Respondents were honored,

I as a student of Airlangga University Master of Accounting Program is conducting research with the title:

**" CUSTOMER BENCHMARKING ANALYSIS ON BRAND IMAGE FORMATION**

**IN BRAND NIKE "**

In order to achieve the desired results of the study, I beg your willingness to take the time to participate fully fill out this questionnaire. All the information obtained as a result of this questionnaire is confidential and used only for academic interest. There are no wrong answers in this questionnaire. The cooperation and participation of you, I thank you.

Name :

**SCREENING**

Put a scratch mark (/) on the answer you choose.

|  |  |  |
| --- | --- | --- |
| **No.** | **QUESTION** | |
| 1 |  | Whether you are one among the categories below? |
|  | A | Athlete |
|  | B | Former Athletes |
|  | C | Coach |
|  | D | Someone with an awareness of the importance of exercise |
|  | E | Instead of that category→ stop, thank you for your participation. |
| 2 |  | Whether you are in one of the following sports? |
|  | A | Athletic (Running, Shot Put, Javelin, Discus Throw, High Jump, Long Jump) |
|  | B | Aquatic (Swimming, Synchronized Swimming, Water Polo, Diving) |
|  | C | Soccer |
|  | D | Basketball |
| 3 |  | Do you ever use Nike products? |
|  | A | Yes |
|  | B | No → stop, thank you for your participation. |
| 4 |  | When was the last time you use Nike products? |
|  | A | 3 months ago **x** → stop, thank you for your participation. |
|  | B | 2 months ago |
|  | C | 1 month ago |
|  | D | <1 month ago |

**PROFILE OF RESPONDENTS**

**Put a mark (X) on the answer you choose**

1. Gender : a. Man b. woman

2. Age : a. < 20 years b. 20-30 years c.30- 40 years

d. 41 -50 years e. >50 years

3. Work : a. Professional trainers b. Athletes / Former Professional Athlete c. Learner d. College student

e. entrepreneur f. employee

g. Others: .................................

4. Education : a. Junior High School b. Senior High School / equivalent c.Diploma d. Bachelor e. Others: .................................

**Mark (X) in the following table according to your preferences**

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **QUESTION** | **1** | **2** | **3** | **4** | **5** |
| 1 | Nike is a brand sports shoes |  |  |  |  |  |
| 2 | When likened to a man, Nike is an athlete that is fast and reliable |  |  |  |  |  |
| 3 | Nike is a brand that has always emphasized the speed and innovation |  |  |  |  |  |
| 4 | Nike is a brand that has a good relationship with the athletes and the people who have awareness of the importance of exercise |  |  |  |  |  |
| 5 | Wearing Nike makes me look like an elite athlete |  |  |  |  |  |
| 6 | When you want to look like an elite athlete then I will use the Nike |  |  |  |  |  |
| 7 | Nike brand has been recognized by sports people widely because Nike has been around a long time |  |  |  |  |  |
| 8 | Sports people easily accept the Nike brand |  |  |  |  |  |
| 9 | Sports people are not interested in the Nike brand as previously never heard of brand Nike |  |  |  |  |  |
| 10 | Nike products are easily remembered by the Nike logo design |  |  |  |  |  |
| 11 | Nike products are easily remembered by consumers of Nike shoe model production |  |  |  |  |  |
| 12 | Nike products are easily remembered by consumers of the existing promotions |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **QUESTION** | **1** | **2** | **3** | **4** | **5** |
| 13 | Nike is the number 1 brand sports shoes in the world |  |  |  |  |  |
| 14 | When they want to buy shoes, I'll look first Nike |  |  |  |  |  |
| 15 | Nike does not provide a quick impression when wearing |  |  |  |  |  |
| 16 | Wearing Nike makes me like the world elite athletes |  |  |  |  |  |
| 17 | Wearing Nike makes me have the inspiration to outrun |  |  |  |  |  |
| 18 | Nike always look attractive |  |  |  |  |  |
| 19 | Nike always has the texture of shoe that is lightweight, flexible and comfortable when wearing |  |  |  |  |  |
| 20 | Nike products are always comfortable when used to run |  |  |  |  |  |
| 21 | Nike understands my desire for the products of sports shoes |  |  |  |  |  |
| 22 | Nike helped me get motivated to exercise, especially running |  |  |  |  |  |
| 23 | I am committed to wearing Nike when running |  |  |  |  |  |

**~ THANK YOU FOR YOUR PARTICIPATION ~**