads towards the behaviour of purchase. The impact of emotional advertising on consumer's buying behaviour can be seen to high involvement products. It also aims to examine the most influential and attractive appeal that impact buying decisions.

## 1.2. Explanation of conceptual model

Advertisement is the process of selling products or service to its desired customers. Its basic purpose is to inform attract customers about the product. The advertisement and marketing strategies usually follow models that help in running advertising and marketing campaigns. The model contains aspects of marketing that affect branding in positive and negative manner.

### *'Environment factor'*

The model contains factors that directly affect the market trends and its strategies; the most common factor found is environment that is further divided as:

#### **Social environment:**

Change in social environment is the key driver to change market trends; they are usually subjected to social factors like customs, beliefs, and social practices. The social environment based on '*employee displayed emotion*', which is also known as the work emotions. The employee displayed emotions are those emotions which employee tend to display as per the requirement of the job. Emotions, which are needed to be expressed according to the job.

*Customer climate* is also one of the portions of social environment and it is the combined phenomena refers to customer service and customer service quality. It is very important to maintain a happy climate for customers and that depends upon the happy climate by service.

#### **Physical environment :**

Physical environment refers to the atmosphere of surrounding or we can say natural environment in which business activates. It includes an abundance of resources and materials.

The physical environment further classifies into ambient factor and design factor. The ambient factor includes noise, scented atmosphere of cleanliness. It has found that customer usually gets impressed with the ambient factor at first and make a quick decision of purchase.

The design factor is the main component as it works as the stimuli like architecture, design

and overall look of product or service. It refers to product designing as well, the way product or service is designed and presented to customers can increase the chance of its success.

### **‘Emotional Marketing’**

In advertisement, the actual use of emotions plays a vital role in customer buying behaviour and customer communication. Emotions help in conveying information about the product to its customer and helps in achieve targeted market goals. Human nature based on emotions, emotions of all kind like happy, angry, or sad etc. it is defined that in advertisement use of emotions serves as the promotional strategy that generates response from customer. The feelings usually provoked by emotional advertisement that directly influence customer’s attitude towards brand. It also worked as the moderator for customers to make a suitable purchase or brand choice.

#### **Emotions of love :**

Brands, products, and services always like to associate their customers with love and affection. They try their best to use emotions of love so the customer always remembers the brand in context of love. For instance, the everlasting bond of mother and its child naturally possess the love emotion. Which is usually found in brands of baby products. The product uses emotional appeal and it reflects everywhere such as in products and in packaging.

- ***Emotion of Humour:***

People usually get tired with their daily and regular purchase they get bored and tend to divert their interest from one brand to another. However, if they know any advertisement with the emotion of humour that will quickly remind them about that particular product with a definite smile on their face while purchasing. For example, many campaigns that use humour in advertises like in Pakistan a telecommunication brand used extreme humour emotion in order to sell their product. The use of humour by the brand always brings it, customers, towards its products with the smile. The humour and laughter left a long-lasting impact on its customer.

- ***Emotion of happiness:***

The most common emotion used in advertisement is emotion of happiness. Happy advertisement always creates a happy relation between customer and brand. A brand wants its consumers to choose their product with happy and positive minds set. Brand promotion triggers emotional appeal of happiness and makes their target customer feel happy while making purchase decision. For instance, coco-cola, an international brand conveyed a powerful message of happiness and later coco-cola become the symbol of happiness all around. Sam as with McDonald's their promotional strategy is based on happiness by spreading the message 'we share happiness or we are spreading smiles'.

- ***Emotion of excitement :***

Excitement is popular in market; people usually get excited about new products or brands or any upcoming event, or anything. New coming to the market. Excitement is subjective and brands or services do their best to boost its consumers by using excitement emotion. For example, Food brands all around the world they always make the most of excitement emotion. Domino's pizza creates excitement among food lovers when they have to launch any new flavour or when they bring something new to their menu. In cinema industry only excitement emotion works, cinema announce upcoming films with excitement that creates sensations and excitement in its customers.

### ***'Brand Connection'***

Environment effect and emotional marketing are directly linked to brand connection. Brand connection has further aspects that are explained in detail.

- ***Self-expressive brand***

Brands and products become identification of person's self-image. A product can provide self-expressive benefit through which person can express himself. It is not necessary that brand

must be the popular one to deliver self-expression. A brand provides features of self-expressive benefit will surely highlight the relation between brand and customer. For example, the customer is using Vaseline lotion that depicts the self-concept on one's sophistication. To understand the self-expressive benefit, check the brand's capacity how it allows the customers to express themselves. It also helps in understanding the consumer engagement with self-expressive brands leading to brand promotion by customers portraying positive image of the brand.

- ***Brand attachment :***

The emotional connection between brands and humans is defined as brand attachment. This is just as simple as people are attached to one person for any particular reason. Let say if a person is an ice cream lover he or she tends to attach one brand specifically because of any reason. The brand attachment comprises three points that are ***affection, connection, and passion***. The branding style of any brand might get customer to approach them and creates affection. The customer always gets connected to the brand because of their practices and service styles. Effective customer service connects many customers at the same time. Getting hands-on desired features in a product boost the desire of buying in customers.

**'Brand love'**

Brand love is a combination of customer's loyalty and engagement. Customer's love for brand is common. The features and offers of the brand can easily make its customer fall in love with it. Emotional marketing plays a major role in creating love for the brand. People love brands, the feelings and experiences people may have ultimately led to good or bad purchase decisions. The love of brand can be achieved by delivering the brand promises appropriately. The ultimate level of love is considered irrational as the lovers of a brand also react as haters when brand is unable to make its promises.

The defined model is the representation of marketing aspects. The combination of factors and functions helps in understanding marketing strategies. The way marketers promote their business has changed. Advertisement has transformed with time it is because the customers have complex mindset towards buying and requires more advertisements that are creative. Emotional marketing affects buying behaviour of customers. In today's era people does not like straight communication they want to associate their emotions and feelings. Emotional appeal strongly influences brand awareness and customer purchase decision.

It is vital to maintain the trust of customers to achieve the brand's loyalty but for Nike, it becomes easy because it gains the trust of customers by making customers-fans. Fans are those who truly love the brand and as compared to customers, they are the one who increases potential revenues and profit of the company. It means that a brand's love is all about fans who love the brand or certain products. According to the study of Black & Alexander (2016), a company or brand needs to gain marketing tactics to gain customer loyalty to catch customer love for certain brands likewise Nike. Fans are those who give their hearts to the brand while customers are those who give money therefore, it means that the brand's popularity (Nike) increased due to its potential customers which are regarded as fans. The study of He et al. (2016), had defined that fans also recommend a brand to other customers while customers are only customers and they do not recommend a brand to any other (He et al., 2016).

### **1.3. Research aims and objectives**

This research aims to integrate important understandings related to emotional marketing (offline stores marketing) of the Nike brand. Therefore, it is integrating several like brand image and identity and numerous others to determine that how emotional marketing of Nike could have made it possible to establish a pool of potential customers and fans from all over the globe or from many countries.

The objectives of this research study are defined as follows;

1. To analyse the importance of emotional marketing of Nike
2. To determine the brand image and identity of Nike concerning its emotional marketing tactics
3. To analyse the importance of service quality to achieve emotional satisfaction of customers for the Nike brand

#### **1.4. Research questions**

1. How brand identity and image of Nike created a positive brand image?
2. How Nike has created customer satisfaction by maintaining high service quality standards?

#### **1.5. Summary of Chapter 1**

Chapter 1 had defined the overall conceptual model and various aspects which are most important to attach emotionally with customers. This chapter had defined basic analysis of brand in form of brand awareness, true love for the brand, brand attachment, climate of the customer, different emotions of customers like the emotion of humor, an emotion of happiness, emotion of excitement and buying behavior. From the overall background of chapter 1, it has analysed that background to the research, is crucial to clear the mind of reader that to which issue the study is going to address, for example, this chapter had defined research questions, efficient research aims, research hypothesis and objectives from which it had become clear that which type of information this study is going to address in other sections. It means the introduction section gives way to a researcher to shape the remaining sections of research like literature review, research methodology, data analysis, results, conclusion, etc.

## **Chapter 2-Literature Review**

### **2.1. Introduction**

The literature review is the most important part of research studies because it justifies the research hypothesis as well as covers all the research questions and aims of the research. With the help of prior research studies, literature review justifies the arguments on a certain issue or research-related topic as in this research, literature reviews are presenting deep insights on the emotional marketing of Nike only at offline stores (He et al., 2016). It is, therefore, covering all the research questions and research hypothesis to justify, to which extent brand identity and image impacts in a positive manner and how service quality helps to achieve customer satisfaction. All the data and information in the literature review section has gained with the help of a research questionnaire in the form of a conceptual model that shows the quantitative aspect of this study. All the research arguments have been taken from previous research studies which had already explained materials and information on Nike and its emotional marketing strategy.

### **2.2. Emotional Marketing of Nike**

The study of Keskin et al. (2017), had defined that emotional marketing connects the audience and other potential customers. Emotional marketing means to impact the attitude, personal behaviour and buying attention of customers. In this regard, emotional marketing is also impacting the potential customers of Nike's brand. According to the study of Lutz (2015), Nike uses emotional branding or marketing technique in order to inspire its customers emotionally and to gain customer loyalty. Similar to this, the study of Patil & Patil (2015), had defined that the brand strategy of Nike is to build a powerful brand to catch the attention of potential customers. Therefore, Nike had gained help from the emotional branding technique as its advertising strategy (Zou, 2017). This type of marketing strategy of Nike's much ore older than

many years and is inspiring and has inspired millions of customers in terms of gaining their loyalty at all the time.

### **2.3. Emotional marketing is the way to differentiate brand likewise, Nike**

The study of Zou (2017), had defined that emotional marketing helps a company to create a meaningful relationship with the audience and results in brand's fans. Nowadays, social media channels like Facebook and many others are giving an opportunity to customers from any part of the world to catch brand stories thereby, Nike had gained more access to attain the brand's identity and vision. In order to support the terms-emotions and marketing, the studies of Atwal & Williams (2017), had defined that emotional marketing is the way to differentiate and compete for a brand with the other international brands in the same aspect and emotional marketing is changing the values, interest, and passion of customers. Moreover, the study of He et al. (2016), had defined that Nike is socially conscious as it is also true that customers expect more from the companies and want that their purchases must impact positively on society and society as well. It is the main reason that Nike has gained emotionally attachment of customers because it has engaged itself in numerous community outreach initiatives in the countries like the United States of America and all over the globe (ReferralCandy, 2017).

#### **2.3.1. Brand Identity and image of Nike**

The study of He et al. (2016), had defined brand image which can also we says that as brand identity according to the research of various authors, means how company portray their business to make strong brand appearance to its potential customers(Kasiri et al., 2017; Kilian, 2016; Kozinets, 2017). For instance, Nike had gained string brand identity as it is operating in more than 45 countries all over the world including India, Thailand, Pakistan, Malaysia, and several others. Brand identity means that how companies shape their business name to influence the minds of individual means, the design and logo of a brand, its shape, colours, graphics, the logo used by the company and the type of language used by the company. On

contrary to this, the studies of Kasiri et al., 2017; Kilian, 2016; Kozinets, 2017, had defined that brand identity is completely different terms as compared to brand image because first, it is necessary to make brand identity then forms, brand image in a positive manner according to the brand's identity.

Nike has the strongest brand identity which can be determined from the image of the sport of Nike brand. According to the study of Levy & Hino (2016), Nike catches the attention of sports customers emotionally by making tremendous efforts by providing sportswear at stores (offline marketing). The study of Ngo & Nguyen (2016), had defined that Nike is the top sports footwear brand with almost 47% market share and it has become the attraction of various tourists in London due to its strong brand identity. It has expended millions of dollars on emotional marketing as this strategy of marketing at offline stores is potentially affecting the sales and market share. From the study of ReferralCandy (2017), it has analysed that brand awareness, brand identity, brand image, brand preferences all depends upon the emotions used by the company in the advertisement if certain brand.

### **2.3.2. Nike has made positive brand Image**

Nike has used effective marketing technique-emotional marketing to promote its brand and advertisement through emotional marketing has created a positive brand image. The study of Black & Alexander (2016), had defined that customers show attraction to certain brand when they start loving certain brand likewise Nike as from the defined conceptual model in the introduction part of this research, it has also analysed that true love for brand increases strong brand image and Nike brand is pure delight so it is highlighting the importance of brand love to make strong brand image (Black & Alexander, 2016; He et al., 2016; Keskin et al., 2017). Following the above discussion, the study of ReferralCandy (2017), critically explained that customers have many brand choices, for instance, Customers can purchase sportswear from any other brand but they prefer Nike because they truly love Nike; this shows strong, as well

as the positive brand image of Nike brand. Brand specialty means that certain brand does not doubt quality standards likewise Nike which is the most popular brand in sportswear. This aspect had increased and maintained the strength of this brand over time.

On the other side, the study of He et al. (2016), had defined that a successful brand always represents several aspects to achieve a positive and successful brand image instead of representing only one aspect. Considering it, Nike does not only provide sportswear but it also provides athletic footwear, Nike football, and various other types of equipment and which had made it a successful brand all over the world. In addition to this,

#### **2.4. Service Quality and TQM approach of Nike**

The study of Keskin et al. (2017), had defined service quality as an important parameter to address the issues related to the emotional relationship of customers in organisation. It means to improve brand awareness to customers it is vital to increase high standards in terms of service quality, like delivering products to customers on time. For instance, at offline stores of Nike, when a customer comes to purchase a certain product with a specific colour and shape, it is necessary that employees provide a certain specific product at that time quickly to the customer. This shows excellent service quality and this approach has adopted by Nike efficiently which is also the major reason that Nike brand had achieved high customer satisfaction from all over the globe. Likewise, the study of Lutz (2015), had defined that emotions are positively related to behaviours, it means when customer comes at stores to buy sportswear which are very popular products of Nike's brand so, it is must show good attitude toward them because it impacts upon customer's intentions to purchase products (Black & Alexander, 2016; He et al., 2016; Keskin et al., 2017).

Following the above discussion, the study of Patil & Patil (2015), had defined that retaining and behaving positively with customers is important to show that brand follows excellent service quality standards as Nike does it. Furthermore, the study of Patil & Patil (2015), had

defined that good service quality ensures customers that they can spend their money on a certain brand as Nike does it so, customers become satisfied with such brand service. Thereby, company becomes successful to attract more customers. The study of Zou (2017), had defined that Nike had adopted a total quality management (TQM) approach to maintain excellent service quality which is related to the customer's emotions, however, TQM is the management concept (Patil & Patil, 2015). The aim of Nike's total quality management approach is to reduce errors in the manufacturing and service delivery process such that, following on-time service with good behaviour, recognising needs and wants of customers all the time and to receive a high level of training related to service quality.

#### **2.4.1. Impact of TQM on the Nike brand**

There are various benefits of the TQM approach, for example, it had provides Nike to increase team working behaviour within the company or workplace which is more sensitive to customers because team working helps to maintain high service quality standards (Zou, 2017). TQM approach helped Nike to achieve the satisfaction of sensitive customers as well as also motivates staff members to make more productive activities to deliver high services to the wide pool of customers. TQM approach also reduced the cost and increased the durability and reliability of the brand (Atwal & Williams, 2017). TQM approach forces to deliver products and services efficiently which helps a brand to achieve both, short and long-term success. It is the major reason that Nike has gained the satisfaction of millions of customers all over the world as TQM has helped Nike to promote team working and improved manufacturing as well as the service delivery process.

#### **2.5. Responsive Service of Nike helps to achieve customer satisfaction**

Responsive service means to deliver the best services to customers for example, in stores or in offline marketing, there are five dimensions which are vital to adopt for delivering responsive service and Nike had adopted these entire five dimensions thereby, it had achieved customer

satisfaction from all over the world. (Black & Alexander, 2016; He et al., 2016; Keskin et al., 2017) These five dimensions are defined as below;

## **2.6. The five SERVQUAL dimensions**

### **1. Tangibles**

It means providing physical facilities to customers like equipment, personnel, and communication. Communication is the key driver to maintain emotional attachment with customers which indicates adopting interpersonal behaviour with customers at stores (Kasiri et al., 2017; Kilian, 2016; Kozinets, 2017). It means communication can attract potential customers because speaking nice words to retain a customer in a soft voice tone can increase service quality at offline stores.

### **2. Reliability**

It indicates the ability of employees to provide promised service quality and perform accurate duty to achieve customer satisfaction.

### **3. Responsiveness**

It shows the ability of the employee to show a positive attitude to customers or a responsive attitude of employees so that a brand can attract new customers.

### **4. Assurance**

It includes knowledge and courtesy of employees and the ability of every individual employee to convey empathy, trust, care, and empathy to customer.

### **5. Empathy-caring**

It includes the individualised attention of employees of a certain brand or company to provide satisfaction to the customers.

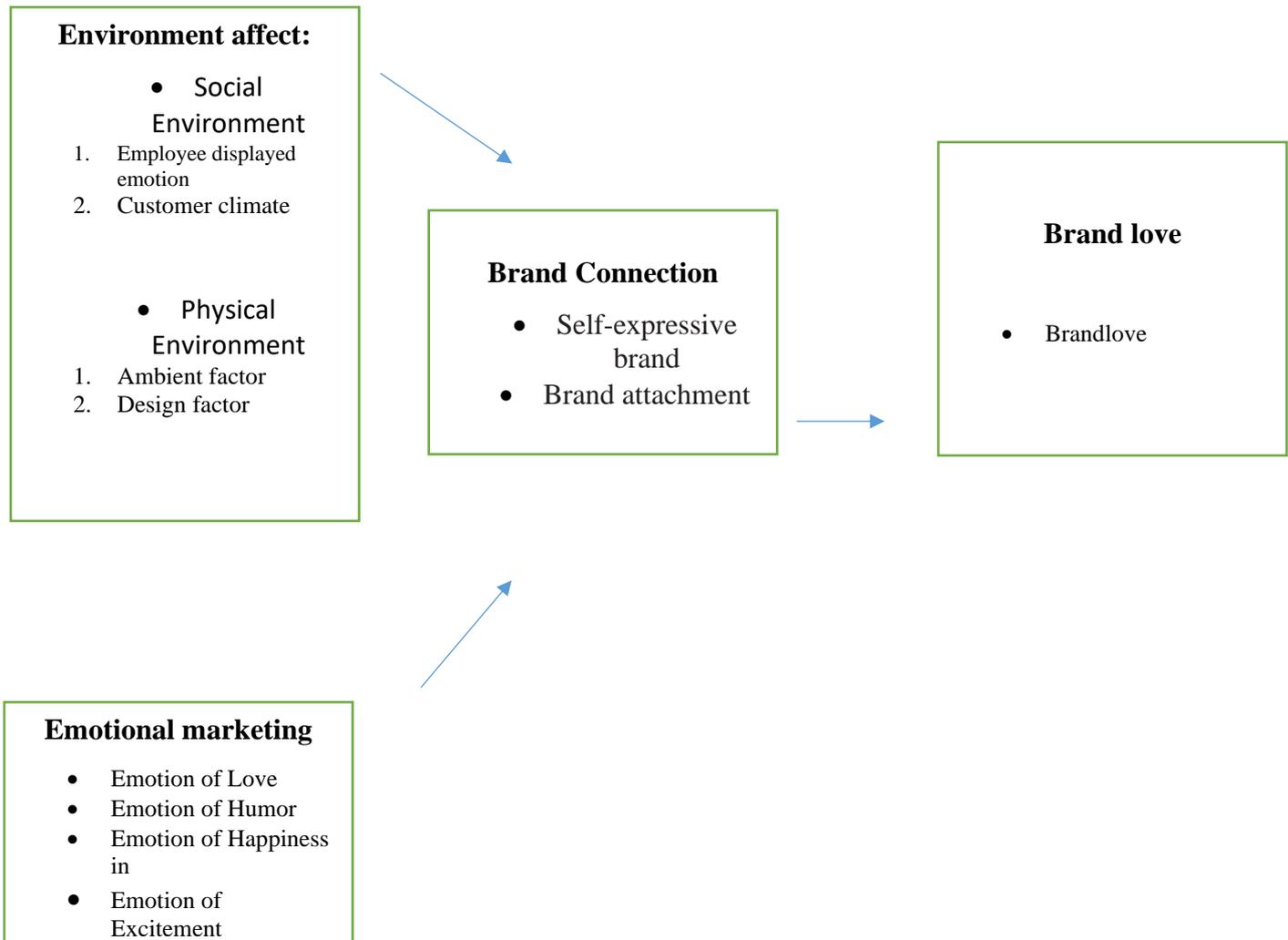
## **2.7. Summary of Chapter 2**

Chapter 2 had defined and critically explained the overall aims and objectives of a certain brand-Nike. It had given various arguments with the help of prior research studies to determine

how emotional marketing has increased brand identity and brand image. It has also defined how service quality impacts customer satisfaction. It had defined the most effective marketing (at offline stores) of Nike which is-emotional marketing. The literature review section defines the overall concepts and explanation of the research aim. From the literature review section of this study, it has analysed that Literature is necessary for studies to support certain issues. Moreover, the literature review had achieved hypothesis which is, Brand identity and image helps to create a positive brand image and Excellent Service quality impacts the satisfaction level of customers. A literature review of this research study, therefore, has explicitly defined the importance of the emotional marketing of brand Nike.

## Chapter 3 – Research Model and Hypothesis

The research model developed for this investigation is depending on the use of different variables, which can be used for expressing the values of the variables and overcoming the issues of environment. The research model investigated in this study can be found below:



The model under investigation is divided into different parts and should be investigated by the investigator. Based on the model above, this investigation aims to evaluate the following hypotheses:

H1 – Social environment has a positive impact on brand connection in Nike.

H2 – Physical environment has a positive impact on brand connection in Nike.

H3 – Emotional marketing has a positive impact on brand connection in Nike.

H4 – Brand connection has a positive impact on brand love in Nike.

## **Chapter 4 – Data and Method**

### **4.1. Sample**

The sample size of an investigation is considered one of the most important when it comes to analysing the arguments and meeting the requirements of a project. The sample size of this investigation was 100 respondents, selected randomly from a shopping centre, buying the products of Nike.

### **4.2. Data collection**

The data collection method deployed for the investigation was based on quantitative questionnaire, collected for analysing the results. The questionnaire was based on 5-point Likert scale questionnaire, which depends on the following scales.

1 = strongly agree

2 = agree

3 = neutral

4 = disagree

5 = strongly disagree

### **4.3. Measures**

Several measures were undertaken for conducting the research, and some of them include selecting only those respondents, who buy the products of Nike. In addition, the questionnaire as divided into different parts which can be used for evaluating the research question individually. The first part of the survey questionnaire comprised of the questions, which were segmented into different parts, which include, social environment, physical environment, emotional marketing and Brand connection.

## Chapter 5 – Data Analysis and Findings

### 5.1. Overview

This section of the report presents the findings according to the hypotheses. The first part of the chapter provides individual assessment of each hypothesis, followed by the summary of hypothesis and whether they are accepted or rejected. The method used for evaluating each hypothesis was regression analysis to test value of significance.

### 5.2. Social environment has a positive impact on brand connection in Nike

This hypothesis was carried out by evaluating the first part of the questionnaire, which depicted the following results:

Table 5.1 Hypothesis 1 results

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.361 <sup>a</sup>	.130	.121	1.217

a. Predictors: (Constant), SocialEnvironment

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.675	1	21.675	14.642	.000 <sup>b</sup>
	Residual	145.075	98	1.480		
	Total	166.750	99			

a. Dependent Variable: BrandConnection

b. Predictors: (Constant), SocialEnvironment

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.729	.247		7.005	.000
	SocialEnvironment	.356	.093	.361	3.826	.000

a. Dependent Variable: BrandConnection

The value of the significance can be observed in the table above, which shows that there are many reasons behind the development of the social environment, by a brand. The value of significance is 0.000 which is less than 0.05, hence this hypothesis is accepted. Based on the findings, it can be said that performance of Nike has improved because the management focuses on the development of social environment in the stores.

### 5.3. Physical environment has a positive impact on brand connection in Nike

This relationship was tested to evaluate, whether Physical environment has a positive impact on brand connection or not. The results of different questions can be found in the table below:

Table 5.2 Results to the second hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605 <sup>a</sup>	.366	.360	1.038

a. Predictors: (Constant), PhysicalEnvironment

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	61.087	1	61.087	56.657	.000 <sup>b</sup>
Residual	105.663	98	1.078		
Total	166.750	99			

a. Dependent Variable: BrandConnection

b. Predictors: (Constant), PhysicalEnvironment

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.161	.212		5.484	.000
PhysicalEnvironment	.705	.094	.605	7.527	.000

a. Dependent Variable: BrandConnection

The second hypothesis aimed to evaluate the relationship between physical environment and brand connection. The value of the significance shows that both these variables are positively associated with Nike and the customers support the physical environment. The value of significance is less than 0.05 which shows that if the management of Nike keeps focussing on building physical environment, it would be able to elevate brand connection among the customers.

#### **5.4. Emotional marketing has a positive impact on brand connection in Nike**

The emotional marketing and its relationship with brand connection were found positively associated with the academics in the following fashion:

Table 5.3 Results to 3rd hypothesis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 <sup>a</sup>	.361	.355	1.042

a. Predictors: (Constant), EmotionalMarketing

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.263	1	60.263	55.461	.000 <sup>b</sup>
	Residual	106.487	98	1.087		
	Total	166.750	99			

a. Dependent Variable: BrandConnection

b. Predictors: (Constant), EmotionalMarketing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.211	.208		5.825	.000
	EmotionalMarketing	.656	.088	.601	7.447	.000

a. Dependent Variable: BrandConnection

The results obtained against the questionnaire show that Emotional marketing has a positive impact on brand connection because the value of significance is 0.000. therefore, this

hypothesis is also accepted because here the value of significance is observed to be of 0.000, which is statistically significant.

### 5.5. Brand connection has a positive impact on brand love in Nike

The investigation of the above hypothesis depicted following results:

Table 5.4 Results to the fourth hypothesis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 <sup>a</sup>	.311	.304	1.014

a. Predictors: (Constant), BrandConnection

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.443	1	45.443	44.205	.000 <sup>b</sup>
	Residual	100.747	98	1.028		
	Total	146.190	99			

a. Dependent Variable: BrandLove

b. Predictors: (Constant), BrandConnection

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.759	.224		3.381	.001

BrandConnection	.522	.079	.558	6.649	.000
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a. Dependent Variable: BrandLove

If the results obtained above are evaluated, it has been observed that value of significance is accepted, because the value of p is 0.001. Since the value of p is less than 0.05, it is statistically significant, and it can be used for stating that brand love can be increased when the management of an organisation focuses on the development of brand connection with its customers. Since Nike is focussing on the development of brand love the above hypothesis is accepted.

## 5.6. Summary of hypotheses results

The results above can be drawn to show that there are many reasons, behind the development of new platforms in the workplace and most of them include the understanding of different results. Based on the assessment of the results above, the summary of the hypotheses can be observed below:

Table 6.5 Hypotheses results

Hypothesis #	Hypotheses	Accepted or Rejected
1	Social environment has a positive impact on brand connection in Nike.	Accepted
2	Physical environment has a positive impact on brand connection in Nike.	Accepted
3	Emotional marketing has a positive impact on brand connection in Nike.	Accepted
4	Brand connection has a positive impact on brand love in Nike.	Accepted

## Chapter 6 - Discussion

The study analyzed the impact of the different factors concerning the brand connection. It deployed a quantitative approach, using a survey method. The research collected data through a close-ended questionnaire from participants. The findings of the research conclude that different variables and account for the promotion of the brand connection. It shows that the social environment has a positive impact on the brand connection in Nike. Various studies have suggested the similar findings highlighting the social environment substantially contribute to the development of social connection with its different stakeholders (Stojanovic, Andreu, & Curras-Perez, 2018; Lin, Lobo, & Leckie, 2017). For instance, different empirical studies have suggested that the promotion of brand using different social development initiatives promote the positive development and perspective among the customers (Bhattacharya & Kaursar, 2016; Lin, Lobo, & Leckie, 2017). Similarly, a study has shown that brand awareness on different social media channels poses a substantial effect on the brand connection (Stojanovic, Andreu, & Curras-Perez, 2018). Correspondingly Lin, Lobo, & Leckie (2017) has also shown that brand connection improved the perceived values of the customers related to their connection with the brand.

Similar to this, various other researches have shown that the relationship was substantially affected given the five customer related dimensions including brand-partner quality, commitment, loyalty, and satisfaction (Bhattacharya & Kaursar, 2016; Stojanovic, Andreu, & Curras-Perez, 2018; Lin, Lobo, & Leckie, 2017). Likewise, Papista and Krystallis (2013) showed that the brand quality and its representation has an integral impact on the customer perceived value, which has a substantial impact on the brand connections.

It also shows that there is a positive impact on the physical environment that has a positive impact on the brand connection in Nike. These results are found to be consistent with earlier researches as provided in the literature (Hemsley-Brown, & Alnawas, 2016; Lu, Gursoy, & Lu,

2015; Hanaysha, 2016). Such as Hanaysha (2016) empirical study concludes that there exists a positive and substantial impact on the brand connection. It shows that different dimensions account for the brand equity, which includes the brand loyalty, brand preferences, brand image as well as brand leadership. The outcomes as supplied by the findings of the literature, supply that the physical environment assists in forming strong brands in the competitive business environment.

Similarly, results reveal that emotional marketing has a positive impact on the brand connection in Nike. Loureiro, Ruediger, & Demetris (2012) corroborates the study findings and suggests that emotional marketing helps in deriving customer loyalty. Accordingly, Hemsley-Brown & Alnawas (2016) showed that emotional marketing strategic use could assist in the formation of the service quality, which ensures improved service quality as well as brand loyalty. The findings showed that the brand connection has a positive impact on brand love in Nike. Karjaluoto, Munnukka, & Kiuru (2016) and Huber, Meyer, & Schmid (2015) also endorse that brand connection is directly related to brand love among the customers. It suggests that different initiatives promoting brand connection should be instigated for better connectivity. Similar other researches show that interactivity of the brand with the customer helps it to build self-love (Yoon & Youn, 2016; Adhikari, & Panda, 2019).

The outcomes of the study imply that for ensuring sustainable competitive development, it is integral to ensure a satisfying customer base by offering services and products through increased brand value. These offerings highlight that brand connectivity promotes as a result of the favorable brand image along with increased brand equity with the customer ensuring improved and greater benefits (Bhattacharya & Kaursar, 2016; Lin, Lobo, & Leckie, 2017; Huber, Meyer, & Schmid, 2015). The primary implications posed by the study findings include that different environment accounts for the impact on the brand connection, as highlighted in the case of Nike. This shows that all these factors hold equal importance, given their

contribution to the formation of positive brand image and connection. It shows that management of the attractive environment should be considered integral and a key aspect for deriving and promoting positive customer perception. These findings suggest marketers as well as different brand regulators to instigate in initiatives for the formation of favorable brand images, which are likely to pose a positive impact in terms of improving the performance of the brand in the competitive market and that too in a long-term.

## **Chapter 7 - Limitations**

This research is limited due to its association with a single brand, i.e., Nike. Given the unique features of the brand, its different industry, different product line, and customer base, the findings derived in the study cannot be deployed on the overall customer population. Therefore, for generalizing the findings, more research on a diverse customer base is suggested. Similarly, the use of quantitative study design also limits its results. Therefore, for expanding the research scope, more research using the qualitative research design or mixed research design is suggested, which helps gather comprehensive and extensive results related to the brand connection. Also, a larger sample can be chosen for improving the validity and its deployment on different populations and cases. Also, the inclusion of different variables, along with a brand connection is likely to substantially contribute to the expansion of the study scope.

## **Chapter 8 – Conclusion**

The study analyzed the impact of the environment on the brand connection. It used a quantitative research design following a statistical analysis for testing the hypothesis. The study analysed the case of Nike. The findings of the study shows that the social environment has a positive impact on the brand connection in Nike. It also shows that there is a positive impact on the physical environment that has a positive impact on the brand connection in Nike. Similarly, results reveal that Emotional marketing has a positive impact on the brand connection in Nike. Likewise, the findings showed that the brand connection has a positive impact on brand love in Nike. It suggests that different initiatives promoting brand connection should be instigated for better connectivity. Similarly, it also recommended the use of engaging and emotional gauging tactics were found to be linked to improved brand love. This is substantially important given the incremental role for satisfying the customer base and meeting their perception, which helps derive their loyalty, satisfaction, and inclination towards the brand. It recommends promoting customer perceived value by employing a more customer-centric value that not only helps to drive positive returns in monetary aspect but also helps build their loyalty, satisfaction, and inclination towards the brand in a long-run.

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