

Research Methodology

RESM8419

“AN ANALYSIS OF BRAND LOYALTY AND CONSUMERS OF ORGANIC FRUIT, IN
CONTEXT OF THE POSSIBLE INTRODUCTION OF A “WATER-WISE” TABLE GRAPE
VARIETY - CASE STUDY AT WOOLWORTHS IN CAPE TOWN”

BCom Honours in Strategic Brand Management

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Date Submitted: 17 September 2018

Word count: 12 813

I hereby declare that the Research Report submitted for the BCom Honours in Strategic Brand Management degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

ACKNOWLEDGEMENTS:

I would like to take this opportunity to thank my supportive family and friends, who have helped me along this overwhelming yet exciting journey over the course of this year. Without their continuous support and faith I do not think I would of managed. This journey has challenged me and has taught me that research reports like these are vital to the growth within South Africa.

I would like to thank my research lecturer Franci Cronje for her constant motivation and can do approach to this year with us. Her pure love for research inspired me to give this research topic my absolute all. Thank you for all the encouragement, motivation and dedication you have given me throughout this year.

Lastly, I would like to thank my supervisor Hendrick Conradie. Who always challenged me and saw the best in my abilities motivating me to give my all every step of the way. Thank you for making this whole year a little less daunting and helping me every step of the way.

ABSTRACT:

The introduction of a sustainable water-wise table grape variety is a possibility that is believed to gain attention amongst organic fruit consumers, if marketed and branded properly. Due to the increasing demand to be more water-wise in this current time of water-crisis in the Cape Region of South Africa, societal expectations are pressing consumers to consider products that are more environmentally friendly. Organic fruit consumers generally strive to associate themselves with a brand that is committed to improving sustainable environmental outcomes, and are health conscious.

The research findings indicate that, due to a lack of current information on new water-wise table grape varieties, organic consumers are still on the fence about such a product. It was however found that more and more organic consumers are less strict organic purchasers, which is positive news for the potential new brand. By establishing an innovative brand and communicating accurate information related to quality, taste, health and environmental sustainability the research report concluded that there indeed is a place for this new brand in the agricultural market.

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CHAPTER 1: INTRODUCTION

1.1 BACKGROUND & CONTEXT

The water crisis in the Western Cape has had a considerable preamble to everyone concerned. It started three years ago when the Western Cape started receiving less rainfall during the winter months. This water shortage is due to a combination of physical, social and political factors. The Western Cape has been receiving below average rainfall patterns, unpredictable weather conditions due to anthropogenic climate change impacts, population growth as well as mismanagement from the government which all together have produced one of the worst urban crises in recent history (Piccirilli Dorsey, 2018). When looking at statistics it is clear that there has been a consistent decrease in rainfall in the Western Cape province over the past three years. 2017 being the lowest received rainfall since 1933. Cape Town's population has also increased by an astonishing 79% which was not matched by a sufficient increase in dam storage capacity (Piccirilli Dorsey, 2018). While day zero was looming the South Africa government in 2015 decided to allocate 40% of the Western Capes water supply to the agricultural sector exceeding the capped volume of the previous year. Funds were given to the government in order to finance drilling boreholes to increase available water supply and still nothing prevailed. The Western Cape is characterised by having an arid drought prone environment meaning that everyone was aware of the possibility of a serious water crisis (Piccirilli Dorsey, 2018). Day zero is described as the day the city of Cape Town will no longer receive piped water to homes and businesses.

With the increased pressure on water security in the Western Cape and with day zero looming, could the brand loyalty and buying behaviour of organic fruit consumers possibly be altered to explore a new water-wise table grape variety?

Consumers are becoming increasingly aware and concerned about the origin of the product they use, the method of manufacturing (or in the case of production the chemicals used in the growing process), sustainability on the environment as a whole, as well as the ethics with labour and the ethics of the companies that distribute the product. The increased pressure of the current water crisis in the Western Cape has been brought to attention by many currently experiencing the water restrictions, especially the agricultural sector. This has brought great tension to the agricultural industry due to their limited water supply which has led to an increased interest in more sustainable water practices for the agricultural industry specifically the table grape industry, who rely so heavily on water in order to produce

table grapes. During this severe time of climate change and water shortages farmers are exploring new ways to lessen their water consumption by researching new developments in water-wise table grape varieties, as well as new irrigation systems that will be more efficient in the distribution of water by reducing water loss through evaporation (MyBurgh, 2018).

This study aims to gain insight and explore the perceptions and overall brand loyalty of organic fruit consumers and gather information on their reactions and behaviour towards a possible new water-wise table grape variety. This study also aims to identify if there is a link between organic fruit consumers' buying behaviours and the new introduction of a water-wise table grape variety. This will help determine if organic fruit consumers would be willing to just as actively purchase these products as they do with organic products. Collection of information on the reasons why consumers purchase organic fruit products will take place during the unfolding research process. This qualitative research study will be conducted in Cape Town and surrounding areas on a sample of South African consumers (male and female) of organic fruit that purchase their fruit at upmarket supermarkets.

1.2 RATIONALE

This year marked the importance of water savings and the development of alternatives in water-saving, specifically in the Table Grape Industry. The duration of the drought in the Western Cape is currently uncertain, therefore it is unknown how long it will last for. According to (GroundUpStaff, 2018) "agriculture is critical to the Western Cape economy, and the loss of crops, even farms, may be one of the consequences for the city if the dams run dry." If the drought persists alternatives need to be developed in order for the farming industry and the Western Cape economy to survive.

It is, therefore likely that this research effort will help produce a new, more sustainable way of farming through more water-wise table grape varieties as well as through the types of irrigation used (Myburgh, 2018). By investigating organic fruit consumers perceptions and reactions, an understanding will be developed as to why those consumers purchase organic products so readily. With this knowledge and the introduction of a possible water-wise table grape variety researchers will be able to explore the purchasing patterns and buying behaviour of the organic fruit consumers. Brand loyalty of organic fruit consumers can also be investigated in order to understand the power it has over these consumers. Once this is understood the researcher can investigate how to educate these consumers in order for

them to be willing to support water-wise product lines such as the water-wise table grape variety. This will all aid in helping create a more environmentally sustainable consumer.

1.3 PROBLEM STATEMENT

The current phenomenon of a water crisis in the Western Cape has given rise to some panic, as well as many ideas of ways to reduce water consumption. The City of Cape Town has imposed a 50 litres per person per day restriction which has led to unsatisfied citizens. According to Viljoen this has been very true for the Table Grape Industry, “where farmers draw about 30% of water supplies serving Cape Town, a figure that’s estimated to drop to about 15% in March and 10% in April” (2018). With all this water usage responsible consumers might start questioning other industries within the agriculture sector and demand new water saving solutions for the industry.

In these times of climate change and drought farmers are exploring new ways to lessen their water consumption through researching about the development of water-wise table grape varieties and new irrigation systems (Myburgh, 2018). Using the introduction to a potential water-wise table grape variety the researcher would like to investigate organic fruit consumers’ perceptions and reactions towards this new product-line, as well as understand what makes organic fruit consumers so brand loyal to organic products and how their loyalty can be shifted towards water-wise table grape varieties.

1.4 PURPOSE STATEMENT

The purpose of this study is to gain insight and explore the perceptions and overall brand loyalty of organic fruit consumers and gather information on their reactions and behaviour towards a possible new water-wise table grape variety, as well as assessing the reasoning behind why consumers purchase organic fruit products.

1.5 RESEARCH QUESTIONS

How will the South African organic fruit consumers perceive and react to the potential introduction of an environmentally sustainable water-wise table grape variety; by investigating the affect brand loyalty could have on the organic fruit consumer?

Sub-questions:

- What are organic fruit consumers attitudes regarding quality versus price in order to support water-wise table grapes?
- How willing are consumers to pay a premium for water-wise table grape varieties?
- To what extent would organic fruit consumers' brand loyalty prevail?
- Do organic fruit consumers consider environmental sustainability when purchasing organic products?
- How important is 'taste' when consumers purchase a water wise table grape variety?

1.6 RESEARCH OBJECTIVES

The overall research aim is to explore the perceptions and reactions of organic fruit consumers towards a water-wise table grape variety and assess their brand loyalty as well as purchasing patterns in relation to a new environmentally sustainable water-wise table grape variety.

In addition the research aims to:

- Gain a deeper understanding of organic fruit consumers' brand loyalty.
- Examine the different purchasing patterns of organic fruit consumers with the introduction of a water-wise table grape variety.
- Investigate into whether organic fruit consumers will change their perceptions based on the packaging and information received on the packaging about the water-wise table grape variety.
- Examine why organic fruit consumers purchase organic products as well as understand if there is any link with organic fruit consumers and being environmentally friendly.

CHAPTER 2: LITERATURE REVIEW

2.1 THEORETICAL FOUNDATION

2.1.1 The theory of multidimensional brand loyalty

David A. Aaker originally created a definition for brand loyalty (Tarpey, 1974). The term brand loyalty was used to identify how consumers would shift to a different brand if that brand made changes to their pricing, product features, its communication or its distribution programmes. Brand loyalty normally measures how faithful a customer is to a particular brand. This faithfulness is often characterised by repeated purchases irrespective of any changes made by other brands (Tarpey, 1974).

Brand loyalty is a crucial goal to all companies because these loyal customers are critical to any success. Multidimensional brand loyalty fits well into what has been said because this theory takes all that has been said about brand loyalty and does not just view it through one lens. Therefore creating a full representation of the brand loyalty construct. Multidimensional brand loyalty is essential to this research topic by the way it uses multiple lens to see through to derive the proper outcome.

The theory of multidimensional brand loyalty is broken down into two distinct aspects which help emphasise the elements of the theory. Firstly, brand loyalty is viewed as a hypothetical construct which is much fuller in meaning than what has previously been stated. Secondly, brand loyalty is viewed as a multidimensional construct, therefore the measurements that have been used does not fully represent the brand loyalty construct (Sheth and Park, 1974). Sheth and Park (1974, p. 450), define brand loyalty 'as a positively biased emotive, evaluative and/or behavioural response tendency toward a branded, labelled or graded alternative or choice by an individual in his capacity as the user maker, and/or the purchasing agent' (Sheth and Park, 1974, p.450).

There are three distinct dimensions of brand loyalty, firstly emotive tendency towards the brand. This is expressed through strong emotional stereotypes or brand imagery which are all customary among consumers. The second dimension is the evaluative tendency towards the brand. This is related to the positively skewed evaluation of the brand which is used with a set of criteria helping to examine the brands utility to the customer (Sheth, 1968). The third dimension is the behavioural tendency towards the brand. This refers to a positively biased

response to the brand through purchasing the brand and the consumption of it (Sheth, 1968).

Not all three dimensions need to all be present when brand loyalty exists. This theory often depends upon the product class in question as well as the consumer. Brand loyalty can differ from being as simple as one of the three dimensions to as complex as using all three dimensions. Brand loyalty can be further be broken down into seven different types namely behavioural brand loyalty, behavioural-evaluative brand loyalty, behavioural-emotive brand loyalty, behavioural-evaluative-emotive brand loyalty, evaluative brand loyalty, evaluative-emotive brand loyalty and emotive brand loyalty (Sheth and Park, 1974).

The seven types of brand loyalties are based on combinations of the three dimensions of emotive, evaluative and behavioural tendencies towards the brand. When looking at brand loyalty and consumer related attributes the best way to examine consumer differences with regards to brand loyalty is looking at the different roles consumers play. With regard to product related attributes one should look at the frequency of repetitive purchases as well as the differentiation among brands or products.

Although this theory was written in 1974 it is still of huge relevance today and thus is beneficial in this research study. The theory of multidimensional brand loyalty breaks down brand loyalty thus creating an understanding of what factors contribute to consumers becoming brand loyal. This is vital to the study in question in order to understand how South African organic fruit consumers are so brand loyal and how a new water-wise table grape variety could position itself to gain that brand loyalty. Using this theory one can investigate why organic fruit consumers are so brand loyal and the factors contributing to brand loyalty.

2.1.2 Attitude-Behaviour-Context (ABC) model

In the ABC model asserts that behaviour is a function of the environment (Cres.gr, 2018). The different attitudinal variables that can be considered in this theory are personal beliefs, norms and values. This model incorporates the relationships of external conditions, attitudes and behaviour as well as integrating internal processes and external conditions. The contextual factors are influenced by a wide variety of aspects such as physical capabilities, monetary incentives and interpersonal influences. The link between the influence on attitudes and contextual factors is vital to the ABC model, meaning that an attitude-behavioural link is stronger when the contextual factors are weaker and vice versa (Cres.gr,

2018). Attitudes can range from both extremes of positive positions to negative positions. When external conditions change of a particular magnitude attitudes of consumers tend to change too. This model emphasises the relationships of knowing, feeling and doing. Affect is known as the feeling an individual gets when viewing an object or product therefore representing emotions or opinions regarding a product or service. Behaviour tends to be the responses from consumers resulting from the affect and cognition. Behaviour in this sense only implies intention. Cognition merely states an individual's beliefs or knowledge about the specific attitude object in question (Dean, 2010).

Using this theory is pertinent to the study of organic fruit consumers, their brand loyalty, purchasing behaviour and purchasing patterns. Using the ABC model can help researchers understand how organic fruit consumer attitudes are aligned to certain products and how they will feel about a water-wise table grape variety. Their attitudes would vary depending on their perceptions and "affect" they have towards this new product. By using this model it can be understood and monitored thus understanding what organic fruit consumers like and dislike about the new water-wise table grape variety as well as see if there is potential for this product in the market even with such brand loyal customers specifically towards organic consumers. Through understanding the attitudes of South African consumers when purchasing products, researchers can understand by analysing customer attitudes with the help of the ABC model what consumers would like or dislike, causing positive or negative attitudes towards the water-wise table grape variety.

2.1.3 Ajzen's Theory of Planned behaviour (TPB)

The theory of planned behaviour links individuals beliefs to their behaviour (HRF, 2017). This theory is a three-step process which individuals take to plan their behaviours.

1. The action is evaluated to see if the behaviour is seen as positive.
2. An evaluation is done to see if there is a specific group that would want the certain behaviour performed.
3. The higher intention or motivation of the behaviour is then evaluated to see if there is a positive personal outcome that can be achieved.

(HRF, 2017)

If these three steps result in a positive outcome the person is more likely to go through with the planned behaviour. However if there is a negative response in any of the above steps it is likely that a person will decide not to proceed with that behaviour. The concept of

perceived behavioural control is brought into the mix stating that with every action there is a planned and anticipated response. Each individual has their own expectations about certain behaviours which have come from how they have been brought up. Most of the ideas surface around the motivation, performance and feelings around the specific behaviour. Ajzen identified that people had two types of beliefs namely normative and subjective (HRF, 2017). Normative beliefs are those that are independently developed and subjective beliefs are ones that are influenced by judgements and observations made by others. Within these belief systems there are control and perceived behavioural controls. The control beliefs look at the factors that make it possible or impossible to perform the planned behaviour and perceived behavioural controls look at how people's observations on how easy or difficult it is to manipulate the decision to pursue planned behaviour (HRF, 2017).

This theory is vital to the study because it will help determine organic fruit consumers' intended behaviour towards organic fruit and water-wise products. This will help provide the researcher with insights on the organic fruit consumers. The theory will help the researcher understand how organic fruit consumers operate and what their thought process is in order to decide on an intended behaviour or not. In order to understand their behaviour the researcher is given an opportunity to understand how water-wise table grape varieties can better market themselves to initiate a positive behavioural feedback from the organic fruit consumers in South Africa.

2.2 LITERATURE REVIEW

There is a lack of research pertaining to the reasoning behind the difference between organic consumers and non-organic consumers. This literature review will assist in establishing a cohesive understanding of the different key topics, thus ensuring an in-depth understanding on each concept, allowing the agriculture industry to leverage off this theory and implement it into a best practice.

This literature review will define key terms, explore models and existing literature relevant to central concepts such as brand loyalty, consumer buying behaviour, descriptions of water-wise table grape varieties, organic fruit consumers and consumer perceptions and behaviours will all be discussed. A comprehensive literature review will allow for the research topic in question to fill a gap in the industry and share the relevant insights into how a water-wise table grape variety will benefit the agricultural industry as well as

displaying if organic consumers will be willing to switch to this new water-wise table grape variety. Exploratory research is used to explore the research questions, but it does not offer conclusive solutions to these problems addressed. The research is conducted to determine the nature of the problem as well as assist in understanding the problems linked with the new water-wise table grape variety.

2.3 CENTRAL CONCEPTS

2.3.1 Brand Loyalty

Brand loyalty is understood to be what motivates consumers to purchase a specific brand over and over again. Products reach brand loyalty status when consumers believe that the brands meet and exceed their expectations and when consumers can relate to the brand on a personal level (Foster, 2016). The buying behaviour and decision-making process can be conscious or unconscious but it is all dependant on the trust the consumers have in the brand and whether it will deliver on the expectations of the consumer. Brand loyalty is expressed by consumers when they want to purchase a specific brand but finding that the brand is not available they do not purchase a substitute, they rather travel to multiple stores looking for their preferred brand. Brand loyalty focuses a lot on the emotional involvement that develops between the consumer and the brand. The perception the consumer has is that the brand fulfils a physical or emotional want in such a special way that an emotion is evoked through using the brand or while purchasing it (Foster, 2016).

This study is focused on how South African organic fruit consumers would perceive or react to water-wise table grape varieties and how it would affect their brand loyalty. This theme relates well to the topic through identifying how and what makes organic consumers so loyal to organic food classifications.

2.3.2 Consumer buying patterns/behaviour

This refers to the buying behaviour of the ultimate consumer. These customer behaviour patterns are very important for business to analyse and understand in order to successfully market the right product to the targeted consumer. Products vary from low-involvement to high-involvement purchasing. Products that take little to no thought and are of relatively low cost, are low-involvement purchases. High-involvement purchases where the consumer relies on their senses of value and personal satisfaction in purchasing. Consumers buying patterns and behaviour will vary depending on personal, social and economic factors. It is important to understand the various stages of the buying process as they depend largely on

what level of involvement the consumer is engaging in. Consumers buying behaviour is often linked to perception, therefore according to Smallbusiness (2018, p.16), “consumers perceptions are an approximation of reality”. The key, however, to influencing consumer perceptions is exposure. The more information consumers have about a product the more they are likely to purchase it.

This theme links well with the research topic as we research the organic consumers behaviours and gather information on their purchasing patterns. This is vital to investigate in order to find a gap in the purchasing behaviour as well as gain a deeper understanding of the organic consumer thus seeing if there is a possibility that organic fruit consumers would be willing to purchase a water-wise table grape variety.

2.3.3 Water conscious table grape cultivar/production

A water-wise table grape variety differs from a normal table grape variety as it uses less water than a regular vine, being water-wise. It can be water wise in one of two ways through not using as much water as regular vines or by incorporating sustainable irrigating systems and practices in the production process of table grapes.

The two ideas mentioned above have however not been developed yet. There are table grape varieties that are not necessarily water-wise but can survive with less water such as the Red globe variety. The fleshier the berry the less visible the deficiency of water has on the fruit. This theme is vital to the research study as it is one of the main issues that is being discussed regarding the current drought being experienced in the Western Cape. With the development of water-wise table grape variety brand loyalty and consumer buying behaviour of organic fruit consumers can be examined to determine if there is an underlying reason as to why organic consumers are so loyal and if a water-wise table grape variety could sway some organic consumers to become loyal to this new product line extension.

2.4 LINKING THE RESEARCH PROBLEM WITH THE LITERATURE

The research question explores the analysis of brand loyalty issues in relation to consumers of organic table grapes and the possible introduction of a water-wise table grape variety. Through this research question organic fruit consumers are highlighted widely for their brand loyalty and buying behaviour towards conventionally grown produce and organic grown produce. This has been highlighted as a huge debate throughout the years and many have

still not identified the true difference between conventionally grown produce and organic grown produce.

2.4.1 Perceptions of taste and health

When analysing the literature it was identified that organic buyers believe organic produce tastes better than conventionally grown produce. Despite some consumers perceptions stating that organic food is of superior taste results of evaluations between what is conventionally grown and organically grown fruits show inconsistent results (Zhao et al., 2007). Post-harvest factors are also important to consider because studies showed that any potential differences of the overall liking of the fruit between organic and conventional samples lessened after a week of storage (Zhao et al., 2007).

According to the literature a survey was done to establish consumers perceptions around organic fruits and results found that 72.4% believed that organic produce was more nutritious and healthy and 51.4% believed that organic produce have environmental benefits (Zhao et al., 2007). However, the literature concluded saying that when they replicated the fruit samples it did not show significant differences in the overall liking and of intensity of overall flavour and bitterness between organically and conventionally grown fruit (Zhao et al., 2007). The relationship between health consciousness and purchase intention of organic food was found to be very insignificant. The literature showed that health conscious individuals replied more on medicines as dietary supplements more than organic food (Mhlophe, 2016, p. 21).

One of the main reasons why consumers purchase organic fruit is because they believe that it has certain health benefits, which is interesting because the majority of consumers thought people purchased organic produce because of environmental concerns (Zhao et al., 2007). This thus shows that organic fruit consumers might still favour buying organic table grapes rather than buying water-wise table grape variety because their main concern is not the environment when purchasing the produce.

2.4.2 Perceptions of value

Consumers reacted to value perceptions and sustainability related product information in a number of ways. This concept links well with the water-wise table grape variety and how it has been bred to be more sustainable. The article suggests that if more information is provided on the product its more likely the consumer will be willing to select the more

sustainable product as well as pay a higher price for it. It states that without any value-differentiating information consumers resort to price as being the most important attribute for decision making (Niklas Meise et al., 2014). However, if more value differentiating information is added to all products there will be a price – or attribute trade off which could result in consumers having to decide between the price and the information that they receive from the product (Niklas Meise et al., 2014). This is thus positive for the water-wise table grape variety as the more information consumers have about the product the more they will value the product, thus becoming a value differentiating product that consumers will be willing to pay a premium for.

2.4.3 Perceptions of price and purchase intention

Other literature suggested that there was an inverse relationship between perceived price and purchase intention of organic products. This could add to the above mentioned theory of the more knowledge attained the more likelihood that the product will be purchased. The premium pricing put on organic food is one of the main reasons why consumers are discouraged from developing positive purchasing intentions of the products (Mhlophe, 2016, p. 21). This finding is closely linked with the Ajzen's theory of planned behaviour. Further the literature finds that consumer attitudes, perceived availability, subjective norm and environmental concerns all have a positive significant impact on consumers purchasing intentions for organic food (Mhlophe, 2016, p. 22). This can help the researcher further by trying to create a more positive impact associated with the water-wise product.

A water-wise table grape variety is something that does not right now exist in South Africa, but with the water shortages being so prominent in the Western Cape, farmers can implement certain practices that can help the table grape industry become more water-wise, thus in the future, creating a water-wise table grape variety (MyBurgh, 2018). According to the literature Philip Myburgh suggests that with the lessening rainfall in the winter and due to climate change, farmers need to start a general reduction in their water "foot-print". One way they can do this is through soil preparation. The soil types and characteristics will have to be taken into consideration when new irrigation methods are applied as well as the angle and lay of the land with the reference to the sun. Myburgh (2018) suggests that because farmers are not able to receive sufficient water, irrigation patterns will have to change to encourage the vine to increase its root penetration to depths of 80 centimetres. (MyBurgh, 2018) Electronic water monitoring systems can be implemented to build up a data base so that water irrigation cycles can be implemented so maximising the efficiency of the available

limited resources. (Myburgh and Howell, 2018) By doing this less irrigation will be required so resulting in less water being used. What is not known is what table grape varieties could possibly use less water and what the effect will be on the following seasons crops.

2.5 CONCLUSION

To conclude, the main task of this study is to understand theory regarding brand loyalty and buying behaviour, and to then apply this knowledge to consumers of organic fruit – all of this in the context of a possible water-wise table grape variety. As stated previously, organic consumers value healthy attributes before they value environmental attributes, but there is little scientific proof that organic products are healthier than conventional products. With this in mind it is – from a producer perspective - vital to try to sway organic consumer perception and reaction towards the new water-wise table grape variety. This may be possible through providing more value-differentiating information on water-wise table grape varieties. Reviewing literature relevant to this study has brought to light the need to indeed pursue this research project, since no other studies have been found that are focused on this particular research topic and research question. Hence, the researcher will proceed to collect data in order to answer the research question of the study.

2.6 CONCEPTUALISATION

2.6.1 Water-conscious table grape cultivar: The grape vine is a desert plant which means it is drought resistant by nature however lack of water does have a detrimental effect on the appearance of the fruit. A delicate balance will have to be found between crop preparation for sale and water consumption. Root stocks can be evaluated and varieties with a more fleshy berry present better for retail sales when water shortages are experienced. (Arc.agri.za, 2018)

2.6.2 Organic fruit consumers: Organic consumers are different from conventional consumers because they tend to pay a lot of attention to nutritive value and food safety of fruits and vegetables. (Yiridoe, Bonti-Ankomah and Martin, 2005) Organic fruit consumers also pay attention to how the product is grown and what pesticides have been sprayed on the product.

2.6.3 Consumer perception and behaviour: Consumers perceptions play a detrimental role on their purchasing behaviour. Consumers often base their perceptions on aspects that

they deem to be desirable or not in a product. The most important being product quality characteristics which affect consumers preferences. (Yiridoe, Bonti-Ankomah and Martin, 2005) Consumer perceptions and behaviour is often influenced by social status and what the new trends are amongst individuals thus always ensuring that consumers that are influenced by social norms all purchase the same.

2.6.4 Water saving practices related to grape production: This can be investigated through soil management by creating deep root systems that do not require as frequent irrigation which could also help damper the high evaporation peaks (Myburgh, 2018).

2.6.5 Brand loyalty: Brand loyalty is when consumers find a brand that meets or exceeds their expectations leading to consumers purchasing that specific brand on more than one occasion (Gunelius, 2014).

2.6.6 Consumer buying behaviour: This is a combination of consumers attitudes, preferences, intentions and decisions that make up a consumers behaviour in a marketplace. All of the attributes mentioned help determine the consumers behaviour when purchasing a product or service. Consumer behaviour encompasses the following disciplines, namely anthropology, psychology, sociology and economics (Grimsley, 2014).

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This methodology of a research paper is vital in assisting in gathering the relevant information needed to gain insights and knowledge needed to achieve the outcome promised. Qualitative research is used in order to evaluate how organic fruit consumers perceptions and opinions are affected by an introduction to a new water-wise table grape variety. Qualitative research allows for a more in depth research and understanding to be gained.

3.2 RESEARCH PARADIGM

According to Courses.lumenlearning (2016, p.12), "Interpretive research is based on the idea that social reality is not singular or objective but its shaped through human experiences and social contexts, therefore being best studied in a social-historic context". This theoretical paradigm explores human interest in the study specifically looking at gaining a more empathetic understanding of individual social life as well as behaviour. Interpretivism explores human interest in a study specifically looking at gaining a more empathetic understanding of individuals social life as well as their behaviour. This study adopts an interpretivist stance because it seeks to gain insight into understanding organic fruit consumers perceptions and reactions towards water-wise table grape varieties.

In this paradigm hermeneutics is incorporated because the research question referred to organic fruit consumers perceptions and reactions which relays the importance of interpretation and understanding (Dudovskiy, 2017). Interpretivist researchers are seen as social actors and seek to focus mainly on meaning and understanding the main differences between individuals (Saunders, Lewis & Thornhill, 2012). This paradigm has allowed the researcher to understand the various factors that influence organic fruit consumers' purchasing behaviours and their brand loyalty towards a new water-wise table grape variety.

Nominalist and interpretive paradigms are vital to this topic due to consumers feelings, behaviours and perceptions being investigated. Furthermore, a nominalist approach will account for the qualitative nature of the organic fruit consumers buying behaviour and brand loyalty because this is a concept that is internalised and perceived differently by individuals as being different forms of truth. When developing research questions an anti-positivist lens will be assumed due to the research being built upon understanding opinions regarding

South African organic fruit consumers and the consumer purchasing patterns and brand loyalty surrounding the topic.

3.3 CONCEPTUAL APPROACH

This study followed an interpretivist paradigm that touches on hermeneutics which is needed when interpreting and understanding consumer perceptions and reactions. With this interpretivist lens the researcher was able to record consumer perceptions and reactions which is vital to the study. Conceptually the research will be used in a phenomenological approach in order to address the research purpose and objectives. Phenomenology is understood as a method of inquiry that is concerned with different perceptions and experiences of objects or events that provided a basis for investigating reality. Organic fruit consumers as a phenomenon motivates this approach for the current study. Qualitative research methods are useful because they work with non-numerical data. The interpreted qualitative data will help the researcher to understand the social life of the target population. According to (Crossman, 2018), “qualitative research is best designed to reveal the meaning that informs the action.”

Phenomenological research is explained as human sciences where the human life is explored and experiences of situations and relations are investigated narratively. This study focused on the meaning that certain lived experiences hold different feelings for different participants. (Sauro, 2015) Phenomenological research looked at what a single phenomenon means to several people that have experienced it. In this case the phenomenon is both water-wise table grape varieties and how organic fruit consumers perceived the product as well as how they experienced the new product. With phenomenological research the researcher first identified a phenomenon that interested them and then processed this phenomenon by identifying themes that may have influenced or helped in understanding the lived experience. Once this has been done a description of the phenomenon is written as well as an interpretation of what the researcher understood when conducting interviews about this phenomenon (Sauro, 2015). This linked well with the research question because it helped identify how organic fruit consumers see and feel about a new water-wise table grape variety thus gaining a better understanding of their purchasing behaviour and brand loyalty.

Deductive reasoning was used during this study which looked at this study from a top to bottom perspective. The researcher looked at the premise as true and hoped to generate a conclusion that is just as true. The study was descriptive in nature because this research

wanted to identify and understand something about a group of people. This study aimed to understand organic fruit consumers' brand loyalty and buying behaviour when being introduced to a new water-wise table grape variety. The researcher will conducted online surveys via email and social media platforms like Facebook.

3.4 POPULATION

The data gained from the study is generated from the South African population. The research population is defined as a large collection of individuals which have similar characteristics. All the individuals within the research population will have common binding characteristics (Maree, 2016) For this study the research population are South African consumers (men and women) situated in Cape Town and surrounding areas particularly in the Winelands area that purchase organic fruit in an upmarket supermarket i.e. Woolworths

3.5 SAMPLING

The research sample population situated in Cape Town and surrounding Winelands areas. Non-probability sampling is a technique used where samples are selected based on subjective judgement of the researcher in question, rather than being randomly selected (Maree, 2016, pg. 197). A non-probability sampling method was used for this research topic because specific participants were needed to conduct this research where other participants might not have applied to this topic. This is true because research needed to be conducted on organic fruit consumers only. Purposive sampling was used for this topic because only organic fruit consumers participated; any other population will be disregarded (Du Plooy-Cilliers et al., 2016, pg. 142). The sample size of Woolworths organic fruit consumers was 35 participants levelled at an LSM level of 7-10. This LSM calculator is used as a segmentation tool used in South Africa which segments everything from race, gender, age and any other variable used to help categorise people. The organic fruit consumers in this study are characterised as high-to-middle income earners. This sample size of 35 participants is a sufficient sample size due to it typically being smaller then quantitative analyses. It, however was large enough to obtain enough data to sufficiently describe the phenomenon of interest and address the following research questions. 35 participants was a sufficient amount to attain a saturation point. This occurs when adding more participants to the study does not result in additional perspectives or information. Therefore, having 35 participants is satisfactory in terms of having gained enough information and having obtained a large variety of views and opinions.

3.6 DATA COLLECTION METHODS

As this study followed a qualitative approach an online questionnaire was created. The questionnaire was qualitative because the researcher was focused on the respondents feelings, perceptions and opinions which aided in the researcher gaining a deeper understanding of the study.

The online questionnaire comprised of ten questions. These questions ranged from age to determining the likability of a water-wise table grape variety. Some of the questions asked included “Yes” and “No” questions, ensuring quick and easy responses. Other questions asked the respondents to specify their reasonings behind the question answered. The open-ended questions within the questionnaire are there to ensure that the respondents opinions are heard. Giving the participants the opportunity to voice what they feel should be said in order to achieve a greater understanding of the topic in question. All questions included in the questionnaire are phrased in an unbiased matter and are asked purely in a way that will enhance the respondents need to explain their reasonings behind the response chosen.

Brand loyalty and buying behaviour of organic fruit consumers are addressed in the questionnaire with strict instructions stating that only fruit consumers of organic fruits are allowed to answer the online questionnaire. The online questionnaires are accessible via Facebook.

3.7 DATA ANALYSIS METHODS

Qualitative data analysis methods are used to analyse and interpret the data received. Most qualitative data-analysis methods share similar methods each differing in the exact focus and details of the analyses. Qualitative data-analysis methods are based on the interpretative philosophy that aims to examine meaningful and symbolic content of the qualitative data, thus establishing how participants make meaning of specific phenomenon by analysing feelings, attitudes and perceptions in order to approximate the overall construction of the phenomenon. This is best achieved through inductive analyses of qualitative data. The main purpose is to allow research findings to appear from frequent or dominant themes that have been identified within the raw data without it being affected by structural theoretical orientation.

Qualitative data-analysis is an iterative process implying that data collection, processing, analysis and reporting are all inter-related in the sense that they are not successive steps but a continuous process. The data-analysis method consisted of three steps noticing,

collecting and reflecting. Once data is generated via the online questionnaires it was typed out in order for the analysis process to begin. Content analysis was used to explore and identify themes and patterns that were placed in texts. This focused on unique themes that convey meaning to a certain phenomenon. The online questionnaires helped group data together into portions which will then be put into bigger categories of related meaning that correlate with the theory of multidimensional brand loyalty and the ABC model and Ajzen's theory of planned behaviour. (Dulooy-Cilliers et al., 2016, pg234-235).

3.8 TRUSTWORTHINESS

Trustworthiness is shown by how the researcher followed the scientific process when conducting and presenting the research topic. Trustworthiness is broken down into four parts namely; credibility, transferability, dependability and confirmability. (Devault, 2018) Trustworthiness in this study is proven in the following ways. The research topic showed credibility by enforcing triangulation and member checks. Triangulation is done when the researcher asks the same research questions to a number of different study participants, collecting different sources as well as having participants answer the research questions using different methods. (Devault, 2018) This was done by asking a variety of different people on different online platforms within the Cape Town and Winelands area. Transferability is guaranteed when purposive sampling is used because when using purposive sampling the researcher needs to consider the characteristics of the individual members which need to be directly related to the research questions. (Devault, 2018)

Trustworthiness is also guaranteed when the researcher refined the data collected by organising the data into groups according to similar attributes that are available. The data is then put into different piles where finer details are taken into consideration. The researcher then writes notes about the emergence of any patterns. This was discussed in the data-analysis method thus proving the trustworthiness of the research. The researcher is both attentive and tentative when conceptualising the information thus proving trustworthiness (Statistics Solutions, 2017).

CHAPTER 4: FINDINGS AND INTERPRETATION

4.1 INTRODUCTION

In this chapter, the researcher will be analysing and interpreting the outcomes of the research conducted by means of a narrative approach. This approach helps the researcher to analyse findings and interpret these findings using a variety of different sources. The researcher will then apply the relevant theories and models described in the literature review to see whether there is a link in respondents opinions and perceptions. The following models that will be discussed in correlation with the findings is the ABC model, the theory of multidimensional brand loyalty and Ajzen's theory of planned behaviour. These findings were gained from 35 online questionnaires in Cape Town and surrounding areas where high-to-middle income consumers do groceries in a high-end retailer (Woolworths Food).

The respondents from the 35 questionnaires answered range from 16 years to 45 years of age. This is a vital discovery due to majority of the respondents being millennials and the future consumers for years to come. The researcher also felt that it was not necessary to conduct short interviews due to the in-depth responses received from the respondents of the questionnaires. Three themes were identified throughout the questionnaire process linking well with the research questions that were stipulated in Chapter 1.

1. Brand loyalty
2. Consumer awareness
3. Sustainability of new product

These three themes will be discussed in depth regarding each question posed in the questionnaire. The above findings were analysed and interpreted based on previous literature, research aims and the research problem.

4.2 INTERPRETATION OF FINDINGS

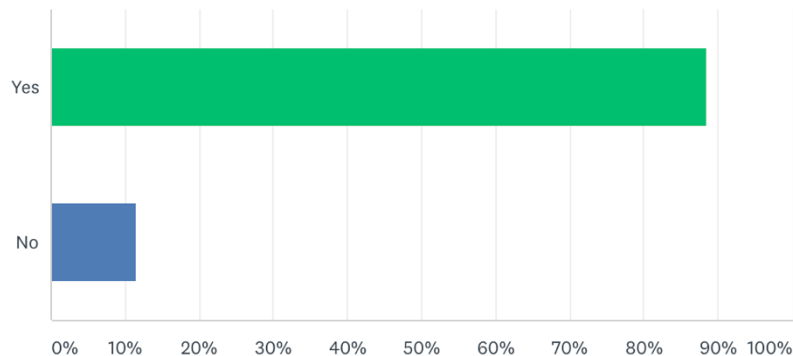
When creating the online questionnaire the researcher decided to ask rather simple questions that once unpacked could help determine the respondents opinions and feelings around the matter. Most questions were left with an extended question of why at the end in order to gain an even deeper meaning from the respondents so that the researcher could really get into the shoes of each respondent and achieve a narrative approach.

The following important questions will be discussed by identifying the key issues addressed and discussing the results and interpretations.

Do you purchase organic fruit products?

Do you purchase organic fruit products?

Answered: 35 Skipped: 0



The first most important question asked was if consumers purchased organic fruit products and if so why do they? A number of suggestions popped up as to why consumers purchased organic fruit products and majority of the respondents mentioned that they did it due to health reasons. More than 15 respondents said it was due to health reasons and the product being fresher. Other reasons varied from avoiding pesticides to the morality of buying organic fruit versus conventionally grown fruit.

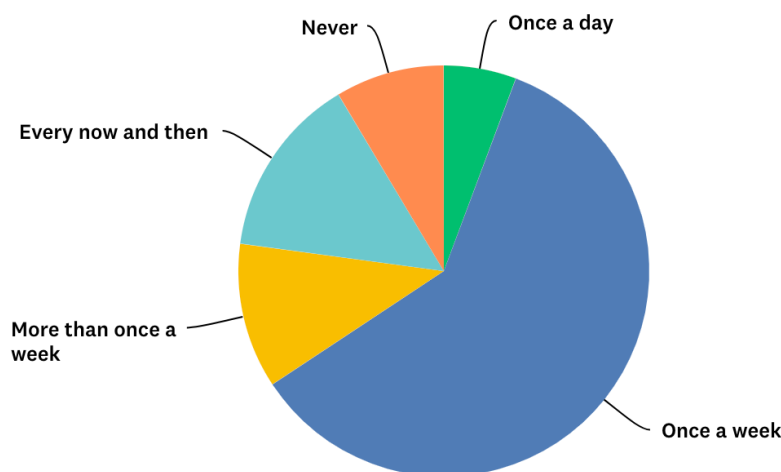
This result was interesting to see how consumers perceived organic fruit to normal conventionally grown fruit. When linking this question to the research obtained in the literature review it stated clearly that even though consumers in this questionnaire perceive organic fruit products to be healthier and fresher than conventionally grown fruit, however this is not the case according to literature and is often just the stigma associated with the brand organic fruit. According to the literature collected 72.4% of people believe that organic produce is more nutritious and healthy, however when replicating fruit samples participants found that there was no significant differences in the overall liking and intensity of flavour between the organic and conventionally grown fruit product (Zhao et al., 2007). This, therefore stating that the relationship between the health consciousness and purchase intention of organic food is very insignificant. Yet it is still interestingly enough a major factor when consumers think about organic fruit products.

The literature states that consumers purchase organic fruit products for the following main reasons in order of priority; personal health, product “quality” and concern about the natural environment. Health and “freshness” have been highlighted by respondents that have answered the questionnaire where 88.57% of the respondents believe that the reasoning for purchasing organic fruit products is due to health reasons. It has been stated however in literature that there is no apparent correlation between organic fruit products providing a certain health benefit. The main health properties that are considered to be given through organic fruit products are; vitamins, minerals and health growing properties that these products embody. There has, however been no evidence from literature stating that organic and conventionally grown fruit products are different or better for the consumers than the other. This, therefore concludes that many organic consumers are uninformed about the other conventionally grown fruit products leading to a potential opportunity that the producers should capitalise on providing more information about their products, thus leading to changes in perceptions.

How often do you purchase organic fruit products?

How often do you purchase organic fruit products?

Answered: 35 Skipped: 0



This question was asked in order to determine the regularity of when and how often consumers purchase a specific brand like organic fruit products. This question was created to understand the “need” of fruit products to consumers. A variety of responses came from this question. 5.71% of respondents stated that they purchase organic fruit products once a day. This is an incredible statistic proving that there are some incredibly brand conscious

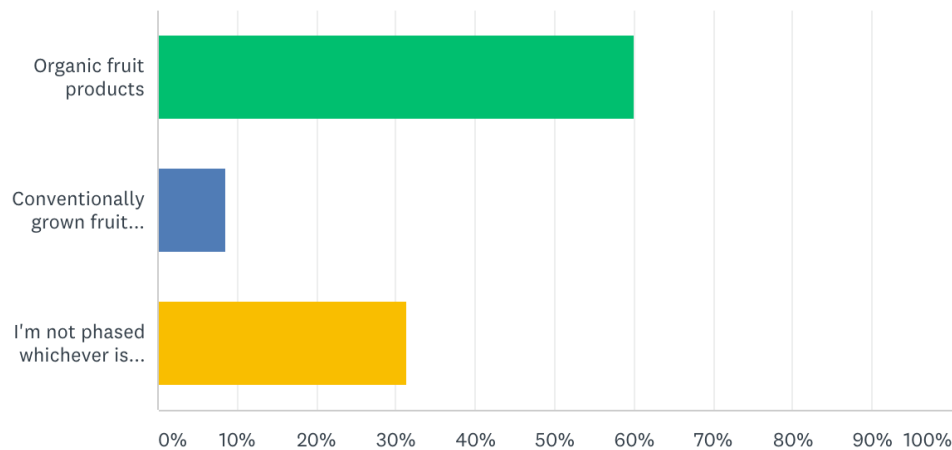
organic fruit consumers that devotedly aspire to have full confidence in their brand of choice. 60% of respondents said they purchased organic products once a week. This is a very normal response as majority of consumers when doing groceries purchase some sort of fruit. 11.43% of respondents say that they purchase organic fruit products more than once a week. 14.29% stated that they purchase organic fruit products every now and then and 8.57% stated that they never purchase organic fruit products due to lack of availability or access to the product.

This finding correlates well with the theory of multidimensional brand loyalty created by David A. Aaker. It stipulates that the model is broken down into three distinct dimensions. These dimensions do not all have to be present when proving that the consumer is brand loyal or not. What is clear from the findings is that both conventionally grown fruit products and organic fruit products have both created an emotive tendency towards the brands, thus leading to consumers varying in their purchasing decisions between the two. Behavioural tendency is another clear aspect that has been determined in both brands. The purchasing intent and brand consumption of both brands leads the researcher to think that organic consumers are not as brand loyal as they seem, thus creating a possible opportunity for a new water-wise table grape fruit product to enter the market and gain sufficient leverage to be able to compete with the other brands within the market.

Do you prefer to purchase organic fruit products or conventionally grown fruit products?

Do you prefer to purchase organic fruit products or conventionally grown fruit products?

Answered: 35 Skipped: 0



This question was asked in order to create a better understanding of the brand loyalty surrounding organic fruit consumers. If these consumers were reliant entirely on organic fruit products or if they vary their purchasing patterns and sometimes purchase conventionally grown fruit products. The findings from the data suggested that 60% of the respondents purchase only organic fruit products. Other results showed that 8.57% of consumers purchased conventionally grown fruit products. 31.43% of respondents stated that they are not phased as to which brand (organic or conventional) they purchase, whichever is available they will be happy with.

These findings have addressed the following theme of brand loyalty. As stated previously brand loyalty is when a product meets and exceeds customers' expectations, thus leading the customer to repurchase that product in the future. As seen in these results, however organic consumers do not seem to be as brand loyal as expected due to the result that 31.43% of respondents stated that they were not phased as to which branded fruit product they purchased. This result could be due to certain circumstances such as the lack of availability or access to the certain products at a certain time but this, however is only one determinant. Normally a brand loyal organic consumer would instead of purchasing a substitute go out to other stores and find that branded product or if the consumer cannot find it anywhere, they will result in leaving the store empty handed until being able to gain access to that specific product they are looking for.

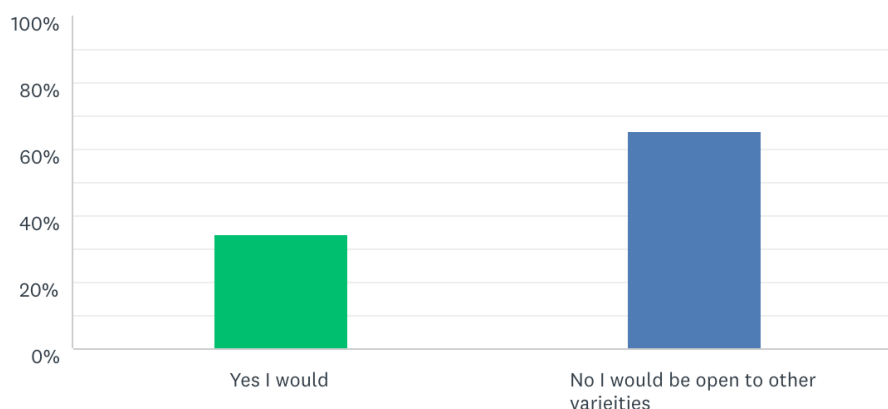
Brand loyalty links well with perceptions of value. Often consumers find that they favour certain value perceptions that if they tie in with what the consumer believes in results in a successful brand loyal relationship. However, the findings show that there has been a shift in recent years where 31.43% consumers are less focused on the brand and more concerned about what knowledge and information they can gain from the products. This has then become a contributing factor as to which brand organic or water-wise fruit product is chosen. Often when enough information is not available consumers result in using value-differentiating information such as price to make their choices.

This concept highlights the fact that most consumers are, therefore more active and interested about reading what they are purchasing leading to the agricultural industry and retailers needing to bridge that gap by providing their consumers with the relevant information needed to make a decision not purely based on price but rather on beneficial information and facts.

As an organic fruit consumer would you only purchase organic fruit products?

As an organic fruit consumer would you only purchase organic fruit products?

Answered: 35 Skipped: 0



The findings recorded in this question stated that 34.29% of consumers would only purchase organic fruit products and 65.71% of consumers stated that they would be open to other varieties and choices if given the chance. This finding has further proved the legality of how organic consumers are not as brand loyal as predicted. Consumers often base their decisions on current trends within their environments. Fashion trends can be a huge

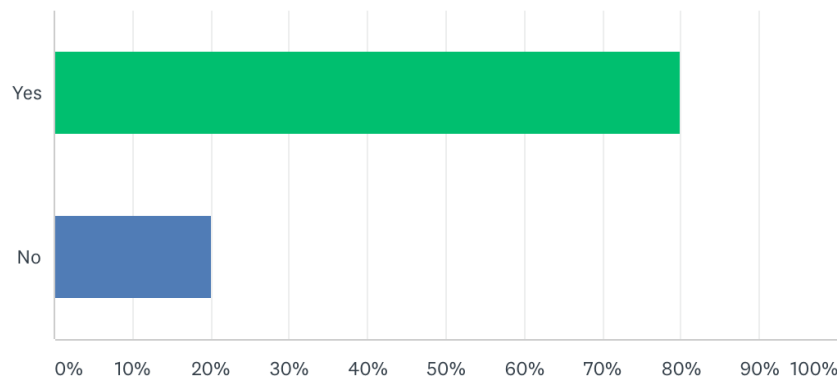
contributor in terms of people constantly switching and changing their buying behaviours of certain brands. This has led to consumers being more willing to purchase conventionally grown and other varieties of fruit products depending on the trends. In recent years there has been huge popularity with regards to being environmentally sustainable. This has led to consumers believing that certain products are less damaging to the environment than others. With this growing concern consumers are looking for other food product options such as a water-wise table grape varieties. This in turn links well with Ajzen's theory of planned behaviour. Consumers are more likely to have a positive correlation with a fruit product when it is known to be more beneficial towards the environment. This then leads to a positive personal outcome that is created by normative and controlled beliefs.

The findings also highlights that organic fruit consumers are not as brainwashed into just buying purely organic fruit products as researched. The findings prove that there is a substantial amount of space for growth when communicating with the organic fruit consumer. The ABC model can be used to capture the minds of the organic fruit consumers to be willing to move away from their organic cult and trying a water-wise fruit product that is just as beneficial towards the environment. Attitudinal variables can be used to align the water-wise table grape variety alongside an organic fruit product, thus incorporating similar beliefs, values and norms around the product. These findings further highlight the fact that organic fruit consumers would consider switching if the product in question bases around similar values and ideas that organic fruit consumers favour as well as connect with.

If sustainable water-wise fruit products appeared on the shelves would you support these products?

If water-wise sustainable fruit products appeared on the shelves would you support these products?

Answered: 35 Skipped: 0



Looking at these findings 80% of respondents stated that “Yes” they would support a water-wise sustainable fruit product and 20% of the respondents stated that “No” they would not support a water-wise sustainable fruit product. When choosing “Yes” the respondents were asked to state why they would be willing to support the sustainable water-wise fruit products. A number of different responses were then recorded stating all respondents specific opinions. The 80% of the respondents that stated “Yes” to supporting a sustainable water-wise table grape variety stipulated that their reasoning behind the choice was because of the current water crisis situation the Western Cape is experiencing as well as the reasoning because they feel that this sustainable water-wise fruit product is beneficial towards the environment and sustainability for future years to come. 20% of other respondents stated that they would not support a sustainable water-wise fruit product for specific reasons that they highlighted. Some reasonings highlighted was the affect the less water used on this sustainable water-wise fruit product would have on the taste and quality of the fruit. Another contributing factor that respondents highlighted was price. Depending on the price of the product will determine whether consumers are willing to support it over organic fruit products.

These responses highlighted certain aspects within the attitude-behaviour-context model. A lot of the respondents chose to support the product based on their attitudinal variables such as their personal beliefs, norms and values. 80% of respondents felt that their values and personal beliefs aligned with supporting a product that will in turn benefit the environment

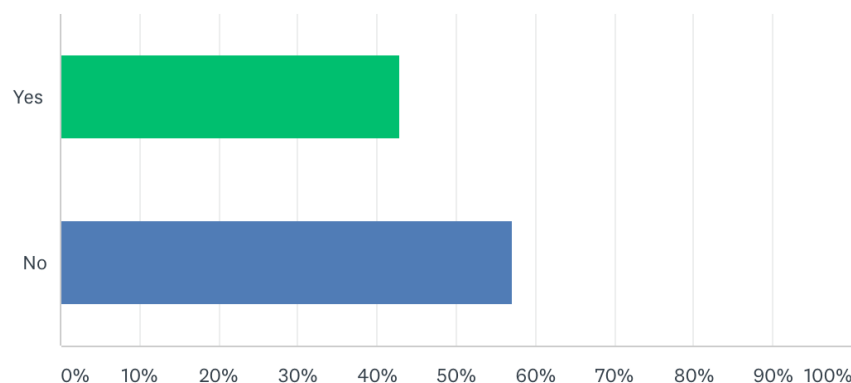
and the sustainability of water access in the future. Therefore, the behaviour of respondents is achieved by affect and cognition to influence the intention needed to purchase the sustainable water-wise fruit product. The 20% of respondents that stated that they would not support sustainable water-wise fruit products was due to contextual factors such as monetary incentives and interpersonal influences. Therefore, in the case of the 20% that said “No” the contextual factors are stronger than the attitude behaviour link.

These findings further stress the gap that is apparent amongst organic fruit consumers where majority of the consumers are sitting on the fence waiting to try something different if introduced properly to consumers and the market and if introduced correctly could lead to a new cult of water-wise fruit products.

Would you sacrifice quality in order to rather buy a variety of table grapes that is more water-wise?

Would you sacrifice quality in order to rather buy a variety of table grapes that is more water-wise?

Answered: 35 Skipped: 0



This question asked if respondents would sacrifice quality in order to buy a water-wise table grape variety. The findings confirmed that 42.86% of consumers said “Yes” they would be willing to sacrifice quality to purchase a more water-wise table grape variety. 57.14% of respondents stated “No” they would not be willing to forego quality in order to purchase a more water-wise table grape variety. The question then stated if respondents do not want to forego quality they need to give an explanation as to why they feel it is not worth foregoing quality. The 57.14% of consumers responded with varied opinions majority of these consumers believe that quality should not decline.

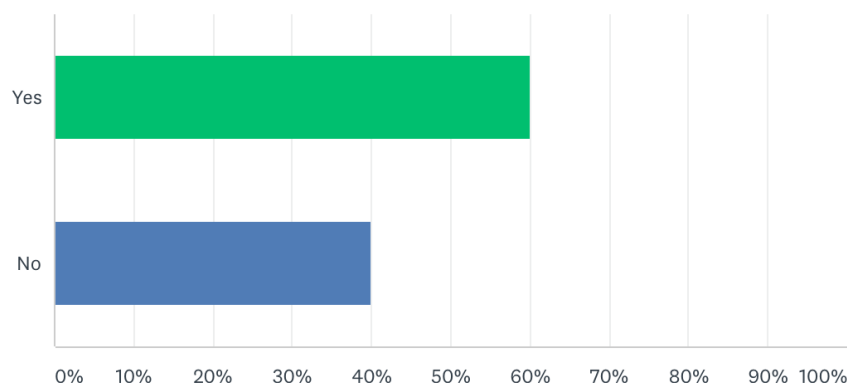
From the findings received consumers do not understand the statement stating that they will have to sacrifice quality. This quality sacrificed means that the water-wise table grape variety might not be allowed to be exported due to the table grape variety not meeting certain standards needed to be exported. Therefore, the changes that consumers might see from less water being used is merely smaller berry sizes thus making berries on the bunch not as juicy as well as smaller bunches. Some consumers are worried about the pesticides that will be used and that the taste might be affected by the quality being decreased. The taste will not be affected at all because the less water used could lead to an even more concentrated taste that could be an advantage for consumers. Other consumers relate decreased quality with an unsatisfactory experience with the water-wise table grape variety. This is not the case either because the slight decrease in quality will not even be noticeable by consumers themselves and only by the farmers that produce these fruit products.

It is, therefore clear that consumers are on the fence about purchasing a water-wise table grape variety with decreased quality. It, thus needs to be communicated to consumers that this slight decrease in quality will not affect taste and satisfaction gained from the product. The theme sustainability is covered here where it is vital that consumers understand what is stated to ensure that they will be willing to support the product for years to come.

Would you be willing to pay a premium price for water-wise table grape varieties?

Would you be willing to pay a premium price for water-wise table grape varieties?

Answered: 35 Skipped: 0



This question discussed how willing consumers would be to pay a premium for water-wise table grape varieties. 60% of consumers stated that “Yes” they would be willing to pay a premium for the water-wise table grape variety. 40% of consumers stated that “No” they would not be willing to pay a premium for the water-wise table grape variety. Consumers were then asked why they would not pay a premium for the water-wise table grape variety. A varied number of responses were received with a common thread that started showing with responses. Most consumers felt that because the table grape variety was using less water the need to charge such a high price is not valid. Majority of respondents felt that food was already so expensive and always increasing due to the economic climate, therefore consumers are already struggling with prices when purchasing groceries. Some consumers said that they would be willing to pay a premium for the product stated that the price should not be exorbitant and still be at a reasonable level for consumers to meet.

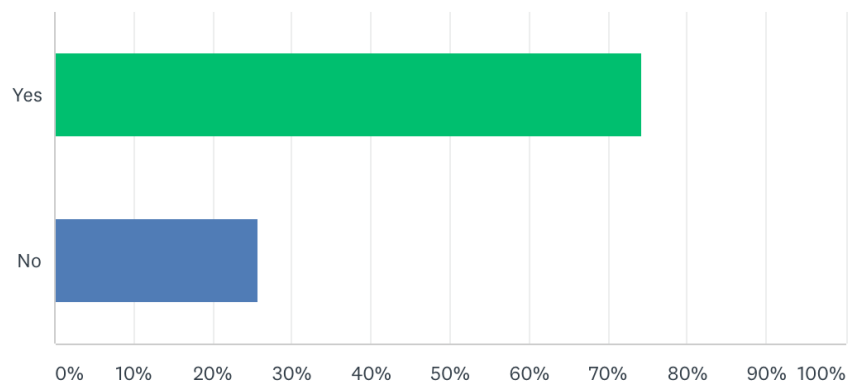
Literature has suggested, however that there is an inverse relationship between perceived price and purchase intention of organic fruit products. This leads to the more knowledge attained about the product in question the more likely the product will be purchased. It has been shown that because consumers are unaware of the new water-wise table grape variety in question they will not be as willing to hand out large sums of money for it. However, if the information obtained about the water-wise table grape variety leads to a positive significant impact consumers purchasing intentions will strengthen towards a water-wise table grape variety.

This question ties in well with the theme of sustainability of the new product. In order for the water-wise table grape variety to be sustainable consumers need to be willing to support the brand for years to come. Therefore, it is of great importance to understand what consumers would support within the product. From the findings it is clear that consumers would not be willing to pay an exorbitant amount for the product, however with more information they would be willing to pay a little more if needed. Consumers have also highlighted relating to the previous question that they do not want to sacrifice any quality when purchasing a water-wise table grape variety. They feel that it should not even be a factor that needs to be considered.

Do you as an organic fruit consumer consider environmental sustainability when purchasing organic products?

Do you as an organic fruit consumer consider environmental sustainability when purchasing organic products?

Answered: 35 Skipped: 0



Lastly this questions attempts to identify if there is a potential link when organic fruit consumers purchase their organic products, if they happen to consider environmental sustainability. 74.29% of consumers stated that they do consider environmental sustainability when purchasing organic products and 25.71% stated they do not. This is an interesting result for a number of reasons. Previous literature stipulated that organic consumers consider the environment last when deciding to purchase a product. This is vital to the research being conducted because the water-wise table grape variety to be introduced will play a lot on how environmentally conscious consumers are. The results obtained is definitely linked to the circumstances being experienced due to the water crisis. This has definitely made consumers more aware of what products they purchase and how it affects the environment. The previous research then contradicts the results obtained, leading to a positive outlook for the water-wise table grape variety.

This question addresses the theme of sustainability of the new fruit product. In order for the water-wise table grape variety to survive it will need to have a strong following. This result highlights the possibility that due to increased interest in the environment consumers will be looking for ways to reduce their footprint and support a choice like that. Consumers will also consider purchasing the product because it alleviates consumers conscious. When purchasing the product consumers will feel that they are contributing to a better environment thus feeling a sense of accomplishment.

CHAPTER 5: RECOMMENDATIONS AND CONCLUSION

5.1 INTRODUCTION

In this chapter, the researcher will be answering each research objective, as stated in Chapter 1 by taking into consideration the literature reviewed, the use of an appropriate research methodology process and lastly identifying and interpreting the category pertaining to the findings obtained. Once the research objectives have been answered, the researcher will then make use of the solutions to each research objective to answer the final research problem. This will then allow the researcher to propose recommendations and then conclude the research report.

This is the current research problem that will be addressed when concluding the research report. “How will the South African organic fruit consumers perceive and react to the potential introduction of an environmentally sustainable water-wise table grape variety; by investigating the affect brand loyalty could have on the organic fruit consumer?”

A number of sub-questions were highlighted to ensure that the overall research problem will be addressed in the most comprehensive way possible.

- 1. What are organic fruit consumers attitudes regarding quality versus price in order to support water-wise table grapes?*

Organic fruit consumers as found from the findings received are very focused on quality and will often be willing to spend more on the price of the product if the quality is at an exceptional standard. However, when stating that there might be a slight drop in quality and increase in price when introducing a water-wise table grape variety organic consumers were not very pleased. Many organic fruit consumers felt that if quality was being sacrificed why would there be a need for a price increase. This, therefore has led to a bit of confusion from the consumers side. As stated previously the slight drop in quality will not be noticeable by an average consumer because the only differences that might been seen is smaller berry sizes and bunch sizes. The small increase in price would be due to the more high tech equipment needed to produce a less water dependant table grape variety. 42.86% of organic fruit consumers still stated that they would be willing to sacrifice a slight drop in quality for a more sustainable water-wise table grape variety. This is a significantly large group indicating that if enough information

was presented with the new brand there would be a greater understanding of the product category leading to an even greater product following.

II. How willing are consumers to pay a premium for water-wise table grape varieties?

When asking this sub-question it was presumed that majority of organic fruit consumers are relatively price insensitive due to majority of organic food products being more expensive than conventionally grown food products. When looking at the findings it was clear that majority of organic fruit consumers were not bothered by paying a premium for water-wise table grape varieties but there was still a considerably large sum of 40% of individuals that felt that they would not pay a higher premium for the product. Majority of those 40% of consumers stated that price and quality go hand in hand and if one lessens then so should the other. Implying that if quality dropped slightly then so should the price. Other consumers stated that it would depend on the gravity of the increase in price. If it was relative then majority of organic fruit consumers would be indifferent and purchase the water-wise table grape variety.

III. To what extent would organic fruit consumers' brand loyalty prevail?

Brand loyalty of organic fruit consumers has been a topic of conversation for many years. When conducting research about the brand loyalty of organic fruit consumers it found that majority of organic fruit consumers sat on the fence when deciding what to purchase. They often purchased more products that were more conveniently and readily available than actually considering if it was organic or not. When asking the organic fruit consumers if they would only ever purchase organic fruit products an astonishing 65.71% of consumers stated that they would be open to any other varieties available not only limiting themselves strictly to organic products. This indicates that organic fruit consumers brand loyalty is not as strong as predicted leading to a huge gap in the market for water-wise products to be introduced. 80% of organic fruit consumers stated that they would support water-wise table grape varieties if they became available in stores. Therefore, indicating that organic fruit consumers brand loyalty is affected by feelings, needs, health and environmental impact and if another product can play on all those emotions just as well as normal organic food products can then organic fruit consumers are easily swayed to another

product offering. Resulting in a easily changeable brand loyalty fuelled by information and facts.

IV. Do organic fruit consumers consider environmental sustainability when purchasing organic products?

Literature indicates that organic fruit consumers first consider health and quality and consider the environment last when making purchasing decisions but from the findings received 74.29% of consumers stated that they consider the environment first, therefore contradicting the literature. This is a very positive finding for the researcher due to the new sustainable water-wise table grape variety being so dependent on environmentally conscious consumers. Knowing that there is a greater demand and percentage of these consumers is a promising result leading to a potentially positive outcome for the water-wise table grape variety for years to come.

V. How important is 'taste' when consumers purchase a water wise table grape variety?

This sub-question was not asked within the questionnaire, however when receiving some of the opinions and reasons behind some of the respondents answers it was clear that taste was an important determinant when considering a water-wise table grape variety. Consumers seemed very curious to try a water-wise table grape variety and see if there was any difference in taste. The minor difference in taste would just be that the favour of the grape would be more concentrated due to less water being used. Many consumers stated that they would first have to try the water-wise table grapes before they purchase them because taste is a huge contributing factor.

All of the above mentioned sub-questions and objectives has helped the researcher achieve the overall research problem. It is clear from the above mentioned findings that organic fruit consumers would be open to trying a new alternative to organic fruit products. The reasoning for this is because if the water-wise fruit product offering satisfies the same four needs that the organic fruit consumers feel organic products do then there is no harm in trying something new. As long as it is aligned with the consumers values and emotions organic fruit consumers are happy to change, suggesting a much weaker brand loyalty than expected.

5.2 ETHICAL CONSIDERATIONS

Some ethical concerns that might be raised throughout this study often applies to the anonymity of the volunteers that are involved in the study. All respondents should have a clear understanding that the sole purpose for this research is academic. While the online questionnaires are being conducted the researcher should ensure that she is not invading the respondents' privacy in anyway. She should also ensure that all respondents are guaranteed to confidentiality. (Du Plooy-Cilliers et al., 2016, pg. 263)

All the respondents should feel that they can participate freely in the study and can leave whenever they feel uncomfortable. The questions in the online questionnaires should not reveal any sensitive or personal information of the respondent and all online questionnaires should be free from bias when conducted. (Du Plooy-Cilliers et al., 2016, pg. 263)

5.3 LIMITATIONS AND DELIMITATIONS

Research limitations and delimitations could improve or reduce the extent and depth of the findings and insights gained from the research topic. Often limitations are those that are outside of the researchers control and delimitations are based on the researchers decisions. The researcher often decides what challenges can be overcome and what may not.

5.3.1 Limitations

- i. Lack of previous researched information on the specific topic in question. There is as of yet no such thing as a water-wise table grape variety, thus making it difficult to research and base any ideas or thoughts on previous research.
- ii. The restriction of a "water" theme within the Western Cape has limited researchers to a very small pool of limited research. Indicating that a lot of primary research will need to be conducted.
- iii. Time constraints given to gather primary research is limited hindering the amount of information gathered.

5.3.2 Delimitations

- i. The full knowledge of the water-wise table grape variety is a delimitation. Not knowing the full scope and effects less water will have on the table grape vines due to the lack of research available.

5.4 RECOMMENDATIONS AND CONCLUSIONS

This explorative study was developed to provide insights and knowledge into how organic fruit consumers opinions and reactions would be affected by an introduction to a new water-wise table grape variety as well as how this could possibly affect the brand loyalty of organic fruit consumers. The study focused on exploring the concept, barriers and areas of influences involving the organic fruit consumer. The researcher's findings support several elements from the literature review especially in terms of the concepts, however when gathering the findings it was clear that the researcher was able to create new insights into organic fruit consumers brand loyalty as well as the way in which they view potential products.

The research conducted produced findings that are vital to the topic displaying data on organic fruit consumers that contradict a number of literature papers read. This data displayed that organic fruit consumers brand loyalty is drastically changing and developing. Consumers are adapting more and more to the changing surroundings so if a product appeals to the organic consumers four main interests of quality, health, taste and environmental sustainability then the ability for them to then switch to that product is inevitable. Findings also display that organic fruit consumers are curious about a potential water-wise table grape variety. The data also displayed that organic fruit consumers are far more environmentally conscious when deciding what to purchase which proves even more that these consumers will be more than willing to support the new water-wise table grape variety.

In this research study it is evident that organic fruit consumers buying behaviours are changing drastically leading to larger innovative improvements for the farming industry. The continuous need for organic fruit consumers to be searching for the next healthier environmentally sustainable alternative is clear due to the changes the world is facing. The research question was answered thanks to the findings generated as well as the literature and models used. The research goal was reached by getting organic fruit consumers to become accustomed to a possible new water-wise product range leading consumers to start thinking more about the environment when purchasing food.

With the findings considered the following recommendations could lead to benefitting the agricultural sector hugely when in drought stricken areas:

- I. More research and development should be invested in a water-wise table grape variety.
- II. Tests should be conducted on a number of different table grape vines in order to test what variety is best suited to receive less water due to the plant being semi-arid.
- III. This research report should be sent to Phillip MyBurgh in order to help him in developing better more sustainable irrigation systems for the water-wise table grape varieties.
- IV. Farmers need to provide more information on their packaging about where their fruit products come from.
- V. Farmers need to focus on sustainable environmental farming.
- VI. Farmers need to consider reasonable pricing strategies.
- VII. Farmers need to capitalise on four important needs of quality, health, taste and sustainable environment when marketing the water-wise table grape product.

In conclusion, this research topic has proven to be efficient in addressing the following research question “How will the South African organic fruit consumers perceive and react to the potential introduction of an environmentally sustainable water-wise table grape variety; by investigating the affect brand loyalty could have on the organic fruit consumer?” By being able to understand how such a niche marker of consumers influence and operate within the market is vital for the agricultural industry. The creation of the water-wise table grape variety is a vital finding which will lead to huge success within the market in years to come creating agricultural industries that are not water dependant leading to other industries getting on board with this. The researcher feels that this study has managed to create a foundation for the agricultural industry that will provide the relevant knowledge needed to provide a positive outlook on this water crisis and create a positive outlook for years to come.

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