

AFROCENTRISM EFFECT ON CONSUMER PERCEPTIONS

CASE STUDY: IWORI BEAUTY

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DECLARATION

I hereby declare that the dissertation submitted for the Honors in Strategic Brand Communication to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institute for a postgraduate qualification.

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A handwritten signature in black ink, consisting of several overlapping, angular strokes that form a stylized, abstract shape.

Signed: T.M. As

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ABSTRACT

This study explores whether Afrocentrism effects and influences consumers perceptions of brands and the products they use. This will be determined through analyzing African heritage-based brand – Iwori. Iwori expresses Afrocentrism throughout their brand and therefore, a conclusion will be based off whether Iwori has positive consumer perceptions in relation to their Afrocentric movements.

This topic was approached through qualitative explanatory research because the findings are not factual but rather opinion and experienced based. The finds were enhanced through in-depth interviews with Iwori's administration which provided insight into their marketing mix and how Afrocentrism is guided throughout their business and products produced. Questionnaires that were sent out to users of Iwori products gave insight about why consumers use the products, what attracted them to the product and their personal experiences with the brand.

This study contributes to the research into whether expressing Afrocentrism throughout an individual's business will positively influence a business's customer base and the image that business creates.

GLOSSARY OF TERMS

The Marketing Mix – Combination of marketing tools used that are vital throughout this research (Borden, 1984).

Marketing Strategy – This is a business's plan which contains the key marketing messages and information about the consumer in order to gain the targeted consumers (Barone, 2019).

Corporate Social Responsibility – A management concept where businesses combine social and environmental concerns within their business operations and interactions (UNIDO, 2019).

Consumer Based Brand Equity – This measure what consumers perceptions and emotions are about the brand (Datta, et al., 2017).

Purchasing Decision – This concept is a thought process which leads consumers through different levels of decision making to pick a brand (KWHS, 2011).

Brand Building – This explains the emotional and practical values that customers have when choosing between brands (Doyle, 1989).

Afrocentrism – A term which explains something that is originated from Africa and expresses African culture (Merriam-Webster, 2019).

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1. CHAPTER ONE – INTRODUCTION AND OVERVIEW OF THE RESEARCH

1.1 INTRODUCTION

*'Africa has been a rich source of artistic inspiration for many parts of the world for centuries, but what's changing now is that Afrocentric culture is being defined, spearheaded and dispersed by the sons and daughters of the African continent'.
(Hartzenburg, 2019).*

The above quote enhances the importance of articulating African history and values. Products are becoming more historically driven through companies designing products that express and re-enforce African beliefs, behaviors and traditions. It can therefore be enforced that Afrocentrism is producing luxury because companies are using African heritage to promote Afrocentric movements (Hartzenberg, 2019)

A connection can be drawn between Afrocentrism and South African businesses (Hartzenberg, 2019). Many South African businesses incorporate African heritage and values through their business operations and image. When one supports South African businesses, that person is encouraging the demand for Afrocentrism.

Afrocentric based brands in today's market are often overlooked due to the abundance of overseas brands. However, the South African brands that are expressing their local encouragement for African traditions are gaining exposure at a slow rate (Games, 2013). Consumers are demanding more culturally based products. Discovering whether Afrocentrism is positively influencing consumers frame of reference is important for both businesses and consumers to know.

Many traditions have been lost or adapted to suit the Westernized lifestyle that everyone is trying to adopt (Hertzenberg, 2019). Therefore, by re-enhancing and encouraging African heritage through products will help increase the recognition of African roots within South African.

It is vital that brands are aware of what their consumer perceptions towards their brand are because it can impact the company by discovering if their messages are being accurately and positively received by the public.

The study explored the affect that Afrocentrism has on consumers perceptions and whether the affect was a positive impact for a brands success. Iwori Beauty was used to support the study by analyzing Iwori Beauty's consumer perceptions to establish whether there was a connection between Afrocentrism and positive perceptions.

The study could empower African brands to gain a deeper insight into understanding their consumer perception and what makes consumers purchase their products. The findings will identify whether Afrocentric brands have positive perceptions because of their support for African traditions and enhancement of African wisdoms.

Iwori Beauty is brand that ensures all their business operations and products from the marketing used to the ingredients put into the products are inspired by African heritage (Iwori, 2019). Therefore, this study will provide brands that already Afrocentric based with an analyse of whether they are expressing it throughout all their business functions successfully.

1.2 BACKGROUND

There are personal factors that a company grows through when opening. The Iwori Beauty brand has created relationships and opportunities that significantly enhance their bond with consumers. The brand participates in many initiatives that benefits the communities where the ingredients are grown and supplied from (Iwori, 2019). Through the brands activities with local African communities – the communities are bale to earn a sustainable living (Iwori, 2019).

Iwori Beauty is a brand that utilizes their marketing strategies through in-store branding and social media platforms by having their own Facebook and Instagram accounts. Their products are sold at selected Clicks stores around South Africa (Iwori, 2019). Their customers are able to subscribe to the brand and be kept up to date through emails about competitions, products and skincare tips (Iwori, 2019). Iwori Beauty communicates stories that are linked to the brand and the beauty industry through these platforms.

Iwori Beauty is a brand which is committed to the protection of African heritage by ensuring positive promotion and the stimulation of local businesses (Iwori, 2019).

The brand identity is inspired by the African traditional knowledges and wisdoms which have been carried through all generations. Iwori Beauty makes their brands a journey

about discovering the power of pure African ingredients. All ingredients of their products are organically African and both ethically and sustainably sourced (Iwori, 2019). The brand carries through their sustainable functioning by becoming less harmful to the environment. To the brands best abilities – they optimize the use of materials and have ensured that their packaging is 100% recyclable.

A theme of Afrocentrism is reinforced within Iwori Beauty through being a brand based on and committed to African heritage.

1.3 RATIONALE

The relevancy of this study is to contribute to the understanding of why Afrocentric brands affect consumer perceptions. Through assessing the marketing mix of an Afrocentric brand, in-depth information is gathered about what a brand that honors African heritage structure would be. Consumers awareness for the importance of natural ingredients and activities that are enhancing communities and lives are increasing. Therefore, Iwori Beauty will apply comprehensive detail into this as their ingredients are purely African and their corporate social responsibilities are uplift local communities. Afrocentrism within South African resonates with every individual because it is the land of the “Rainbow Nation” therefore, consumers are attracted to brands and their products when African tradition is expressed successfully and positively.

1.4 PURPOSE STATEMENT

The purpose of this qualitative, explanatory research study was to analyses how Afrocentrism affects consumer perceptions towards brands. The data was obtained through an online interview and survey with Iwori Beauty’s brand manager and product users.

1.5 PROBLEM STATEMENT

Iwori Beauty is inspired by African traditional practices that have been passed down from generations (Iwori, 2019). Iwori Beauty connects with their consumers through Afrocentrism. The study analysed consumer perceptions of Iwori to figure out if Afrocentrism creates successful and positive perceptions towards a brand. Therefore, the research included evaluating whether a brand that had successfully built on the concept of Afrocentrism would have an effect on the manner that consumers interacted and perceived a brand.

1.6 RESEARCH QUESTIONS

The research questions of this study have been spilt into primary and secondary research questions:

1.5.1 Primary Research Question:

How does Afrocentrism affect and influence consumer perceptions of a brand?

1.5.2 Secondary Research Questions:

1. How has Iwori expressed Afrocentrism through their marketing mix?
2. What elements of Iwori Beauty and their products influence consumer perceptions?
3. Does Iwori Beauty's Afrocentrism impact consumers' purchase decisions?

1.7 AIM

1. To investigate that Afrocentrism based brands have a positive impact on consumer perceptions.

1.8 RESEARCH OBJECTIVES

1. To assess the success of Afrocentrism within Iwori Beauty's marketing mix.
2. To identify the influence that African ingredients and Corporate Social Responsibility (CSR) have on consumer perceptions.
3. To determine the impact of Afrocentrism on consumer purchase decisions.

1.9 SCOPE OF RESEARCH

The scope of the study was limited to consumer perceptions towards Iwori Beauty that played a role in the analyse of the full topic – Afrocentrism effect on consumer perceptions. The study was small scaled. Even though online surveys were sent out on social media platforms – the geographically spread of the respondents were not wide spread but mainly greater Durban and Pietermaritzburg.

1.9.1 SIGNIFICANCE

The significance of this study included the benefit of my research to Iwori Beauty. The study allowed the brand to gain a deeper understanding into the environment of the Afrocentric brands. However, the study would add value to other studies that are investigating the concepts of Afrocentrism and its connectedness to consumer perceptions.

Within the beauty and health industry, brands that are based around African heritage can utilize this study and findings to ensure that they are expressing their African wisdoms to their full advantage to gain a competitive advantage.

1.9.2 LIMITATIONS

A research study is supposed to resolve a problem or justify an opportunity that is of concern or reach within a specific scope. However, researchers are faced with many limitations during their research.

Limitations are constraints that are presented in the research study which are out of the researcher's control. These constraints can be money, time and available access of information (du Plooy-Cilliers, et al., 2014). Limitations can cause the research topic to be redefined.

Access to consumers through social media can cause limitations to the trustworthiness of this study as consumers may not be so expressive with sharing their perceptions and their emotions through social media platforms of Instagram and Facebook.

Another linked limitation is the denying of access to communicate with Iwori Beauty followers on their Facebook and Instagram pages. Therefore, the population reached are through the researchers account in hopes that their followers use the brand.

Time can be a major factor when causing a limitation to this study being completed. Participants receiving messages through their social media platforms may not respond in a timely manner. Therefore, this can prohibit the information needed to positively justify the research topic.

1.10 CHAPTER OUTLINE

Chapter One: This chapter outlines the research by introducing the case study that has been chosen for the relevance of this study. It focuses on why the specific topic was chosen, the background to the case study and its link to the research top. It further presents the research purpose and problem statement, the aim, objectives and research questions. Finally, the significance, limitations and delimitations and research approach are mentioned.

Chapter Two: The chapter creates a frame of reference for the research study and structures the data collection process through discussing the relating literature and the

linked research objectives. The literature discussed in the chapter contains theoretical foundation that is relevant to the objectives and the overall study.

Chapter Three: The research methodology and design are discussed throughout this chapter. The population making up the research and the data collection methods utilized are unpacked. There is a brief discussion on data analysis. The subject of validity, reliability and ethics concerned with qualitative research and the demarcation of the study are further introduced.

Chapter Four: This chapter presents the findings that were presented through the research methodology applied.

Chapter Five: The final chapter summarizes and echoes on the research study and continues to make recommendations for further studies.

1.11 CONCLUSION

This chapter one is an overview of the highlights of this research study and provides an overview for the chapter to follow which discusses the most relevant and comprehensive literature that is related to the research study.

2. CHAPTER TWO – LITERATURE REVIEW

2.1 INTRODUCTION

The literature to follow links directly back to the research objectives as well as the linked theoretical models.

Firstly, the theoretical models supporting the research are discussed such as Kotler and Armstrong Marketing Mix Model, 2010, brand building process, followed by Aaker's Brand Equity Model, 1991. The last theoretical model discussed is Engel, Kollet and Blackwell Model, 1968.

Further linked literature is discussed which connects each objective with their relevant concept and terms.

Additional literature linked to the objectives that build the foundation of this research study are through surveys answered by product users of Iwori Beauty and an online interview completed by Iwori Beauty administration are in the next chapter.

2.2 THEORETICAL APPROACH

2.2.1 KOTLER AND ARMSTRONG MARKETING MIX, 2010

The marketing mix is defined as a “set of controllable marketing tools that a company uses to create a desired response in the targeted market” (Riaz, 2012). There are four tools that the marketing mix is composed of:

Product - the offering that a brand provides to the market which customers can use for consumption or to fill a need or want (Riaz, 2012). The foundation of a product being built is to solve a problem or satisfy consumer needs and wants. The product is then created through design, packaging, features and colors (Riaz, 2012).

Price - affects consumers purchasing decisions because it is the price that a customer has to pay for the product to be theirs (Riaz, 2012). Pricing strategies are used to help brands set a respectful price.

Promotion - the activities that a brand utilizes to communicate with both their current and prospective customers (Riaz, 2012). Promotional strategies such as advertising and sales promotions are used by brands to communicate with their target market.

Place - the direct and indirect channels where customers can purchase the product. It makes reference to the product availability (Riaz, 2012).



Figure 1 The Marketing Mix

Source: Kotler and Armstrong, 2010.

Figure adapted by Ash, T

The theory was highly interlinked with the study because the study analyzed Afrocentrism effect on consumer perceptions and for there to be any influence a brand needs to be built on African heritage. The marketing mix works together with brand building to result in having a position in the customer's mindset and generate trusting long-term relationships (Riaz, 2012).

2.2.2 BRAND BUILDING PROCESS

Brand building is not composed of definite steps but it requires a business to be innovative, create a value proposition and ensure that their customers experience is of a high quality.

Brand building is composed of the following:

Brand description – This refers to the description of the product, the packaging used and the logo of the brand. It makes reference to the elements that describe a brand. A distinct brand builds brand equity and is the foundation of customer perception (MBA Skool, 2019).

Differentiation and positioning – It's critical that a brand can differentiated itself from their competitors. This requires a brand to have a unique selling point which will create a unique value for the brand (MBA Skool, 2019). A brand needs to be positioned correctly in the minds of their customers, ensuring that they think of the benefits when they think of the brand (Equibrand, 2019).

Brand promotion – Advertising and promoting is one of the most important element of brand building as it creates brand awareness. By using the appropriate communication and media channels, a brand can increase their brand recall. A business can advertise and promote through social media and online advertising (MBA Skool, 2019).

Personalize the brand – A customer needs to feel connected to a brand and therefore a brand needs to ensure that it has a personal touch that the consumer is attracted to. Through personalization a brand can have a strong perception within the customers mind.

Evaluate the brand – This is an essential element of brand building as a business needs to ensure that they keep monitoring and reviewing its performance to evaluate its success (MBA Skool, 2019).



Figure 2 The Brand Building Process

Source: MBA Skool, 2019.

2.2.3 AAKER'S BRAND EQUITY MODEL, 1991

This model covers the realms of brand-added value and brand equity. Aaker defines brand equity as: *“the set of brand assets and liabilities linked to the brand – its name and symbols – that add value to, or subtract value from, a product or service.”* (Eurib, 2009).

There are five components that build this model:

Brand Loyalty defines the extent to which consumers are loyal to a brand (Eurib, 2009). There are four factors which follow under:

- Reduced Marketing Costs – it is cheaper to hang onto a brands loyal customer than attract prospect customers (Eurib, 2009).
- Trade Leverage – By keeping loyal customers there is a consistent source of revenue for distributive trading (Eurib, 2009).
- Attracting new customers – through the brands current customers, the brands name will be spread creating awareness (Eurib, 2009).

- Time to respond to competitive threats – the respond timing to competitive threats is longer with customers are loyal because they are not edging to change brands (Eurib, 2009).

Brand Awareness is the appearance the brand has among the public (Eurib, 2009).

It is measured by the following parameters:

- Anchor to which associations can be attached – if the brand has a strong brand name, there are fewer associations attached to the brand which influences the brand awareness (Eurib, 2009).
- Familiarity and liking – when consumers experience positive interactions with the brand, their attitude towards the brand is positive which means they are likely to talk about which increase brand awareness (Eurib, 2009).
- Commitment to a brand (Eurib, 2009).
- Brand to be considered during the purchasing process – when consumers consider brands, what extent does this brand have in order to suggest purchase (Eurib, 2009).

Perceived Quality is the level of good quality the brand provides (Eurib, 2009). This is measured through five criteria:

- The quality offered and the reasoning to buy the brand (Eurib, 2009).
- The differentiation of the brand compared to competitors (Eurib, 2009).
- Price – when status and product complexity are involved the consumer will take price as an indicator of good quality (Eurib, 2009).
- The availability of the product within different sale channels – the wider the availability of product, the higher consumers perceive the brand (Eurib, 2009).
- The brand extensions – this communicates to the consumer that the brand's quality is a guarantee because it offers a wide scale of offering (Eurib, 2009).

Brand Associations are what trigger brands on consumer minds (Eurib, 2009). They are assessed based on five indicators:

- The extent that a brand name has to retrieve any association from a consumer's mindset (Eurib, 2009).

- The extent that the association has which contributes to brand differentiation amongst its competitors (Eurib, 2009).
- The extent that associations have when in the buying process - greater extent means higher brand equity (Eurib, 2009).
- The extent that the brand associations express positive attitudes and feelings - greater extent means the higher brand equity (Eurib, 2009).
- The number of product lines the brand has within the market will increase brand associations (Eurib, 2009).

Other Proprietary Assets are the patent and intellectual property rights (Eurib, 2009). The bigger the proprietary rights the brand holds, the larger the brands competitive advantage (Eurib, 2009).

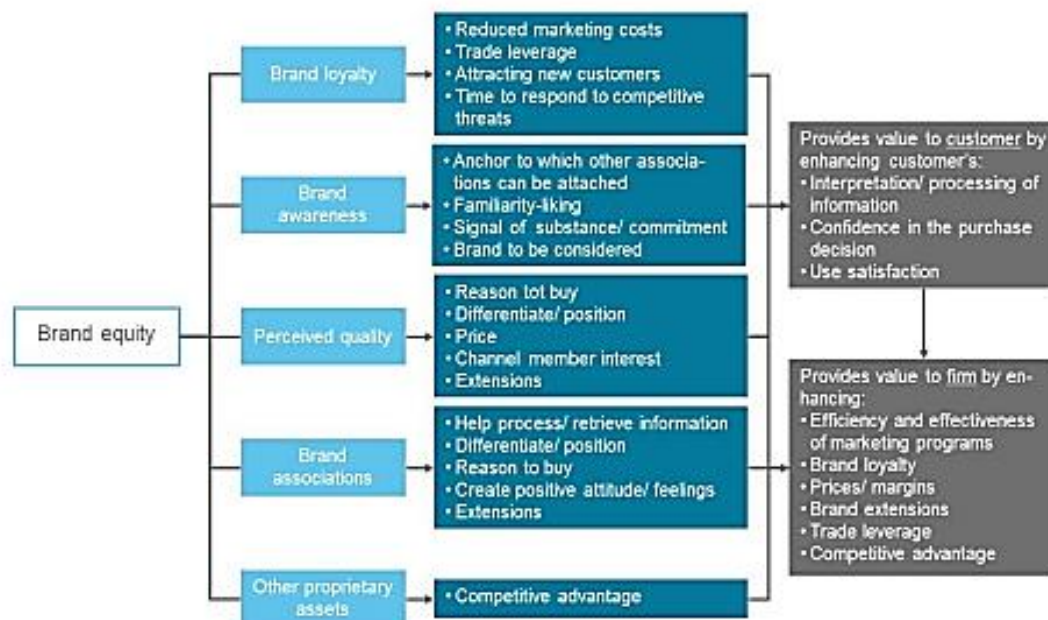


Figure 3 The Brand Equity Model

Source by Aaker 1991 (Eurib, 2009).

This brand equity model is valuable for brands to utilize because it boosts the customer's capability of interpreting and processing information, allowing the customer to be more confident in their purchase decision and has an effect on the quality experience the user will have with the product (Prophet, 2019).

Brand equity is important for both marketing and brand strategies because it drives the business's performance resulting in long-term value (Prophet, 2019). Therefore, brand equity plays a vital role within brand building.

Aaker's Brand Equity Model, 1991 supports this research when analyzing both Iwori Beauty's marketing mix and whether their organic ingredients and initiatives influence consumer perceptions because brand equity is important for marketing and brand strategies because it drives the business's performance resulting in long-term value (Prophet, 2019). Therefore, brand equity plays a vital role within brand building.

2.2.4 ENGEL, KOLLET AND BLACKWELL (EKB) MODEL, 1986.

The Engel, Kollet and Blackwell model is a problem-solving model of consumer behaviour which provides information about the components of decision making and the relationship between the brand and the customer (Jisana, 2014).

This model proposes that the consumer makes decision through five identified activities of:

1. Problem recognition/ Need recognition
2. Information search
3. Evaluation of alternatives
4. Choice
5. Outcome

Problem Recognition/ Need Recognition

This is the first thought stage in the model where the consumer recognizes the need for a product. A consumer can recognize the need or problem through external influences of social media or through personal influences such as the need to fix something (Johnston, 2016).

Information Search

The consumer's knowledge of the products information is consistent to their beliefs and attitudes of their available knowledge. By the consumer seeking out more information, will allow them to gather more knowledge form more sources. The information that catches the attention of the consumer will be stored through a natural selection of information because the consumer is most likely to accept the information which is definite to what they perceive (Jisana, 2014).

Evaluation of Alternatives

Through research, the consumer will be exposed to many alternative brands. The consumer during this though stage, will evaluate the various products depending on the consumers goals and personality towards that product. The consumer already has predetermined perceptions of the various brand due to the characteristics associated with certain brand names (Jisana, 2014).

Choice

The consumer will then make choice dependent on their intention of what they want the product to be. The choice made can be influenced by word-of-mouth and reviews about the brand as well as which brand was more appealing to the consumer (Jisana, 2014).

Outcome

The customer is either happy and satisfied with their choice of purchase or they are not fully committed and believe that they selected the wrong product (Jisana, 2014). If they are not happy with their purchase decision, the consumer will start this through process all over again.

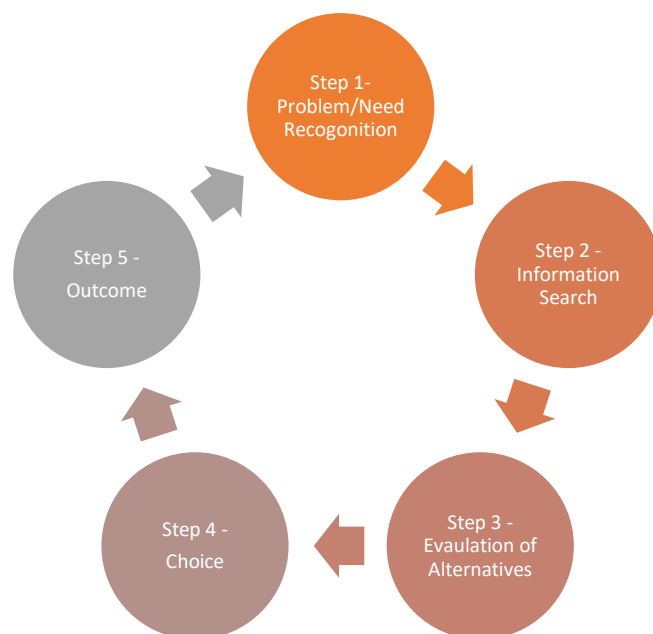


Figure 4 The Consumer Purchasing Behaviour Process

Source: Engel, Kollet and Blackwell, 1986 (Jisana, 2014).

Figure adapted by Ash, T.

2.3 LINKED LITERATURE

2.3.1 OBJECTIVE ONE

The objective was responsible for the evaluation of the marketing mix strategy of Iwori Beauty and the topic of the overall research study was to analyse Afrocentrism effect on consumer perceptions.

A marketing strategy of a business contains the value proposition, key marketing messages and information about the customer (Barone, 2019). It combines all of its marketing goals into one plan and draws all this information from market research. A marketing strategy focuses on the correct product mix to achieve optimal profit potential and ensure the business stays sustainable.

A marketing strategy is directly connected to the marketing mix concept. This marketing mix concept ensures that the right product is put in the right place. Through the marketing mix, businesses are able to achieve its marketing targets such as sales and customer satisfaction (The marketing Mix, 2019). The marketing mix is a crucial tool which helps business understand what the product has to offer and how they are to plan for successful product offering.

The marketing strategy of a business is connected to the marketing mix of a business. The marketing mix allows businesses to achieve their marketing goals. An important marketing goal for a business is achieving customer satisfaction.

The marketing strategy developed must resonate with the brand being built. The development of a brand has the goal of creating unique and strong brand images to ensure the brand displays a well-established brand identity (MBA Skool, 2019),

Therefore, there needs to be a direct link between the marketing mix and its relationship with customer satisfaction business must meet customer demand in order to achieve customer satisfaction. When a customer is satisfied, they will have a positive perception of the brand.

2.3.2 OBJECTIVE TWO

The objective looked at the impact that corporate social responsibility (CSR) and ingredients of a product have on consumer perceptions. The CSR initiatives and ingredients used by Iwori Beauty are all African inspired. Therefore, there was a need to evaluate CSR and ingredients of an Afrocentrism based brand to enhance the connection between perceptions and Afrocentrism. The objective was supported through the concept of brand building because in order for a brand to sustain value, it must be built to achieve optimal performance which can be achieved through applying Aaker's Brand Equity Model, 1991.

Ingredients are important to consumers especially when it comes to body and skincare products. This importance has only advanced as society has increased its demand for more pure, natural and sustainably sourced ingredients to be used in products (Wischhover, 2018).

In the industry of body and skin care, consumers are demanding that products need to be natural and clean (Wischhover, 2018). A powerful escalating trend within the body and skin care industry is the demand for herbal, natural and organic body and skin care product.

Therefore, in the industry of body and skin care products, it has become a noticeable trend that consumers are more aware of what brands are putting into the products they used.

A business needs to bring positive experiences around their brand so that customers have positive perceptions and emotions towards the brand which will convince them to purchase more products therefore becoming more loyal (Mindtools, 2019).

CSR can enhance the relationship between the consumer and the brand as well as that consumers will have higher intentions of purchasing a product which is from a company that participates in CSR initiatives (Peloza, 2012).

Being involved in CSR helps a business to be socially accountable and means that they business recognizes the impact it has on the environment, society and the economy (Chen, 2011). A business that engages in CSR means that it operates in a manner which enhances the society, economy and environment (Chen, 2011).

Therefore, with the study's topics, a direct link between the ingredients and the CSR of a business has a high potential to directly influence the products and consumers perceptions.

2.3.3 OBJECTIVE ONE AND OBJECTIVE TWO – BRAND BUILDING PROCESS CONNECTION

The researcher found that both objective one and objective two are linked through their interconnectedness with brand building.

Objective one was connected to brand building because through the process of building the brand, a brand applies the marketing mix and both enhance the success of the brand.

The table below, tabulates the linkage between Kotler and Armstrong Marketing Mix 2010 and brand building.

Table 1 Showing the connection between Objective One and Objective Two

Kotler and Armstrong Marketing Mix, 2010	Brand Building
Brand Description	Product
Differentiation and Positioning	Product and Price
Brand Promotion	Promotion and Place
Personalise the Brand	Product
Evaluate the Brand	Product, Price, Promotion and Place

Further, objective two was connected to brand building because the process of applying brand building results in greater awareness and the boosting of brand equity.

2.3.4 OBJECTIVE THREE

Objective three analysed the degree to which Afrocentrism positively attributed to Iwori Beauty and the overall study looked at the factors that contributed to successful consumer perceptions.

Afrocentrism is a term used to explain when something is derived from Africa and emphasizes the African culture (Merriam-Webster, 2019). Afrocentrism has a positive influence on products because it enhances the concept of supporting local businesses. Consumers will go through a mental process before purchasing brand. Throughout the process, the consumer will decide which brand is best suited for them.

Iwori Beauty is an Afrocentric brand because the brand focuses on old wisdoms and knowledge of Africa (Iwori, 2019).

Therefore, Afrocentrism positively attributes to consumer perceptions because its consumers are attracted to brands and their products that illustrate African heritage, beliefs and wisdoms.

2.4 CONCLUSION

Through the literature review it was apparent that the marketing mix, perceptions and consumer purchasing behavior are closely linked when evaluating the effect on consumer perceptions. It was acknowledged that through a strong well-established brand, their core, position and marketing portray the brand's identity positively.

3. CHAPTER THREE – RESEARCH METHODOLOGY

3.1 INTRODUCTION

The chapter discusses the research methodology that has been used within the study which provides great insight into the research title. The main understanding within this chapter is the research approaches used to achieve the research objectives and questions. This chapter outlines the paradigm and research design utilized along with motivations for the selection as well as the population and sample of the study, the data collection and analyse methods as well as the trustworthiness and contribution of the research study.

3.2 PARADIGM

The interpretivism paradigm is built on the foundation that people are fundamentally different to objects. This enhances the idea that human beings are constantly changing personally and to the environments they surround themselves within (du Plooy-Cilliers, Davis & Bezuidenhout, 2014). Theoretically, the statement above supports this research study through highlighting similar factors of Afrocentrism – being the environment and its effect on consumer perceptions whom are constantly changing.

Interpretivism states that there are fluid facts embedded within a meaning system that heavily depends on the people's interpretation of information. How consumers react and respond to a brand is based on the appeal and attraction that the product has. Interpretivism believes that people may or may not experience the same reality because people ascribe their own meanings to experiences and interactions (du Plooy-Cilliers *et al.*, 2014). Therefore, consumer perceptions of Iwori Beauty will rely on how they interpret and experience the brand and their understanding of what Iwori Beauty's identity means – *Beauty of Africa* (Iwori, 2019).

Interpretivism tells a story. It describes and infers how people living in a particular context conduct their daily lives. The aim for interpretivism is to reveal the meanings and values of people (du Plooy-Cilliers *et al.*, 2014). Iwori Beauty tells a story about the meanings and wisdoms that their brand, products and ingredients hold in African past generations. The brand reveals information about the lifestyle of communities living in Africa through purchasing all oils and extracts used in their products and by providing local “communities the opportunity to earn a reliable and sustainable living”. (Iwori, 2019).

Interpretivism is a method of empathy and allows the researcher to share their own interpretations of the information and experiences as well as those specific to the research population. (du Plooy-Cilliers *et al.*, 2014). Iwori Beauty's corporate social responsibility and their promises are all centred around the feelings, lifestyles and experiences of Africa.

Therefore, this paradigm is suited to this research study because through both the Iwori Beauty brand and consumer perceptions – there is a story to tell on how each feel and influence each other.

3.3 RESEARCH DESIGN

3.3.1 QUALITATIVE RESEARCH

Qualitative research deals with the underlying qualities of personal experiences and the meanings associated with a specific topic. The aim of qualitative research is to explore, understand and describe happenings through narrative information (du Plooy-Cilliers, *et al.*, 2014).

Through qualitative research, the researcher is able to analyse content of how consumer perceptions towards Afrocentric brands with reference to Iwori Beauty as a case study. This study was heavily content based because it expressed personal perceptions and interactions with a brand.

With further insight, the preferred qualitative research approach suited to the study was exploratory research. The study investigated a problem that was not defined clearly (Thanh & Thanh, 2015). This type of research approach was interpretive research because it answered questions of why, what and how when analysing a specific topic (Thanh & Thanh, 2015).

Exploratory research was suited to the study as the researcher was finding answers as to whether consumer perceptions are affected by Afrocentrism and furthering insight into whether Afrocentric brands had positive consumer perceptions because they expressed African heritage. The perceptions and affect were not clearly defined and through this study more accuracy was achieved.

Exploratory research can have primary and secondary research methodologies which structure the data that has been collected. The most accurate primary research method for this study was an online interview and survey to help the researcher gather

personalised data from each participant (Bhat, 2019). This personalisation was linked to the study because the study dealt with analysing personal opinions and individual frame of reference.

The best suited secondary research methodology of explanatory research for the study was through a case study. Exploratory case study research was applied to gain detailed information through identifying Afrocentrism effect on consumer perceptions. The case study of Iwori Beauty was interlinked with the study because the brand is based on African knowledge and wisdom.

Therefore, for the purpose of this research study was a qualitative approach with exploratory research designs implemented to provide emphasis on the basis for understanding consumer perceptions to identify the effect of Afrocentrism.

3.4 POPULATION

The population of a research study refers to the total cluster of people from whom information is required from (du Plooy- Cilliers et al., 2019).

3.4.1 TARGET AND ACCESSIBLE POPULATION

3.4.1.1 TARGET POPULATION

A target population consists every individual that falls within the population parameters (du Plooy-Cilliers, et al., 2014). The target population is the group of people that the researcher wants to gain an understanding from and once the research study is completed, the researcher will draw their conclusion based on that targeted population.

Therefore, the target population for this research study are:

- All individuals and consumers of the Iwori Beauty and a brand manager involved within the operations of the brand.

3.4.1.2 ACCESSIBLE POPULATION

An accessible population can be defined as the section of the population that the researcher can actually include in their study. This is used because sometimes the population of the study is so large and widespread that the researcher will not be able to determine who every member of the population is (du Plooy-Cilliers, et al., 2014).

The accessible population for this study was:

- Consumers and individuals that are aware and use the brand.
- Consumers located within South Africa.
- The brand manager of Iwori Beauty
- Consumers who fall under the researcher's private accounts that use social media platforms that use Iwori Beauty products

3.4.2 UNIT OF ANALYSIS

The term unit of analysis can be defined as the major entity that the research is analysing. A unit of analysis can be individuals, groups, social interactions and geographical units. Therefore, it is the analysis that the researcher does in their study which determines what their unit is (Trochim, 2006).

For the purpose of this study, the unit of analysis consisted of individuals that were aware and users of Iwori Beauty products located within South Africa. The individuals within this study made reference to the brand manager of Iwori Beauty.

These unit of analysis were suited to this study because it investigated consumer perceptions of the brand. Therefore, the individuals that complete the study needed to know the product. Secondly, this study made reference to the marketing strategies used by Iwori Beauty. Therefore, the brand manager was inclusive for within the study.

3.4.3 POPULATION PARAMETERS

Population parameters are the shared characteristics and the number of people in a population. Therefore, it is the nature, size and unique characteristics of the population being studied. It is what the researcher will use to define their population for the study (du Plooy-Cilliers, et al., 2014).

This study's population parameters were:

- Female consumers over the age of 20.
- Females residing within South Africa specifically Durban and Pietermaritzburg
- Females that aware of and use the brand.
- Users that are acquaintances on social media with the researcher.
- Manager of Iwori Beauty.

Iwori Beauty manager provided information about what defines the brand's marketing strategies that were utilised. It provided insight into finding out whether consumer perceptions linked to what the brand communicates.

Pointers that defined the population:

The nature of the population – Consumer perceptions and marketing strategies

The size of the population – Individuals aware of Iwori Beauty and users of the product as well as Iwori Beauty's brand manager.

The unique characteristics of the population – Individuals and users of the products that actively use social media platforms of Facebook and Instagram. A brand manager associated with the building of the brand.

3.5 SAMPLING

Sampling is defined as the process of selecting units such as people from a population that has interest in the research study so that the research can generalise results back to the population from where they were chosen (du Plooy-Cilliers, et al., 2014).

3.5.1 NON-PROBABILITY SAMPLING

The focus of non-probability sampling is about how many people the researcher needs to find information from to allow an analyse of in-depth understanding to be gained (du Plooy-Cilliers, et al., 2014). Non-probability sampling is used when a researcher wants a sample that is aligned with the shared traits of the research study (du Plooy-Cilliers, et al., 2014).

For the purpose of this study, non-probability sampling was applied because the research sample was solely based on the characteristics of the population as well as the objective of the study which was to prove Afrocentric based brands positively effect consumer perceptions. The aim of using non-probability sampling was that it allowed the research to gain an in-depth understanding of the research study.

Another reason for why the study used non-probability sampling was because the population of individuals that were aware and used Iwori Beauty products were widespread as the brand is nationwide therefore, the researcher was unable to access information from every consumer.

3.5.2 SAMPLING METHOD

A sampling method is the procedure that is used for selecting the sample members involved within the population for the purpose of a research study (du Plooy-Cilliers, et al., 2014). The non-probability sampling methods are utilized when the findings of a research study are not required to be a generalization of a larger population (du Plooy-Cilliers, et al., 2014).

The non-probability sampling method chosen for this study was convenience sampling. This sampling method is a technique where the samples are chosen because they are conveniently available to the researcher and are easy to recruit nor does the researcher need the entire population to represent the study (Bhat, 2019).

For the purpose of this study, Iwori Beauty is sold at selected Clicks stores around South Africa which geographically was too widespread for the researcher to conduct surveys at each selected store. Therefore, a speedy, cost-effective and ease of availability to access the sample needed for the study was chosen. Surveys were sent out through social media platforms of Facebook and Instagram that allowed consumers within South Africa to contribute their perceptions.

3.5.3 SAMPLING SIZE

The sample size of a study is referred to as the number of units which were chosen from the information that was gathered by the researcher. The sample size is therefore, the number people and entities that form a portion of the study (Lavrakas, 2011).

The research sample size was smaller because the researcher used their own personal social media accounts to post the survey. Therefore, responses were limited because the researcher did not have the opportunity to directly converse with customers who are fully invested with Iwori Beauty.

Online interview with the brand manager of Iwori Beauty was conducted to gather insight into the marketing and the influences that crafted the brand.

3.6 DATA COLLECTION METHOD

This study applied two data collection methods

Table 2 Showing the data collection methods used for this study

Online interviews	An interview expressed through open-ended questions was done with the brand manager of Iwori Beauty. By conducting open-ended questions will allow for a deeper understanding of opinions and attitudes of the staff of <i>Iwori</i>. The interview focused on the marketing strategies of the brand and the goal Iwori Beauty aimed to achieve. It provided the researcher with the opportunity of gaining insight into their managers frame of reference when building the brand which ensured a deeper understanding of Afrocentric brands.
Online Surveys	To gain reasoning of the consumers feelings and thoughts towards the brand, online surveys were used. They were conducted through the researcher's private social media account to various people.

	The online survey focused on the consumers understanding of Afrocentrism, brand identity and the personal interpretations of Iwori Beauty. In order for the research to gain a full understanding of the consumers responses – the online survey implemented open-ended questions. Research gathered was from a consumer perspective with relation to their individual interactions with Iwori Beauty.
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The research instruments required are:

- A laptop with internet access to gather data and converse with the brand manager of Iwori Beauty.
- Access to an Instagram and Facebook account to converse with individuals to answer the online survey.

3.7 DATA ANALYSIS METHOD

Data analysis is a vital part of a research study as it summarises all the collected data that the researcher has conducted. It involves evaluating and interpreting the data using both analytical and rational reasoning which determines relationships and patterns found within the information. This is the step of the study where the researcher is able to form a conclusion. For the purpose of this study, qualitative data analysis was used.

The method involves identifying, examining and interpreting the patterns in textual and factual data that has been collected (du Plooy-Cilliers, et al., 2014). Qualitative data analysis is fluid process because the steps that the researcher should follow do not

occur in isolation. Qualitative data analysis is dependent on the researcher's evaluation of the context of the data.

This study involved qualitative data analysis as it described the process that brought structure and meaning to data. The overall process characteristically involved reducing the amount of information, selecting significant information from the data and then identifying noteworthy patterns. It was best suited to the study because the researcher created meaning from consumer perceptions of Iwori Beauty and linked it to Afrocentrism effect on consumer perceptions.

Further analysis involved using content and narrative analysis. Content analysis refers to the process of categorising both verbal and behavioural data to summarise the data collected (Research-Methodology, 2019). This is suited to this research study because all data collected will be based around consumer behaviour towards the *Iwori* brand.

Narrative analysis involves reformulating stories given by the participants within the study by taking into consideration each participant experiences with the brand (Research-Methodology, 2019). Every consumer that uses or is aware of Iwori Beauty's products will have different emotions, feelings and experiences with the brand and the products which results in every participant creating a richer summary of the overall perceptions of Iwori Beauty. Within qualitative analysis, there are eight steps.

Table 3 Showing the 8 steps involved in qualitative data analysis process

Step	Process defined
Step 1 Prepare the data	The research would be organised and transcribed into a written format before the analysis of the text begins. The researcher would firstly aim to get all the information summarised to gain a general idea of what the respondents had stated. The researcher would contribute to revisit the information for further analysis (du Plooy-Cilliers, et al., 2014).

Step 2 Define the coding unit to be analysed	This step refers to coding the text that the researcher gathered from processing the information. The information can be coded through the use of phrases, sentences or paragraphs (du Plooy-Cilliers, et al., 2014). For the purpose of this study, information was coded through all three as the responses received were personal and an analysis of each required different formatting.
Step 3 Develop categories and a coding scheme or conceptual framework	This step allows the research to give central ideas of each paragraph, sentences or phrases to allow for any further research to be added. All information under a specific label will contain information that express the same idea in order to help the researcher stay organised and for the research to be structured (du Plooy-Cilliers, et al., 2014).
Step 4 Test your coding scheme on a sample text	The researcher would take one element from the information and texts to apply it to a categorising scheme which points out the elements that need redefining (du Plooy-Cilliers, et al., 2014).
Step 5 Code all the text	This is when the researcher starts to inspect and scrutinise the data to find meaning (du Plooy-Cilliers, et al., 2014). The research will be broken down,

	examined and conceptualised (du Plooy-Cilliers, et al., 2014).
Step 6 Assess your coding consistency	The researcher within this step would recheck the clarity of the coding that had been applied (du Plooy-Cilliers, et al., 2014).
Step 7 Draw conclusions from the coded data (interpreting the data)	During this step the researcher would interpret all information and themes that were presented and present the meanings gathered (du Plooy-Cilliers, et al., 2014). With relevance to this study, all conclusions made indicated whether Afrocentrism had an effect on consumer perceptions.
Step 8 Report the methods and findings	The researcher in this step will be required to report on the process of coding, analysing and interpreting the information. The report must be transparent and honest (du Plooy-Cilliers, et al., 2014).

Sourced by du Plooy-Cilliers, et al., 2014

3.8 TRUSTWORTHINESS

Trustworthiness of a research study refers to how credible, confirmable, dependable and the transferability of the research findings (du Plooy-Cilliers, et al., 2014). Trustworthiness is used in qualitative studies because it aims to promote an understanding of an idea that is being research.

For the purpose of this research study, trustworthiness was therefore the best suited measure because it the study was a qualitative study and secondly, all data collected

enhanced meaning of consumer perceptions of Iwori Beauty which provided explanations to Afrocentrism effect on consumer perceptions.

3.8.1 CREDIBILITY

Credibility refers to how accurate the researcher has interpreted the information that was collected (du Plooy-Cilliers, et al., 2014).

The credibility for this study was expressed through the gathered information. All data was regarded as credible because it came from personal relationships and perceptions with the Iwori Beauty brand.

3.8.2 TRANSFERABILITY

Transferability is how well the findings are able to be applied to similar contexts and result in similar outcomes (Olivia, 2018). It is how well the results and analysis can be applied beyond the means of a specific research study (du Plooy-Cilliers, et al., 2014).

Transferability was suited for this study as there was a high interlink between the research topic and the case study. The title analysed Afrocentrism effect on consumer perceptions. Therefore, a brand based on African heritage needed to be analysed - Iwori Beauty. The concept of the study and the findings can therefore be applied to other brands and enhance further research into the same topic.

3.8.3 DEPENDABILITY

Dependability refers to the quality of the process and the consistency the research study has, if it were to be conducted by another researcher (Olivia, 2018).

The dependability of this study was successfully achieved because if another researcher investigated a similar or the same topic the process used would link directly to the research topic and structure.

3.8.4 CONFIRMABILITY

Confirmability is defined as to how well the information gathered supports the findings and interpretation of the researcher (du Plooy-Cilliers, et al., 2014). It means that the researcher must not express any bias towards the data (Olivia, 2018).

There was no bias expressed with the findings of this study because all data was collected from individual perceptions of a brand. Therefore, the confirmability of the research study was based on the interpretation that accurately represented the findings.

3.9 CONTRIBUTION

The anticipated contribution describes the manner in which the research study will contribute to the field of study and the knowledge of Afrocentrism and its effect on consumer perceptions (du Plooy-Cilliers, et al., 2014).

This exploration of Afrocentric brands added significant insight into how consumers perceived brands that enhance African heritage to be more appealing. The relationship the brand created with their consumers were valued and long-term because consumers were willing to support a brand honouring African tradition. This study discussed how the marketing strategies, corporate social responsibility and ingredients positively influenced consumers interaction with the brand especially when the brand represented an appreciation for African beliefs and practices. This research study looked at how marketing strategies incorporated Afrocentrism.

It is helpful to those individuals who are honouring in strategic brand communication or have an interest in branding and the subject matter because the study expands one's mental understanding of how Afrocentric brands communicate in order to create positive brand image and positive consumer perception. It would allow an individual to look beyond the surface of how an organisation communicates and markets itself to the public.

This study contributed to an overall insight into how African heritage resonated with consumers and how it positively affected consumer perceptions of a brand founded on African heritage.

3.10 SUMMARY

To conclude this chapter, the research methodology that was discussed enhances and connects with the research design, the population and sample as well as the data collection and analyses methods. The core of this research study is the research methodology used. The next chapter – chapter 4 will present the discovered findings.

4. CHAPTER FOUR – FINDINGS AND DISCUSSIONS OF FINDINGS

4.1 INTRODUCTION

This chapter is composed of the research findings based on the research study objectives presented in chapter one. The findings are represented through paragraphs explaining the findings however, some findings were presented in tables to provide clarity. These graphically presented findings are supported with a discussion. Through these uses of analyzing data – the research was able to find key phrases, sentences and text that are important. After an analysis of the data collected is discussed was completed, the researcher connected the findings with the linked objectives.

4.2 PRESENTATION AND DISCUSSIONS OF FINDINGS

4.2.1 DEMOGRAPHICS OF RESPONDENTS

The survey was created on Survey Planet and the survey link was posted on both the researchers personal Facebook and Instagram accounts. The total number of respondents that answered the survey was 26 females that are spread geographically around South Africa. The respondents that answered illustrated a range of ages which is diagrammatically shown below.

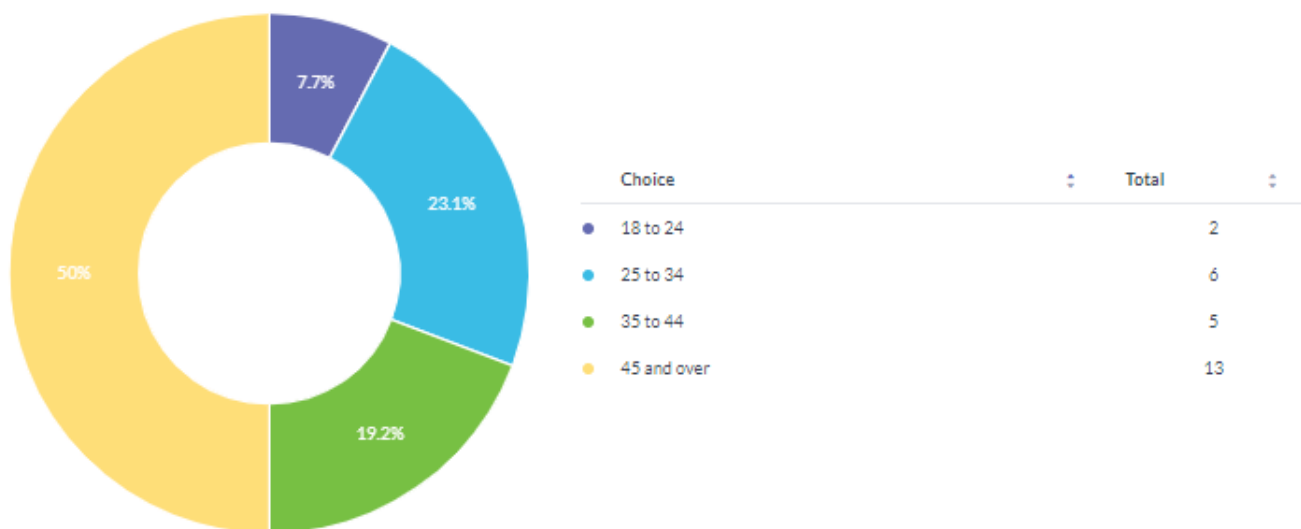


Figure 5 Pie Chart showing the range of ages that composed the survey

4.2.2 RESULTS AND DISCUSSION OF FINDINGS

4.2.2.1 OBJECTIVE ONE

For the purposes of analyzing this objective which had to do with Iwori Beauty's marketing strategy, questions were explored together because they shared themes. This was important to ensure that insight was built upon throughout the analysis of the interview. The interview allowed for in-depth analysis of the brand's marketing strategy and was noted as being credible because it was answered by Iwori Beauty brand manager.

Question 1 – Why did you start the brand?

We wanted to launch a brand that offered something different to other personal care brands.

Question 2 – What encouraged you to go with an African centered brand?

We are proudly South African and feel that African ingredients, and the benefits of them, are not as well known (or utilised) as other personal care ingredients. We want to honour Africa and showcase these powerful ingredients in an authentic, premium way.

Question 3 – Do you feel that your brand fills a gap in the market and how does it do this?

Yes

We feel that there was a need in the market for an authentic African brand that offers premium formulations. We wanted to appeal to the conscious consumer and offer a vegan friendly brand that is cruelty free. We also wanted to showcase some of the incredible powerful ingredients that Africa offers by including them in our formulations. We wanted to create a brand that cares about the planet as much as it does for our skin, and therefore have included recyclable tubes, bottles and caps. We have even taken it a step further and ensured that our bottles are made with at least 25% post-consumer bottles, to further lessen our impact on the environment.

Question 4 – What influenced you to choose Iwori as the name of your brand?

We wanted a name that had African heritage and also had a positive meaning.

The above four questions were analysed together because they were connected through the theme that was shared. The brand was launched to provide consumers with something that was not being offered and that something was the need for there to be an authentic African brand that built its foundation on honouring Africa. It is evident that the brand included being environmentally friendly in terms of appealing to consumers that are conscious about the planet. Their brand name and African ingredients contribute to positively communicating African heritage.

Question 5 – How does the process of purchasing the ingredients influence the pricing of your products?

Confidential.

Question 6 – Do you think your pricing is set at a fair price?

Yes

Question 7 – How do you balance doing good for the community and having a profitable business?

Iwori is committed to the preservation of our African heritage, with the positive promotion and celebration of its culture and the stimulation of local business. Our organic key African ingredients (Marula, Baobab, Rooibos and Mongongo) are sustainably sourced. The purchase of these oils and extracts provide the producers with an opportunity to earn a reliable and sustainable living; enriching their families and community as a whole.

The above three questions were analysed together. Although it is evident that through confidentiality, information could not be shared however, an assumption was made that the brand holds a balance between the trade and price of their products. Further analysis made it evident that Iwori Beauty is a profitable brand because of the way it deals with business with their partnered communities. It is derived through the response that Iwori Beauty has a positive balance between doing good and being profitable based on shared commitment.

Question 8 – Does your social media platforms of Facebook and Instagram generate enough awareness for your brand?

Yes, we have a growing online fan base

Question 9 – Why do you only offer your brand at selected Click Stores?

Confidential

Question 10 – What other advertising do you do for your brand?

We occasionally advertise our brand in the Clicks Clubcard magazine.

Question 11 – Would there be any aspects that you would change in your brand?

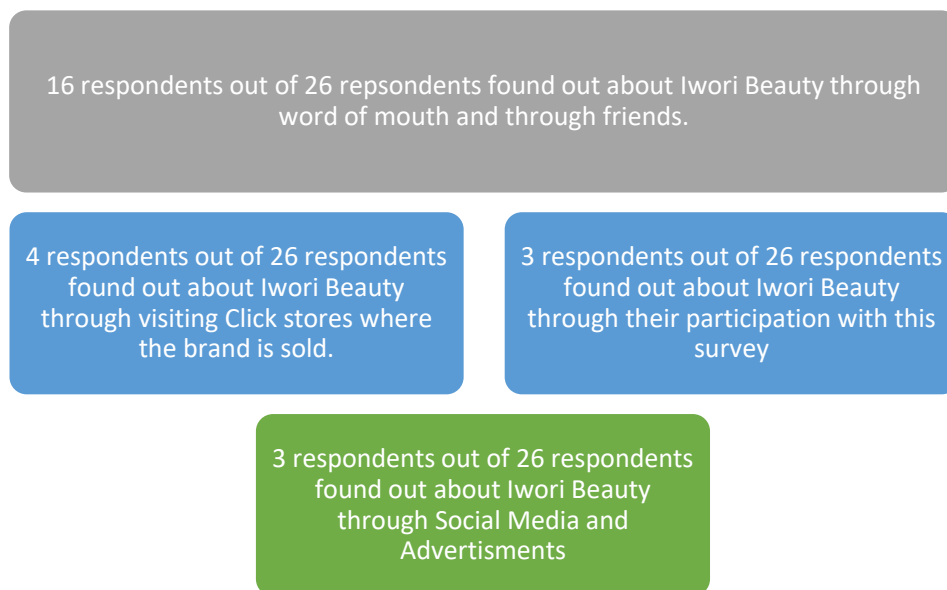
We are always looking to improve our offering to consumers and are currently looking into more sustainable and environmentally friendly packaging.

The last four questions were analyzed together to gain a deeper. It is evident that Iwori Beauty is successful because they are supported through their social media platforms with little support through their advertisements in the *Clicks Clubcard Magazine*. The brand is based on being sustainable and environmentally friendly which they have hoped to expand on through their packaging.

4.2.2.2 OBJECTIVE TWO

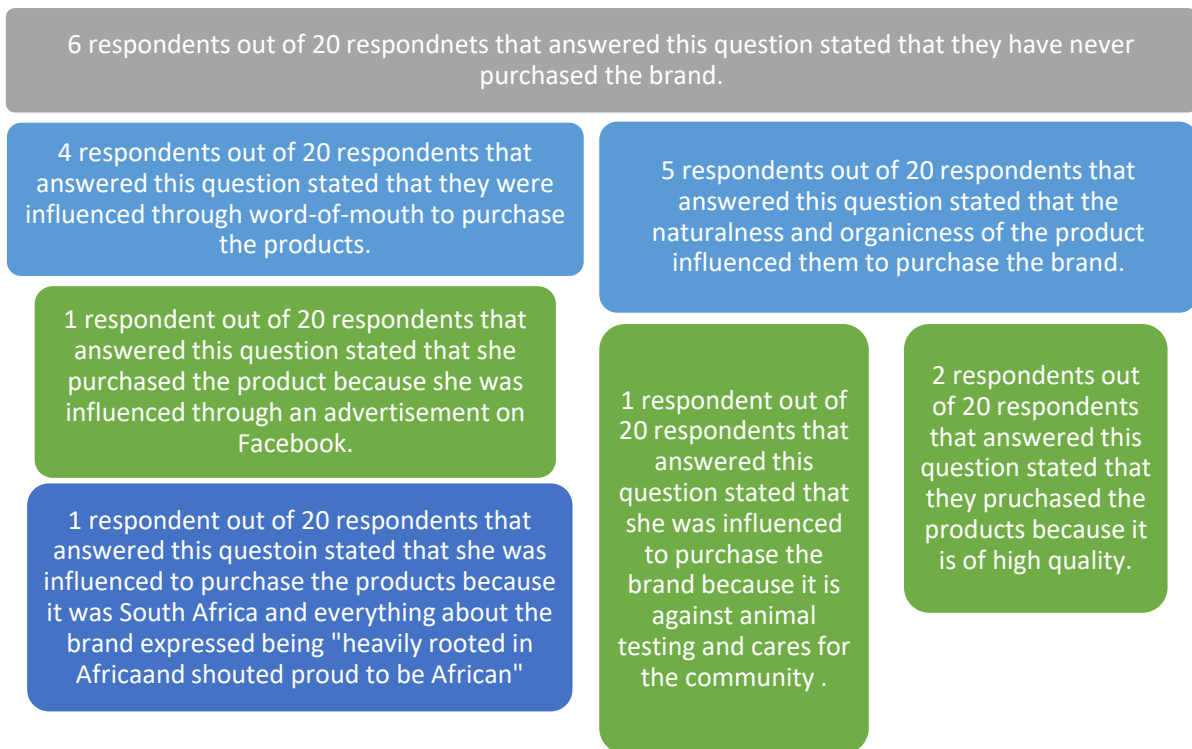
The purpose of the objective had questions related to the impact that African ingredients and local community upliftment initiatives had on consumer perceptions. Ultimately, this research objective was to explore of these elements had an influence on consumer perceptions. The questions focused around the awareness and attraction that Iwori Beauty contains. Each question is stated, followed by a representation of the results and supported with a brief explanation.

Question – How did you find out about this brand?



It was evident that Iwori Beauty gained a high level of awareness through users communicating with others about the product as well as through browsing in the selected Clicks stores. Through these responses, it was clear that Iwori Beauty has a strong relationship and position with their current customers.

Question – What influenced you to purchase the brand's products?



It was evident that 5 out of the 20 consumers that are users of the brand's product is based through the brand's organic and natural elements incorporated within the brand's ingredients. It is evident that the brand has received a high level of word-of-mouth and that is an influential aspect that has made consumers purchase the brand's products. However, a negative statistic was that 6 out of the 20 respondents had never purchased the brand.

Question – Are you aware of Iwori Beauty's initiatives associated with their ingredients supply chain?

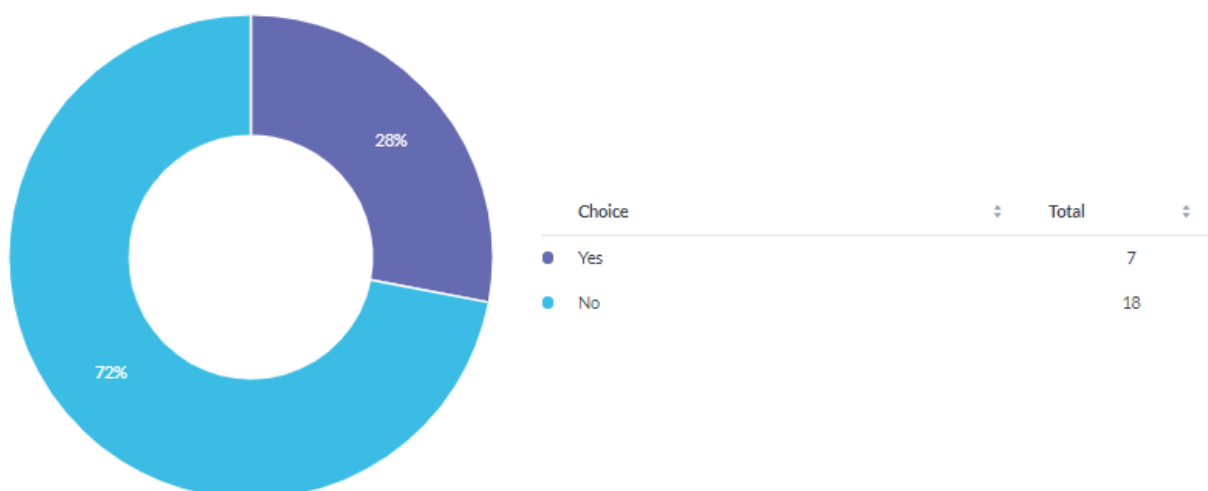


Figure 6 Pie Chart showing the percentage of respondents that are aware of Iwori Beauty initiatives in relation to their supply chain

It was clearly evident that many consumers are unaware of the process and care that Iwori Beauty goes through in order to ensure that both their ingredients are of high quality and organic as well as how they support the African communities that are supplying the ingredients.

Question – Are you more supportive of the brand because it contributes to the upliftment of African communities?

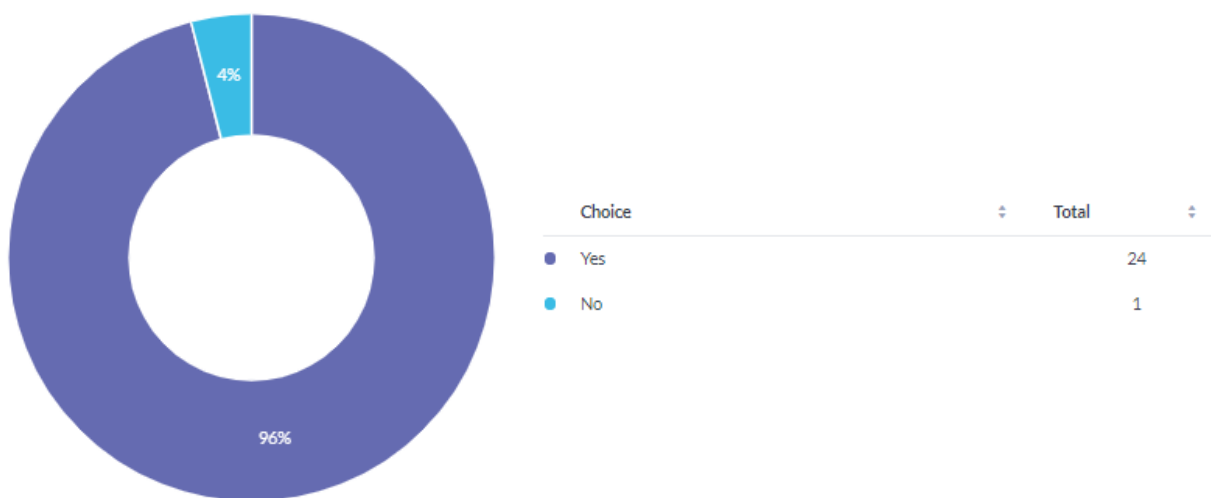
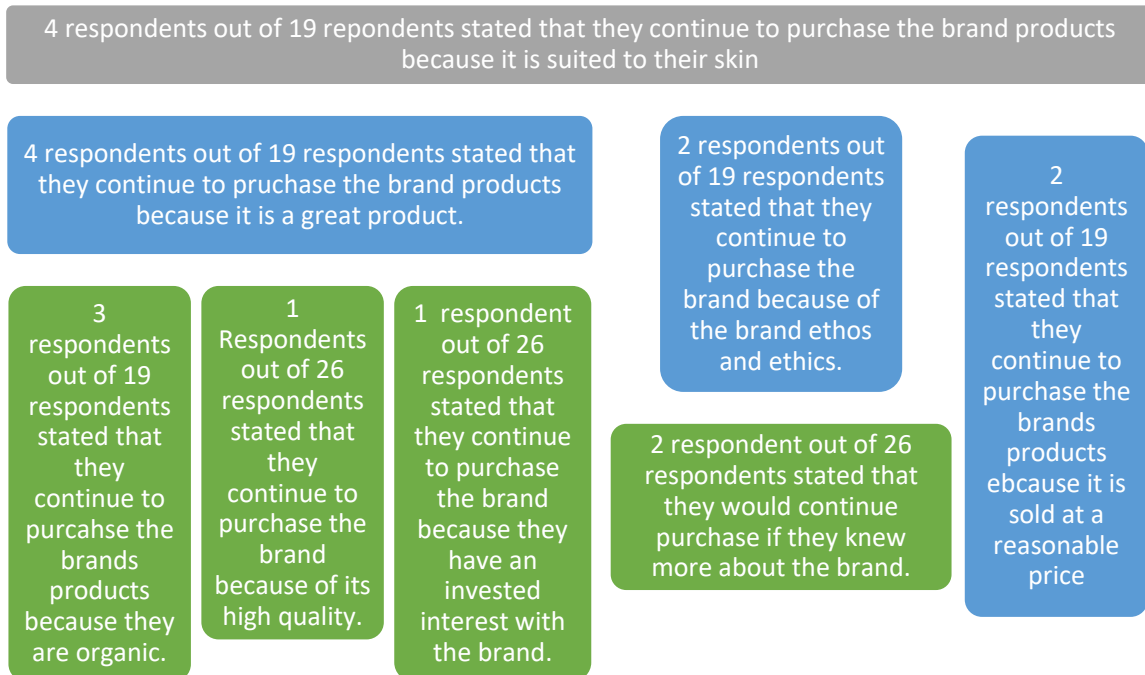


Figure 7 Pie Chart showing the number of respondents who support brands that help the upliftment of local communities

It was clearly evident that 24 respondents out of 25 that answered the question supported the brand because of the support that the brand continually contribution to the upliftment of African communities.

4.2.2.3 OBJECTIVE THREE

Question – What has made you to continue purchasing the products?



The biggest response received for the continual purchasing of Iwori Beauty's product was that respondents stated that the product is well suited for their skin with out of the 19 respondents that answered the question. The statistics followed are the 4 out of the 19 respondents that answered the question stated that they have continued to purchase the products because it is a great product. Elements of quality, organic ingredients and brand ethics have supported the brand to have had continual purchasing.

Question – What do you understand about Iwori Beauty's brand identity?

4 respondents out of 17 respondents that answered this question understood the brand's identity to be focused around being proudly South African and local

6 respondents out of 17 respondents that answered this question understood the brand's identity to be natural, organic, safe and supports no animal testing

1 respondent out of 17 respondents that answered this question understood the brand's identity as expressing their passion for the environment

1 respondent out of 17 respondents that answered this question understood the brand's identity to cater for African females

5 respondents out of 17 respondents that answered this question understood the brand's identity to be African themed and inspired

17 respondents answered the question to do with understanding Iwori Beauty's brand identity. 4 respondents state that they associated the brand's identity is focused on being proudly South African and being relevant to the locals. There were 5 respondents that understood the brand's identity being African themed and inspired. The highest responses were with 6 respondents stating that they understand the brand's identity to be based on natural, organic and safe as well as supporting no animal testing.

Question – Did you know that the brand is based on African traditions and wisdoms?

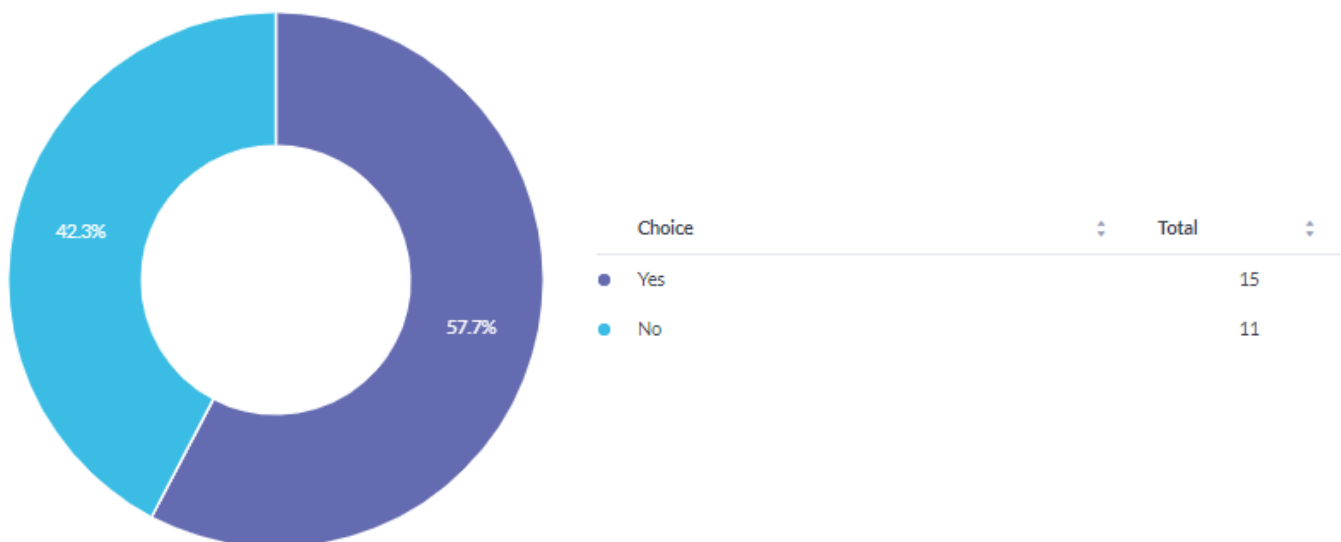


Figure 8 Pie Chart showing the number of respondents that knew the Iwori Beauty was associated with African traditions and wisdoms

The results from this question were very equal with regards to consumers being aware that Iwori Beauty is based on African traditions and wisdoms. Out of 26 respondents, 15 respondents stated that they knew about the brand being based on African traditions and wisdoms whereas the 11 other respondents were not aware.

Question – Do you think that you are more attracted to the brand because of what they stand for?

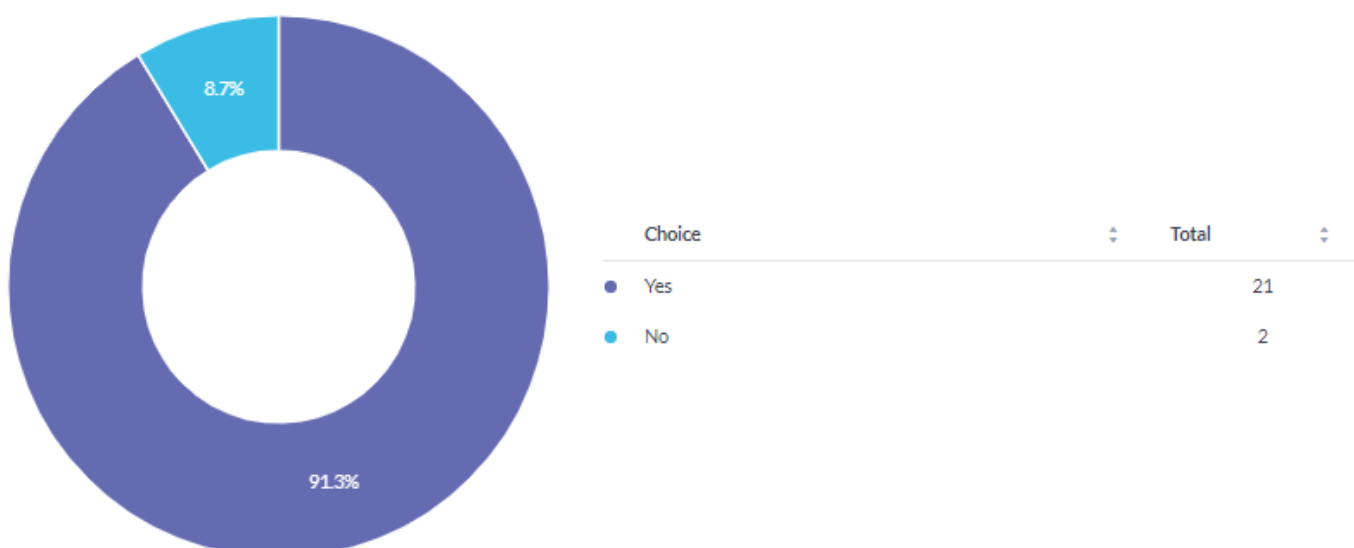


Figure 9 Pie Chart showing the number of respondents that are more attracted to a brand because of the brand's story

It is clearly evident that the high majority of Iwori Beauty consumers are attracted to the brand because of what they stand for which can be derived as being a high positive for the brand because with connection to objective one – the reasoning for the brand being started was to honor African heritage.

Question – Do you believe that the brand has expressed Afrocentrism in a positive way?

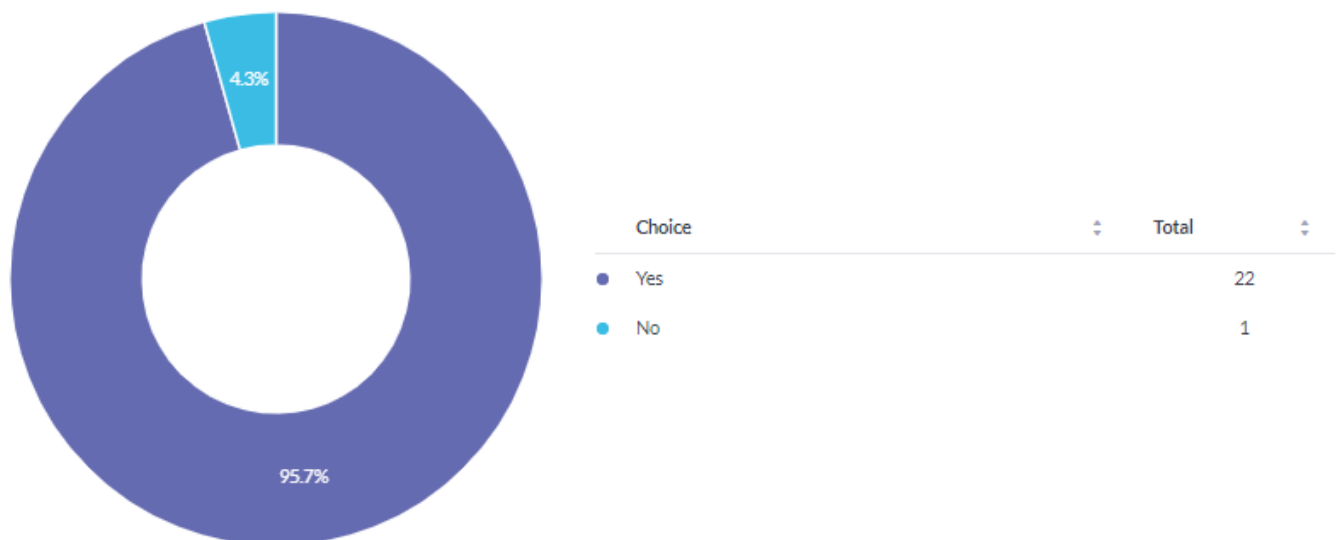


Figure 10 Pie Chart showing the percentage of respondents that believe Iwori Beauty expressed Afrocentrism positively

The results from this question that had 23 respondents – were analyzed to be positive for the Iwori Beauty brand because out of 23 respondents, 22 of those respondents stated that they believed Iwori Beauty positively expressed Afrocentrism

Question - Does their Afrocentrism culture impact your decision of purchase?

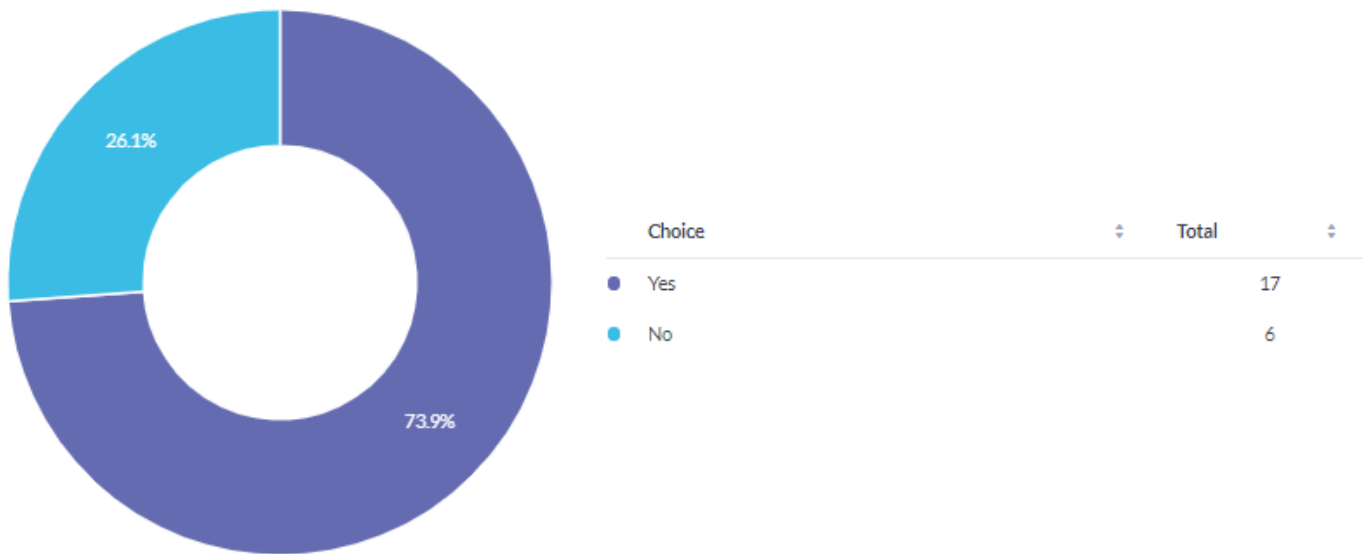


Figure 11 Pie Chart showing the percentage of respondents that agree with Afrocentrism culture impacting their purchase decision

It became evident that there were mixed responses with regards to whether the Afrocentrism expressed through Iwori Beauty, impacted and influenced consumer's decision to purchase. There were 23 respondents that answered this question, out of the 23 respondents, there were 17 respondents that stated Afrocentrism impacts their decision whereas, 6 respondents stated that there is no influence connected to impact their purchase decision.

4.3 ETHICAL CONSIDERATIONS AND LIMITATIONS

4.3.1 ETHICAL CONSIDERATIONS

Ethics are defined as the moral code of conduct which sets a standard for an individual's behavior and attitudes (du Plooy-Cilliers, et al., 2014). It is a system of guiding concepts which distinguishes between unacceptable and acceptable behavior (Kwe, 2016).

Ethics are important in research because it can promote the aim of the research study. It ensures that the public can trust the researcher and the research that has been conducted. Ethics ensures the researcher is accountable for conducting the research in an appropriate manner (Kwe, 2016).

In order for the public to trust the research, the researcher must ensure that there has been no unethical behaviour. Therefore, the researcher must ensure that there is no falsifying of information and bias to the results written. If any of this behaviour is practiced, both the research and the researcher has negatively affected their credibility and reputation (du Plooy-Cilliers, et al., 2014).

For this specific research, the researcher sent the questions that would be asked on the online survey to Iwori Beauty which allowed the brand to state whether they would like changes made. This was an ethical decision made by the researcher because Iwori Beauty was the case study for the study therefore, their consent was necessary.

The researcher for this particular study ensured that all respondents that participated in the online survey that was posted on Facebook and Instagram had their identities kept anonymous. The researcher wrote out an explanation that was attached to the online survey and discussed the following:

- The topic being questioned
- What the respondent's answers would contribute to
- That no names and identities will be exposed – all responses come back as anonymous.

The researcher had an interview over email with the brand manager from Iwori Beauty which was consented through a signed form that stated the individual agreed to be involved.

4.3.2 LIMITATIONS

The purpose of conducting a research study is to either solve a problem or justify an opportunity that is concerned with a specific topic. However, a researcher is often faced with limitations during their process.

Limitations are the constraints that become evident throughout the research that are out of the researcher's control. Money, time and available access to data and information are constraints (du Plooy-Cilliers, et al., 2014). Limitations can result in a research topic being redefined.

Through the analysed findings a limitation that was evident was that there was no consecutive number of respondents throughout the online survey. In some instances,

respondents did not answer three questions but answered the rest – this resulted in the research not being representative of the full responses which was 26 respondents. Therefore, all conclusion made was based off the number of respondents for each question.

Further analysis of the findings illustrated that not all participants have been users of the product therefore, the credibility of some answers received can be questioned. However, with having anonymous responses – one is unable to identify which answers belong to which respondents that stated to be non-users of Iwori Beauty.

Time was a major limitation for the research in terms of receiving a high credible number of participants to be involved and therefore, that prohibited the research study to be positively justified.

4.4 CONCLUSION

This chapter analyzed the information that was collected through the online survey and online interview that was conducted. The insight that was gathered gave supporting information for the linked objectives. It is evident that through this chapter the responses received gave enough in-depth analyse to ensure that the research was sustained and there was a clear link distinguished between the objectives stated and the responses presented.

5. CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The following chapter includes the conclusion and recommendations for this research study. The conclusions and recommendations are based off both the literature discussed in chapter two as well as the research findings analyzed from chapter four. For each objective a conclusion was drawn and suitable recommendation was suggested. To end of this chapter, recommendations for further research are made and final explanations are presented.

5.2 OBJECTIVE ONE – TO ACCESS THE SUCCESS OF AFROCENTRISM WITHIN IWORI BEAUTY’S MARKETING MIX.

The purpose of the objective was to gain understanding as to how a brand built around African heritage illustrates the theme successfully through using Iwori Beauty as the case study.

5.2.1 FINDINGS FROM LITERATURE

The literature provided in chapter two expressed Kotler, 2002 model of the marketing mix which made evident that through the application of marketing tools, a brand can be desired. Iwori Beauty utilized the components that make up Kotler and Armstrong, 2010 model of product, price, promotion and place effectively. The above mentioned four components influence each other. The product offering that a brand provides forms the foundation of the brand and fills a gap identified within an industry market. Pricing of a product is the price a customer will pay which will impact whether consumers are willing to be invested with the brand. Promotion used effectively will communicate and bring appeal about the brand. Lastly, place refers to the availability of the product and its reach channels.

It was identified that the marketing mix strategy is vital for a brand to have comprehensive marketing strategy implemented. A marketing strategy draws information from market research and sets of marketing objectives in order for the brand to achieve optimal profit and longevity.

Kolter and Armstrong Marketing Mix model, 2010 has a direct linkage to a marketing strategy because through the implementation of the marketing mix components – a brand's marketing goals are achieved.

5.2.2 FINDINGS FROM RESEARCH

Iwori Beauty is a brand that filled a gap in the personal care industry through offering something that was authentically African supported with premium formulations. The African focused theme was built on the brand members being proudly South African as well as the brand wanted to express the benefits that African ingredients hold. The brand was further built on sustainability and caring for the environment.

The brand continued their support for the environment through local community upliftment. Their support was expressed through their decision to purchase oils and extracts from communities which allowed those communities to earn a reliable and sustainable living. The researcher questioned whether the way the brand gets their ingredients had an influence on their pricing, although the information is confidential – the products are set at a reasonable price therefore the pricing strategy incorporated within the brand is effective.

Iwori Beauty has not promoted their products intensively however, through their social media platforms of Facebook and Instagram as well as the occasional advertisement in the Click Clubcard magazine it became evident the brand's fan base is constantly growing. The research showed that the brand has planned to improve their offerings to consumers as well as including more sustainable and environmentally friendly packaging.

5.2.3 CONCLUSION

Concluding objective one, the strategy utilized by Iwori Beauty was executed successfully in relation to the marketing mix and brand building process. Therefore, Iwori Beauty successfully incorporated Afrocentrism throughout their brand which resulted in the brand being positioned first in the consumers mind. Concluding that Iwori Beauty's increased fan base and awareness was a result of Afrocentrism being successfully executed with their marketing mix.

5.2.4 RECOMMENDATIONS

Iwori Beauty achieved a positive relationship between their marketing mix that was implemented within their marketing strategy which meant that overall the brand was

built successfully expressing Afrocentrism. However, consumers are only aware of the brand through word-of-mouth or through in-store browsing so it can be suggested that to ensure a large supporting customer base, Iwori Beauty should explore more paid media options to enhance the earned and owned media that they already are successful at.

5.3 OBJECTIVE TWO – TO IDENTIFY THE INFLUENCE THAT AFRICAN INGREDIENTS AND LOCAL COMMUNITY UPLIFTMENT (CORPORATE SOCIAL RESPONSIBILITY) HAVE ON CONSUMER PERCEPTIONS.

The purpose of this objective identified that a brands ingredients and support in local upliftment of communities had an influence on consumer perceptions towards that brand

5.3.1 FINDINGS FROM LITERATURE

The model of Aaker's Brand Equity, 1991 has a vital role within brand building to ensure the brand gains long-term value through their performance which has a direct influence on the experience's customers have with the brand. A brand must ensure it builds brand loyalty with their customers and have an awareness within the brand industry. Through brand building, customers must be provided to result in the brand being recalled and their first brand choice. The customer must be able to recognize and interpret the brand positively to become a loyal brand user.

The importance of the type of ingredients used and how they are supplied to produce body and skin care product have a large impact on the appeal and willingness to be a consumer for that brand. This is due to there being an increased demand for products to be more natural and sustainable sourced. In order for a brand to function in a sustainable manner, the brand participates in CSR initiatives which express to the public that the brand has positive intentions when sourcing materials from land to produce their products. CSR enhances a brands relationship with their customers.

5.3.2 FINDINGS FROM RESEARCH

Through the research conducted, Iwori Beauty gained most of their awareness through friends and word-of-mouth as well as many customers were persuaded to purchase

the brand through being influenced by word-of-mouth. Research showed that consumer brought the product because of the brands naturalness and organic foundation. The research showed that the consumers that are aware of the brand – are unaware of the initiatives associated with the ingredients supply chain of the brand. Iwori Beauty's consumers are supported more because of their contribution to the upliftment of African communities. Therefore, it can be concluded that consumer perceptions are influenced more through Iwori Beauty's African ingredients.

5.3.3 CONCLUSIONS

In conclusion, it was derived that consumers are satisfied and invested with Iwori Beauty through the product gaining awareness and purchases made by word-of-mouth. Through the brand's utilization of African ingredients – Iwori Beauty has achieved higher brand value with their customers because customers felt loyal to the brand because of their invested commitment in providing organic and sustainable products as well as contributing to local community upliftment.

5.3.4 RECOMMENDATIONS

Within the body and skin care industry, Iwori has successfully filled a gap in the market but with the demands from both consumers and the environment. They need to ensure that their brand successfully enhances and balances their already existing commitments made to stay above competition. Their choices of ingredients and community upliftment initiatives must create a more trusted brand value between the brand and its customers to ensure long-term success.

5.4 OBJECTIVE THREE – TO DETERMINE THE IMPACT OF AFROCENTRISM ON CONSUMER PURCHASE DECISIONS.

The objective was to prove that consumers are attracted to Afrocentrism based brands therefore, supporting that Afrocentrism impacts consumer purchase decision.

5.4.1 FINDINGS FROM LITERATURE

The model that supported the objective was a problem-solving model for gaining insight into consumer behavior by explaining the process of decision making and a customer and brand relationship. The direct link was to analyse if Afrocentrism impacted consumer's purchasing behaviors. The model proposes five steps that start with the customer recognizing that there is a need for a specific product, followed by

the customer gaining knowledge of all the brands that produce that specific product through the consumer seeking more information. The consumer then evaluates the brands that offer the specific product however, through personality and preference the consumer will have already made predetermined perceptions about each brand. The consumer makes a choice based on their intention with the product and being influenced through word-of-mouth. Lastly, the consumer becomes a user for that brand and it is determined through use of the product whether the consumer is satisfied with their decision.

This objective linked consumer purchasing behavior to Afrocentrism which is a term that emphasizes African culture. In context of this research study, the researcher is evaluating a brand that expresses African heritage throughout all functioning's of the brand.

The overall aim of the objective was to prove that Afrocentrism based brands appeal more to consumers.

5.4.2 FINDINGS FROM RESEARCH

The research from the findings showed that consumers continued to purchase the brand's product because it suits their skin and the brand ingredients are organic. The brand's identity is understood by the consumers because many understood it as being a South African local brand which was inspired by Africa and based itself off being natural, organic and cruelty-free. The abovementioned was supported through the brand being known as being based on African traditions and wisdoms. The research made it evident that consumers were attracted to the brand because of its story and is believed that Iwori Beauty had been able to positively express Afrocentrism. Consumers are equal on both sides when it discussed whether Iwori Beauty's Afrocentrism culture had an impact on their decision of purchase.

5.4.3 CONCLUSIONS

In conclusion to the objective, it was derived that consumers purchased Iwori Beauty's products because consumers resonate with African culture and believe that the brand has expressed Afrocentrism successfully which enhanced the positive perceptions of consumers. Therefore, consumer perceptions were positive influenced by the Afrocentrism expressed through Iwori Beauty which impacted their consumer purchasing behavior. The brand's African inspired theme and ingredients ensured that

the brand was at the top of consumers' minds when evaluating and deciding on a brand that filled their needs.

5.4.4 RECOMMENDATIONS

Iwori Beauty becomes the preferred brand because of their foundation of the brand resonates closely with consumers within South Africa whom are willing to support brands that honor African heritage through their products and the manner in which the brand interacts with its connected communities. Iwori Beauty successfully and comprehensively has incorporated strategically and visually African culture. Therefore, to ensure that a brand trying to express African heritage throughout their brand must ensure to have all components that build and are associated with the brand are authentic.

5.5 SUGGESTIONS FOR FURTHER RESEARCH

For further research, evaluation of further brands that are built with a story and identity representing Afrocentrism would need to be done to enhance the credibility of the research study. A larger scale research study would provide the reader with more accuracy to enhance the full effect that Afrocentrism has on consumer perceptions. Further research could involve assessing the brands perspective of building a brand based on Afrocentrism. Therefore, both a corporate and public perspective can be taken into consideration when evaluating the extent that Afrocentrism has an effect on consumers perceptions.

5.6 CONCLUSION OF RESEARCH

Research conducted was performed to secure information about Afrocentrism as well as the impact that it has on consumer perceptions. The research was supported with a brand inspired by African heritage – Iwori Beauty. Throughout the research study, there were many factors which contributed to proving that Afrocentrism has an effect on consumer perceptions. Iwori Beauty's brand identity, product design and ingredients are all African inspired therefore, a conclusion can be drawn that because consumers are attracted to those aspects of Iwori, Afrocentrism does have a positive effect on consumer perceptions.

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7. APPENDIX

APPENDIX 1 – CONSENT FORM

INFORMED CONSENT: Iwori Beauty

Please note, this page will be retained by the researchers.

I, _____ (full name), agree to allow Tayla Ash to interview me as part of their research regarding her dissertations.

Dissertation Topic:

The factors contributing to successful consumer perceptions of Iwori.

This research has been explained to me and I understand what my participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private and I will remain anonymous throughout.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the interview.
5. I may be quoted directly when the research is published, but my identity will be protected should I wish to remain anonymous.

Signature

Date

Participant Consent Information

Position in business:

Contact Number:

Email Address:

APPENDIX 2 – INTERVIEW QUESTIONS FOR IWORI BEAUTY



1. Why did you start this brand?
2. What encouraged you to go with an African centered brand?
3. Do you feel that your brand fills a gap in the market? How?
4. What influenced you choose *Iwori* as the name of your brand?
5. How does the process of purchasing the ingredients influence the pricing of your products?
6. Do you think your pricing is set at a fair price?
7. How do you balance doing good for the community and having a profitable business?
8. Does your social media platforms of Facebook and Instagram generate enough awareness for your brand?
9. Why do you only offer your brand at selected Clicks Stores?
10. What other advertising do you do for your brand?
11. Would there be any aspects that you would change to your brand?

APPENDIX 3 – SURVEY QUESTIONS POSTED ON FACEBOOK AND INSTAGRAM

1. How did you find out about this brand?
2. What influenced you to purchase the brand's product?
3. Are you aware of Iwori Beauty's initiatives associated with their ingredients supply chain?
4. Are you more supportive of the brand because it contributes to the upliftment of African communities?
5. Question – What has made you to continue purchasing the products?
6. What do you understand about Iwori Beauty's brand identity?

7. Did you know that the brand is based on African traditions and wisdoms?
8. Do you think that you are more attracted to the brand because of what they stand for?
9. Do you believe that the brand has expressed Afrocentrism in a positive way?
10. Does their Afrocentrism culture impact your decision of purchase?

APPENDIX 4 – ETHICAL CLEARANCE FORM



ETHICAL CLEARANCE CONSENT FORM

No research may be carried out by any student or staff member; or independent contractor or person associated with The Independent Institute of Education (The IIE) that will be associated with The Independent Institute of Education; or that involves in any way, The Independent Institute of Education; without formal ethical clearance to conduct the research having been obtained.

The process is similar for students registered on IIE qualifications or for researchers wishing to conduct research on, or at the IIE.

In order to get consent to do research associated with or on or at The IIE the following need to be submitted to the R&D Manager via the appropriate academic (normally your supervisor for internal students) or the designated academic manager at your brand if you are associated with a site and not a registered student of The IIE or the Academic Manager if you are employed in the Central Academic Team (CAT).

Please submit the following:

	Please tick
Proposal — select one:	
IIE and other registered students: Proposal as approved by supervisor with a declaration in relation to the status of the proposal at your institution where you are a student, if you are a student.	Yes
Research by internal people who are not students: Proposal as approved by your designated academic manager or the CAT Academic Manager if you are not a student but are directly associated with the IIE.	X
External researchers who are not students: Formal research proposal plus full details of the sponsoring body.	X
Ethical clearance application form: Please check that all sections are complete and that the form has been signed by the person who will supervise your research and by the designated academic manager where required. If you are a student <u>and</u> you are working or you are otherwise associated with The IIE and its campuses; your form needs to be signed by both the designated manager and your institutional supervisor. If you are an external researcher the	Yes

form also needs to be signed by a senior manager at the sponsoring organisation.	
Participant consent form: Example of participant consent form (where applicable). The original signed forms have to be provided to the supervisor after permission is granted.	Yes

1. Identifying information

Name:	Tayla
Surname:	Ash
Student number:	16004206
Institution where registered:	Vega Durban North
Qualification:	BA Honors: Strategic Brand Management
Year in which you would like to conduct research:	2019
Year in which you aim to graduate:	2019
Contact Number:	071 6040 245
E-Mail Address:	taylaash1@gmail.com

2. Supervisor's Name and Contact Details

Name and surname and designation:	Alec Bozas
Contact telephone number:	082 334 4477
Contact e-mail address:	a.bozas@mweb.co.za
Signature confirming that this form is being submitted with Supervisor's consent and signifying that the information submitted is accurate:	
Date of signature:	6 August 2019

3. Designated academic manager's details (if applicable)

Name and surname and designation:	Alec Bozas
Contact telephone number:	082 334 4477
Contact e-mail address:	a.bozas@mweb.co.za
Signature confirming that this form is being submitted with Academic Manager's consent and signifying that the information submitted is accurate:	
Date of signature:	6 August 2019

4. Designated manager of sponsoring organisation (if applicable)

Name and surname and designation:	
Contact telephone number:	
Contact e-mail address:	
Signature confirming that this form is being submitted with Manager's consent and signifying that the information submitted is accurate:	
Date of signature:	

5. Title of Research

Afrocentrism effect on Consumer Perceptions

6. Proposal:

If this information is contained in your attached research proposal please reference the page; if not please provide full detail.

6.1 Abstract – no more than 250 words

This study explores whether Afrocentrism effects and influences consumers perceptions of brands and the products they use. This will be determined through analyzing African heritage-based brand – Iwori. Iwori expresses Afrocentrism throughout their brand and therefore, a conclusion will be based off whether Iwori has positive consumer perceptions in relation to their Afrocentric movements.

This topic was approached through qualitative explanatory research because the findings are not factual but rather opinion and experienced based. The finds were enhanced through in-depth interviews with Iwori's administration which provided insight into their marketing mix and how Afrocentrism is guided throughout their business and products produced. Questionnaires that were sent out to users of Iwori products gave insight about why consumers use the products, what attracted them to the product and their personal experiences with the brand.

6.2 Research Aims/ Goals/ Objectives

Research Aims:

2. To investigate that Afrocentrism based brands have a positive impact on consumer perceptions.

Objectives:

4. To assess the success of Afrocentrism within Iwori's marketing mix.
5. To identify the influence that African ingredients and local community upliftment have on consumer perceptions.
6. To determine the impact of Afrocentrism on consumer purchase decisions.

Goals:

To measure to what extent, if any, Afrocentrism based brands influence on consumers perceptions. In stating so, to measure how strong the bond is with a brand and its surrounding consumers, therefore understanding the importance of building strong brand image in the minds of consumers.

6.3 Methodology

Questionnaires and Interviews – analysed through content and narrative analysis

6.4 Ethical considerations

Ethical concerns will be well thought out as the research study is dealing with human beings. Appropriate ethical guidelines will be put in place to ensure that the research participants are not positioned in a situation where they are at risk in terms of:

- The researcher will be transparent with all participants by informing them on the purpose of the research study.
- Ensure that no data is linked via an individual's name unless consent is given.
- Communicate the results to participants on the findings to ensure the researcher has not misinterpreted the given information.
- Get informed consent to conduct research within areas such as University's and parking lots by the custodian of the premises.
- Adhere to the ethical clearance form given to the researcher.

6.5 Research impact on people and or brand/IIE CAT (directly as participants or in terms of the use of their data or conducting research in their environment):

If your research involves anything other than investigation of publicly available information or data or documents please detail this and the steps you are taking or will take to protect the rights of people involved. Please detail measures to avoid harm and to gain informed consent.

This research study is affiliated with a brand, in relation to the Iwori brand which is a body and skincare product. However secondary information will be attained via peer reviewed academic sourced journals to ensure information is accurate, reliable which is sourced of Iwori's webpage and through direct communication with the Iwori brand.

7. Particular elements of study:

Please indicate which of these apply.	Yes	No
Literature survey of an environment with no interaction with participants. Use of artefacts for data collection.		
Observation of an environment with no interaction with participants and no manipulation of the environment.		
Observation of an environment with no interaction with participants and with manipulation of the environment.		
Data is collected about individual participants but they are taken from existing available records (e.g.an existing report or student record).		

Data is collected about groups but they are taken from available records (e.g. an existing report) and will only be reported at the group level.		
General and/ or personal information required to be collected <i>de novo</i> from participants through interviews, surveys, questionnaires, observation, etc.		
Collecting information from participants via an existing validated and approved test instruments (e.g. an approved psychometric test).		
Collecting information from participants via an invalidated test instrument.		

8. Description of participants:

Please detail the age, demographics and context of the participants. The IIE will not normally give consent for the involvement of persons who are under the age of 18 or who are vulnerable (physically, socially, mentally or psychologically) unless you are an experienced researcher with a proven track record of conducting research involving participants from these groups. You are thus encouraged to provide such evidence if your participants could be deemed to be vulnerable or under the age of 18. In all instances informed consent would be required:

Individuals from the age of 20 and up would be the target population of this research study. Participants who are users of social media as the surveys sent out will be posted on social media platforms

9. Please describe the impact that your research may have on participants and or the brand/IIE CAT – positive or negative and the measures you will have in place to reduce the risk of harm.

This study will have no negative impacts on individuals, as the case study is about Iwori as a brand, may benefit from the findings. No harm will be directed to the brand, as the study is not intended in that manner. Please refer to below; abstract taken from rationale.

10. Only Masters and Doctoral students need to complete Section 10

You will need to carry out a SABINET and NRF search to check that your topic has not been registered previously. You must confirm that such a search has been carried out by providing the following information.

I have conducted a SABINET and NRF Search

	No
--	----

Date of search conducted:

Keywords used:

11. Declaration on Ethical Conduct in Research

I have read and understand the requirements laid out in the ethical clearance form as well as the Code of Ethics (see below) as extracted from The IIE Research Policy (IIE007) and commit to observe and uphold the principles of this Code in all aspects of the research work carried out in association with The IIE.

I confirm that all the information I have provided to enable The IIE to make a decision about my research is honest, complete and accurate and that I have not withheld any information that may adversely influence the decision.

I confirm that I will not hold The IIE liable for any action taken against me in relation to this research and its impacts and I take full legal and moral responsibility for the research and its impact.

Research Code of Ethics:

Researchers are required to:

- Familiarise themselves with ethics guidelines and observe such guidelines throughout their projects;
- Accept that they are ethically accountable for honesty, objectivity and integrity of carrying out and reporting on their research;
- Strive to conduct research of a high standard;
- Always clearly indicate the limitations of their work to provide perspective of the validity of their data and reports;
- Ensure that data is not falsified, misinterpreted, fabricating, misrepresented or changed;
- Ensure that data is collected in a manner that will not affect its validity and make known any aspects of their project that might have affected such validity of their data;
- Disclose their methodologies and processes in a transparent manner to uphold its integrity;
- Keep data safely and securely for a period of three years and produce this in support of other researchers' work or to confirm the authenticity of a project, in consideration of any agreement(s) with individuals who were part of the sample group;
- Recognise sources of information by accurately and appropriately referencing such sources and respecting the copyrights of all reference work and sources;
- Recognise fellow workers and co-workers who are part of the project;
- Be considerate and professional in dealing with individuals and sample groups, respecting their right to refuse to participate and the rights to their privacy;
- Accept responsibility to ensure that data with personal particulars of individuals and sample groups must be secured, in particular, when it is in digital format;
- Avoid placing the safety or security of participants at risk through any research that is conducted;

- Demonstrate commitment to sharing knowledge, disseminating the results of research work in an appropriate manner;
- Retain objectivity to prevent bias throughout any research project;
- Adhere to the conventions associated with publication which includes only submitting to one publisher at a time and always citing where papers have been used before.

RESEARCHER

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Signature:

Date: 6 August 2019

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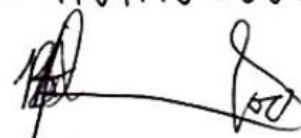
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Date: 6 August 2019

Please note: You may not proceed with the research until you have written confirmation of approval of your study from the Postgraduate Committee of the IIE.

APPENDIX 5 – CONCEPT TABLE

Research Purpose/Objective	Primary Research Question	Research Rationale	Seminal Authors/Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	References
The purpose of this qualitative, explanatory research study was to analyse how Afrocentrism affects consumer perceptions towards brands. The data was obtained through an online interview and survey with Iwori Beauty's brand manager and product users.	How does Afrocentrism affect and influence consumer perceptions of a brand?	Empower Iwori to gain a deeper insight of understanding their consumers' perception of the brand and why their consumers purchase their products. This research will allow Iwori to identify if their marketing strategies are aligned with their customers and if their customers are true supporters of the brand.	Borden, 1984 / Du Plooy-Cilliers, 2014 / Jisana, 2014 / Pelozo, 2012 / Thieu, Hieu, Huyen, Binh & Hoang, 2017 / Thanh & Thanh, 2015 / Trochim, 2006	To address objective one of evaluating the marketing strategy of the Iwori brand, the marketing mix concept will be closely examined through various factors of product, price, place and promotion with policies influencing each factor. The second aspect discussed in the literature focuses on Iwori's corporate social responsibility (CSR) and ingredients influence on consumer purchasing decisions. This objective is explored through the consumer-based brand equity concept and supported by the Engel, Kollet and Blackwell model of consumer behaviour. The third objective of this research explores the afrocentrism positive attributes to the Iwori brand. It takes into consider the concept of brand building and the Keller's Brand Equity model.	Paradigm Interpretivism Paradigm Epistemology facts are fluid and are embedded within a meaning system which depends heavily on the people's interpretation of information	Qualitative Research Approach Population Female consumers above 20 Female presence followers of the brand Females that use or are aware of the brand. Authority members within Iwori.	Interviews expressed through open-ended questions will be conducted to various people of authority of the Iwori brand. Survey will be conducted through the use of Iwori's social media platforms and sent to their followers	Ethics ensures the researcher is accountable for conducting the research in an appropriate manner / no unethical behaviour / no falsifying of information and bias / identities kept anonymous / based off real life experiences	Bhat, 2019 / Games, 2013 / Research-Methodology, 2019 / Riaz, 2010 / Prophet, 2019 / Hartzenberg, 2019 / Olivia, 2018 / Wischhove, 2018 / Johnston, 2016 / Francis, 2011 / The Marketing Mix, 2019 / Chen, 2011 / / Datta, et al., 2017 / Merriam-Webster, 2019 / 2015 / Trochim, 2006 / Iwori, 2019 / Barone, 2019 / Huyen, Binh & Hoang, 2017 / Thanh & Thanh, 2019 / Jisana, 2014 / Pelozo, 2012 / Thieu, Hieu, Borden, 1984 / Du Plooy-Cilliers, 2014 / Friesner, 2019
Therefore, the research included evaluating whether a brand that had successfully built on the concept of Afrocentrism would have an effect on the manner that consumers interacted and perceived a brand.	How has Iwori beauty expressed Afrocentrism through their marketing mix What elements of Iwori beauty and their products influence consumer perceptions Does Iwori Beauty's Afrocentrism impact consumers purchase decisions	The Marketing Mix, Marketing Strategy, Corporate Social Responsibility, Consumer Based Brand Equity, Purchasing Decision, Brand Building and Afrocentrism	Kotler and Armstrong Marketing Mix Model Engel, Kollet and Blackwell Model Asker's Brand Equity Model		describes and interprets how people living in a particular context conduct their daily lives. The aim for interpretivism is to reveal the meanings and values of people	Probability or non-probability Non-Probability Sampling method Convenience Sampling Size Around 20 to 30 consumers	Content analysis and narrative analysis Qualitative Data Analysis Method(s)	Are out of the researcher's control / money, time and available access of information / social media can cause limitations to the trustworthiness / avoided by sending a letter of consent from Iwori / participants may not respond in a timely manner Adds emphasis on how South African based reasons which enhance consumers relationship with Africa This research study can contribute to an overall insight of factors contributing to a successful brand consumer perception.	Bhat, 2019 / Games, 2013 / Research-Methodology, 2019 / Riaz, 2010 / Prophet, 2019 / Hartzenberg, 2019 / Olivia, 2018 / Wischhove, 2018 / Johnston, 2016 / Francis, 2011 / The Marketing Mix, 2019 / Chen, 2011 / / Datta, et al., 2017 / Merriam-Webster, 2019 / 2015 / Trochim, 2006 / Iwori, 2019 / Barone, 2019 / Huyen, Binh & Hoang, 2017 / Thanh & Thanh, 2019 / Jisana, 2014 / Pelozo, 2012 / Thieu, Hieu, Borden, 1984 / Du Plooy-Cilliers, 2014 / Friesner, 2019