

Understanding Kurdish Shopper's Self-Concept for NIKE Brand

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Abstract

Original Research Article

An individual self-concept is framed on the lifespan facing different situations and scenarios being in different surroundings. This is the idea about who I am, with respect to individual's physicality, emotional behavior, social connectivity, the spiritual understanding or any other aspect that shapes the person as an entity. Individual personalities and self-concept are not similar but they vary which creates them unique individuals. Specific research problem observed that the exploration for capabilities of Kurdish shopper's for their self-concept for shopping NIKE brand products. Further research questions prepared, does Kurdish shopper understand their self-concept, does self-concept matters for NIKE shoppers, and why self-concept is important in shopping process? Study is centered to reach research objectives as to explore self-concept dimension of Kurdish shopper's, to understand the importance of self-concept dimension of Kurdish shopper's, and to assess the NIKE brand shopper's self-concept. The current study is using quantitative method, so a survey research is conducted using a well-structured survey questionnaire Data collection conducted by two approaches, one the printout administered to respondents standing in front of Nike stores and shops in Kurdistan. Statistical test with understanding of medium effect and alpha value of 0.01 based on the explanation of power statistics theory. So based on this explained criteria the adequate sample size chosen is 108 for Kurdistan. Research is concluded finally that Kurdish shoppers are very much active and concerned for the self-concept when they go for shopping of NIKE brand products.

Keywords: Self-concept, brand, NIKE, shopper, Kurdish.

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INTRODUCTION

The thought process, understanding and perceived experience about themselves shape individual's self-concept. To be aware of one's need, there must be having the understanding of one's self-concept. In the definition researcher explains that "The individual's belief about himself or herself, including the person's attributes and who and what the self is". Self-concept is considered as one of the very important parameter for understanding of society and understanding of psychology. Research conducted (Mayfield & Taber, 2010) has explored two different aspects conceptualizing self are "Existential Self and Categorical Self". The "Existential Self" is the most basic building block formulating the self-scheme leads to self-concept. It can get explained as the distinction or differentiation with others or the sense of separation with others having the awareness about the consistency of one's self. Mayfield and Taber (2010) explain that the existential self, starts shaping up at the very young age of a child at the age of two to three months young. Formation of the self happens according to the interaction of the child with the external world.

Moreover it is the reflective reaction that the child performs based on the activity one performs in front. The "Categorical Self" can get explained as experience of one as an object. As a child starts growing, with the time it experiences the world and finds itself as a separate entity which acts, reacts, responds and behaves according to the situation and stimuli of the surrounding and environment. Transforming as a very object categorizes an individual to a specific identity and belonging, the child also starts acting like the object it experiences. The very property of objects starts getting transfer to individual. Here the recognition process starts identifying self with objects. If we observe carefully, we can feel that the child start categorizing itself in categories of age, gender or skill (Guo *et al.*, 2018). It is very common phenomena where the display of age and gender is confirmed with the child.

Further the self-concept can get explained based on internal psychological traits, self-evaluations comparing with others and their own view on themselves. In another research, Abel *et al.* (2013)

explains that the self-concept can get seen as being with three different components as: (1) one has the view to him/herself called as self-image, (2) the value one places in oneself is self-esteem or self-worth, and (3) one wishes would really like to be like named as (ideal-self). Self-image has got explained broadly not necessarily based on reality but it can be the reverse to reality like, a thin person imagines itself as a fat person who is influenced by many different factors like society, friends, family or media. Individual's self-image is reflected according to physical description, social roles, personal traits and existential statements. Self-esteem is the second dimension understood as one's approval to self for the acceptance of likeness where it is the degree of measurement for positive or negative about self. Another way the extent to which a person has the value for self, also can get said the self-worth.

A positive or high self-esteem reflects as self-confidence in abilities, acceptance for self, no care for others thought for self and a high optimistic approaches (Guo *et al.*, 2018). A negative or low self-esteem is considered as confidence lack, would willing to have else's look, worried about others thought on self and a pessimistic approach. Self-esteem keeps fluctuating and can move from negative to positive and vice-versa. Ideal self is the reflection of once likeness to look like of someone (Mayfield & Taber, 2010). There is always an inner feel of the individual to have desire to make itself different than the existing state. Experiences and life keeps changing individual's ideal self and expectations. A varying understanding of one's ideal self is another determinant of the consumption pattern.

LITERATURE REVIEW

An individual self-concept is framed on the lifespan facing different situations and scenarios being in different surroundings. This is the idea about who I am, with respect to individual's physicality, emotional behavior, social connectivity, the spiritual understanding or any other aspect that shapes the person as an entity. Though the self-concept is multidimensional, still it can get broken down into individual aspects as one understands itself one way on the physical body and another way for the soul. Self-concept is constituted of many other aspects of "self" can get called as: self-esteem, self-efficacy, self-image, and self-awareness. Even being the part of self, still there are some similarities but some differences also (Roe & Bruwer, 2017). Self-esteem is not same as self-concept, but self-esteem maybe build within the self-concept. When we measure what is self-concept, it is perception of the individual on themselves and the answer is based on one's thoughts, tendencies, preferences and habits, skills, hobbies and areas of weakness.

Self-image is related to the self-concept but not the same, having narrower scope. Self-image is Individual own perception about itself and not necessarily aligned with reality. It is based on the looking of a person to self regardless any assumption, while the self-concept is a larger prospect on the looking of a person at themselves with values, thought and feel about themselves (Driediger & Bhatiasevi, 2019). Self-efficacy is not as complex as a self-concept, but refers to judgmental understanding of one's abilities which includes thought and feeling both as cognitive and effective judgments respectively. Self-awareness also so has a great impact on self-concept. It is considered as the quality which involves individual thoughts, behaviors, traits and feelings. A well-developed self-awareness in a person develops full understanding of self-concept (Jeong & Jang, 2018).

In a broader understanding of the self-concept building process include two judgments namely cognitive and affective of an individual. It is a learning process and not inherited by birth, which get shaped by one's physical, social, religious, emotional and spiritual dimensions. Formation of the self-concept starts from the childhood when an individual can get molded easily affected by many environmental and biological changes in self, where the social interaction plays an important role (Hofmann *et al.*, 2019). It may be changed with the change in the life and the age but gets the inner battle to overcome on the established conceptualization one already has in their mind. Self-concept is not always based on reality; sometimes call congruent though sometimes incongruent Bradosti and Singh, (2015). Self-concept further gets explained as one of the components of personality. Individual understanding of self contributes in their action, which creates personality and reflects as the image of self. The full potential of self-concept reaches the desire actualization.

Individual personalities and self-concept are not similar but they vary which creates them unique individuals (Goldsmith *et al.*, 1999). One's idea of self leads for the self-actualization successfully or keep driving for different level of attainments. Self-concept maintenance refers to the enhancement of the sense of self in the eye of an individual for self. The changing process from the childhood to the adulthood based on individual experiences by Singh and Bradosti, (2015). Whatever an individual is aware of contribute in the shaping of self-concept maintenance for the development of own idea of self-concept (Gaustad *et al.*, 2019). It is not the self-made but an individual move towards shaping up by different ways concerned with evaluation of self, comparison of the actual self with the ideal self, and the actions taken to move towards closer to ideal self. It seems like an easy and straightforward process but an individual always have a lot of ambiguity and conflict within in the self-concept building process.

Social comparison in the determination of self-concept and self-esteem. The development in the field of organizational behavior and human decision processes end up with the development of the Field of social comparison which is the basic to social psychology (Jeong & Jang, 2018). The social aspect of self-concept comparison of individuals in the society with other individuals due to different circumstances and situations. The more exposure to the society, understanding and validation of opinions, developing abilities and skills, relative and friend's social status comparison with or self-beliefs, attitudes and behaviors reshape our self-concept (Bosnjak & Rudolph, 2008). This social interaction may get through many different interactive sources as people in the surrounding, reading, listening and visual exposures, and any one other whose views are important.

The process of self-concept building is always enriching with accepted input by others believing the information fulfilling the gap and generates reliability for answer for the question which are not having any correct answer objectively (Bosnjak & Rudolph, 2008). How many questions of individuals good answer by the comparison with happening in society or with individual one admires and believes to follow? Even when an individual accept their social circumstances surrounding the skills and abilities also starts changing affected by the social influence. It can get with your life very easily among the students where the performance of a student on the progress is always determined by comparing with the performance of other students in the class shows the changing abilities evaluation is also in the comparison with the society that search individual characteristics (Birdwell, 1968).

Social comparison is used to develop one's self concept, which is the forming of elaborate understanding of one's abilities, attitudes, and opinions. Although self-concept establishment process has a bigger impact of social comparison. When, one is able to compare itself with the surrounding get a better feel and satisfactory understanding of happenings in sounding which helps him/ her to align themselves with surrounding, other way round leads to suffering of self and gives unsatisfactory feel (Avison & Rosenberg, 1981). One's self concept keeps changing and gets boost up, which is visible when one gets a new grade in school, joins new job, or by changing the friend circle by Singh and Mishra, (2015). Though it can get seen very easily and clearly that in any circumstances the actual characteristics of the person has not changed but the social situations scenarios and factors have changed, which is impacting an individual to change his/ her self-concept (Maraz *et al.*, 2015).

The basic human psychology is naturally built to compare itself positively with others. Though there can be two types of comparison namely downward social comparison and upward

social comparison. Downward social comparison is the comparison of self-image in a positive sense with the favorable image of others in reality are worse than the self (Parker, 2009). The concept of self and the self-consistency is important in social comparison execution, as an example candidate goes for the job having the need of less qualification feels much better and the higher self-concept because other applicants are lesser than him/ her. In such cases as well an individual feels better on their own in this situation (Birdwell, 1968). Upward social comparison is another way the comparison of self with others who are better than the individual by Sherwani and Singh, (2015). This comparison lowers down the self-esteem of an individual with the filling of inferiority (Grace *et al.*, 2020). Though it is helpful as well provides information to be better and to recognize ourselves in the part of successful people.

RESEARCH PROBLEM

One's self-concept can serve as a driving force in shaping attitude and behavior. Understanding of the shopping behavior has been a very important aspect for marketers with the changing time and challenges with companies to establish their brand and products in the eyes of customers for the business establishment. After launching of product, it must reach to consumer's door where it can get used. Shoppers buy the product based on their own understanding of self (Dortyol, Coskun, and Kitapci 2018). They look at themselves and compare the brand with their own self-concept. Understanding shopping behavior is crucial for the establishing the better market. The product goes in different ways, can be acquisition, consumption, and disposition. But in any case shopping is the most important (Goldsmith *et al.*, 1999). Different aspects of shopping cannot get denied but the most important is the consumer need, if the product is solving consumer's problem, for sure it will get shopped. Here the specific research problem stated as the exploration for capabilities of Kurdish shopper's for their self-concept for shopping NIKE brand products.

Research Questions

- Does Kurdish shopper understand their self-concept?
- Does self-concept matters for NIKE shoppers?
- Why self-concept is important in shopping process?

Research Objectives

- To explore self-concept dimension of Kurdish shopper's.
- To understand the importance of self-concept dimension of Kurdish shopper's.
- To assess the NIKE brand shopper's self-concept.

RESEARCH METHODOLOGY

Research conducted for the specific purpose here is broadly the application of quantitative method. To validate the concept extensive literature review has been done regarding dimension and all variables including the study. A well-structured questionnaire prepared taking tested dimensions from different studies and incorporated in the self-administered survey questionnaire (Dean, 2004). This survey questionnaire is distributed respondents for the purpose of getting their opinion under existing concept. This collected data feed into statistical software 'SPSS 24' for analysis and presented with the quantitative values explanation outcome of the study and to frame the finding and conclusion of the research.

Qualitative method also has been used but cannot say the researcher is a specific to qualitative method. Descriptive research design is a depth study for existing concepts explaining and presenting with a broader view. It is a description based technique where all the analysis is performed considering a specific purpose of finding the solution for an existing problem. (Dean, 2004). For the current study populations have been assumed one is from Kurdistan (Iraq). In all cases population is unknown, randomly sample selected as respondent as 'Nike' brand shopper. Statistical test with understanding of medium effect and alpha value of 0.01 based on the explanation of power statistics theory. So based on this explained criteria the adequate sample size chosen is 108 for Kurdistan. The current study is using quantitative method, so a survey research is conducted using a well-structured survey questionnaire (Aziz *et al.*, 2018).

Data collection conducted by two approaches, one the printout administered to respondents standing in front of Nike stores and shops in Kurdistan. It was not adequate for respondent's to spend time, so a google form created for online data collection and shared with Nike stores to get the data from Nike shoppers. Data collected is mixed before analysis, though set of data from kept separate and mixed wherever was required (Jamal & Goode, 2001). Self-concept has been derived from the personal self-concept instrument having eighteen items modified as the need for this study including self-fulfillment, autonomy, emotional adjustment and honesty as four variables (Bruner II, 2013). Data collected entered in SPSS 24 statistical software with required coding understanding keeping in the mind readers as well. SPSS 24 statistical software has been used as a tool for each and every analysis purpose being mostly used by many researchers in the area of social science research (Luton, 2010). Demographic representation has been crucial to show the picture of respondent's profile participated in the research. For the acceptance of items one sample t-test performed, which is the best determinant for the acceptance or rejection of any item or dimension from the study looking at the significance value.

DATA ANALYSIS

The data analysis step has been taken for a systematic reach of study on the sample collected from Kurdistan on the shopper's preference of Nike Brand. The analysis is conducted keeping the consideration of research objectives and research question asked in the study. The research problem is well structured and presented must get the solution adequately.

Table-1: Reliability Statistics for Kurdistan

| Reliability Statistics | | |
|------------------------|--------------|------------------|
| Dimension | No. of Items | Cronbach's Alpha |
| Self-concept | 18 | .850 |

Interpretation: As can be clearly observed from the above-mentioned data (Table 1), that the Cronbach's Alpha value much higher than 0.6 and therefore, points towards the higher reliability of these dimensions. The dimension self-concept displayed

higher reliability with the value 0.850. So the use of instrument is justifiable in this study and it can get used for the purpose of analyzing the outcome of this research by Sahin and Singh, (2017).

Table-2: Self-Concept Frequency and Percentage Analysis

| Items | Parameters | Frequency | Percentage |
|--|-------------------|-----------|------------|
| I am satisfied with what I am achieving in my life | Strongly Agree | 11 | 10.2 |
| | Agree | 14 | 13.0 |
| | Neutral | 15 | 13.9 |
| | Disagree | 45 | 41.7 |
| | Strongly Disagree | 23 | 21.3 |
| If I am feeling down, I find it hard to snap out of it | Strongly Agree | 9 | 8.3 |
| | Agree | 33 | 30.6 |
| | Neutral | 18 | 16.7 |
| | Disagree | 35 | 32.4 |
| | Strongly Disagree | 13 | 12.0 |

| Items | Parameters | Frequency | Percentage |
|---|-------------------|-----------|------------|
| So far, I have achieved every important goal I have set myself | Strongly Agree | 10 | 9.3 |
| | Agree | 23 | 21.3 |
| | Neutral | 10 | 9.3 |
| | Disagree | 43 | 39.8 |
| | Strongly Disagree | 22 | 20.4 |
| I am a trustworthy person | Strongly Agree | 17 | 15.7 |
| | Agree | 22 | 20.4 |
| | Neutral | 15 | 13.9 |
| | Disagree | 40 | 37.0 |
| | Strongly Disagree | 14 | 13.0 |
| In order to do anything, I first need other people's approval | Strongly Agree | 10 | 9.3 |
| | Agree | 17 | 15.7 |
| | Neutral | 21 | 19.4 |
| | Disagree | 40 | 37.0 |
| | Strongly Disagree | 20 | 18.5 |
| I consider myself to be a very uptight and highly strung person | Strongly Agree | 15 | 13.9 |
| | Agree | 25 | 23.1 |
| | Neutral | 13 | 12.0 |
| | Disagree | 37 | 34.3 |
| | Strongly Disagree | 18 | 16.7 |
| I have yet to achieve anything I consider to be important in my life | Strongly Agree | 15 | 13.9 |
| | Agree | 23 | 21.3 |
| | Neutral | 26 | 24.1 |
| | Disagree | 31 | 28.7 |
| | Strongly Disagree | 13 | 12.0 |
| I am a man/woman of my word | Strongly Agree | 16 | 14.8 |
| | Agree | 22 | 20.4 |
| | Neutral | 26 | 24.1 |
| | Disagree | 37 | 34.3 |
| | Strongly Disagree | 7 | 6.5 |
| I find it hard to embark on anything without other people's support | Strongly Agree | 13 | 12.0 |
| | Agree | 21 | 19.4 |
| | Neutral | 25 | 23.1 |
| | Disagree | 35 | 32.4 |
| | Strongly Disagree | 14 | 13.0 |
| I am more sensitive than the majority of people | Strongly Agree | 9 | 8.3 |
| | Agree | 27 | 25.0 |
| | Neutral | 16 | 14.8 |
| | Disagree | 40 | 37.0 |
| | Strongly Disagree | 16 | 14.8 |
| I have always overcome any difficulties I have encountered in my life | Strongly Agree | 11 | 10.2 |
| | Agree | 28 | 25.9 |
| | Neutral | 11 | 10.2 |
| | Disagree | 38 | 35.2 |
| | Strongly Disagree | 20 | 18.5 |
| When taking a decision, I depend too much on other people's opinions | Strongly Agree | 16 | 14.8 |
| | Agree | 20 | 18.5 |
| | Neutral | 20 | 18.5 |
| | Disagree | 37 | 34.3 |
| | Strongly Disagree | 15 | 13.9 |
| If I could start my life over again, I would not change very much | Strongly Agree | 21 | 19.4 |
| | Agree | 30 | 27.8 |
| | Neutral | 19 | 17.6 |
| | Disagree | 30 | 27.8 |
| | Strongly Disagree | 8 | 7.4 |
| I find it difficult to take decisions on my own | Strongly Agree | 16 | 14.8 |
| | Agree | 26 | 24.1 |

| Items | Parameters | Frequency | Percentage |
|---|-------------------|-----------|------------|
| | Neutral | 13 | 12.0 |
| | Disagree | 36 | 33.3 |
| | Strongly Disagree | 17 | 15.7 |
| I am an emotionally strong person | Strongly Agree | 18 | 16.7 |
| | Agree | 27 | 25.0 |
| | Neutral | 21 | 19.4 |
| | Disagree | 28 | 25.9 |
| | Strongly Disagree | 14 | 13.0 |
| I feel proud of how I am managing my life | Strongly Agree | 12 | 11.1 |
| | Agree | 32 | 29.6 |
| | Neutral | 20 | 18.5 |
| | Disagree | 34 | 31.5 |
| | Strongly Disagree | 10 | 9.3 |
| I suffer too much when something goes wrong | Strongly Agree | 23 | 21.3 |
| | Agree | 27 | 25.0 |
| | Neutral | 19 | 17.6 |
| | Disagree | 32 | 29.6 |
| | Strongly Disagree | 7 | 6.5 |
| My promises are sacred | Strongly Agree | 11 | 10.2 |
| | Agree | 32 | 29.6 |
| | Neutral | 23 | 21.3 |
| | Disagree | 32 | 29.6 |
| | Strongly Disagree | 10 | 9.3 |
| Total | | 108 | 100 |

Interpretation: Table 2 depicts analysis of Self-Concept which has 18 items. The above table explains that highest percentage of respondents disagreed (41% being the highest) and strongly disagreed (21.3% was the highest percentage) with the above-mentioned

items. Still, there are few respondents who agreed and even strongly agreed on some items. However, the average percentage of neutral respondents was 25% only.

Table-3: Self-Concept One-Sample T-Test Analysis

| Items | One-Sample T-Test | | |
|--|-------------------|-----|-----------------|
| | Test Value = 4 | | |
| | t | df | Sig. (2-tailed) |
| I am satisfied with what I am achieving in my life. | -4.082 | 107 | .000 |
| If I am feeling down, I find it hard to snap out of it. | -7.833 | 107 | .000 |
| So far, I have achieved every important goal I have set myself. | -4.801 | 107 | .000 |
| I am a trustworthy person. | -7.032 | 107 | .000 |
| In order to do anything, I first need other people's approval. | -5.117 | 107 | .000 |
| I consider myself to be a very uptight and highly strung person. | -6.482 | 107 | .000 |
| I have yet to achieve anything I consider to be important in my life. | -8.038 | 107 | .000 |
| I am a man/woman of my word. | -8.994 | 107 | .000 |
| I find it hard to embark on anything without other people's support. | -7.203 | 107 | .000 |
| I am more sensitive than the majority of people. | -6.369 | 107 | .000 |
| I have always overcome any difficulties I have encountered in my life. | -5.891 | 107 | .000 |
| When taking a decision, I depend too much on other people's opinions. | -6.921 | 107 | .000 |
| If I could start my life over again, I would not change very much. | -10.237 | 107 | .000 |
| I find it difficult to take decisions on my own. | -6.884 | 107 | .000 |
| I am an emotionally strong person. | -8.472 | 107 | .000 |
| I feel proud of how I am managing my life. | -8.824 | 107 | .000 |
| I suffer too much when something goes wrong. | -10.238 | 107 | .000 |
| My promises are sacred. | -9.001 | 107 | .000 |

Interpretation: Table 3 depicts the analysis of the study which included 108 respondents. The data was collected through structured survey questionnaire

method. The Self-Concept One-Sample T-Test was applied through 18 items. The analysis shows that the p value is less than 0.05 which means that there is

significant difference between the opinions of respondents leading to values 4 and 5 of the response and enforcing all these 18 items to get accepted for further study.

FINDINGS AND CONCLUSION

The study presented here has been analyzed using a well-structured survey questionnaire. The questionnaire is presented in two languages English and Kurdish. The questionnaire has four dimensions altogether eighty five items data collected from 108 respondents. The study has been conducted on Nike brand image by the shoppers of Nike brand. As can be clearly observed from the data analysis, that the Cronbach's Alpha value for all the 4 dimensions i.e. Self-Concept, Brand Image, Self-Concept and Brand Image Congruity and Shopping Behavior was much higher than 0.6. Therefore, it points towards the higher reliability of these dimensions. So the research instrument taken for study is much reliable. The findings of the study can be seen clearly from the data analysis. It is pertinent to mention that out of 108 respondents selected for the study, 58.3% were male respondents and 41.7% were females. The highest percentage of respondents were from the age group of 26-35 years i.e. 35.2% and the second highest number of respondents (34.3%) were from 36-45 years of age. The remaining 18.5% of the respondents were from 18-25 years of age. Whereas, only 12% of the respondents belonged to 46 years of age and above. While talking about the education levels of the respondents, it was observed that 59.3% of the respondents were having bachelor degree and 34.3% of them were Masters and Doctorates. Whereas, only 6.55% of the respondents were undergraduates. The analysis done for the study also takes into account the monthly income of the respondents, which clearly shows that 72.2% of the respondents had their monthly income equal to or more than \$2001 and 12% of the respondents have their monthly income between \$1001-\$1500. The remaining respondents (6.5%) have their monthly income between \$501-\$1000 and only 9.3% of the respondents have monthly income between \$1501-\$2001.

The study reveals with the analysis of Self-Concept, that the highest percentage of respondents disagreed (41% being the highest) and strongly disagreed (21.3% was the highest percentage) with the 18 listed items. Still, there were few respondents who agreed and even strongly agreed on some items. However, the average percentage of neutral respondents was 25% only for the self-concept dimension. The one sample T-test performed with 108 samples data collected on eighteen items One-Sample T-Test was applied through 18 items. The analysis shows that the p value is less than 0.05 which means that there is significant difference between the opinions of respondents leading to values 4 and 5 of the response and enforcing all these 18 items to get accepted for further study. Based on the above study, the research is

reaching its conclusion answering questions where the first is, does Kurdish shopper understand their self-concept, can get answered with the highly significant value for all 18 items asked from respondents. It is very clear that Kurdish shoppers understand their self-concept for the NIKE brand. Answer to the second question asked, does self-concept matter for NIKE shoppers can get answered that the self-concept is a very high concern for shopping NIKE brand since all items asked in the study with respect to self-concept has got agree and strongly agree on the response in positive support of the concept as well a high significant result with one sample T-test value. The third question asked why self-concept is important in the shopping process answered with the self-concept assessment items with very positive responses on each item supporting NIKE shopper's self-concept. The research reached all research objectives keeping in mind the research problem to find a solution, the self-concept dimension explored finding the acceptance for all its eighteen items as the first objective, the importance of self-concept for Kurdish shoppers is well analyzed as second objective, and Nike brand shopper self-concept gets assessed rationally fulfilling the third objective based on the outcome of a very high significant result of One sample T-test.. So finally it can get concluded that Kurdish shoppers are very much active and concerned for the self-concept when they go for shopping of NIKE brand products.

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