



IIE's Vega School

Department of Strategic Brand Management

Brand heritage, perceived value and loyalty: An exploration of Woolworths Holdings Limited.

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*I hereby declare that this Research Report submitted for the Bcom
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ABSTRACT

In both marketing and branding research and in practice, the study of brand heritage and brands with a heritage has gained growing interest (Hudson, 2015). Brand heritage has also been acknowledged as being one of the future priorities in marketing and branding research (Hakala, Lätti, & Sandberg, 2011).

Due to the use of brand heritage as a vital component of a brand's marketing strategy, it is important for firms and brand managers to understand the ways in which brand heritage relates to consumers' perceived value, loyalty, attitudes and purchase intentions towards a brand and its offerings. To this end, the researcher aimed to determine and describe the relationship that exists between brand heritage, perceived value and loyalty, and determine what influence this relationship has on consumer's overall attitudes and purchase intentions towards a brand.

This study made use of a 21-item quantitative self-administered questionnaire for the purpose of collecting objective data that reflected respondents' perceived value and loyalty towards Woolworths Holdings Limited's private label offerings as a result of their brand heritage. The quantitative data collection method utilised, was deemed appropriate for this study as the data collected could be analysed through the use of descriptive statistics (Maree, 2019). This ultimately enabled the researcher to describe the relationship that exists between the respective concepts under study.

The study revealed that a positive and significant relationship exists between the affective dimension of consumer engagement and purchase intention. Subsequently, it was also discovered that a positive and significant relationship exists between perceived value and loyalty.

This study expands on the existing research surrounding brand heritage and its effect on perceived value and loyalty, by investigating and describing the relationship between brand heritage, perceived value and loyalty in the context of a South African brand, Woolworths Holdings Limited.

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INTRODUCTION

Some brand managers follow a branding mantra: “every brand has a story to tell” (Bizcommunity, 2021; Wiedmann, Hennigs, Schmidt, Wuestefeld, 2011). Yet, many firms still remain oblivious to the value of brand heritage; however, brand heritage plays a larger role than most managers and marketers could imagine, in terms of establishing lasting connections with consumers (Hakala et al., 2011; Wiedmann et al., 2011). Guidance from scholarly research on how brand heritage influences consumer’s perceived value, loyalty, attitudes and purchase intentions is growing and advancing (Wiedmann et al., 2011). However, various managerially relevant questions still remain unanswered. For instance, does a brand's heritage create the perception of a certain level of quality? Can brand heritage be leveraged to develop loyalty amongst consumers? Can brand heritage cultivate and promote positive consumer attitudes and purchase intentions?

Brand heritage is an emerging term that is beginning to appear more within the marketing discipline (Hudson, 2015). Research concerning heritage brands and brands that possess a heritage have received considerable attention in recent years (Wuestefeld, Wiedmann, Hennigs & Schmidt, 2012; Balmer & Burghausen, 2015; Urde, Greyser, & Balmer, 2007). The concept of brand heritage has been referred to as an integral part an organisation’s corporate reputation (Wiedmann, Hennigs, Schmidt & Wuestefeld, 2013). Several researchers have varying perspectives on the concept of brand heritage. Pecot and Barnier (2017) define brand heritage as a powerful construct developed by an inherited history that is reflected in a brand’s image throughout its entire existence, which is typically present amongst brands within the luxury fashion and automobile industries. On the other hand, some researchers believe that a brand’s heritage includes more than merely a brand’s past and origin (Urde et al., 2007).

Urde et al. (2007) stated that a brand’s heritage encompasses much more than a brand’s origin and past. Both Urde et al. (2007) and Wiedmann et al. (2013) define a brand heritage as being a dimension the brand's core identity and consists of the brand’s core values, longevity, track record, use of symbols and historical importance.

Previous studies of brand heritage have examined specific brands within the luxury (Halwani, 2019), furniture (Urde et al., 2007), banking (Urde et al., 2007), tourism (Hudson, 2011), food (Hakala et al., 2011) and automobile industries (Simms & Trott, 2006; Urde et al., 2007; Wiedmann et al., 2011). These studies demonstrate the importance, application, and utility of brand heritage within specific settings. Two studies showed that a brand's heritage can create value as perceived by consumers based on their attitudes and associations towards the brand (Aaker, 1991; Keller, 1993). Additionally, another study argued that if consumers perceive the heritage of a brand as a positive element of its existence, consumer loyalty towards the brand will increase dramatically (Urde et al., 2007). However, little research has explored the influence of brand heritage on perceived value conjointly with loyalty, specifically in a retail context.

This research study builds on these assertions and investigates the influence of brand heritage on consumer outcomes (e.g. perceived value and loyalty) in the broader elucidative framework of the Theory of Planned Behaviour (Armitage et al., 2001; Ajzen, 2011). This study examines brand heritage with reference to the Theory of Planned Behaviour (TPB). The TPB helped demonstrate how consumer's beliefs about a brand, the loyalty shown towards that brand and how consumer's perceptions of the brand's value are influenced by brand heritage (Armitage et al., 2001; Ajzen, 2011). Thus, demonstrating how consumer's attitudes towards a brand may act as a perceived value and loyalty driver for that specific brand.

This study is structured as follows. Foremost, the study consists of a review of various streams of previous literature surrounding the concepts under study. The conceptual model is discussed, various research questions and objectives are stated, and two research hypotheses are postulated. The theoretical foundation is discussed and implications for theory in context of the study are presented.

The findings showed that brand heritage enhances the consumer's perceptions of value and loyalty. As such, the research produced findings that will contribute to the existing body of knowledge pertaining to the theory of brand heritage and its effect on consumer's perceptions of value and loyalty, which could be implemented in practice. This research provides fellow researchers or organisations who are interested in the

approach or who are looking to leverage the strength of a brand's heritage, with evidence relating to the further insight gained pertaining to the retail brand used in this study. The findings also extend current research on the influence of brand heritage on consumers' attitudes and purchase intentions, by shedding light on the importance and role of brand heritage as a marketing tool.

CONCEPTUAL FRAMEWORK

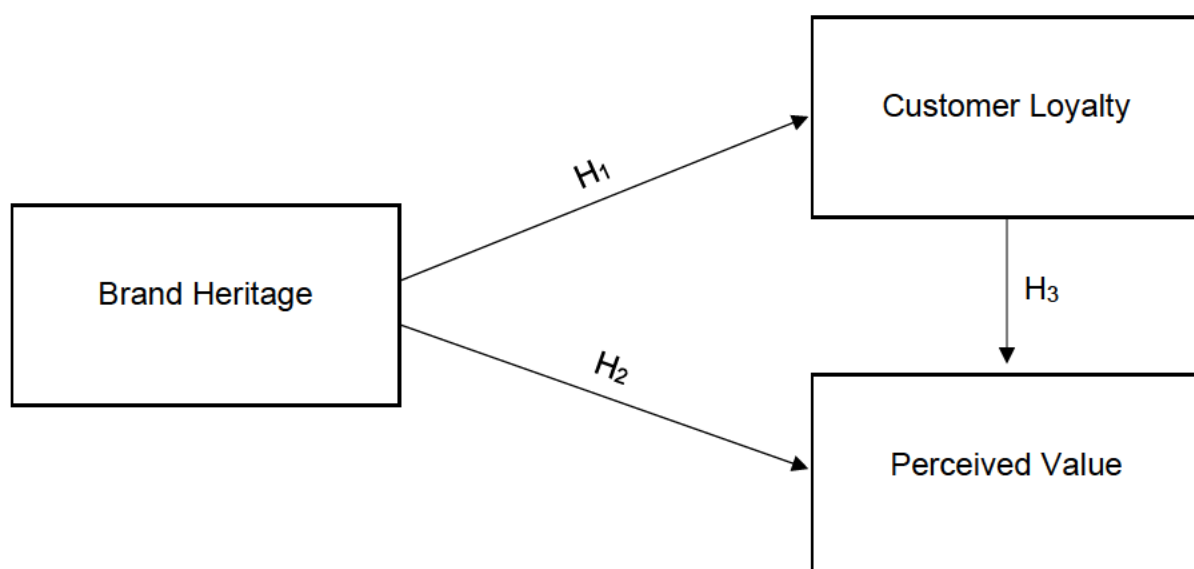


Figure 1: Dale, T. 2021. Conceptual framework. [Unpublished]

RATIONALE

Research concerning heritage brands and brands that possess a heritage has received considerable attention in recent years (Wiedmann et al., 2012; Balmer & Burghausen, 2015; Urde et al., 2007). Brand heritage acts as a story that brands engineer; it is compelling storytelling that acts as a vital component of a brand's equity (Wiedmann et al., 2012; Balmer et al., 2015). It is the narrative that forms part of their value proposition, and this narrative often stems from the brand's origin, however, in the modern marketing context brand heritage is created through firms developing elements from their pasts, presents and futures (Wiedmann et al., 2011).

The objective of a brand's heritage is to influence customer's buying behaviour and perceptions of a brand through creating value and leverage for the brand. A brand's heritage has the ability to create a "world" that consumers desire to be a part of (Wiedmann et al., 2011). Many brands rely on the heritage they have created, and consumers may eventually see beyond the facade and see that the value they perceive may not reflect the actual value of the brand's product offerings (Wiedmann et al., 2012; Balmer et al., 2015; Urde et al., 2007).

This study is relevant, as how the value of the brand heritage of retail brands and its effect on consumer's loyalty and perceptions of value is a topic that is yet to be researched in detail, which constitutes as a literature gap (Hakala et al., 2011). This study argues that it is vitally important to address this gap, as it will add novel understandings and knowledge that may be used theoretically to allow for further research and may be used practically by brand managers to ensure that brands can continue to use heritage as a marketing tool (Hudson et al., 2013; Urde et al., 2007).

Thus, this study could ultimately be seen as relevant and important as it aims to further describe the relationship which exists between brand heritage, perceived value, loyalty and consumer purchase intention towards brands and their product offerings.

The study will be conducted for the purpose of describing the relationship which exists between brand heritage, perceived value, loyalty and consumer's purchase intentions, with reference to Woolworths Holdings Limited.

Woolworths Holdings Limited's brand heritage is their main selling point and value proposition (Woolworths, 2021). Woolworths has constructed a heritage that is meaningful to consumers. Their brand heritage has the ability to drive perceived value and loyalty and procure future sales from consumers (Wiedmann et al., 2012; Balmer et al., 2015). Firms, such as Woolworths, are reliant on their brand's heritage to ensure their long-term success and it is important that brand heritage and its effect on consumer's perceived value and loyalty is fully understood so that it can be leveraged accordingly (Hudson et al., 2013).

PROBLEM STATEMENT

The problem which has been identified is that a brand's heritage possesses the ability to manipulate consumer's loyalty and perceptions of value. A brand's heritage provides it with a certain degree of authenticity, trustworthiness and credibility that it is then able to leverage and enhance the brand's value in the eyes of consumers (Wiedmann et al., 2011; Wiedmann et al., 2012; Urde et al., 2007). It is argued that a brand's heritage may be able to influence and possibly control consumer's perceived value towards the brand and ultimately convince consumers to believe that the brand is of great value. When consumers perceive the heritage of a brand as positive element of its existence, customer loyalty towards the brand increases dramatically (Urde et al., 2007). The brand related problem surrounding heritage is that for many brands their heritage is their main selling point (Wiedmann et al., 2011; Wiedmann et al., 2012; Urde et al., 2007). Many brands may fall short if they cannot leverage their heritages as a marketing tool, and thus, understanding the influence and importance of brand heritage is vital.

Thus, this study aims to develop a greater understanding of how consumer's loyalty and perceived value of a brand's product offerings is influenced by a brand's heritage so that firms can continue to leverage this powerful marketing tool. To further focus the study, it will be directed towards Woolworths Holdings Limited's brand heritage with relation to any product that is stocked under the Woolworth's brand name (i.e. packed for Woolworths or Woolworth's house branded products). The key factors of Woolworths Holdings Limited's brand heritage that have the greatest influence on consumer's loyalty towards the brand, will also form part of the focus of the study. Reference to brand heritage involves the ideas of Aaker's (2004) brand and value drivers, the importance of brand heritage as a driver of brand identity and how brand heritage can create loyalty amongst consumers (Aaker & Joachimsthaler, 2000).

RESEARCH GOAL

The purpose of this study is to determine and describe the relationship between brand heritage, consumer's perceived value and loyalty. The researcher will attempt to

describe the extent to which consumer's loyalty and perceived value is influenced by brand heritage.

By means of an in-depth review of the brand heritage of brands (i.e. Woolworths Holdings Limited) that have a significant influence on consumer's loyalty and perceived value.

Thus, the objectives of this research study are as follows:

- To determine the relationship between a brand's heritage and consumer's loyalty;
- To investigate whether Woolworth's brand heritage influences consumer's loyalty and perceived value;
- To determine the relationship between a brand's heritage and consumer's perceived value;
- To determine the relationship consumer's loyalty and perceived value;

RESEARCH QUESTIONS

This study aims to find an explanation to the following research question: "What effect does brand heritage have on consumer's loyalty and perceived value?".

Based on the primary research question, the following secondary research questions have been developed:

RQ1: Does a positive and significant relationship between a brand's heritage and consumer loyalty exist?

RQ2: Does a positive and significant relationship between a brand's heritage and consumer's perceived value exist?

RQ3: Does consumer's loyalty towards a brand have an influence on their perceived value?

HYPOTHESES

Due to this study being quantitative and deductive in nature, the hypotheses have been developed based on the review of previous literature (Ferrell, 2007; Davis, 2014).

Thus, the hypotheses will be developed and stated based on the following statements obtained from previous literature:

A brand's heritage supports the brand's authenticity, credibility and trustworthiness and can be leveraged by the brand. Additionally, a brand with a heritage creates and confirms consumer's expectations about the brand's future behaviour (Aaker, 1996; George, 2004). Consequently, a brand's heritage can enhance consumer's perceived value, minimize consumer's purchasing risk and, ultimately, influence consumer's loyalty towards the brand (Muehling & Sprott, 2004; Wuestefeld et al., 2012).

Subsequently, based on the previous statements mentioned above, the following hypotheses have been developed for this study:

H0: There is a positive and significant relationship between brand heritage and consumer's loyalty and perceived value.

H1: There is no positive and significant relationship between brand heritage, consumer's loyalty and perceived value.

THEORETICAL FOUNDATION

The Theory of Planned Behaviour

This study will make use of The Theory of Planned Behaviour as the theoretical foundation.

Several theories have been proposed by researchers to explain individuals' behaviours and intentions. For example, the Theory of Reasoned Action (TRA) defines behaviour as a result of subjective norms (i.e. beliefs) and attitudes revealed by behavioural intentions (Fishbein & Ajzen, 1975). The Theory of Planned Behaviour (TPB) is an extension of the TRA model. The elements contained within in the TPB are identical to those featured in the TRA, with the addition of one further element, perceived behavioural control (Hale, Householder & Greene, 2002; Sheppard, Hartwick & Warshaw, 1988). The TPB consists of three elements, being subjective norms, attitude and perceived behavioural control that can guide consumer's behavioural intention and actual behaviour (Ajzen, 1991; Ajzen & Fishbein, 1980). Perceived behavioural control can be defined as the product of self-efficacy and

control beliefs. Perceived behavioural control is viewed as a determinant of purchasing and behavioural intentions, in conjunction with attitude and subjective norms (Ajzen, 1998). Subjective norms derive from normative beliefs (significant beliefs about the behaviours others expect and the degree to which an individual wishes to comply with the expectations of others) and can be defined as the result of the combination of a pair of normative beliefs (Ham, Jeger & Ivković, 2015; Ajzen, 1998). Behavioural or personal attitudes are usually referred to as a neutral or permanent mental willingness gained from experience which has a direct influence on an individual's behavioural intentions (Allport, 1935).

The Theory of Planned Behaviour will provide the researcher with an in-depth understanding of the determinants of consumer intentions and behaviours and may be used to show how brands can influence consumer loyalty (Vermeir et al., 2008). The TPB model will create the foundation from which to evaluate the origins of numerous consumer intentions (Paul, Modi & Patel, 2016).

The TPB is aimed at exploring the variables that are presumed to be responsible for decision behaviour by individuals, which aligns with the scope of this study as the researcher aims to explore the variables of a brand's heritage that are presumed to be responsible for consumer's loyalty towards that brand (Southey, 2011).

For the purpose of this study, only the attitude element of the Theory of Planned Behaviour will form the focus of the study. If a consumer possesses a positive attitude towards the behaviour of purchasing from a specific brand, the stronger the consumer's intention to purchase from that particular brand will be (Armitage & Conner, 2001).

It is believed that individuals translate their attitudes into personal desires (Armitage et al., 2001). The Theory of Planned Behaviour can demonstrate consumer's beliefs about a brand, the loyalty shown towards that brand, and the influence that brand heritage may have on consumer's perceptions of value, which will be very beneficial to this study (Armitage et al., 2001; Ajzen, 2011).

Thus, this theory will demonstrate how consumer's attitudes towards a brand may act as a perceived value and loyalty driver for that specific brand.

LITERATURE REVIEW

Considering the literature written on the relationship between brand heritage, consumer loyalty and perceived value, it still remains a limited field, with space examination and exploration. A review of sources and references regarding the above-mentioned phenomenon follows.

Heritage Brands and Brands with Heritage

Multiple authors, including Lama Halwani, Nadine Hennigs, Thomas Wuestefeld, Steffen Schmidt and Klaus-Peter Wiedmann, have examined the link between brand heritage and consumer loyalty (Halwani, 2020; Hennigs, Wuestefeld, Schmidt & Wiedmann, 2012). However, few have focused on the brand heritage of retail brands, such as Woolworths. This constitutes as a literature gap, and thus, presents an opportunity for further examination and expansion of the topic within the academic field.

The concept of brand heritage has been referred to as an integral part an organisation's corporate reputation (Wiedmann, Hennigs, Schmidt & Wuestefeld, 2013). Brand heritage is an emerging term that is beginning to appear more within the marketing discipline (Hudson, 2015). Research concerning heritage brands and brands that possess a heritage have received considerable attention in recent years (Wuestefeld et al., 2012; Balmer & Burghausen, 2015; Urde et al., 2007).

Several researchers have varying perspectives on the concept of brand heritage. Pecot and Barnier (2017) define brand heritage as a powerful construct developed by an inherited history that is reflected in a brand's image throughout its entire existence, which is typically present amongst brands within the luxury fashion and automobile industries. On the other hand, some researchers believe that a brand's heritage includes more than merely a brand's past and origin (Urde et al., 2007).

In congruence with Wiedmann et al. (2013), Urde et al. (2007) also believe that a brand's heritage encompasses much more than a brand's origin and past. Urde et al. (2007) defines a brand heritage as being a dimension the brand's core identity and

consists of the brand's core values, longevity, track record, use of symbols and historical importance.

Further, both Wiedmann et al. (2013) and Urde et al. (2007) state that brand's longevities and track records are used to prove the reliability of their brand's promises, product quality and performance.

Wiedmann et al. (2013) and Wuestefeld et al. (2012) argue that a brand's heritage is vastly different to its history, as its history is merely a reflection of its origin and past, whereas its heritage is an acknowledgement and expression of the importance of its past, along with the brand's present and future performance. Consequently, it has been argued that every brand has a history, but only few possess a heritage.

Subsequently, multiple authors have noted that there is also a distinguishable difference between heritage brands and brands that possess a heritage (Wiedmann et al., 2013; Wuestefeld et al., 2012; Balmer et al., 2015; Urde et al., 2007). Heritage brands place emphasis on the brand's history, and view it as being an essential component of its true core identity and bases its value proposition on its history. However, brands with a heritage do not emphasise their history, they merely acknowledge its existence and rather focus on all of the other components of brand heritage (the brand's core values, longevity, track record, use of symbols and historical importance) (Urde et al, 2007; Balmer et al., 2015).

According to Hudson and Balmer (2013) there are four different dimensions of brand heritage. Brand heritage may present itself either as structural, implied, reconstructed or mythical heritage. The structural heritage dimension refers to the historical process of time in a sequential fashion. A structural heritage can be viewed as a brand's legacy that legitimises and gives the brand a degree of authenticity (Hudson et al, 2013).

The implied heritage dimension refers to the elements of a brand's past that may be inferred and accepted as the brand's state in the present. It is assumed that if a brand is "strong", vibrant and thriving in the present, then it must have developed in the past in such a way that would explain its current state of existence (Hudson et al, 2013; Densai et al., 2008).

The reconstructed heritage dimension refers to a brand's relationship with its past as being interpretive and that the understanding of the past may require brands to re-classify their pasts and re-conceptualise their present (Hudson et al, 2013; Lowenthal, 1998; Maines, Sugrue & Katovich, 1983).

The mythical heritage dimension refers to the fictitious invention or fabrication of a history and heritage by brands. This type of heritage is usually romanticised or idealised and allow consumers to escape to a fantasy world that relates to the brand (Hudson et al, 2013; Lowenthal, 1998; Maines et al., 1983).

The four dimensions detailed above can be utilised by brands to understand and effectively leverage the elements of their brand heritage according to the specific dimensions that the brand relates to (Hudson et al, 2013). George (2004) and Aaker (1996) state that a brand's heritage possesses the ability to create and confirm consumer's expectations surrounding the future behaviour of a brand, as it is assumed that the brand will continue to deliver on its promises. Hence, it is believed that a brand's heritage is able to create or add to consumer's perceived value and ultimately minimise consumer's purchasing risks (Muehling et al., 2004).

Congruent to this, Densai, Kalra and Murthi (2008) state that a brand's heritage conveys the brand's longevity and permanence and can also indicate stability and strength. The attributes of each dimension of brand heritage can influence consumers to become loyal towards a brand, as these attributes provide the brand with authenticity and reliability in terms of their product or service offerings levels of quality and utility (Densai et al., 2008).

Thus, a brand's heritage can often become a strategic resource when leveraged and combined with other organisational resources, and ultimately become a competitive advantage for a brand (Urde & Greyser, 2015).

Brand Heritage and Consumer's Perceptions of Value

Multiple authors, including Bradford Hudson, Nadine Hennigs, Thomas Wuestefeld, Steffen Schmidt and Klaus-Peter Wiedmann, have examined the concepts of brand

heritage, consumer's perceptions of value and loyalty (Hudson, 2015; Wuestefeld et al., 2012).

There is widespread controversy concerning the conceptualisation of consumer's perceived value in recent literature (Aulia et al., 2016; Sánchez-Fernández et al., 2007). Despite the presence of varying opinions surrounding the complexity of the concept and its construct, a general consensus that consumer's perceived value reflects the relationship between the consumer and a specific brand has been accepted (Aulia et al., 2016).

According to Holbrook (1994, 1999) value refers to the outcome of a consumer's evaluative judgement process with regard to a specific brand, product or service. Additionally, Payne and Holt (2001) mention that the concept of value implies that some form of "trade-off" between benefits and sacrifices exists.

In economic terms, value is typically associated with utility or desirability. Tellis and Gaeth (1990) stated that consumers typically derive and perceive value according to the difference between the "utility" provided by a brand's product's attributes and the "disutility" signified by the price paid by consumer for that particular product.

Additionally, Woodruff (1997) describes perceived value as being a consequence of consumer's experiences throughout the various stages of the purchase process, including the prepurchase stage. Woodruff (1997) also mentions that perceived value can occur prior to consumers actually purchasing or using a brand's product or service offerings.

Nevertheless, several authors have argued that a brand's heritage can create value as perceived by consumers based on their attitudes and associations towards the brand. Aaker (1991) and Keller (1993) state that consumers' perceptions concerning the value of a specific brand can be related to their general attitude and interpretation of that brand based on their level of brand awareness and the characteristics they associate the brand with.

In congruence with Aaker (1991) and Keller (1993), Urde et al. (2007) also stated that consumers' perception of a brand's value can be influenced by their overall attitude towards the brand's heritage and its degree of authenticity.

Furthermore, George (2004) and Aaker (1996) state that a brand's heritage possesses the ability to create and confirm consumer's expectations surrounding the future behaviour of a brand, as it is assumed that the brand will continue to deliver on its promises. Thus, it is believed that a brand's heritage is able to create or add to consumer's perceived value and ultimately minimise consumer's purchasing risks (Muehling et al., 2004).

Brand Heritage and Consumer's Loyalty

Multiple authors, including Bradford Hudson, Nadine Hennigs, Thomas Wuestefeld, Steffen Schmidt and Klaus-Peter Wiedmann, have examined the link between brand heritage and consumer's and loyalty (Hudson, 2015; Wuestefeld et al., 2012).

According to Tucker (1964) wide variations in loyalty are present among individuals. Tucker (1964) also mentions that brand loyalty acts as a function of the frequency and regularity with which a particular brand has been selected in the past by an individual.

In congruence with Tucker (1964), Cunningham (1956) defines brand loyalty or brand preference as consumer's repeat purchase probability of a specific brand over that of an alternative. However, Jacoby and Kyner (1973) stated that brand loyalty requires the following conditions to be present: bias (i.e., non-random selection of products), behavioural response (i.e. repeat purchase of products from a specific brand), expressed over time (i.e. purchases are repeated over time), a decision-making unit (i.e. purchase intention towards a specific brand and choosing a specific brand repeatedly over a direct alternative).

According to Wiedmann et al. (2013) a brand's heritage is an amalgamation of the brand's past, present and future that all combine to create a brand image that is meaningful to consumers and has a positive and significant influence on consumer's perceptions of value, trust, loyalty and purchasing decisions. Urde et al. (2007) further argues that if consumers perceive the heritage of a brand as positive element of its existence, consumer loyalty towards the brand will increase dramatically. Thus, Hudson (2015) stated that a brand's heritage is believed to enhance consumer's appeal to certain products due to the historical characteristics and origins of a brand. Wiedmann, Hennigs, Schmidt and Wuestefeld (2013) state that a brand's heritage can

be particularly meaningful to some consumers, and a brand's heritage may result in the willingness of consumers to pay higher prices for goods and in an intensified level of brand loyalty amongst them. Previous studies conducted on brand heritage also suggest that a brand's heritage can have a significant effect on consumer's attitudes, behaviours and trust towards a brand, which positively influences consumer's perceptions and the potential for future-purchases (Leigh, Peters & Shelton, 2006).

CONCEPTUALISATION OF KEY TERMS

The following definitions have been provided to enlighten the reader about the key terms and research variables that will be encountered within this study. The relevance of these terms will be supported by the literature review section of this study.

Brand Heritage: Most brands are built on certain origins and their beginnings and historical characteristics help build their brand image in the minds of consumers. According to Frizzo, Korelo and Prado (2018) brand heritage is essentially a brand's value proposition that provides brands with the foundation for building and maintaining "strong" relationships with consumers. In terms of the study, Woolworths's brand heritage (in terms of packed for Woolworths or Woolworth's house branded products) will be examined in relation to their ability at build "strong" relationships with their consumers and drive consumer loyalty. The brand heritage of Woolworths can be used to convey the brand's longevity and permanence and can also indicate its level of stability and strength. The attributes of Woolworth's brand heritage may be able to influence consumers to become loyal towards the brand, as these attributes provide it with authenticity and reliability in terms of their product offerings levels of quality and utility (Densai et al., 2008).

Consumer Loyalty: Under certain circumstances consumers will make repeat purchases with a specific brand and they are more inclined to purchase products from that specific brand. According to Khan (2013) consumer loyalty refers to willingness to repurchase products from a certain brand, and it also refers to their overall commitment to that specific brand. In terms of the study, the influence of Woolworth's brand heritage and consumer loyalty. If consumers perceive the heritage of

Woolworths to be a positive element of its existence, consumer's loyalty towards the brand will increase dramatically (Urde et al., 2007)

Perceived Value: Consumers perceive the value of a brand and its heritage in a certain manner based on their own individual attitudes, preferences and interpretations of a brand's performance, coupled with a combination of associations they possess surrounding the stability, authenticity, strength and longevity of a brand (Aulia, Sukati & Suaiman, 2016; Sánchez-Fernández & Iniesta-Bonillo, 2007). In terms of the study, by examining how consumers' perception of value can be influenced by their overall attitude towards the brand's heritage and its degree of authenticity, will help in determining whether the existence of a positive and significant relationship between these variables is present.

These concepts are relevant to the study as the researcher aims to determine and describe the relationship that exists between brand heritage, consumer's perceived value and loyalty. Thus, it is imperative that the respective concepts of brand heritage, consumer loyalty and perceived value are fully understood and succinctly defined in order to be effectively operationalised for the purpose of addressing this study's respective research problem and questions, and in terms of testing the proposed hypotheses.

METHODOLOGY

RESEARCH PARADIGM

This study will follow an epistemological position to the positivist tradition along with an empirical approach to the study.

A paradigm defines a specific set of beliefs that dictate the specific way in which researchers are required to study the phenomena related to their field (Du Plooy Cilliers, 2014).

Positivism exists under the postulation that reality exists independently from humans, as reality is not and cannot be mediated by humans and it is governed by permanent

laws (Rehman & Alharthi, 2016). The main aim of positivism is to determine the existence of positive and significant relationships between humans and phenomena, so that researchers can predict and govern the social and natural world (Bezuidenhout, 2014). For this study the researcher aims to measure the extent to which a “strong” brand heritage may influence consumer’s perceived values and loyalty, taking into consideration the variable aspects that affect how consumers perceive and respond to the components of brand heritage.

Thus, clearly indicating that the researcher will be following a positivistic research approach (Atieno, 2009). The positivism paradigm best suited this study, as the researcher seeks to determine the existence of a positive and significant relationship between a “strong” brand heritage and consumer loyalty, under the assumption that both of these phenomena will generate a deeper understanding of human behaviour (Bezuidenhout, 2014; Rehman et al., 2016).

Lastly, positivist research values objective research and is usually conducted using empirical quantitative methodologies. This suits this study as the researcher is required to collect empirical quantitative data to determine the existence of a relationship between brand heritage, consumer’s perceived value and loyalty (Bezuidenhout, 2014; Atieno, 2009).

Consequently, this study also follows the epistemological position to the positivist tradition, as epistemological researchers adopt the position of objectivism, as the researcher acts as an objective observer that seeks to study phenomena that exist independently of them, and they only seek to develop a deeper understanding of human behaviour (Bezuidenhout, 2014).

RESEARCH DESIGN AND APPROACH

This research study will employ a deductive research approach. A deductive research approach will be utilised to develop a hypothesis based on existing theory and research (Ferrell, 2007). A deductive approach requires a researcher to move from a specific case to general (Davis, 2014). In many cases, if a causal relationship appears to be implied by a particular theory or case example, it may be true in many other

cases. A deductive approach can be used to test to see if this relationship is also present in general contexts (Ferrell, 2007).

This research study will also employ quantitative research methods. Quantitative research allows the researcher to determine the degree to which a relationship between two variables is present. The aim of quantitative research is to frequently uncover and determine causal or correlational relationships may be generalised (Ferrell, 2007; Davis, 2014).

Research designs are typically spilt into two categories: exploratory and conclusive research designs (Ferrell, 2007).

Exploratory research is best suited to this study as the researcher seeks to find answers and determine whether there is a positive and significant relationship between a brand's heritage and consumer loyalty, and the effect of brand heritage on consumer's perceived value (Davis, 2014).

Lastly, the unit of analysis for this research study will be that of individual retail consumers. The unit of analysis refers to the major entity that the researcher will be analysing within their study (Davis, 2014).

POPULATION AND SAMPLING

Population Parameters

The target population describes the group of individuals that the researcher intends to conduct research on and draw conclusions from (Pascoe, 2014). The characteristics of the target population, sample and any subgroups should be described clearly in the researcher's study (Lavrakas, 2008). In this research study, the target population was that of all retail consumers that reside within South Africa and the accessible population being that of retail consumers that reside within the Pretoria, Gauteng region. The accessible population only describes a particular section of the population that will actually be included in the study (Pascoe, 2014).

Owing to the time and resource constraints of this study, the researcher made use of a sample of the population as opposed to attempting to study the entire population (Pascoe, 2014).

The accessible population included women and men of different age groups and areas of residence, who purchase retail products (e.g. Rainbow, Beyer's, First Choice and Sunbake) from retail outlets (e.g. Woolworth's, Checkers, Spar and Pick n Pay). The sample (i.e. accessible population) consisted of 120 ($n=120$) retail consumers, who were between 18 and 60 years of age. The sample of 120 retail consumers was selected, as this sample size allowed the study to be more informative, than if a smaller sample size had been utilised (Pascoe, 2014). This sample was selected by the researcher, as the research question was focused on generating a generalised result and the researcher was required to collect responses from this wide age range as this ensured a greater deal of accuracy (Lakens, 2021). Moreover, this sample was also selected as the study follows the guidelines provided by Malhotra (2009), Hair, Black, Babin, Anderson and Tatham (2006). To ensure the validity and reliability of any study it is suggested that the sample size should be larger than 30 and less than 500 (Hair et al., 2006; Malhotra, 2009).

Sampling

For this research study, the sample was selected with the use of non-probability purposive and convenience sampling methods. Non-probability purposive and convenience sampling methods were selected due to certain limitations of the study, including time, limited access to resources and participants (Lakens, 2021; Pascoe, 2014).

Non-probability sampling methods are usually less preferred by researchers and are mostly used when the researcher does not know who the entire population may be or does not have access to the entire population (Pascoe, 2014). Nonprobability sampling implies that not every member of the population will have the opportunity to be included in the sample. Non-probability sampling methods include convenience sampling, quota sampling, accidental sampling and purposive sampling (Burns & Grove, 2001).

This research study made use of non-probability sampling methods solely for feasibility purposes, due to time constraints and limited resources, as it would not have been feasible or possible to gain access to the entire population.

Convenience sampling allows the researcher to select sample elements in a manner that allows ease and convenience of the researcher's availability, and this type of sampling also offers the advantage of being fast and inexpensive (Maree, 2019). The researcher utilised convenience sampling for this study by utilising electronic SAQ's and social media as the distribution vehicles for the SAQ's due to convenience of access and inexpensiveness.

The sample size for this study was $n=120$, as advised by the researcher's supervisor for this study. Of the one-hundred-and-twenty respondents, fifty-three were male (44%) and sixty-eight (56%) were female, with the majority of respondents being in the age range of 18-25 years.

Purposive sampling is also often referred to as expert or judgement sampling. The main aim of purposive sampling methods is to generate a sample which can be assumed to be representative of the entire population (Lavrakas, 2008). Purposive sampling methods are employed when the study requires respondents are required to possess a specific set of characteristics or eligibility criteria. These specific characteristics of the population are chosen as they are important for the research within the study (Pascoe, 2014). The following section (2.1.3) discusses the eligibility criteria that were deemed important for the sample elements to possess for this study.

To conclude, both convenience and purposive sampling methods were particularly suitable for this research study, due to the time and resource limitations applicable to the researcher and study, as well as the eligibility criteria which the sample elements were required to possess.

The Eligibility Criteria

This research study made use of non-probability purposive sampling methods due to the target and accessible populations being required to possess the following characteristics, as they were crucial to the success of the study:

- All participants must reside in South Africa;
- All participants must consume retail products from retail outlets (e.g. Woolworths Holding's limited products);

- All participants must be between 18 and 60 years of age;
- The majority of participants must reside in the Pretoria, Gauteng region.

EXTENT

The primary research for this study was carried out during July and August 2021. The research took place over a 14-day time period, in Pretoria, South Africa. This specific location was selected due to its close proximity to the researcher's residence, as well as the depth and concentration of the accessible population in this area.

DATA COLLECTION METHODS

Several data collection methods exist for the purpose of collecting data from respondents, some of these methods include mail surveys, telephone surveys, personal interviews and group administration (Du Plooy-Cilliers & Cronje, 2014).

This research study made use of quantitative data collection techniques to gather objective data from participants. The use of quantitative data collection methods allowed the researcher to determine the existence of a relationship between brand heritage, consumer's perceived value and loyalty (Bezuidenhout, 2014; Atieno, 2009).

DATA COLLECTION INSTRUMENT SELECTION

- Regarding the secondary data collection, the data was gathered from existing relevant scholarly articles relating to the main themes within the study: brand heritage consumer's perceived value and loyalty;
- Regarding the primary data collection, a well-structured, self-administered questionnaire (that made use of close-ended questions) was devised to determine the existence of a positive and significant relationship between brand heritage consumer's perceived value, loyalty.

This study made use of a cross-sectional study design as a means of collecting data from the respondents via a questionnaire (Du Plooy-Cilliers et al., 2014). In cross-sectional studies, the researcher will measure the outcomes and exposures within the study participants at the same point in time (Du Plooy-Cilliers et al., 2014; Setia, 2016). In contrast to cohort studies (participants are only selected based on the exposure

status) or case–control studies (participants are only selected based on the outcome status), the participants in a cross-sectional study were solely selected based on the eligibility (i.e. inclusion) criteria (as seen in section 2.1.3) that have been set for the study (Setia, 2016).

Hence, the data collection tool chosen for this study was a well-structured, self-administered digital questionnaire (SAQ) (constructed using Google Forms) targeted at consumers of retail brands (e.g. Woolworths Holdings Limited). The self-administered digital questionnaire was utilised to capture data that was relevant to the research questions and objectives of this study. A self-administered questionnaire (SAQ) is a questionnaire that has been designed specifically to be completed by the respondents without any intervention of the researcher when collecting the data (Lavrakas, 2008). The full questionnaire (i.e. SAQ) and questionnaire breakdown can be viewed in Annexure's A and B. This study's SAQ was a stand-alone questionnaire, which helped address the time and resource limitations of the study as this questionnaire could easily be distributed via social media channels (Theofanidis & Fountouki, 2019). Hence, the questionnaire was shared with participants via social media platforms including Facebook, WhatsApp and Instagram (Vasileiou, Barnett, Thorpe & Young, 2018).

The study's SAQ included an introductory paragraph that ensured the preservation of the privacy, confidentiality and anonymity of all participants, and the first question within the SAQ was utilised to gain informed consent from all participants (Louw, 2014).

The questionnaire consisted of close-ended questions and non-metric data types (e.g. nominal and ordinal scales) that were coded by the researcher in Microsoft Excel spreadsheets.

A SAQ best suited this study, as questionnaire allowed the researcher to simplify and quantify the responses gained (Du Plooy-Cilliers et al., 2014; Lavrakas, 2008). The SAQ's were presented entirely in the English language, due to the demographics included in the accessible population, to enable ease of data analysis and to ensure survey consistency (Du Plooy-Cilliers et al., 2014; Maree, 2019). Additionally, the chosen quantitative data collection method best supported the positivist paradigm that

underpins this study, as the questionnaire made use of nominal (e.g. multiple choice) and ordinal scales (e.g. Likert scales) to produce objective quantitative data (Maree, 2016). Furthermore, the scales that were utilised were also coded identically to assist the researcher in terms of the data analysis. This effectively enabled the researcher to clearly determine and describe the relationship between “strong” brand heritage, consumer’s perceived value and loyalty.

Four screening questions, contained within the SAQ’s, were utilised to ensure that each respondent that formed part of the sample fits the required criteria (i.e. eligibility criteria) in order to be considered relevant for the study (Maree, 2019).

The SAQ’s that were utilised consisted solely of multiple-choice and Likert scale questions, requiring respondents to select the option which best reflected their opinions or attitudes, with a total of twenty-one questions included in the questionnaire (Du-Plooy Cilliers et al., 2014). The first 5 questions (Section 2 of the SAQ) were aimed at measuring the demographics of the sample, and the remaining sixteen questions measured the themes of brand heritage and its influence on perceived value (questions 8, 9, 12, 13, 15, 16, 17, 19) and brand heritage and its influence on loyalty (questions 6, 7, 10, 11, 14, 18, 20, 21).

The questions utilized for the measurement of brand heritage and its influence on perceived value, have been adapted from Pecot, Valette-Florence and De Barnier (2019), Aulia, Sukati and Suaiman (2016), Wuestefeld, Schmidt, Wiedmann and Hennigs (2012) and Wuestefeld, Schmidt, Wiedmann and Hennigs (2014). The questions utilized for the measurement of brand heritage and its influence on loyalty, have been adapted from Pecot, Valette-Florence and De Barnier (2019), Rose, Merchant, Orthc and Horstmann (2015), Wuestefeld, Schmidt, Wiedmann and Hennigs (2014) and Wuestefeld, Schmidt, Wiedmann and Hennigs (2012).

Loyalty was measured with eight questions, and perceived value was also measured with eight questions. The sixteen questions measuring the relationship between brand heritage, perceived value and loyalty were answered using a 5-point Likert scale anchored in 1 = strongly disagree and 5 = strongly agree (Preedy & Watson, 2010). Likert scales were particularly effective in this study as the researcher aimed to measure the constructs of perceived value and loyalty (Maree, 2019).

The questions utilized for the measurement of brand heritage and its influence on perceived value, and the questions utilized for the measurement of brand heritage and its influence on loyalty were placed randomly to ensure that respondents could not develop any personal biases (i.e. response biases) surrounding the SAQ (Kulas, Klahr & Knights, 2018).

Additionally, the researcher submitted a draft of the study and the SAQ to their research supervisor for the purpose of evaluating the extent to which the chosen research instrument addresses the relevant concepts and meets the necessary ethical requirements and confirming both the face and content validity of the study (Maree, 2019). The ethical clearance received from the researcher's supervisor can be view in Appendix Z.

Furthermore, the researcher conducted pre-testing with the SAQ by testing the SAQ on four respondents which were not included in the study's final sample (DuPlooy Cilliers et al., 2014). The pre-testing was utilised in order to assess the simplicity and ease of respondent use and engagement with the chosen quantitative data collection and measurement tools used within the study (Maree, 2019).

DATA ANALYSIS METHODS

During the data analysis phase of the study, the data that was obtained from close-ended questions in the questionnaire was analysed through the use of a deductive data analysis strategy. A deductive analysis strategy allowed the researcher to test whether the relationship between the variables under study (brand heritage, consumer's perceived value and loyalty) would still be present under more general

circumstances (Babbie, 2010). The deductive data analysis strategy was utilised to analyse the data collected from the 120 respondents (i.e. retail consumers) who completed the SAQ. Thus, supporting the positivist paradigm which underpins the study and ensuring the validity and reliability of the study, as the sample size is larger than 30 and less than 500 (Hair et al., 2006; Malhotra, 2009; Maree, 2019).

Prior to the analysis of the data obtained from the SAQ, the questionnaire response categories were coded from 1 to 5 for all of the constructs being measured (brand

heritage, loyalty and perceived value), to ensure consistency and simplify the analysis process (Maree, 2019; Khan, 2014). Furthermore, the nominal and ordinal scales which were utilised, were also coded identically to foster ease of descriptive data analysis. This enabled the researcher to effectively measure and describe the phenomena under investigation, as envisioned in the purpose statement (Maree, 2019).

Descriptive statistics were utilised to analyse the quantitative data gathered from the respondents of the self-administered questionnaire. The descriptive statistics have been presented in the form of numerical values (i.e. the data) that were then summarised in a meaningful manner (Maree, 2019). Primarily, the data was summarised according to centrality (i.e. central tendency). This required the researcher to make use of means, modes and medians to demonstrate the location or central tendency of the data collected (Maree, 2019; Khan, 2014). The researcher then analysed the data in order of each variable. The researcher will these measures of centrality for the entire sample, and then separately for both males and females and their different age groups respectively, in order to identify trends and significant variances between males and females within the various age groups. These measures of centrality were then compared between brand heritage, consumer's perceived value and loyalty respectively, to determine and describe the relationships between these variables (Maree, 2019).

The descriptive statistical analyses of the quantitative data that will be obtained through the questionnaire will be conducted by utilising Microsoft Excel, by making use of various formulas and calculations. The relevant Microsoft Excel spreadsheets can be viewed in Appendix C.

The use of descriptive statistics for the purpose of data analysis supported the exploratory nature and purpose of the study through determining and describing the relationship that exists between "strong" brand heritage, consumer's perceived value and loyalty (Maree, 2019).

Lastly, after the data analysis had been conducted and concluded, the researcher intends to visually and graphically represent the data in the form of bar graphs, pie charts and frequency polygons to assist the researcher in identifying and describing

the shape, spread (e.g. Gaussian distribution) and centrality (e.g. mean and mode) of the data collected (Maree, 2019; Du-Plooy Cilliers et al., 2014). The data will be presented through the use of text and graphics to ensure that the reader is able to clearly understand the findings and insights of the study (Khan, 2014).

FINDINGS

The following section within the study seeks to determine and demonstrate the extent to which a relationship between brand heritage, consumer's perceived value and loyalty exists. The following sections are also set out to explain how the findings and insights gained from the findings support and/or prove the objectives, hypotheses and literature used in the study.

DEMOGRAPHIC FINDINGS

Table 1: Demographic profiles (total population)

Variable	Value	Frequency	Percentage
Gender	Male	53	43,8%
	Female	68	56,2%
South African resident	Yes	120	99,2%
	No	1	0,8%
Pretoria resident	Yes	81	66,9%
	No	40	33,1%
Locale	Gauteng	103	85,1%
	Free State	1	0,8%
	Limpopo	0	0,0%
	Western Cape	4	3,3%
	Eastern Cape	0	0,0%
	Northern Cape	0	0,0%
	Free State	0	0,0%
	Mpumalanga	0	0,0%
	Kwa Zulu Natal	13	10,7%
Age group	18-25	62	51,2%
	26-33	15	12,4%
	34-41	11	9,1%
	42-49	5	4,1%
	50-60	27	22,3%
	61+	1	0,8%

The sample profiles show that the majority of respondents are females (81.8%), are South African residents (99.2%), reside in the province of Gauteng (85.1%) and the

city of Pretoria (78.6%), and are between 18 and 25 years of age (51.2%). Table 1 presents information on the 5 demographic variables to visually explain the sample's profile. Grounded on the comparison to other scholarly studies (Polatoglu & Ekin 2001, Mattila et al. 2003, Luarn & Lin, 2005), the response rate for this study is considered satisfactory and acceptable. Furthermore, this study also followed the guidelines provided by Hair et al. (2006). The author states that the sample size of any study should be larger than 30 and less than 500 (Hair et al., 2006). The final achieved sample size for this study was 121 respondents, however that data obtained from one of the respondents was not utilised as they did not form part of the inclusion criteria for the study. Hence, the final achieved sample was 120 respondents, which adheres to the guidelines provided by Hair et al. (2006).

BREAKDOWN OF FINDINGS

Table 2: Breakdown of findings

Measure	Mean
Perceived value	
P1 A brand's heritage shapes the reputation and image of the brand	4,50
P2 Brands with a strong heritage only provide quality	3,54
P3 A brand's heritage indicates the stability and predictability of future performance of the brand	4,35
P4 A brand's heritage adds value to the brand	4,36
P5 A brand's heritage indicates the level of quality that the brand provides	4,22
P6 A brand's heritage reduces the risk of purchasing products from the brand	3,96
P7 Brand A is superior to brand B	3,77
P8 Brand A is of better quality than Brand B	3,83
Loyalty	
L1 Would you say that you are brand loyal	50%
L2 I would be willing to pay higher prices for products from brand's that have a strong heritage	3,88
L3 A brand's heritage makes you favour that specific brand over other brands	4,14
L4 A brand's heritage makes you trust and feel more connected to the brand	4,34
L5 A brand's heritage makes the brand more credible and reliable in your eyes	4,26
L6 I prefer brand B over brand A	3,57
L7 Brand A is more favourable than brand B	4,35
L8 A brand with heritage always delivers on its promises	3,71

PERCEIVED VALUE FINDINGS

The theme of this section focused on brand heritage and its influence on perceived value. As presented below (in figures 1-3) the responses of the sample were measured with the use of a 5-point Likert scale whereby 1 represented “strongly disagree”, 2 “disagree”, 3 “neutral”, 4 “agree” and 5 “strongly agree”.

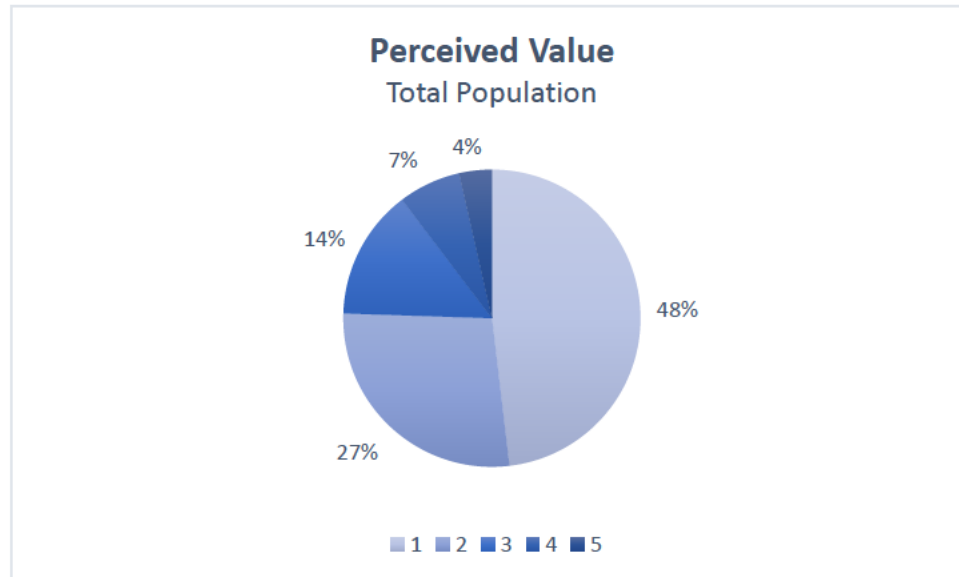


Figure 2: Perceived value total responses

The questions in this section demonstrated the prevalence of perceived value towards Woolworths Holdings Limited's products amongst consumers, as the population exhibited high levels of perceived value, with 48% of the sample's responses to the statements concerning perceived value being 5 (strongly agree), and 27% of the sample's responses being 4 (agree).

Interestingly, male respondents exhibited higher levels of perceived value than females, with 52% of male responses being 5 (strongly agree) and 30% being 4 (agree) for the statements, relative to 45% of female responses being 5 (strongly agree) and 25% of female responses being 4 (agree).

The mode for female respondents across the dimension of perceived value is 5 (strongly agree) and the mean is 4 (agree). Conversely, the mode for male respondents across the eight questions measuring the dimension of perceived value is also 4 (agree), with the mean male answer also being 5 (strongly agree).

Overall Perceived Value Findings

75% of the responses to the eight statements measuring perceived value were either agree (4) or strongly agree (5). Therefore, indicating that the majority of the sample exhibits high levels of perceived value towards Woolworths Holdings Limited's products.

Both males and females exhibit high levels of perceived value towards Woolworths Holdings Limited's products, with 82% of male responses to the statements concerning perceived value being either 4 or 5 (agree or strongly agree), and 70% of female responses being a 4 or 5 (agree or strongly agree).

BRAND LOYALTY FINDINGS

The theme of this section focused on brand heritage and its influence on loyalty. The first question in this section demonstrated the prevalence of brand loyalty amongst consumers, as the population exhibited high levels of loyalty, with 82.5% of the sample's responses to the question concerning brand loyalty being that they believe that they are brand loyal, and only 17.5% of the sample's responses being that they do not believe that they are brand loyal.

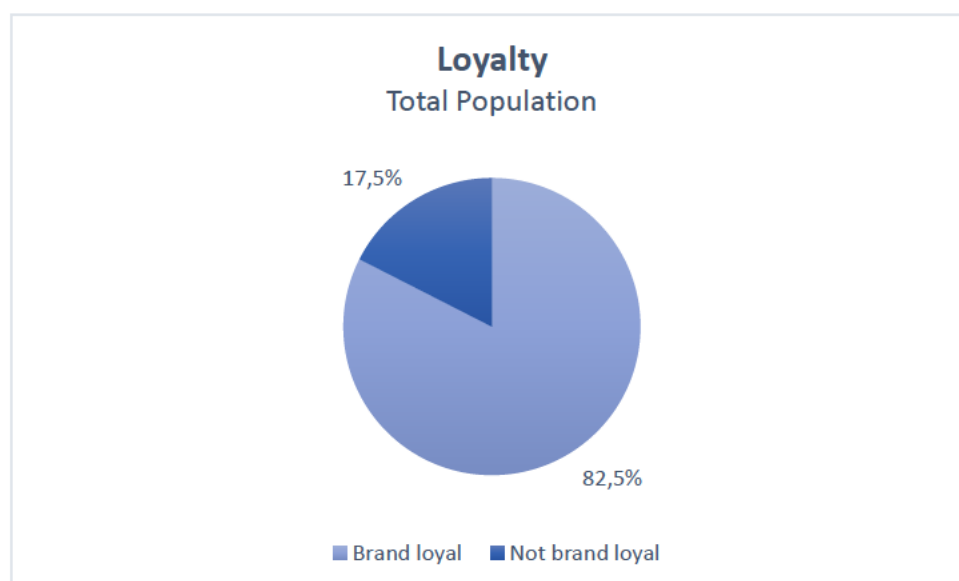


Figure 3: Brand loyalty total responses

Interestingly, the female respondents demonstrated higher levels of brand loyalty with 45.8% of females indicating that they are brand loyal, in comparison to 36.7% of males indicating that they are brand loyal.

As presented below (in figure 4) the responses of the sample were also measured with the use of a 5-point Likert scale whereby 1 represented “strongly disagree”, 2 “disagree”, 3 “neutral”, 4 “agree” and 5 “strongly agree”.

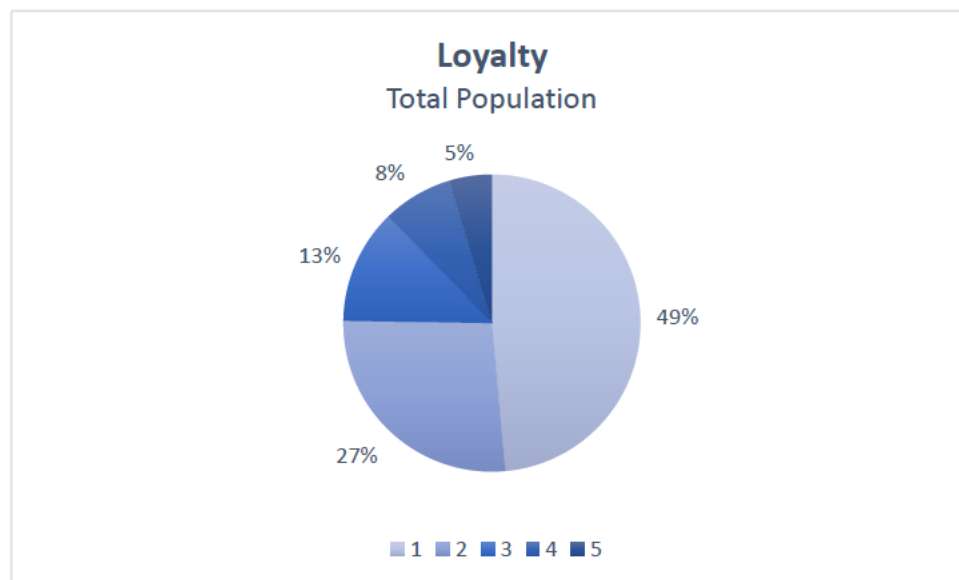


Figure 4: Loyalty total responses

The questions and statements in the section demonstrated the prevalence of brand loyalty towards Woolworths Holdings Limited's products amongst consumers, as the population exhibited high levels of loyalty, with 49% of the sample's responses to the statements concerning loyalty being 5 (strongly agree), and 27% of the sample's responses being 4 (agree).

Interestingly, male respondents exhibited slightly higher levels of loyalty than females in their responses towards the statements, with 49% of male responses being 5 (strongly agree) and 31% being 4 (agree) for the statements, relative to 48% of female responses being 5 (strongly agree) and 23% of female responses being 4 (agree). The mode for female respondents across the dimension of loyalty is 5 (strongly agree) and the mean is 4 (agree). Conversely, the mode for male respondents across the seven

questions measuring the dimension of loyalty is also 5 (strongly agree), with the mean male answer also being 4 (agree).

Overall Loyalty Findings

76% of the responses to the seven statements measuring loyalty were either agree (4) or strongly agree (5). Therefore, indicating that the majority of the sample exhibits high levels of brand loyalty towards Woolworths Holdings Limited's products.

Both males and females exhibit high levels of brand loyalty towards Woolworths Holdings Limited's products, with 80% of male responses to the statements concerning loyalty being either 4 or 5 (agree or strongly agree), and 71% of female responses being a 4 or 5 (agree or strongly agree).

INTER-RELATIONSHIP FINDINGS

Perceived Value and Loyalty

According to the purpose and scope of this study the focus was not on that of gender, however, notable differences were identified during the data analysis process. These findings are important to note as they may assist other researchers and/or pave the way for future studies to be conducted on the topic.

75% of the samples responses to the eight statements measuring the perceived value, were either 4 (agree) or 5 (strongly agree), therefore, indicating that the majority of the sample exhibits high levels of perceived value towards Woolworths Holdings Limited's products. Similarly, 76% of the samples responses to the statements concerning loyalty, were either a 4 (agree) or 5 (strongly agree), hence, also indicating that the majority of the sample exhibited high levels of brand loyalty towards Woolworths Holdings Limited's products.

Subsequently, without the necessary means and ability to analyse the relationship between brand heritage, perceived value and loyalty in any further depth, it can be presumed a positive and significant relationship in fact does exist between brand heritage, perceived value and loyalty. Thus, achieving the objectives, proving the null hypothesis (H0) and disproving the alternative hypothesis (H1) of this study.

As mentioned previously in the study, a brand's heritage can be believed to enhance consumer's perceived value, minimize consumer's purchasing risk and, ultimately, influence consumer's loyalty towards the brand (Muehling et al., 2004; Wuestefeld et al., 2012). Thus, based on these findings it can be assumed that the brand heritage of Woolworths Holdings Limited has a positive and significant influence on consumers perceived value and loyalty. This finding is supported throughout the study and is further demonstrated within the data analysis section of the study. Through the data analysis it was discovered that respondents repeatedly selected Woolworth's Holdings Limited's private label products over their direct substitutes. There is no conclusive evidence to suggest that Woolworth's Holdings Limited's private label products are of superior quality to that of their direct substitutes, however it is evident that this functional product benefit (high product quality) is perceived to be true by consumers. This finding also suggests that consumers perceived value and loyalty towards Woolworths Holdings Limited may stem from positive attitudes towards the brand that have been developed through a resonance with the brand's heritage. Thus, further confirming the null hypothesis and objectives of the study. This finding also clearly solves the research problem that founded the study, as it can now be assumed that a brand's heritage possesses the ability to manipulate consumer's loyalty and perceptions of value and is able to influence and possibly control consumer's perceived value towards the brand and ultimately convince consumers to believe that the brand is of great value (Hudson et al., 2013; Urde et al., 2007; Wuestefeld et al., 2013). This finding not only creates a better understanding (for both consumers and brands) of brand heritage and its ability to influence and manipulate consumer's perceptions of value and loyalty, but it also paves the way for future research to be conducted on this topic.

As also previously mentioned in the study, only the attitude element of the Theory of Planned Behaviour formed the focus of the study. If a consumer possesses a positive attitude towards the behaviour of purchasing from a specific brand, the "stronger" the consumer's intention to purchase from that particular brand will be (Armitage & Conner, 2001). Additionally, several authors have also argued that a brand's heritage can create loyalty and value as perceived by consumers based on their attitudes and associations towards the brand (Armitage et al., 2001; Ajzen, 2011; Vermeir et al.,

2008). Additionally, Hudson (2015) also stated that a brand's heritage is believed to enhance consumer's appeal to certain products. Additionally, authors believe that perceived value, loyalty and attitudes towards a brand stem from reduced or low purchasing risks (Leigh et al., 2006; Wuestefeld et al., 2013). From the findings of this study, it can be assumed that consumers not only have positive attitudes towards the Woolworth's brand and heritage, but they also presume the brand to have relatively low purchasing risks which in turn has a positive influence on attitudes, perceived value and loyalty towards the brand. Thus, this finding argues that consumers perceived value a brand of product does have a strong and positive relationship with the consumer's purchase intentions and loyalty.

Therefore, the findings of the study are in agreement with and support the attitude element of The Theory of Planned behaviour that was used as the theoretical basis of this study. The findings also prove the existence of a significant and positive relationship between attitudes, brand heritage, perceived value and loyalty.

Additionally, it was also discovered that the level of perceived value and loyalty presented as higher amongst male consumers than that of the female counterparts.

This finding may suggest that male consumers are not willing to admit or are not aware that their purchasing decisions are influenced by loyalty and perceived value, which indicates a branding and marketing gap and may require brands to communicate and leverage their heritage differently when targeting the different genders. In contrast, this finding may also suggest that women are more critical in terms of their perceptions of value and where they place their loyalty.

Multiple studies have suggested that gender is considered to be critically influential in terms of purchasing decisions, attitude and loyalty (Nicolao, Irwin & Goodman, 2009). Argyle and Henderson (1984) stated that female consumers tend to be relatively more emotional, whilst male consumers are considered to be relatively more autonomous. Argyle et al (1984) also mentioned that female consumers generally tend to have higher perceived values than males. Moreover, female consumers often intend to have a greater affiliation with brands and place greater emphasis on the importance of a brand's heritage as they are very critical of where they place their brand loyalty (Fiske & Stevens, 1993). Lastly, it has also been noted that female consumers tend to be

more conscious of their retail brand choices and the perceived value of a brands offerings and tend to be more critical of where they place their loyalty (Hoffman & Hurst, 1990).

This finding could impact the way in which firms and brand managers understand and leverage a brand's heritage. Thus, brands need to clearly understand the relationship between brand heritage, perceived value and loyalty in order to leverage the aspects of a brand's heritage in a way that positively and significantly increases consumer's perceived value and loyalty across genders.

FINAL REMARKS

The findings of this study determined the extent to which a relationship exists between brand heritage, perceived value and loyalty. The findings also revealed certain insights surrounding consumers and how their loyalty and perceived value is influenced by a brand's heritage. However, the statistical data analysis used to develop these findings was not as comprehensive as required to understand these relationships in further depth, and to determine the influence, impact or correlation between these concepts, as descriptive statistics were the only means of data analysis used in this study. Therefore, these findings are merely an illustration of the existence of a statistical relationship between brand heritage, perceived value and loyalty. The descriptive statistics used only assessed the relative strength of these relationships and did not conclusively prove or illustrate the degree of influence that brand heritage has on consumer's perceived value and loyalty.

VALIDITY AND RELIABILITY

In order to establish the validity and reliability of quantitative studies, the researcher is required to make use of random sampling, large sample sizes and reliable research measures or instruments (Maree et al., 2016; Koonin, 2014). This study's validity and reliability cannot be assured through a large sample size, due to time, access, sample size and resource limitations, which is why the validity and reliability will be ensured through other means (Theofanidis & Fountouki, 2019).

For this research study, the validity and reliability will be guaranteed through the use of established measurement instruments that have formerly been validated by multiple researchers (Dessart, Veloutsou & Morgan-Thomas, 2015; Li, Daugherty & Biocca, 2002; Maree et al., 2016). Moreover, the face validity and content validity of this study will be guaranteed through carefully designing the questionnaire and ensuring that the measurements used are representative of the content that is to be measured (Du-Plooy Cilliers et al., 2014: 256). Additionally, the reliability of this study will be further assured as the researcher will make use of previous research papers and questionnaires and adapt those questions to suit the context of this study. By doing this, the researcher will ensure the consistency and repeatability of the questionnaire that is to be used for this study (Maree et al., 2016).

CONCLUSION

The focus of this research paper was to address a lack of scholarly understanding as to how brand heritage relates to and affects consumers' perceived value, loyalty and purchase intention towards the brand and its product/service offerings. The principal aim of the study was to explore and describe the relationship which exists between brand heritage, perceived value and loyalty and what effect this relationship has on consumer's purchase intentions towards a brand.

The aforementioned findings answered the research questions and addressed the objectives of the study. The results are in support of previous findings from various authors, in that they demonstrated the existence of a positive and significant relationship between brand heritage, perceived value and loyalty (Muehling et al., 2004; Wuestefeld et al., 2012). The findings of the study also demonstrated the influence of positive consumer attitudes on perceived value and loyalty towards brand in terms of purchase intention. Thus, signifying that the findings are in agreement with the attitude element of The Theory of Planned behaviour that was used as the theoretical basis of this study.

Consequently, the findings of the study concluded answers to the research questions that the researcher aimed to answer. The primary research question was as follows: "What effect does brand heritage have on consumer's loyalty and perceived value?".

The first research question (RQ1) was: "Does a positive and significant relationship between a brand's heritage and consumer loyalty exist?". Additionally, the second research question (RQ2) was: "Does a positive and significant relationship between a brand's heritage and consumer's perceived value exist?". Finally, the third research question (RQ3) was: "Does consumer's loyalty towards a brand have an influence on their perceived value?".

Through the research, it was discovered that brand heritage does in fact have a positive and significant relationship with perceived value and loyalty. Subsequently, it was also determined that a positive and significant relationship exists between perceived value and loyalty.

Thus, the answer to RQ1 is that a positive and significant relationship does exist between brand heritage and consumer loyalty. Subsequently, the answer to RQ2 is that a positive and significant relationship does exist between brand heritage and consumer's perceived value. Finally, the answer to RQ3 is that a positive and significant relationship does exist between consumer's perceived value and loyalty.

The research questions were answered by first determining the respondents' level of brand loyalty by asking whether they consider themselves to be brand loyal. After indicating their level of brand loyalty, the researcher further determined the level of the respondents' brand loyalty through the use seven 5-point Likert scales (Dessart et al., 2015). The respondents' level of perceived value was then determined through the use of eight 5-point Likert scales (Dessart et al., 2015). Finally, the researcher conducted the analysis of the data using Microsoft Excel in order to see the extent to which the respondents' respective levels of perceived value and loyalty related to a brand's heritage. This was conducted by comparing the percentage of respondents indicating high levels of perceived value and loyalty, against the percentage of respondents who selected Woolworths Holdings Limited products over that of their equal counterparts.

The hypotheses for this study were addressed by examining the relationship between the respondents' levels of perceived value and loyalty, and their purchase intention towards Woolworths Holdings Limited's private label offerings. Thus, based on the

data analysis, the alternative hypothesis (H_1) is rejected, and the null hypothesis (H_0) is accepted.

Hence, the alternative hypothesis (H_1) stating “there is no positive and significant relationship between brand heritage, consumer’s loyalty and perceived value”, is proved to be false by this study, and is assumed to be false until proven otherwise (Maree et al., 2016).

Similarly, the null hypothesis (H_0) stating: “there is a positive and significant relationship between brand heritage and consumer’s loyalty and perceived value”, is proved to be true by this study, and assumed to be true until indicated otherwise by future studies (Maree et al., 2016).

The research problem for this study is a lack of scholarly understanding regarding the importance and leveraging power of a brand’s heritage in terms of its influence on consumer’s perceived value and loyalty. This problem was solved through further describing the relationship which exists between brand heritage, perceived value and loyalty, and its effect on purchase intention. Thus, improving the scholarly understanding of the relationships between brand heritage, purchase intention and loyalty and its effect on consumer’s purchase intentions. Subsequently, this enables brands to better leverage their heritage as a marketing tool for the purpose of influencing perceived value, and loyalty with the ultimate goal of promoting positive consumer attitudes and purchase intentions towards the brand.

The research goal for this study was to determine and describe the relationship between brand heritage, perceived value and loyalty and consumer’s purchase intentions towards brands as a result of the influence of a brand’s heritage. This goal and purpose were achieved through analysing the relevant data through the use of descriptive statistics, and determining the existence of relationships between brand heritage, perceived value and loyalty respectively, along with consumer’s purchase intention in this regard.

IMPLICATIONS OF FINDINGS FOR FUTURE PRACTICES

In exploring the brand heritage of a retail brand, the research produced findings that will contribute to the existing body of knowledge pertaining to the theory of brand heritage and its effect on consumer's perceptions of value and loyalty, which could be implemented in practice. The research provides fellow researchers or organisations who are interested in the approach or who are looking to leverage the strength of a brand's heritage, with evidence relating to the further insight gained pertaining to the retail brand used in this study. Furthermore, it is important for researchers and organisations to understand the phenomenon behind consumer loyalty in order to leverage a brand's heritage to increase the frequency of consumer's purchases and influence consumer loyalty. This study has purposefully secured a time frame from which the respondents' perspectives and attitudes towards the brand heritage of the respective retail brand were considered in order to provide information and evidence that is recent and will be utilised with more confidence due to its pertinent nature.

This study adds novel understandings and knowledge that may be used theoretically to allow for further research and may be used practically by brand managers (Hudson et al., 2013; Urde et al., 2007). The study also provides researchers and organisations with indications of the influence a brand's heritage can have on consumer's purchasing decisions and brand loyalty, the findings also provide researchers and organisations with information that could assist them in making more informed and effective decisions. This, in turn, could increase the possibility of brands successfully developing and establishing loyal consumers.

Furthermore, with this study adding to the greater body of knowledge, an opportunity will arise for other researchers to continue in the exploration of the topic, aided with further information pertaining to the association between a retail brand's heritage and its impact on consumer's perceptions of value and behaviours in terms of brand loyalty.

FINAL CONCLUSIONS

This study was effective in addressing the relevant research questions and objectives and in testing the proposed hypotheses. However, the topic and research problem

would need to be researched in greater depth in order to develop more conclusive and accurate findings and provide more definitive theoretical contributions.

For future research on this particular research topic, the following suggestions could be made for the purpose of improving the validity, reliability and generalizability of the study, as well as enhancing its empirical value:

Due to time and resource limitations, this study had to make use of non-probability sampling over a limited time period. It may be more beneficial for the study to use probability sampling and a far larger sample size for the purpose of drawing from a more representative sample which can ultimately provide information and data that is more generalisable (Maree et al., 2016). Furthermore, the study could perhaps be conducted over a longer period of time in order to provide ample time for data collection and data analysis, for the purpose of exploring and describing the relationships between brand heritage, perceived value and loyalty in greater depth.

It may be interesting to conduct the study around a wider range of retail products to access the varying levels of perceived value and loyalty across different product categories (e.g. cosmetics, fashion, home accessories, accessories etc.), and potentially uncover different consumer relationships across these product categories.

The study could also be conducted in countries outside of South Africa for the purpose of identifying theoretically differing relationships between brand heritage, perceived value and loyalty amongst consumers of different cultures and nationalities. This could potentially uncover differences in the way in which consumers in different countries engage with brands as a result of their heritage, which could be of great value to multinational firms and firms seeking to expand operations to foreign countries.

Focusing the study on various age groups may also be beneficial in order to determine consumer perceived value and loyalty trends amongst the different age groups. This could also potentially develop a deeper understanding of the various motivations behind consumer's purchase intention towards a brand influenced by its heritage across the different age groups.

Additionally, this study was purely quantitative in nature. The study merely focused on the exploration and description of the relationship between brand heritage, perceived

value and loyalty, but did not consider any insights behind the responses. Future research on the topic could delve into the qualitative reasoning behind consumer's perceived value and loyalty as influenced by a brand's heritage. This could involve the researcher conducting focus groups as opposed to questionnaires, as this would allow the researcher to ask respondents what the motivations behind their responses were (e.g. what aspects/facets of the brand's heritage made them respond in that manner). It may perhaps be of significant value to practitioners in the field of branding and marketing to develop an understanding of consumers' motivations and reasoning behind their respective levels of perceived value and loyalty towards a specific brand. If the specific aspects of a brand's heritage which are seen to influence attitudes and purchase intention could be identified and understood; brand managers could potentially identify how to better leverage a brand's heritage for the purpose of increasing consumer loyalty and perceived value, and thus, improve consumers' purchase intentions towards the brand.

ETHICAL CONCERNS

The ethical concerns in research are closely linked to the ethical principles of social responsibility, and as this qualitative study requires the researcher to interact with the participants to gain their personal insights (Louw, 2014). It is a requirement that certain ethical issues are to be considered and addressed (Žukauskas, 2018; Maree, 2019).

The ethical issues of this study to be considered will include:

- Acquiring informed consent from every participant involved in the study and ensuring that all participation in the study is entirely voluntary (Bryman & Bell, 2007; Saunders, Lewis & Thornhill, 2012).
- Ensuring that all participants are treated with beneficence and respect throughout the entire research process (Maree, 2019).
- Establishing trust and honesty among participants through transparency and openness and ensuring that all information surrounding the study is clearly communicated (Louw, 2014).
- Ensuring that no participants of the study are subject to any emotional or physical harm (Bryman et al., 2007; Saunders et al., 2012).

- Ensuring and preserving the privacy, confidentiality and anonymity of all participants (Louw, 2014).
- Ensuring that any deception or exaggeration about the aims and objectives of the research are avoided (Bryman et al., 2007; Saunders et al., 2012).
- Maintaining cultural sensitivity by considering all possible values and cultural differences that may affect the data collection process as the study will commence in South Africa; a very culturally diverse country (Scheepers, 2010).

LIMITATIONS

Limitations of any particular research study refer to the potential weaknesses that are out of the researcher's control and are usually closely associated to the selected research design, budget or resource constraints, time constraints and other factors (Theofanidis et al., 2019).

Time

The time frame for this study will be restricted due to time constraints (IIE's deadline for this paper on 13 September 2021) in order to meet certain deadlines, resulting in the amount of evidence to be collected to also be limited to the particular time frame (Theofanidis et al., 2019). To address this limitation the researcher will ensure that the research is conducted in a manner that is efficient, timely and lucrative with the use of a research roll-out plan (Yu, Abdullah & Saat, 2014).

Resources (budget limitations)

The available resources for this study will be restricted due to the researcher being a student, and all resources being limited to those afforded to Honours students at a tertiary level. The limited access to resources also introduces time and access constraints, which meant the study needed to have a small sample size reasons of feasibility (Vasileiou et al., 2018). To address this limitation the researcher will choose to confine the "scope of the investigation" for this study to consumers of retail brands who reside within Pretoria, South Africa (Theofanidis et al, 2019). Additionally, the

questionnaire to be used for this study will be electronic and shared with participants via social media platforms (i.e. Facebook, WhatsApp and Instagram) to further address budget limitations (Vasileiou et al., 2018).

Access to participants

Access to participants within this study will be relatively limited due to time constraints and limited resources, thus this sample will not be a truly representative of the entire population as it will only consist of consumers of retail brands who reside within Pretoria, South Africa, as this is within close proximity to the researcher's residence (LoBiondo-Wood & Haber, 1998; Enslin, 2014). To address this limitation the researcher will ensure that the participants selected for the study produce results that will be similar to that of larger and more inclusive studies (Bain, Fedynich, Knight & Fried, 2009).

Sample size

The sample size of participants within this study will be relatively small due to time constraints and limited resources, thus this sample will not be a truly representative of the entire population (LoBiondo-Wood et al., 1998). To address this limitation the researcher will ensure that the sample is large enough to allow the unfolding of a holistic and rich understanding of the phenomenon under study (Vasileiou et al., 2018). Thus, the sample size of one hundred participants (n=100) will be utilised to address this limitation.

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APPENDIX A: FRAMEWORKS

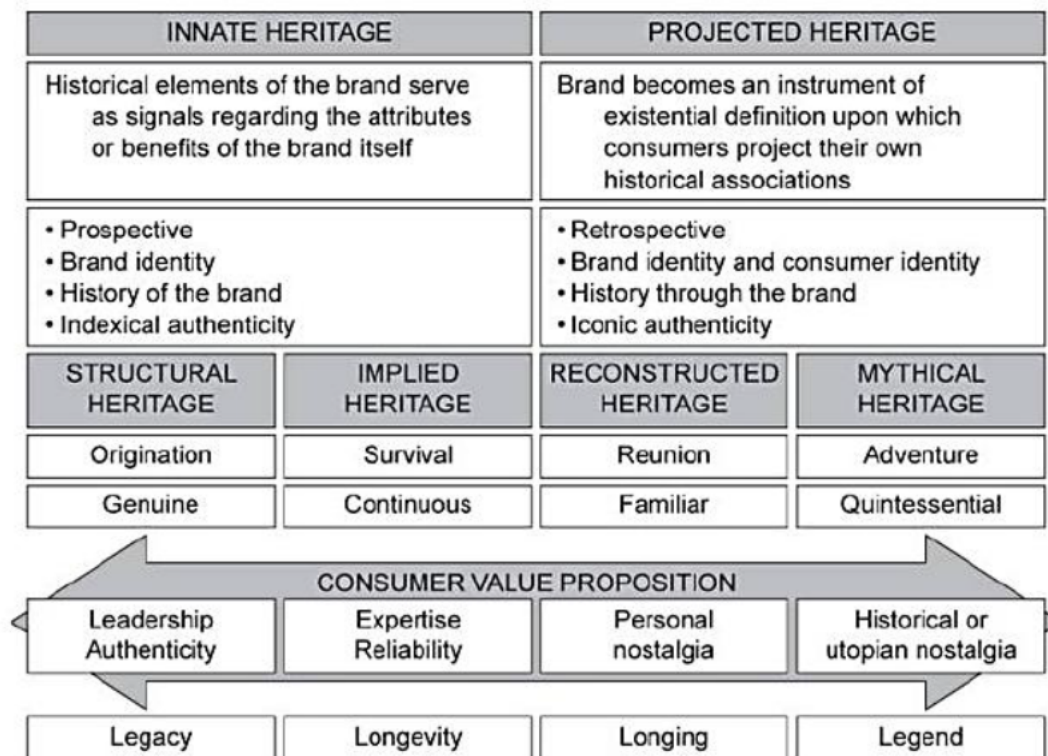


Figure 5: Hudson, B. and Balmer, J.M.T. 2013. A framework for brand heritage. (Hudson & Balmer, 2013)

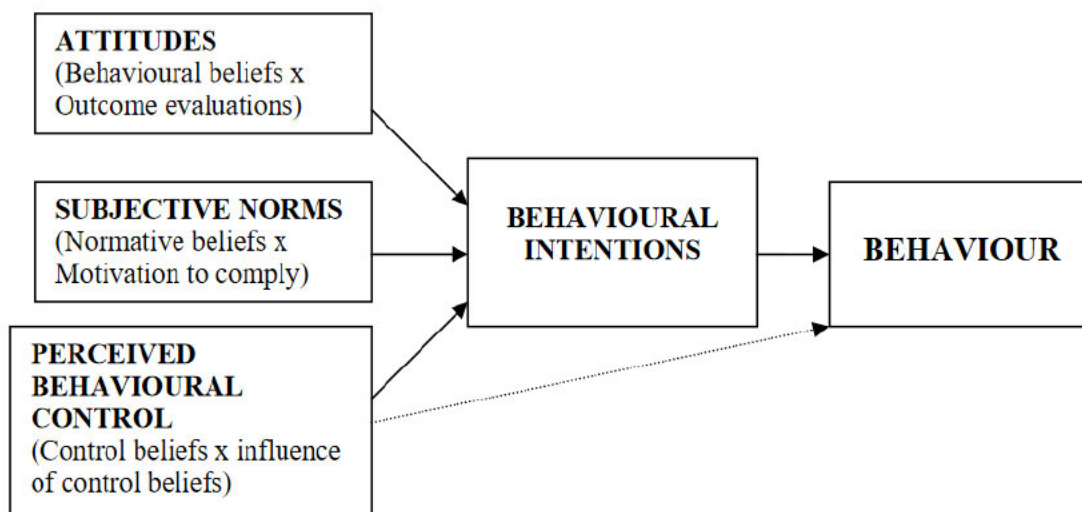


Figure 6: Ajzen. 1991. The Theory of Planned Behaviour. (Ajzen, 1991)

APPENDIX B: SURVEY QUESTIONNAIRE DRAFT

Section 1:

Hi, my name is Tiffany Dale, and the following questionnaire is solely for educational research purposes and is a requirement for my Honour's Degree.

To the participants of the study: Participants are not required nor forced to participate in the questionnaire, and participation must be according to the participant's own free will (participation is entirely voluntary).

Confidentiality of all data obtained, along with the anonymity of all participants is guaranteed by the researcher.

By proceeding with this questionnaire, you are consenting to be part of this research study.

This questionnaire will only take a few minutes of your time, your participation will be highly appreciated.

Please select "Agree" or "Disagree" below. By selecting "Agree" you are providing your consent to participate in this research study.

Agree	Disagree

Section 2:

For the following questions/statements, please select the option that is applicable to you.

1. What is your gender?

Male	Female

2. Do you reside in South Africa?

Yes	No

(If answered *no the participant will be redirected and thanked for participating and will not continue with the questionnaire, as one of the eligibility criteria of this specific research study is that all participants must reside in South Africa).

3. Do you reside in Pretoria?

Yes	No

4. Where do you reside?

Gauteng	Free State
North West	Limpopo
Western Cape	Northern Cape
Eastern Cape	Mpumalanga
Kwa Zulu Natal	

5. Which age range do you fall into?

18-25 years	26-33 years
34-41 years	42-49 years

50-60 years	61 and above

(If answered *61 and above the participant will be redirected and thanked for participating and will not continue with the questionnaire, as one of the eligibility criteria of this specific research study is that all participants must fall within the age range of 18-60 years of age).

Section 3:

For the following questions/statements, please select the option that is applicable to you.

6. Would you say that you are brand loyal?

Yes	No

Section 4:

When answering the following questions please keep your previous answers in mind.

For each statement, please select the box which indicates the degree to which you agree/or disagree with the statement.

Please indicate your attitude towards the following questions on a scale of 1 to 5, with 5 being as positive as possible, 3 being neutral, and 1 being as negative as possible.

7. Brand A is more favourable than brand B.



1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

8. Brand A is of better quality than Brand B.



1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

9. Brand A is superior to brand B.

A



B



1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

10. I prefer brand B over brand A.



1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

11. A brand's heritage makes the brand more credible and reliable in your eyes.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

12. A brand's heritage reduces the risk of purchasing products from the brand.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

13. A brand's heritage indicates the level of quality that the brand provides.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

14. A brand's heritage makes you trust and feel more connected to the brand.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

15. A brand's heritage adds value to the brand.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

16. A brand's heritage indicates the stability and predictability of future performance of the brand.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

17. Brands with a strong heritage only provide quality.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

18. A brand's heritage makes you favour that specific brand over other brands.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

19. A brand's heritage shapes the reputation and image of the brand.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

20. A brand with heritage always delivers on its promises.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

21. I would be willing to pay higher prices for products from brand's that have a strong heritage.

1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

Thank you so much for taking the time to participate in this study, it is much appreciated.

APPENDIX C: SURVEY QUESTIONNAIRE BREAKDOWN

Sample: n=120

The questionnaire consisted of questions that fell into two categories: Brand heritage and its influence on perceived value and brand heritage and its influence on consumer loyalty. The questions have been adapted from previous articles that address these concepts. The categories and questions are as follows:

Questions concerning brand heritage and its influence on perceived value		
Q19	A brand's heritage shapes the reputation and image of the brand	The questions within this category have been adapted from: Pecot, F., Valette-Florence, P. and De Barnier, V. 2019. Brand heritage as a temporal perception: conceptualisation, measure and consequences. <i>Journal of Marketing Management</i>, 35(1): 1-16. Aulia, S. A., Sukati, I. and Suaiman, Z. 2016. A Review: Consumer Perceived Value and its Dimension. <i>Asian Journal of Social Sciences and Management Studies</i>, 3(2): 150-162. Wuestefeld, T. Schmidt, S. Wiedmann, K. P. and Hennigs, N. 2012. The impact of brand heritage on consumer perceived value. <i>Der Markt</i>, 55(1): 51-61. Wuestefeld, T. Schmidt, S. Wiedmann, K. P. and Hennigs, N. 2014. Drivers and Outcomes of
Q17	Brands with a strong heritage only provide quality	
Q16	A brand's heritage indicates the stability and predictability of future performance of the brand	
Q15	A brand's heritage adds value to the brand	
Q13	A brand's heritage indicates the level of quality that the brand provides	
Q12	A brand's heritage reduces the risk of purchasing products from the brand	
Q9	Brand A is superior to brand B	
Q8	Brand A is of better quality than Brand B	

		Brand Heritage: Consumers' Perception of Heritage Brands in the Automotive Industry. <i>Journal of Marketing Theory and Practice</i>, 19(2): 205-220. Rose, G.M., Merchant, A., Orthc, U.R. and Horstmann, F. 2015. Emphasizing brand heritage: Does it work? And how?. <i>Journal of Business Research</i>, 8(437): 1-8.
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Questions concerning brand heritage and its influence on loyalty		
Q20	A brand with heritage always delivers on its promises	The questions within this category have been adapted from: Pecot, F., Valette-Florence, P. and De Barnier, V. 2019. <i>Brand heritage as a temporal perception: conceptualisation, measure and consequences</i>. <i>Journal of Marketing Management</i>, 35(1): 1-16. Rose, G.M., Merchant, A., Orthc, U.R. and Horstmann, F. 2015. Emphasizing brand heritage: Does it work? And how?. <i>Journal of Business Research</i>, 8(437): 1-8. Wuestefeld, T. Schmidt, S. Wiedmann, K. P. and Hennigs, N. 2014. Drivers and Outcomes of
Q21	I would be willing to pay higher prices for products from brand's that have a strong heritage	
Q18	A brand's heritage makes you favour that specific brand over other brands	
Q14	A brand's heritage makes you trust and feel more connected to the brand	
Q11	A brand's heritage makes the brand more credible and reliable in your eyes	
Q10	I prefer brand B over brand A	
Q7	Brand A is more favourable than brand B	
Q6	Would you say that you are brand loyal	

		Brand Heritage: Consumers' Perception of Heritage Brands in the Automotive Industry. <i>Journal of Marketing Theory and Practice</i>, 19(2): 205-220. Wuestefeld, T. Schmidt, S. Wiedmann, K. P. and Hennigs, N. 2012. The impact of brand heritage on consumer perceived value. <i>Der Markt</i>, 55(1): 51-61.
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Tiffany Dale

RESE 8419

APPENDIX D: EXCEL ANALYSIS

Respondent Number	Gender	South Africa Resident		Pretoria Resident		Locale	Age Group						Would you say that you are brand loyal?		Brand A is more favourable than brand B.	Brand A is of better quality than Brand B.	Brand A is superior to brand B.	I prefer brand B over brand A.
		Male	Female	Yes	No		Yes	No	18 25	26 33	34 41	42 49	50 60	61+	Yes	No	1 to 5	1 to 5
1		1	1		1	Gauteng	1						1		3	3	4	3
2	1	1	1		1	Gauteng	1						1		5	5	5	1
3		1	1			Gauteng	1								1	5	2	2
4		1	1		1	Gauteng	1								2	5	3	5
5		1	1		1	Gauteng	1								1	5	5	3
6	1	1	1		1	Gauteng	1						1		4	5	5	5
7		1	1		1	Gauteng	1						1		5	5	3	3
8	1	1	1			Kwa Zulu Natal	1						1		3	1	1	5
9		1	1		1	Gauteng	1								4	5	3	3
10		1	1		1	Gauteng	1						1		5	5	1	1
11		1	1		1	Gauteng	1						1		4	4	2	2
12		1	1		1	Gauteng	1						1		4	2	4	3
13		1	1		1	Gauteng	1						1		5	2	1	3
14		1	1		1	Gauteng	1						1		5	4	3	3
15		1	1		1	Gauteng	1						1		5	2	5	3
16		1	1		1	Gauteng	1						1		5	2	3	2
17		1	1		1	Gauteng	1						1		5	3	4	3
18		1	1		1	Gauteng	1						1		3	3	3	3
19	1	1	1		1	Gauteng	1						1		5	1	5	1
20		1	1		1	Gauteng		1					1		5	3	3	5
21		1	1		1	Western Cape	1						1		5	2	3	1
22		1	1		1	Gauteng	1						1		5	3	5	3
23		1	1		1	Gauteng	1						1		5	4	3	2
24		1	1		1	Gauteng	1						1		4	3	3	2
25		1	1		1	Gauteng	1						1		5	3	4	4
26		1	1		1	Gauteng		1					1		5	5	5	5
27	1	1	1		1	Gauteng				1			1		5	5	2	2
28		1	1		1	Gauteng	1						1		5	1	4	5
29		1	1		1	Gauteng	1						1		5	3	4	4
30		1	1		1	Gauteng	1								1	4	4	4
31	1	1	1		1	Gauteng				1			1		5	5	1	1
32		1	1		1	Kwa Zulu Natal				1					5	4	4	2
33	1	1	1		1	Kwa Zulu Natal				1			1		5	2	4	5
34		1	1		1	Gauteng	1						1		5	3	5	3
35		1	1		1	Gauteng		1					1		1	1	5	3
36	1	1	1		1	Kwa Zulu Natal				1			1		1	2	3	1
37	1	1	1		1	Gauteng	1								2	5	2	1
38		1	1		1	Free State		1					1		2	4	3	2
39	1	1	1		1	Western Cape				1			1		2	2	3	2
40		1	1		1	Kwa Zulu Natal				1			1		5	3	5	2
41		1	1		1	Gauteng	1						1		4	3	3	2
42		1	1		1	Kwa Zulu Natal	1						1		3	3	4	5
43	1	1	1		1	Kwa Zulu Natal				1			1		5	3	5	1
44		1	1		1	Gauteng	1						1		5	2	1	5
45		1	1		1	Kwa Zulu Natal	1						1		1	5	2	5
46		1	1		1	Western Cape	1								5	2	4	1
47		1	1		1	Gauteng	1						1		4	4	3	4
48		1	1		1	Kwa Zulu Natal				1			1		5	2	5	5
49		1	1		1	Kwa Zulu Natal				1			1		3	3	2	4
50	1	1	1		1	Gauteng		1					1		3	3	3	3
51	1	1	1		1	Gauteng	1						1		5	3	2	4
52		1	1		1	Gauteng							1					3
53	1	1	1		1	Kwa Zulu Natal				1					3	3	1	3
54	1	1	1		1	Gauteng	1						1		3	3	3	4
55		1	1		1	Kwa Zulu Natal		1					1		4	4	3	2
56		1	1		1	Gauteng	1						1		5	3	2	1
57	1	1	1		1	Gauteng				1					4	1	1	5
58	1	1	1		1	Gauteng	1						1		4	4	3	2
59	1	1	1		1	Gauteng	1			1			1		4	4	2	3
60	1	1	1		1	Gauteng	1						1		4	5	3	2
61		1	1		1	Gauteng	1						1		3	2	1	2
62		1	1		1	Gauteng	1						1		3	2	1	2
63		1	1		1	Gauteng	1						1		5	5	4	5
64	1	1	1		1	Kwa Zulu Natal		1							5	5	5	5
65		1	1		1	Gauteng	1						1		4	2	2	4
66	1	1	1		1	Gauteng				1			1		5	5	5	5
67	1	1	1		1	Gauteng				1			1		5	5	5	5
68	1	1	1		1	Gauteng				1			1		5	5	4	5
69	1	1	1		1	Gauteng				1			1		5	5	5	5
70	1	1	1		1	Gauteng				1			1		5	4	4	4
71	1	1	1		1	Gauteng		1					1		5	5	5	5
72	1	1	1		1	Gauteng				1			1		5	5	5	5
73	1	1	1		1	Gauteng				1			1		5	5	5	5
74	1	1	1		1	Gauteng		1					1		5	5	5	5
75	1	1	1		1	Gauteng					1		1		4	5	4	4
76	1	1	1		1	Gauteng				1			1		5	5	5	5
77	1	1	1		1	Western Cape	1						1		5	3	3	3
78		1	1		1	Gauteng				1			1		5	4	4	5
79	1	1	1		1	Gauteng				1					5	5	5	5
80	1	1	1		1	Gauteng					1		1		5	5	5	5
81		1	1		1	Gauteng				1			1		5	3	3	3
82	1	1	1		1	Gauteng	1						1		5	5	3	1
83		1	1		1	Gauteng	1						1		3	2	3	4
84		1	1		1	Gauteng	1						1		3	3	3	3
85	1	1	1		1	Gauteng				1			1		5	5	5	5
86		1	1		1	Gauteng	1						1		4	2	3	3
87	1	1	1		1	Gauteng	1						1		5	4	5	5
88	1	1	1		1	Gauteng				1			1		4	4	4	4
89	1	1	1		1	Gauteng		1					1		4	4	4	4
90	1	1	1		1	Gauteng		1					1		4	4	4	4
91	1	1	1		1	Gauteng		1					1		4	4	4	4
92	1	1	1		1	Gauteng		1					1		4	5	4	4
93	1	1	1		1	Gauteng				1			1		4	4	4	4
94	1	1	1		1	Gauteng				1			1		4	4	4	4
95	1	1	1		1	Gauteng					1		1		4	4	4	4
96	1	1	1		1	Gauteng				1			1		4	4	4	4
97		1	1		1	Gauteng				1			1		4	4	4	

[illegible]

Individual Frequencies	total	5	7	53	7		61	55	60	70	69	66	35	60	77	5	5	
		3	30	23	28	26	2	29	39	33	36	39	35	36	3	27	30	
		2	3	9	27	27	19	22	15	11	10	11	22	12	6	27	19	
		1	2	16	10	18	6	8			3	3	19	9	2	1	11	
		Check	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120	120
	Male	5	28	25	21	22	25	28	29	31	30	31	21	28	35	23	2	
		3	17	1	15	1	20	16	16	1	17	18	18	19	15	1	10	
		2	2	3	9	6	3	5	6	1	2	2	5	3	2	8	5	
		1	2			5	1	1	1	2	1	1	5	1	0	5		
		Check	53	53	53	53	53	53	53	53	53	53	53	53	53	53	53	53
	Female	5	6	28	26	22	36	27	31	38	38	35	1	32	2	22	30	
		3	13	9	13	12	22	13	23	19	21	17	17	19	13	13	12	
		2	5	16	18	1	7	17	9	6	6	6	17	9	2	18	11	
		1	10	13	6	13	2	7	3	2	2	2	1	8	2	3	7	
		Check	67	67	67	67	67	67	67	67	67	67	67	67	67	67	67	67
	Percentage	total	5	62%	%	39%	37%	51%	6%	50%	58%	58%	55%	29%	50%	6 %	38%	5%
			30	25%	19%	23%	22%	35%	2 %	33%	28%	30%	33%	29%	30%	28%	23%	25%
3			8%	19%	23%	17%	8%	18%	13%	9%	8%	9%	16%	10%	5%	22%	13%	
2			2%	13%	8%	15%	5%	7%	3%	2%	3%	3%	16%	8%	2%	12%	9%	
1			%	%	7%	10%	1%	5%	2%	2%	2%	1%	8%	3%	1%	6%	8%	
Male		Check	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		5	53%	7%	0%	2%	7%	53%	55%	58%	57%	56%	0%	53%	66%	2%	5%	
		3	32%	26%	28%	26%	38%	30%	30%	26%	32%	3 %	3 %	38%	28%	26%	3 %	
		2	8%	13%	17%	11%	6%	9%	11%	9%	8%	%	9%	6%	%	15%	9%	
		1	%	6%	8%	9%	9%	2%	2%	2%	2%	2%	9%	2%	0%	9%	6%	
Female		Check	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		5	62%	2%	39%	33%	5 %	0%	50%	58%	58%	52%	21%	50%	21%	33%	5%	
		3	19%	13%	19%	18%	33%	19%	13%	9%	26%	21%	25%	25%	13%	19%	18%	
		2	7%	2 %	27%	21%	10%	25%	13%	9%	9%	13%	25%	13%	6%	28%	16%	
		1	0%	19%	9%	19%	3%	10%	3%	2%	2%	21%	12%	3%	13%	10%	10%	
Check		1	%	1%	6%	9%	0%	%	1%	1%	1%	0%	7%	1%	0%	6%	10%	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	Loyalty																	
	Perceived value																	
	Loyalty total ave 5																	
	Loyalty male ave 5																	
	Loyalty female ave 5																	

APPENDIX E: RESEARCH REPORT SUMMARY

Research purpose/Objective	Primary research question	Research rationale	Seminal Authors/Sources	Literature review - Conceptual framework	Paradigm	Approach	Data collection methods	Ethics	Anticipated findings	References
The purpose of this study is to determine the relationship between brand heritage, consumer's perceived value and loyalty.	This study aims to find an explanation to the following research question: "What effect does brand heritage have on consumer's loyalty and perceived value?".	This study is relevant, as how the value of the brand heritage of retail brands and its effect on consumer's loyalty and perceptions of value is a topic that is yet to be researched in detail, which constitutes a literature gap. The study will be conducted for the purpose of describing the relationship which exists between brand heritage, perceived value, loyalty and consumer's purchase intentions, with reference to Woolworths Holdings Limited.	Aaker, D. 1996. Building strong brands. New York: Simon & Schuster Inc. Aaker, D. A. and Joachimsthaler, E. 2009. Brand Leadership. London: Simon & Schuster. Wiedmann, K. P., Hennigs, S. and Schmidt, T. 2013. Brand Heritage and its Impact on Corporate Reputation: Corporate Roots as a Vision for the Future. Corporate Reputation Review, 16(1): 187-205.	Theme 1: Heritage brands and brands with heritage Theme 2: Brand heritage and consumers' perceptions of value Theme 3: Brand heritage and consumers' loyalty	Paradigm - Positivism Epistemology - This study will be an exploratory study that seeks to determine and explain how brands can leverage their heritages to positively influence consumer's perceived value and loyalty.	Quantitative approach Population Population parameters: Retail consumers within Pretoria, Gauteng, South Africa. Consumers between the ages of 18 and 60.	Well-structured self-administered questionnaire that makes use of close-ended questions, nominal and ordinal scales.	1. Getting informed consent 2. Trust and honesty 3. Privacy confidentiality and anonymity 4. Cultural sensitivity 5. Avoiding bias, deception or exaggeration 6. Ensuring that no participant of the study are subject to any emotional or physical harm	Determining that a positive and significant relationship exists between brand heritage, perceived value and loyalty.	Woodruff, R.B. 1997. Customer Value: The Next Source for Competitive Advantage. Journal of the Academy of Marketing Science, 25(2): 139-53. Rose, G.M., Merchant, A., Orth, U.R. and Horstmann, F. 2015. Emphasizing brand heritage: Does it work? And how? Journal of Business Research, 84(37): 1-8. Sánchez-Fernández, R. and Iniesta-Bonillo, A.A. 2007. The concept of perceived value: a systematic review of the research. Marketing Theory: SAGE Publications, 7(4): 427-451. Paul, J., Modi, A. and Patel, J. 2016. Predicting green product consumption using theory of planned behaviour and reasoned action. Journal of Retailing and Consumer Services, 29(1): 123-134. Payne, A. and Holt, S. 2001. Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing. British Journal of Management, 12(2): 159-82. Pecot, F. and Barlier, D.V. 2017. Brand heritage: The past in the service of brand management. Recherche et Applications en Marketing (English Edition), 32(4): 72-90. Pecot, F., Valette-Florence, P. and De Barlier, V. 2019. Brand heritage as a temporal perception: conceptualisation, measure and consequences. Journal of Marketing Management, 35(1): 1-16. Etc.
Research problem	Hypothesis	Key concepts	Key Theories							
The brand related problem surrounding heritage is that for many brands their heritage is their main selling point. Many brands may fall short if they cannot leverage their heritages as a marketing tool, and thus, understanding the influence and importance of brand heritage is vital.	H0: There is a positive significant relationship between brand heritage and consumer's loyalty and perceived value H1: There is no positive significant relationship between brand heritage, consumer's loyalty and perceived value.	Brand heritage Perceived value Consumer loyalty	The Theory of Planned Behaviour							
				Sampling	Data analysis method	Limitations	Anticipated Contribution			
				Non-probability Sampling method: Purposive sampling Sample size: 120 participants	Unit of analysis: Individual consumers who purchase retail products. Data analysis method: Descriptive statistical analysis.	Limited time Limited resources (budget limitations) Limited access to participants Limited/relatively small sample size	The research will contribute to the existing body of knowledge. Providing research that is recent and can be utilised in practice with confidence due to its pertinent nature. Providing further insight about the topic.			



ANNEXURE E – RESEARCH REQUEST FORM (IIE007)

REQUEST TO CONDUCT RESEARCH ON OR ABOUT STUDENTS, STAFF, SITES OF ARTEFACTS OF THE INDEPENDENT INSTITUTE OF EDUCATION (THE IIE)

General instructions:

- This is a non-editable form; only ungreyed fields in the tables can be filled in. Some fields provide spaces for ticks, while others provide spaces for text to be entered or dates to be selected.
- Context-specific instructions appear in some sections.
- Only tick relevant boxes. All relevant dates must be selected by those and only those to which the date selection is relevant. Not all text fields will be relevant to all candidates. Where a text field is not, please mark it with an 'N/A' to indicate that the empty field was not overlooked.
- Text fields, though small in appearance, automatically expand as required by the text. Tables are also adjusted accordingly as a result.
- Headings and contextual delimitation appear in black text in the tables. The text you insert in the applicable fields in the tables will appear in blue. This cannot be changed.

Note for candidates who are not affiliated to The IIE as a student, staff member or contractor:

This form, and all other relevant documentation, should be completed and forwarded electronically to [REDACTED] and marked for the attention of the Dean: Research and Postgraduate Studies. Where applicable, you must provide the required accompanying documentation with this form, such as an ethics clearance certificate, a participant or respondent consent form and your measurement instrument.

Note for candidates affiliated to The IIE as a student, staff member or contractor:

Find out who the person responsible for managing research is at your campus. It is their job to send your completed research request form to the office of the Dean: Research and Postgraduate Studies. Where applicable, you must provide the required accompanying documentation with this form, such as an ethics clearance certificate, a participant or respondent consent form and your measurement instrument.

About the researcher												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First name(s)			Tiffany Caitlin									
Last name			Dale									
Student number (if applicable)			[REDACTED]									
SA ID number			[REDACTED]									
Passport number (if applicable)			N/A									
Home address						Postal address						
[REDACTED]						Tick if same as home address						☐
[REDACTED]						[REDACTED]						
Code:			[REDACTED]			[REDACTED]			[REDACTED]			
[REDACTED]			[REDACTED]			Cell phone number			[REDACTED]			
Email			[REDACTED]									

About the researcher's affiliations

Institutional affiliation												
<i>If research forms part of a qualification or institutionally sanctioned research project</i>												
Institution enrolled at		IIE's Vega Pretoria										
Qualification name		BCom Honours in Strategic Brand Management										
Faculty or area of study		Strategic Brand Management										
About the supervisor or promoter												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☒	Mx	☐
First and last names		Anthony Wingfield										
Email address		[REDACTED]										
Corporate or organisational affiliation												
<i>If the research forms part of a project sanctioned by a company or association or organisation</i>												
Employer		N/A										
Physical address		N/A										
		Code	N/A									
Contact number		N/A										
Researcher's position or designation		N/A										
About the head of the company, association or organisation												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☐	Mx	☐
First and last names		N/A										
Email address		N/A										
Researcher's position or designation		N/A										

About the research		
Purpose of the proposed research <i>Tick the appropriate option</i>	Undergraduate study	☐
	Postgraduate study	☐
	Private company or agency	☐
	IIE Celebrate Teaching and Learning	☐
	Other (if other, explain below)	☐
	Postgraduate (Honours) study	☐
Qualification or output type <i>For example, a Master's degree or a journal article</i>	Bcom in Strategic Brand Management Honour's degree	
Full title of the research	Brand heritage and its effects on consumer's perceptions of value and loyalty: An exploration of the Woolworth's brand.	
Value of the research	To contribute to the greater body of knowledge	
Proposed date of completion	2021/11/29	
Proposed date of submission of research findings to The IIE	2021/09/13	

About the methodology					
<i>Indicate by ticking the appropriate block and answering the relevant sections.</i>					
Questionnaire	☒	Interviews	☐	Observations	☐
Existing	☐	Structured	☐	Number of observations	...
Own	☒	Semi-structured	☐	Note what will be observed.	

Open-ended	☐	Number of interviews	...	Click or tap here to enter text.	
Number of respondents	100	Focus group or workshop	☐		
Briefly identify, describe or explain the questionnaire. Will make use of close-ended questions, Likert, nominal, ordinal and semantic differential scales		Participants per focus group	...		
		Number of focus groups	...		
		Briefly expand on the interview, workshop or focus group questions. Click or tap here to enter text.			
Purposive	☒	Random	☐	Snowball	☐
Convenient	☐	Stratified	☐	Census	☐
Other (if so, state)	N/A				
Other methods If so, state the method and expand on how it will be used	N/A				
List of the student or staff groups, sites or artefacts under study	Retail consumers between 18 and 60 years of age, who reside in Pretoria				
Average time participants or respondents will be involved in research activities	10-15 minutes approximately				

About the ethics considerations for the research						
Aspects considered	Informed consent	☒	Anonymity	☒	Confidentiality	☒
	Committed to give feedback on the study	☒	Voluntary participation	☒	Vulnerable group involved	☐
	Elaborate on vulnerable groups		Click or tap here to enter text.			
Documentation submitted with proposal* Select the applicable options	Ethics clearance certificate or letter					☒
	Instrument(s) (interview schedule or questionnaire)					☐
	Participant or respondent consent form that includes information sheet for participants or respondents					☒
	Audio-visual consent form (if applicable)					☐

Conditions for conducting research on or about students, staff, sites or artefacts of The Independent Institute of Education	
1.	A copy of the final paper must be submitted electronically to The IIE's Dean for Research and Postgraduate Studies at research@iie.ac.za no later than 30 days post finalisation.
2.	The researcher(s) is not permitted to either refer to The IIE or any of its educational brands or to the name, logo, brand or any other identifiers of The IIE or any of its educational brands in any way, including, but not limited to, in questionnaires, surveys, interviews, proposal or research reports. The IIE or educational brand in question must be referred to in a generic manner, for example, 'A private provider'.
3.	The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
4.	If the Learning Management System (LMS) of The IIE is used, the researcher(s) is not permitted to refer to it by name. Learn needs to be referred to in a generic manner, for example "the Learning Management System of a Higher Education provider."
5.	A copy of this letter must be forwarded to the relevant person(s) at the brand or The IIE that would be involved in the study.
6.	Research must be conducted in such a way that the normal programme and operations of the site/ offices is not interrupted.

7.	The principal/ manager of a site must be consulted about an appropriate time when the researcher(s) may carry out the research at the site.
8.	The researcher(s) may only use this data for these research purposes and in no other way.
9.	Should the researcher(s) wish to publish this research or in any way make the results public, for example by publishing the results on a social media platform, this committee will need to approve a request to this end first.
10.	No names or identifying information of participants may be used within the research and the research must be voluntary.
11.	Photographs of human subjects may only be taken if relevant to the research and informed consent from the participants or respondents was obtained, and, even with informed consent, the photographs may not be published.
12.	The researcher is responsible for supplying and utilising his/ her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions or the offices visited for supplying such resources.
13.	If any of The IIE reports or policies are used as part of the research, all identifying information needs to be removed.
14.	Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled or advised based on this.
15.	The reference number of the permission letter, if permission is granted, must appear, in one format or another, on all research documentation distributed amongst IIE staff or students.

Declaration by the researcher	
1. I declare that all statements made by myself in this application are true and accurate; and 2. I accept the conditions associated with the granting of approval to conduct research and undertake to abide by them.	
	2021/06/17
Signature of the researcher	Date

Declaration by the supervisor/promoter/lecturer	
I declare that	
1. the above researcher is enrolled at the institution/ employed by the organisation to which the undersigned is attached; 2. and that the research proposal and or study has been approved by the Ethics Committee of The Independent Institute of Education; and 3. and that the questionnaires/structured interviews/tests meet the criteria of: • Educational accountability; • Proper research design; • Sensitivity towards participants; • Correct content and terminology; • Acceptable grammar; and • Absence of non-essential/superfluous items.	
X _____	Click or tap to enter a date.
Signature of the supervisor/promoter/lecturer	Date

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APPENDIX Z



Date: 07 July 2021

Student name: Tiffiny Dale



Campus: IIE Vega Pretoria Campus

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns. However, please consult your supervisor with regards to your supporting documents and research instrument before collecting your data for your research. We hereby provide you with *provisional permission* to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.

4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor name: Anthony Wingfield



Campus Postgraduate Coordinator (CPC) name: Dr SC Engelbrecht

Signature:

