



Determining the factors affecting brand loyalty of South African beer consumers



Mini dissertation submitted in fulfillment of the requirements
for the degree **Master of Commerce in Strategic Brand
Leadership** at The Independent Institute of Education, Vega
School.

Krelin Govender

Supervisor: Dr Tish Taylor

08 / 11 / 2024

Table of Contents

i. ABSRACT	6
CHAPTER 1: INTRODUCTION.....	7
1.1.Introduction	7
1.2 Background to the study.....	7
1.3 Rationale	9
1.4 Problem statement.....	11
1.5 Research Aim	11
1.6 Research objectives	11
1.7 Delimitations	12
1.9 Research Design & Methodology	16
1.9 Research Design.....	16
1.10 Research Methodology	17
1.10.1 Research instrument	18
1.10.2 Data collection	18
1.10.3 Data analysis	19
1.10.4 Reliability and validity	19
1.11 Ethical considerations.....	20
1.12 Significance of study.....	21
1.13 Chapter Outline	21
CHAPTER 2: LITERATURE REVIEW	22
2.1 Theoretical Framework.....	22
2.2 Brand Loyalty	24
2.3 Cognitive Loyalty: Brand awareness, brand image, perceived quality	26
2.3.1 Brand Awareness	27
2.3.2 Brand Image	28
2.3.3 Brand Perceived Quality	28

2.4	<i>Affective Loyalty: Brand emotional value, Brand satisfaction, Brand Trust and Brand Commitment</i>	34
2.4.1	<i>Brand emotional value</i>	34
2.4.2	<i>Brand satisfaction.....</i>	35
2.4.3	<i>Brand trust.....</i>	35
2.4.4	<i>Brand commitment</i>	36
2.5	<i>Conative loyalty: Brand loyalty</i>	37
2.5.1	<i>Repurchase intention</i>	37
2.5.2	<i>Word of Mouth.....</i>	38
2.6	<i>Behavioural loyalty (Action loyalty)</i>	38
2.6.1	<i>Cultural Factors</i>	39
2.6.2	<i>Social Factors</i>	39
2.6.3	<i>Personal Factors.....</i>	39
2.6.4	<i>Psychological Factors.....</i>	40
2.6.5	<i>Situational Factors.....</i>	40
2.6.6	<i>Reference Groups.....</i>	40
2.7	<i>Existing Literature on brand loyalty in the beer industry</i>	41
	<i>CHAPTER 3: RESEARCH METHODOLOGY.....</i>	42
3.1	<i>Introduction</i>	42
3.2	<i>Hypothesis</i>	42
3.3	<i>Research Paradigm</i>	44
3.4	<i>Research Design.....</i>	45
3.5	<i>Research Methodology</i>	46
3.5.1	Population and Sampling	46
3.5.2	Research instrument.....	48
3.5.3	Data collection	49
3.5.4	Data analysis	49
3.5.5	Reliability and Validity	50
3.6	<i>Limitations.....</i>	51
3.7	<i>Delimitations</i>	52
3.8	<i>Ethical Considerations</i>	53

CHAPTER 4: DATA ANALYSIS.....	56
4.1 Introduction	56
4.1 Descriptive Statistics.....	56
4.1.2 Age distribution.....	57
4.1.3 Gender.....	57
4.1.4 Occupation.....	58
4.1.5 Household monthly income	59
4.1.6 Province of Residence.....	59
4.2 Descriptive Statistics Likert Scale Questions.....	60
4.3 Factor Analysis.....	61
4.3.1 Brand loyalty.....	61
4.4 Correlation Results	63
4.6 Conclusion.....	65
CHAPTER 5:	66
FINDINGS, RECOMMENDATIONS, AND CONCLUSIONS.....	66
5.1 Introduction	66
5.2 Conclusions.....	68
5.2.1 Conclusions regarding brand loyalty dimensions.....	69
5.2.2 Conclusions pertaining to cognitive loyalty factors.....	69
5.3 Contributions of the study	73
5.4 Recommendations for further research.....	74
5.5 Conclusion.....	76
LIST OF REFERENCES.....	77
APPENDIX A	102

Table 1. Research Design	16
Table 2 Descriptive Statistics Likert Scale Questions Mean and Standard Deviation.....	60
Table 3 Results of the factor analysis for brand loyalty attributes	62
Table 4 Pearson Correlation	64
Table 5 Hypothesis	64

Figure 1 Classification of approaches used to measure brand loyalty (Rundle-Thiele & Bennet, 2001).....	24
Figure 2 Conceptual Framework	43
Figure 3 (4.1) Age Distribution.....	56
Figure 4 (4.2) Gender of respondents	57
Figure 5 (4.3) Occupation of Respondents.....	58
Figure 6 (4.4) Monthly household income	59
Figure 7 (4.5) Province of residence	59

i. **ABSTRACT**

Limited understanding persists regarding the factors that drive brand loyalty among South African beer consumers, particularly in the post-COVID-19 landscape, where shifting preferences have altered traditional consumption patterns. This study aimed to address this gap by identifying key determinants of brand loyalty in the South African beer market. Guided by Aaker's and Keller's brand loyalty theories, the research employed a quantitative approach, surveying 93 respondents through structured Likert scale-based questions.

Findings revealed that cognitive and affective loyalty play a significant role in brand attachment. Cognitive loyalty, driven by brand recognisability, quality consistency, consumer satisfaction, and ease of recognition, emerged as a key factor. Affective loyalty, rooted in emotional connections, trust, commitment, and perceived value for money, also contributed significantly. In contrast, behavioural loyalty—linked to situational influences such as social groups, lifestyle, economic factors, packaging, brand name, and country of origin—had minimal impact. This suggests that South African beer consumers develop loyalty primarily through intrinsic brand connections rather than external circumstances.

The study highlights the importance of creating a reliable and emotionally engaging brand experience to foster loyalty. Industry practitioners are encouraged to implement loyalty programmes that enhance brand recognisability, reinforce consistent quality, and build consumer trust. Further research is recommended to explore brand loyalty across different demographics and beverage categories, providing a broader understanding of consumer preferences in South Africa's evolving beer market.

Keywords: Brand Loyalty, Consumer Behaviour, South African Beer Market, Cognitive Loyalty, Affective Loyalty, Conative Loyalty

CHAPTER 1: INTRODUCTION

1.1.Introduction

This research explores the factors affecting brand loyalty among beer consumers in South Africa, a market experiencing rapid evolution in consumer tastes and behaviours. This study seeks to identify factors that affect loyalty to beer brands in a competitive environment affected by demographic shifts and economic challenges. The study aims to offer insights that enable beer brands to build stronger customer relationships and achieve a sustainable competitive advantage. Through analysing literature, examining theoretical foundations, and assessing the impact of demographic and brand recognition factors, this research aims to contribute valuable knowledge to the strategic approaches of companies in the South African beer industry

1.2 Background to the study

The South African liquor industry experienced significant disruptions during the COVID-19 pandemic, marked by a loss of R7.6 billion during a four-week lockdown due to the national alcohol ban (News24, 2021). As people were required to stay home because of COVID-19 restrictions, alcohol companies around the world significantly increased their digital marketing efforts, a shift that may have influenced consumer preferences (Martino, Brooks, Browne, Carah, Zorbas, Corben, Crane, and Robertson, 2021). With ongoing uncertainty surrounding potential future lockdowns, consumer purchasing behaviour underwent notable shifts, particularly towards spirits and wine, which saw a 78% increase, while beer purchases declined (Bizcommunity, 2021).

Despite an overall 19.4% increase in liquor sales in 2023, consumer preferences evolved, with Flavoured Alcoholic Beverages (FABs) surpassing sales of whiskey, beer, and vodka (Retail Brief Africa, 2024). Although beer and spirits struggled to regain their pre-COVID-19 sales figures, the rising popularity of FABs allowed them to capture a greater portion of the liquor market (Bizcommunity, 2024). According to a study by the Bureau of Economic Research, economic strain and high inflation in South Africa are shifting alcohol consumption patterns, with consumers increasingly opting for flavoured alcoholic beverages over beer as they may be deemed more affordable (Akamby, 2023). Akamby (2023) further

states that South African Breweries (SAB) is now urging the government to adjust alcohol excise duties in line with inflation to support the industry's sustainability. SAB is a global powerhouse in the beer industry, as in 2016, AB InBev acquired SAB, formerly SABMiller, merging the world's two biggest brewers to form the largest beer producer globally (Jacobs, 2024a).

To add further context to the South African beer industry, according to Jacobs (2024), SAB has reported record production levels, with its core beer brands exceeding performance expectations and its global brands experiencing strong growth. The information provided by AB InBev's 2023-year results indicate the company achieved a 7.8% revenue increase despite declining US sales.

Jacobs (2024) further states that, in contrast, Heineken's South African division, which is SAB's largest competitor, encountered challenges, seeing low single-digit revenue declines, despite the recent acquisition of Distell and Namibia Breweries. The acquisition, completed in April 2023, was intended to expand Heineken's non-beer portfolio and included popular brands like Savanna, Hunter's, and Amarula. While Heineken's cider portfolio, including Savanna, performed well, it could not offset the drop in beer volumes, leading Heineken to write down the value of its South African business by €491 million (R10 billion) due to inflation and reduced sales (Jacobs, 2024).

According to Lebuso (2023), it can be noted that South Africans' longstanding preference for beer has evolved over the past decade. While Castle Lager once led the market, Carling Black Label has now claimed the top position, reflecting a growing interest in distinctive and innovative flavours. Lebuso (2023) further surmises that popular brands such as Castle Light, Heineken, and Hansa Pilsener remain dominant; yet the industry has broadened with a thriving craft beer sector. New breweries are emerging nationwide, introducing unique flavours and expanding the diversity of the South African beer market.

Post-lockdown, there was a discernible shift in consumer sentiment towards prioritising quality over commercial products (Fernandes 2023), leading to a preference for high-end premium alcohol brands from retail stores over on-site consumption in bars and restaurants (Retail Brief Africa, 2024). To further add to this depth of information in the alcohol industry, Bizcommunity (2024) took note of a CGA and NIQ analysis of Gen Z liquor consumption reveals that 52% of this

group visit restaurants and bars weekly, indicating a strong preference for social outings. This trend offers a promising market for spirits, as Gen Z favours international spirits brands over beer, which may challenge traditional brews.

According to NielsenIQ (2023), in recent times, consumers have increasingly embraced health-conscious choices, favouring lower-calorie alcoholic beverages and alcohol-free options. The non-alcoholic beer category, now being tracked, indicates that around half a million consumers opt for this type of beverage (Eighty20, 2024). NielsenIQ (2023) further states that consumers have been observed selecting full-flavoured and rich beers over conventional brands, while younger demographics such as Millennials and Gen Z demand innovative alcoholic beverages.

Additionally, the rise of online shopping has provided consumers with greater convenience, expanded choices, and competitive pricing (Nair, 2023), particularly noteworthy in challenging economic conditions where consumers prioritise price, value, and quality when making purchasing decisions (Newman, 2023). In line with some of the latest information in the alcohol industry, IWSR's (2024) latest analysis states that alcohol e-commerce is stabilising after the surge driven by COVID-19 and the subsequent post-pandemic adjustments. Although the overall number of online alcohol shoppers has decreased, those who continue to purchase online are doing so more frequently.

In a study conducted by Eighty20 (2023), it is notable that nearly half of South African adults reported consuming alcohol in the month prior to the study, with beer being the preferred drink for 41% of them.

Consumer preferences play a significant role in shaping the beer industry and changes in taste, preferences and behaviour can directly impact the demand for different types of beer (Rawat, 2023).

1.3 Rationale

Despite experiencing a R18 billion loss in sales revenue over lockdowns, the South African brewing sector, which provides 249 000 jobs, is projected to generate R126 billion in revenue and contribute R43 billion in taxes in 2024 (Oxford Economics, 2022). According to African Business (2024) SAB maintained resilience in 2023, gaining market share in both beer and total alcohol sales, with

growth across core, premium, and Beyond Beer portfolios. A 2022 study highlighted by African Business (2024) found that, from 2015 to 2019, one in every 66 jobs in South Africa, or 1.5% of employment, was linked to the beer sector, illustrating the industry's significant economic impact beyond employment alone. Chetty (2024) projections show an 8.5% annual growth from now to 2027, with the largest segment being beer sales. According to Neufeld (2024), South Africa was ranked as the 11th largest beer consuming nation globally. South Africa has also experienced notable transformations over the past decade, witnessing a significant influx of small independent beer brands and craft beers into the market (Louw, 2024). Beer dominates South Africa's alcoholic beverage market, which has seen steady growth fueled by competition between AB InBev (SAB) and Heineken (Grundlingh, 2024). Several international alcoholic beverage businesses have a presence in South Africa, viewing the country as an important launching pad to the rest of the continent (Gouws & Motala, 2019), as beer consumption has always provided insights into shifts in demographic preferences and brand marketing (Bronnenberg, Dube & Joo, 2021). The ability to identify and understand shifting trends in the South African beer market, brands can deliver products and experiences customised to current and future market preferences. Loyalty is essential for industries in a highly competitive market which offers consumers a wide range of alternative products (Moane, Galkin & Solmi, 2020:2). Brand loyalty adds value to a brand, generates high profits and ensures constant market share. A review of beer brand loyalty literature reflects a shift towards craft beers, microbreweries, brewery experiences, and consumer preferences for millennials and Gen Z. With the rise in craft beer changing traditional patterns of beer consumption (Betancur, Motoki, Spence & Velasco, 2020:3) and the distinct effect of age categories on consumer behaviour in the beer market (Spàcil & Teichmannová, 2016:490). In 2023, South Africa's per capita consumption of beer stands at approximately 52.5 litres, while wine consumption is about 7.7 litres per capita. This showcases a significant preference for beer over wine among South African consumers, with beer consumption being nearly seven times higher than wine consumption. These figures indicate that beer remains the dominant alcoholic beverage choice in the country, highlighting the importance of determining factors affecting beer brand loyalty in the South African market (Helgi Library, 2023; Froud 2023).

1.4 Problem statement

The current literature lacks comprehensive insights into the factors affecting brand loyalty in the South African beer industry, presenting beer brands with the problem of effectively developing and implementing targeted marketing strategies.

1.5 Research Aim

The research aim of this study can be defined as determining the factors that affect brand loyalty among beer consumers in KwaZulu-Natal, South Africa. There is a notable lack of research regarding this topic; further research can provide crucial information that beer companies can leverage to gain an edge over competitors and effectively target ever-changing consumer preferences. Niemien (2020) surmises that brand loyalty can create a virtuous cycle of growth, which can be attributed to brands with strong brand loyalty having higher growth rates, resulting in a further increase of brand loyalty, cultivating a trajectory for an ever-growing pattern of competitive advantage. Drawing upon Aaker's (1991) seminal work on brand loyalty, this research seeks to determine the drivers of loyalty within the dynamic and fiercely competitive context of the South African beer market.

1.6 Research objectives

The main objective of this study is to determine the factors influencing brand loyalty among beer consumers in KwaZulu-Natal, South Africa, addressing existing research gaps and providing insights that beer companies can leverage for competitive advantage.

The study seeks to achieve the following specific objectives:

1. To analyse current literature on factors that drive brand loyalty in the alcohol industry, establishing a foundation for the study.
2. To examine the theoretical foundations of brand loyalty, including key concepts and relationships that influence brand commitment.
3. To identify the key factors that affect brand loyalty among South African beer consumers, focusing on cognitive, affective, and behavioural dimensions.

4. To analyse the impact of demographic variables (e.g., age, income, and consumption habits) on brand loyalty in the South African beer market.
5. To determine the role of brand recognition in shaping consumer loyalty among beer drinkers.

1.7 Delimitations

In terms of delimitations, rather than focusing on the alcohol industry as a whole, this study exclusively examines brand loyalty among beer consumers in KwaZulu-Natal, South Africa. While there can be considered to be extensive literature on brand loyalty within the broader alcohol sector—including spirits, wine, and flavoured alcoholic beverages—this research is restricted to the beer industry.

A further delimitation of the study is that it focuses specifically on beer consumers in KwaZulu-Natal rather than the South African beer market as a whole. The province's unique beer consumption patterns, economic conditions, and cultural preferences—which may differ from those of other regions in South Africa—justify this geographical focus. As a result, the findings may not be entirely applicable to the national beer market or international contexts.

To further add to the delimitations of the study, a quantitative approach to gathering data through standardised Likert-scale questions has been favoured. This approach does not use qualitative techniques like focus groups or interviews, which could offer a more in-depth, narrative-driven investigation of customer perceptions.

1.8 Preliminary Literature Review

1.8.1 The concept of brand loyalty

Brand loyalty is established when customers consistently choose a particular brand, making it their primary preference (Keller, 1993). This is differentiated from "spurious loyalty", where customers may continue to buy a brand due to situational factors, limited options, or sheer convenience rather than genuine commitment (Rout & Mishra, 2024). Aaker (1991) explores the fundamental elements of brand loyalty, highlighting that brand loyalty is not just repetitive

buying behaviour but rather a reflection of consumers' positive attitudes and lasting dedication to a brand. Such dedication indicates a brand's successful connection with its audience and the alignment of its values with those of its consumers. Bernarto, Berlianto, Meilani, Masman, and Suryawan (2020:412-426) define brand loyalty as ultimately reflecting the level of attraction customers have towards a brand, often aligning with their personal identity. Jacoby and Kyner (1973:1-9) developed a concept of brand loyalty that extends beyond mere repeat purchasing. They identified six essential conditions for brand loyalty: it involves a biased behavioural response that occurs over time by a decision-making unit in relation to one or more brands within a set of options. This loyalty is influenced by psychological decision-making and evaluative processes.

1.8.2 The importance of brand loyalty

According to Agu, Iyelolu, Idemudia and Ijomah (2024:2463-2475), various factors play a pivotal role in influencing this loyalty, such as product quality, customer service, competitive pricing, and emotional connection with the brand. Agu *et al.* (2024) further state that brand loyalty enhances customer retention, lowers marketing costs, and promotes positive word-of-mouth, which contributes to the brand's long-term success.

Brand loyalty plays a crucial role in an organisation's ability to succeed amidst strong competition (Mukherjee, Das & Chakraborty, 2023). Venkatasalam and Karunakaran (2024) surmise that brand loyalty offers several key benefits, such as retaining existing customers being generally more cost-effective than acquiring new ones, and loyal customers create a significant barrier for competitors, as

persuading them to switch brands is often too costly. Kotler and Armstrong (2006 cited in Arslan, 2020) agree, as they surmise that businesses understand acquiring new customers is five to six times more costly than retaining current ones. As a result, businesses focus on delivering high-quality products and services to create loyalty.

The other benefits of brand loyalty include providing trade leverage and ensuring better shelf placement, which enables the company to respond more flexibly to competitive actions (Venkatasalam & Karunakaran, 2024). Brand loyalty is a crucial aspect for businesses, as it boosts profitability and motivates them to

attract new customers (Zaato, Zainol, Khan, Rehman, Faridi & Khan, 2023). Marketing benefits that can arise as a result of brand loyalty include increased word-of-mouth promotion from loyal customers, which can lead to greater profitability (Dick & Basu, 1994).

1.8.3 Brand loyalty in the beverage industry

The study by Morkūnas and Grišmanauskaitė (2023) found that taste experience is not a key factor influencing brand loyalty in the FMCG market, specifically in the beer segment. Instead, it was deduced that brand loyalty in this area is primarily driven by perceived quality, purchase frequency, promotion, and perceived price, with brand satisfaction and brand trust serving as mediating factors.

Moses and Edward's (2024) study concludes that brand loyalty plays a pivotal role in establishing a competitive edge among beer brands in the Kabale district, southwestern Uganda. Their study recommended that to maintain competitiveness, beer brand managers are encouraged to invest resources in building brand loyalty. Moses and Edward (2024) additionally advise beer producers and marketers to focus on strengthening brand loyalty to retain customer loyalty and enhance their competitive position. This finding is particularly relevant to my study on South African beer consumers, as it highlights the importance of brand loyalty as a strategic asset that can increase a brand's market advantage, emphasising the need to identify and leverage factors that drive loyalty in the beer market.

According to Fortes, Milan, Eberle, and De Toni (2019), the study on brand loyalty determinants in the context of a soft drink brand provides managerial implications that guide organisational strategies to increase market share by developing brand loyalty. The study emphasises the importance of maintaining investments to build a loyal customer base, recognising that these loyal customers are likely to be frequent buyers who resist situational influences and marketing from competitors. This finding can be correlated with topic research on brand loyalty among Kwa-Zulu Natal beer consumers, as it highlights the strategic value of sustained investment in loyalty to retain a strong customer base even in competitive markets. Kenton (2024) surmises that both beer and soft drinks are included in

the Fast-Moving Consumer Goods (FMCG) category, which encompasses products with a high turnover rate due to frequent consumer purchases.

Van der Merwe (2020) surmises that craft beer breweries, like many small and large businesses, face challenges across several key areas, which include supply chain management, quality control, marketing, regulatory and tax compliance, and competition. In the context of the research topic, these challenges highlight critical areas that could impact loyalty.

The relation can be seen in the following examples such as consistent quality control may have a direct influence on consumer satisfaction and repeat purchases, while effective marketing could enhance brand awareness and emotional connection with customers. Additionally, regulatory and competition pressures could shape consumer perceptions of both craft and mainstream beer brands, affecting loyalty.

1.8.4 Brand loyalty theory

Mellens, Dekimpe, and Steenkamp (1996) surmise that brand loyalty can be measured in several ways, using both attitudinal and behavioural methods, as well as individual-oriented and brand-oriented perspectives. Attitudinal measures look at a customer's feelings and commitment toward a brand, capturing their emotional loyalty. In contrast, behavioural measures focus on actual purchase behaviours, such as how frequently a customer repurchases the brand. On the one hand, individual-oriented measures assess loyalty from the consumer's angle, considering factors like satisfaction and brand preference. On the other,

brand-oriented measures examine loyalty from a broader market perspective, looking at data like brand stability and customer switching between brands.

With a solid understanding of brand loyalty in the context of the South African beer market, the next section describes the research methodology used in this study. This section discusses the choice of a positivist approach, which supports an objective, data-focused examination of the factors influencing brand loyalty. A quantitative research design is applied, using structured surveys to gather data for statistical analysis. The study follows a systematic approach, with a carefully chosen sample and consistent data collection methods, to ensure reliable and

repeatable results. This methodology is closely aligned with the goal of identifying the main factors that determine the brand loyalty among South African beer consumers.

1.9 Research Design & Methodology

Before undertaking a research study, it is essential to make clear the concepts of research design and research methodology, as these terms are frequently misinterpreted. Each will be defined clearly to elucidate its specific function and to draw the necessary distinctions between them.

1.9 Research Design

According to Creswell (2009:22), research designs are structured plans that guide the research process from initial assumptions to the specific methods for collecting and analysing data. This selection process for a design depends on various factors, including the nature of the research problem, the researcher's background, and the intended audience for the findings. Another perspective of research design is seen by Pandey and Pandey (2015), which states that creating a well-structured research design allows for the most efficient use of resources, ensuring the collection of the most relevant data while minimising time, effort, and costs. Achieving these efficiencies largely depends on the specific purpose of the research.

Table 1. Research Design

Epistemology	Positivist
Ontology	Objectivist
Research Approach	Deductive
Research Design	Correlational
Research Methodology	Quantitative
Data Collection Method	Survey
Data Analysis	Descriptive and inferential statistical analysis
Time horizon	Cross-sectional

Sampling method	Non-probability, convenience sampling
Unit of analysis	Individual beer consumers
Sample size	100

The suggested research design framework for this study is shown in Table 1, which lists the key components that direct the investigation. In order to determine brand loyalty among individual beer consumers, the table outlines a positivist epistemology that is in line with an objectivist ontology. This study uses quantitative research methods and a correlational design with a deductive research approach. Surveys will be used to collect data, which will then be analysed using both descriptive and inferential statistics and organised over a cross-sectional period of time. As the unit of analysis, a sample size of 100 individual beer customers is targeted using a non-probability convenience sampling technique.

1.10 Research Methodology

Leedy and Ormrod (2015:26) surmise that the research methodology refers to the overall strategy adopted by the researcher in conducting the study, which influences the choice of specific tools and techniques used in the research process. Another definition of research methodology can be understood from Patel and Patel (2019), who refer to it as the systematic approach used to address a research problem, focusing on the scientific process of conducting research. This involves examining the various steps typically taken by researchers, along with the reasoning behind each step.

Researchers must understand both the methods and the broader methodology applied in their study.

According to Creswell (2009:22) by examining the correlations between variables that can be measured and quantified, usually with the use of equipment, quantitative research enables the testing of objective theories. This method generates numerical data that may be statistically processed. An introduction, literature review, theoretical background, methodology, results, and a discussion section are all typically included in the final report's organised format.

Creswell (2009:22) further surmises that researchers that use this method work under specific presumptions, including handling alternative hypotheses, putting safeguards in place to minimise bias, evaluating theories through deductive reasoning, and making sure the results can be duplicated and generalised.

A cross-sectional study is an observational research design that examines data from a specific population at a single point in time (Wang & Cheng, 2020:22).

According to Avedian (2014), a survey is a structured approach to collecting data from a sample of individuals in order to develop quantitative descriptions of the characteristics of a broader population to which these individuals belong. Surveys are particularly useful for capturing information on attitudes, behaviours, opinions, and beliefs within a population that cannot be directly observed. These aspects will both be instrumental in conducting the following research, as a cross-sectional study will be the intended time horizon and a survey will be the research instrument.

1.10.1 Research instrument

The research instrument for the study will be a closed ended online self-administered survey created on google forms.

1.10.2 Data collection

In undertaking the process of data collection, it is essential to understand what is the population which is relevant to the study; this can be identified as the target population and accessible population.

A target population refers to the specific group of individuals or participants who possess the characteristics and qualities relevant to the research focus (Asiamah, Mensah, & Oteng-Abayie, 2017). Asiamah *et al.* (2017) defines an accessible population as those individuals within the target population who are both available and willing to participate in the study during its designated timeframe. This subset is generally smaller than the target population, as some potential participants may decide not to take part.

The research objective of the study is to determine the factors that affect brand loyalty among beer consumers in South Africa. The population for this study

includes beer consumers in the region, particularly those willing and available to participate in the survey at the time of data collection. Non-probability convenience sampling will be used. Dörnyei (2007) states that convenience sampling is a non-probability sampling method that involves selecting individuals from the target population who meet practical criteria, such as being easily accessible, geographically close, available at a specific time, or willing to participate in the study.

The data for the study will be collected via closed-ended online self-administered surveys, which will be distributed on the researcher's social media. The data collection will continue until 100 respondents are reached.

1.10.3 Data analysis

The dataset will be filtered to exclude any missing responses when the data from 100 respondents has been gathered. Both descriptive and inferential statistics will be used in the statistical analysis, which will be carried out using SPSS version 23. Factor analysis will be used to find underlying variables, correlational analysis will be used to test the hypotheses, and descriptive statistics will be used to summarise the data.

According to Patil, Surendra, Singh and Donavan (2017) Principal Components Analysis (PCA) is a technique used to reduce the number of variables by generating a smaller set of 'artificial' variables, called principal components, which capture the majority of the variance in the original variables. Despite having different conceptual frameworks, PCA is often used interchangeably with factor

analysis in practice and is part of SPSS Statistics' Factor process. The Dovetail Editorial Team (2023) defines correlation analysis as a key method in data analytics, which is widely used to evaluate the relationship between two variables. Correlation analysis utilises quantitative data obtained from surveys, this approach allows researchers to ascertain the relationship between changes in one characteristic and variations in another.

1.10.4 Reliability and validity

Reliability deals with the extent to which a measure is consistent, for example, if a participant is asked to complete a tool that assesses for motivation multiple

times, their replies should be stable each time themselves. Conversely, validity relates to the accuracy of measurement of a concept present in a quantitative study (Heale & Twycross, 2015).

Some of the common techniques used for testing reliability are Cronbach's alpha and inter item correlation. Cronbach's alpha assesses the internal consistency of a scale by calculating the average correlation among all possible pairs of items within the scale; a coefficient above 0.7 is generally considered acceptable, indicating that the items consistently measure the same concept. Inter-item correlation computes the correlation of each item with the sum of the total scale. A higher correlation indicates similarity between items and the target of the measured construct (World Supporter, n.d.).

1.11 Ethical considerations

Ethical considerations are crucial in ensuring that research is conducted responsibly, protecting the rights of participants, and maintaining the integrity of the study (Sekaran & Bougie, 2016:160). This study will uphold key ethical principles, including voluntary participation, informed consent, the right to withdraw, and confidentiality.

All participants will take part in this research voluntarily, without any form of coercion. Before participation, they will receive a clear explanation of the study's purpose, procedures, and any potential risks or benefits. Informed consent will be obtained to ensure that participants fully understand their involvement and rights before proceeding (Sekaran & Bougie, 2016:160).

In accordance with ethical research guidelines, participants will also be informed that their involvement is entirely voluntary and that they have the right to withdraw from the study at any time without any negative consequences (Sekaran & Bougie, 2016:160). This ensures that they remain comfortable and in control of their participation throughout the research process.

To protect participant privacy, all responses will be anonymised, and no personal identifying information will be included in the final research report. Data will be securely stored and used solely for research purposes. Confidentiality will be maintained to ensure that individual responses cannot be linked back to specific participants (Sekaran & Bougie, 2016:159).

1.12 Significance of study

This study contributes to both academic research and industry practice. The study aims to expand research on brand loyalty in the South African beer market, which will offer insights into consumer loyalty drivers in a post-pandemic context. Additionally, the findings of the study will aid beer brands in refining marketing strategies and improving customer engagement, ultimately benefiting both businesses and consumers.

1.13 Chapter Outline

Chapter 1: Introduction

This chapter provides the foundation for the research by introducing the background, rationale, and key aspects of the study. It includes:

Chapter 2: Literature Review This chapter critically reviews existing research on brand loyalty, focusing on key theoretical concepts and frameworks. It explores:

Chapter 3: Research Methodology

This chapter outlines the research design and methods used to achieve the study's objectives

Chapter 4: Data Analysis

This chapter presents the results of the study and statistical findings.

Chapter 5: Findings, Recommendations and Conclusions

The final chapter interprets the results, discusses their implications, and offers recommendations.

CHAPTER 2: LITERATURE REVIEW

2.1 Theoretical Framework

The theoretical framework for the study draws upon seminal works in the field of brand loyalty and consumer behaviour. The concept of brand loyalty first appeared in 1940 as a uni-dimensional construct, evolving in the 1950s into two separate loyalty constructs measuring attitude and behaviour (Moolla and Bisschoff, 2012:72). Jacoby and Chestnut (1978) presented a bi-dimensional construct combining both attitudinal and behavioural loyalty. Jacoby and Chestnut (1978:80) defined brand loyalty as “biased behavioural response expressed over time by some decision-making unit, with respect to one or more alternative brands out of a set of similar brands.” Brand loyalty has been described as a behavioural response (Jacoby & Kyner, 1973), a deeply held commitment to repurchase consistently over time (Oliver, 1999:34), which reflects repeat buying behaviour (Dick & Basu, 1994:101). Brand loyalty, according to Aaker (1991), is the measure of customer brand attachment, and reflects a customer's willingness to switch brands based on price or product features; it is also an indicator of future purchase intention. Although there is no universally agreed-upon definition of brand loyalty, scholars concur that it is a multidimensional concept assessed through behavioural or attitudinal perspectives (Cengiz & Akdemir-Cengiz, 2016:407).

According to Lee, Kang and Tang (2011:5), attitudinal brand loyalty has three different stages, namely cognitive, affective, and conative loyalty.. According to Aaker (1991) brand loyalty cannot exist without prior purchase and consumer experience. Attitudinal loyalty is a prerequisite for behavioural loyalty (Moisescu & Bertonecelj, 2010:85), where a positive attitude towards a brand will result in loyal consumers remaining loyal, while switching consumers may more easily be converted into loyal consumers. Attitudinal loyalty demonstrates a firm commitment to an organisation, showing resilience against being swayed by slightly better offers. Such loyalty manifests in a higher likelihood of repeat purchases, a stronger resistance to alternative persuasions, a lower susceptibility to negative expert opinions, a readiness to pay premium prices, and an enthusiasm for recommending the service to others (Cuong, 2020a; Shankar, Smith & Rangaswamy, 2003).

Cuong (2020a) further describes behavioural loyalty as the regularity and consistency with which a customer repurchases a company's products.

Oliver (1999) furthered the conceptualisation of loyalty by describing phases of loyalty. Cognitive loyalty, which according to Oliver (1999:35) occurs first, refers to brand performance aspects and is based on information processing and rationalisations (Oliver, 1999:35). Affective loyalty results from satisfaction with a brand and is directed towards brand likability (Oliver, 1999:36). However, both cognitive and affective loyalty are subject to switching.

Conative loyalty, which refers to a consumer's desire to repurchase a brand (Oliver, 1999:36), results from previous positive experiences with a brand. According to Lee *et al.* (2011:104), conative loyalty is behavioural willingness to continue using the brand or product and is considered the strongest behavioural intention. However, Oliver (1999:36) argues that conative loyalty is aligned with motivation, which, like an intention, may not result in action. Therefore, the final phase of loyalty proposed by Oliver (1999:35) is action loyalty, which transforms the intention to repurchase into the action of repurchasing. This corresponds with Dick and Basu's (1994:101) concept of behavioural loyalty.

Rundle-Thiele and Bennet (2001) examined brand loyalty literature and concluded that approaches to brand loyalty should be classified into three categories; behavioural, attitudinal and multi-domain, which is presented in Figure 1 below. The multi-domain approach is a combination of both behavioural and attitudinal measurements.

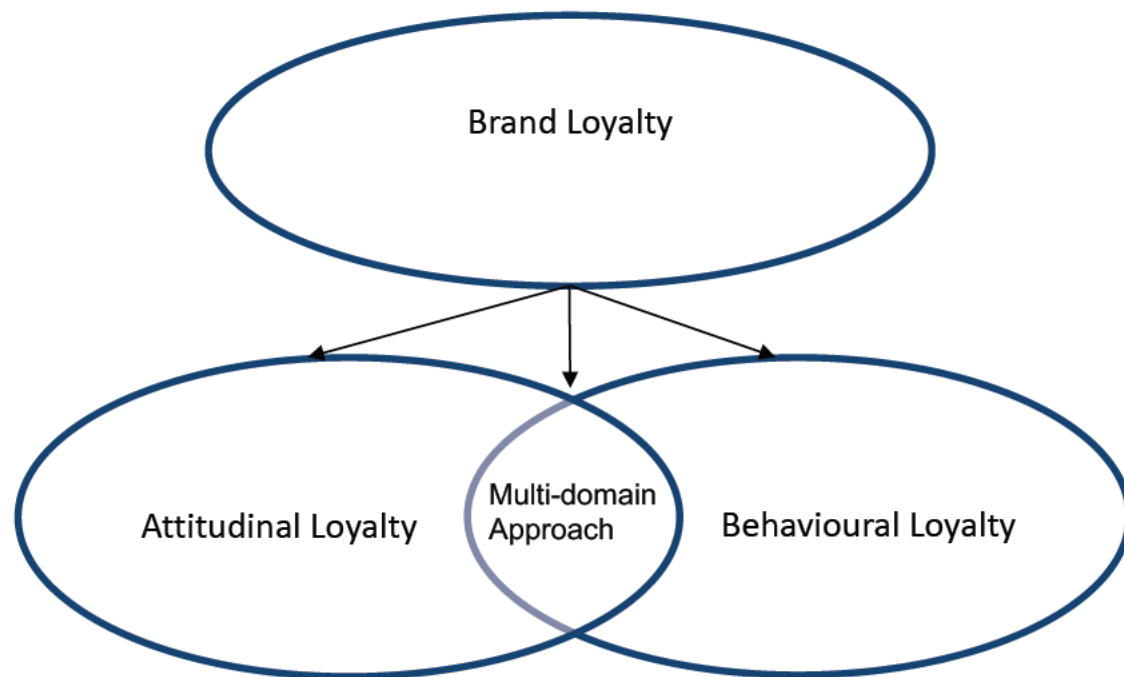


Figure 1 Classification of approaches used to measure brand loyalty (Rundle-Thiele & Bennet, 2001).

Gaining sustained brand loyalty has become significantly important as it enables companies to develop enduring advantages in the marketplace (Tanveer, Ahmad, Mahmood, and Ul Haq, 2021; Kaur, Paruthi, Islam, and Hollebeek, 2020). According to Parris and Guzman (2023), scholars and industry professionals must adapt to the shifting parameters of brand loyalty by considering how this concept can capture the nature of the relationship between a brand and its stakeholders, leading to behaviours such as repeat purchasing, active engagement, brand promotion, and advocacy. This section presents a review of the literature related to brand loyalty, factors affecting brand loyalty, specifically within the beer industry as well as beer consumer behaviour. This review synthesises and critically evaluates prior key academic articles, identifying the gaps in existing literature.

2.2 Brand Loyalty

Brand loyalty is fundamentally connected to the strength of the relationship between consumers and brands, which is often demonstrated by regular purchasing behaviour. According to Purwanto and Juliana (2022), brand loyalty is crucial for a company's survival as it represents the consumer's firm commitment to consistently repurchase a favoured product or service, even amidst various situational and marketing pressures that might encourage switching to another brand.

Loyalty encompasses a consumer's ongoing preference and attachment to a brand, often evidenced by repetitive purchasing behaviours. It signifies a customer's positive disposition towards a brand, their continued commitment, and their intention to keep purchasing the brand. In essence, brand loyalty is an indicator of the likelihood that customers will remain with a brand rather than switch to competitors. Cuong (2020b) deduces that brand loyalty is established when a consumer is willing to pay a premium for a specific brand within a product category and actively recommends that brand to others.

Keller's Customer-based Brand Equity Model (1993) offers another perspective on brand loyalty, framing it within the broader context of brand equity. Keller (1993) posits that brand loyalty is a critical component of brand equity, reflecting the strength of consumer-brand relationships and the brand's perceived value in the marketplace. Beig and Nika (2019) surmise that brand equity is a crucial concept in marketing, reflecting the value created through a brand's consistent ability to meet the needs of both consumers and the business.

It plays a vital role in how companies build and enhance the value and image of their brands. Francioni, Curina, Hegner, Cioppi, and Pencarelli (2021) discuss how Torres, Augusto and Lisboa (2015), investigated the causal relationships among various dimensions of brand equity, illustrating that the positive effects of perceived quality and brand awareness on brand equity are mediated through brand loyalty.

According to Atilgan, Aksoy and Akinci (2005) brand loyalty plays a pivotal role in brand equity, as the two are positively linked. Alkhawaldeh, Md Salleh and Halim, (2016) further explain that brand loyalty is an important factor in strengthening brand equity, aiding in to enhancing the company's image and market position. To further discuss the correlation between brand loyalty and brand equity, Severi and Ling (2013) highlight that brand loyalty boosts customer retention, which steadily increases brand equity over time.

Keller's (1993) model offers a holistic perspective on brand management & enforces brand loyalty as a foundational element of brand equity. According to this model, brand equity is not only about the tangible value that a brand holds but also the intangible relationships and perceptions that consumers hold towards a brand. Keller suggests that the loyalty consumers exhibit is both a reflection of and a contributing factor to the strength of the brand's equity. This loyalty, which

can be seen in consumers' preference for and commitment to a brand, is indicative of the deep connections and associations they have formed with the brand over time. It emphasises the idea that strong brand equity is partly built on the consistent choice of a brand over its competitors, reinforced by the consumer's positive evaluation of their experiences with the brand. While Aaker (1991) contends that brand loyalty is both a contributor to brand equity and a result of brand equity, this study will not consider brand loyalty as part of brand equity; instead, brand loyalty is considered a result of brand equity factors.

Brand loyalty forms a crucial component of brand equity, as it arises when consumers develop a favourable perception of a brand, enhancing their dedication and reducing the likelihood of switching to competitors. This loyalty is characterised by a consumer's repeated purchasing behaviour over time, displaying a positively biased evaluative and behavioural inclination toward a recognised brand (Jagdish & Sheth, 1974).

Aaker (2015), defines a brand as a strategic asset that enhances business performance. A brand with strong positive equity simplifies marketing efforts through its positive public image, indicating that higher brand equity can boost consumers' intentions to purchase. Additionally, a brand is regarded as an intellectual achievement of significant economic importance and plays an essential role.

Further insights from Zia, Younus, and Mirza (2021) indicate that brand loyalty and brand image significantly affect brand equity, and brand awareness plays a pivotal role in influencing brand equity. Additionally Zia *et al.* (2021), is the first empirical study to assess the mediating role of brand awareness in the interplay between brand loyalty and brand equity, demonstrating that brand awareness fully mediates the effects of brand loyalty, brand image, and brand equity.

2.3 Cognitive Loyalty: Brand awareness, brand image, perceived quality

Cognitive loyalty is related to knowledge and information, and means that a specific brand is the first that comes to consumers' minds when making a purchase decision, being the consumers' first choice (Moses & Edward, 2019:5341)

Cognitive loyalty is linked to Aaker's (1991) highest level of awareness, which is top-of-mind awareness.

According to Matthews *et al.* (2014:28), cognitive loyalty comprises brand awareness, brand image, and brand perceived quality. A strong brand identity and consistent, positive perceptions help a brand become the top choice for consumers

2.3.1 Brand Awareness

Gustafson and Chabot (2007:1) state that brand awareness measures the recognition of a business and its products by potential and existing customers. It is essential for distinguishing a product from its competitors. Devoting time to enhance a brand's visibility is highly beneficial, significantly influencing consumer purchasing behaviour. Enhanced awareness of a brand and its products increases the likelihood of consumer purchases, thereby contributing directly to brand loyalty (Gustafson & Chabot, 2007:1; Matthews, Son & Watchravesringkan, 2014; Moane, Galkin & Solmi, 2020).

Strong brand awareness is a key driver of consumer choices, making it an integral part of cognitive loyalty. When a brand is well recognised, it tends to be the first that comes to mind during the purchasing process, influencing decision-making favourably (Keller, 1993). To effectively establish brand awareness, maintaining consistency across all brand communications is essential. This involves aligning messages about product quality and benefits across various platforms, from store layouts to promotional materials. Consistently using logos, slogans, and imagery enhances recognition and reinforces positive perceptions, helping to build a strong, recognisable brand identity that encourages consumer loyalty (Gustafson & Chabot, 2007:2-3).

Although brand awareness in the alcohol industry has not been widely studied, it has been explored in other sectors. For instance, Sultan, Akram, Abdulhaliq, Jamal, and Saleem (2019) found that increasing brand awareness in the soft drink industry positively influences consumers' perceptions of loyalty and brand recognition.

Research on brand awareness in the alcohol industry is focused on managing brand awareness in the brewing sector (Francioni *et al.*, 2022), increasing brand awareness in the craft beer industry (Anderson, 2021), brand awareness as an element of brand equity for customer loyalty in the alcoholic beverage market

(Thinh, 2023), the effectiveness of sustainability initiatives in the beer industry in raising brand awareness (Krug, 2023) and the impact of brand equity dimensions on purchase intention of beer brands (Aklilu, 2020). This study examines the concept of brand awareness by assessing the relationship between brand awareness and purchase intention as contributing to brand loyalty. Bernarto *et al.* (2020), found that that an increase in brand awareness correlates positively with enhancements in brand image, and brand loyalty.

2.3.2 Brand Image

Keller (1993) defines brand image as the perception of a brand as reflected by the brand associations held in consumer memory. These associations include thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand. Aaker and Biehl (1993) further detail brand image through four critical components: personality and character, visual representation, hard attributes, and soft attributes.

According to Attor, Jibril, Amoah, and Chovancova (2022), personality is commonly viewed as a reflection of an organisation's culture, fundamental values, and the traits of its stakeholders. Logos serve as a critical component of the visual identity for brands and corporations (Erjansola, Lipponen, Vehkalahti, Aula, and Pirttilä-Backman, 2021). These elements of brand image contribute significantly to cognitive loyalty by creating strong, memorable associations that make a brand the first choice in consumers' minds during purchase decisions (Aaker & Biehl, 1993). For this study, the relationship between brand image and brand associations, such as quality, trust, reliability, and brand personality, which is considered a driver of brand loyalty, is examined (Moane *et al.*, 2020).

2.3.3 Brand Perceived Quality

Brand perceived quality is described by Aaker (1991:85-86) as a consumer's overall assessment of a brand's quality, which may not necessarily be grounded in specific knowledge of the product's attributes. This concept implies that consumers can form opinions about a brand's quality based on their perceptions, regardless of direct experience with the product. According to Zeithaml (1988 cited in Helmersson, 2018), perceived quality differs from actual quality as it represents a broad evaluation and the consumer's judgment.

In brand management, understanding the relationship between quality and value is crucial (Aaker, 1991:85-86). Consumers are more likely to repurchase a brand if they perceive it offers higher quality, as this leads to a perception of greater value. Similarly, in the service industry, perceived quality strengthens the brand's superiority, helping it stand out from competitors (Muskat, Hörtnagl, Prayag & Wagner, 2019). Lacap, Cham and Lim (2021) further surmise that in the telecommunication industry, perceived quality positively impacts brand loyalty, suggesting that similar effects may be observed in the South African beer market, where consumers' perceptions of quality could influence their loyalty to specific brands. Moane *et al.* (2020) surmise that perceived quality is affected by brand name, packaging, price and advertising.

2.3.3.1 Brand Name

Nordquist (2019) defines a brand name, also known as a trade name, as a proper noun designated by a manufacturer or organisation to a specific product or service. Brand names are carefully created as strategic marketing tools, designed to enhance consumer awareness and promote brand loyalty (Nordquist, 2019).

According to Chaudhuri (1999) brand loyalty refers to a consumer's preference for purchasing a particular brand name within a specific product category. This loyalty is influenced more by the perceived quality of the brand name than by its price. Zia *et al.* (2021) surmise that when consumers intend to purchase a product, the brand name is often the first thing that comes to mind. As a social indicator, the brand name is recognised as a key driver influencing consumer decisions (Hillenbrand, Alcauter, Cervantes & Barrios 2013). Dawar and Parker (1994) surmise that when consumers are uncertain during product evaluation, the brand name is the primary external cue they rely on to assist with decision-making.

2.3.3.2 Packaging

According to Kotler and Keller (2016), product packaging significantly influences consumer purchasing decisions as it represents the initial interaction between the consumer and the product, leaving a lasting impression at the point of sale and during consumption. Packaging involves the design and production of the product's container. Keller (1993) argues that product packaging serves as an attribute of the brand, not as an essential element for the product's functionality, but rather as a means to enhance the purchasing and consumption experience.

According to Chukwu, James, Emmanuel, and Inyang (2023), it is the most effective method for attracting consumers to buy products. Nilsson and Ostrom (2005) further surmise that elements such as brand name, colour, typography, and imagery in product packaging significantly influence how quickly and effectively a product catches a consumer's attention.

Retnowati, Lestari, Mardikaningsih, Sinambela, Darmawan, Putra, and Arifin, (2023) elude that packaging is an essential aspect of a product that enhances its value and positively affects consumer behaviour. Given its influence on consumer behaviour, it is reasonable to suggest that effective packaging can also have a positive impact on brand loyalty.

Pospisila, Zavodna, and Jiranek, (2020) highlight that packaging and its originality can provide a competitive advantage, as demonstrated in Heineken's case study. Pospisila *et al.* (2020) also indicated that packaging significantly influences consumers' emotional reactions and associations with different types of beer. Both of these studies, focused on beer, conclude that packaging plays a key role in shaping consumer perceptions and emotional connections. These findings suggest that effective packaging can enhance brand loyalty by strengthening the emotional bond consumers have with a brand.

2.3.3.2 Price

Kotler and Keller (2016) define price as the monetary value assigned to a product or service. It can be deduced from Moane, Galkin, and Solmi (2020), that the price of a product positions the brand within a specific category based on perceived quality, along with other factors such as performance and prestige. Nisa (2019:7) suggest that price, similar to non-physical attributes such as the country of origin, plays a crucial role in shaping consumers' perceptions and judgments about a product. Nisa (2019:8) indicates that customer loyalty can lead to less sensitivity to price, allowing companies to set higher prices for their products. Nisa (2019:8) also surmises that Social Exchange Theory suggests that loyal customers, although generally willing to pay more, are still motivated to find lower prices.

This implies a complex relationship between customer loyalty and price sensitivity, indicating that loyal customers appreciate their relationship with the brand but also seek to maximise their financial benefits.

Whilst brand loyalty and customer loyalty are related, they are distinct concepts; nevertheless, the described effects can extend to brand loyalty as well. In Dhakal (2023), it is indicated that price fairness significantly influences customer retention, with customers' perceptions of price directly affecting their purchasing decisions.

According to Luo, Meekaewkunchorn, and Muangmee (2023), the study focused on Zebra Craft Beer; price plays a critical role in determining brand loyalty. Their study highlights that, along with promotion, price has a positive and significant impact on brand loyalty. Tufa and Melese (2022) study on Walia Beer surmise that, sales promotion has a significant impact on both brand awareness and brand loyalty, strengthening the consumer's connection with the brand.

Dhakal (2023) study on the factors influencing consumer buying behaviour in the beer market of Kathmandu Valley, concluded that both taste and price fairness significantly enhance consumer satisfaction, which in turn stimulates buying behaviour. These findings highlight that a positive perception of a beer's taste and fair pricing not only encourages repeat purchases but also strengthens consumers' loyalty to a specific brand, which can be connected to brand loyalty.

Melaku (2020) found that price plays a crucial role in influencing customer satisfaction for Habesha Beer. The study highlighted that competitive pricing, along with seasonal discounts and incentives, significantly contributes to customer satisfaction, encouraging purchases and potentially enhancing brand loyalty.

Price satisfaction occurs when consumers feel that the cost they incur is justified by the value they receive, which can significantly impact their ongoing loyalty to a brand (Zeithaml, 1988; Ahmed *et al*, 2023:522). In this regard, satisfaction with pricing becomes a crucial component in the consumer's overall evaluation of a brand's value proposition. When consumers perceive that a brand's pricing is fair and provides good value for money, this positively influences their loyalty, further reinforcing the brand's equity in the competitive marketplace.

Kauv and Blotnicky (2020) surmise that while customer price sensitivity is commonly viewed from an economic perspective focusing on price elasticity, other factors such as demographics, psychographics, product category, product life cycle, and customer perceptions should also be considered. The theory

suggests that consumers assess fair pricing based on their perceptions of the product's perceived quality and cost.

Substantiating this, according to Guerra-Tamez, Dávila-Aguirre, Barragán Codina and Guerra Rodríguez (2020:8), the price of a product directly affects perceived value. Perceived value is determined by consumer evaluations of a product's quality and price, as well as by the service received after purchase. Generally, perceived value refers to the positive sensation a consumer experiences when buying a product that has a desirable attribute.

In Kauv and Blotnick (2020), it can be understood that the relationship between price and perceived quality is closely linked to the concept of reservation prices. When consumers make a purchase, they have a reference price in mind, which serves as the basis for a cost-benefit analysis. This analysis helps them compare the benefits of the product against the cost of buying it.

Strong perceived value can enhance cognitive loyalty by influencing consumers' brand preferences and willingness to engage based on positive emotional responses and satisfaction with the product attributes (Guerra-Tamez *et al*, 2020).

Building on this notion Iqbal, Rizwan, Zafar, Khan, Usman, and Iqbal, (2013:215) contend that brand-loyal consumers may demonstrate a willingness to pay premium prices. This tendency is not merely a reflection of the consumers' financial capacity but rather their perceived value of the brand's offerings, which often includes intangible elements such as brand reputation and the emotional resonance the brand holds for the consumer. The willingness to pay more is thus a testament to the strong association and loyalty customers feel toward a brand, which they view as irreplaceable or superior compared to alternatives in the market.

According to Sevira and Widodo (2023), customer loyalty towards a strong brand significantly increases the likelihood that consumers will be willing to pay a premium price. This relationship is further enhanced by higher consumer income, which strengthens brand loyalty and further influences their willingness to pay more for a trusted brand. These findings suggest that when consumers develop

loyalty towards a beer brand, they may be more inclined to accept premium pricing, provided they perceive the brand as offering superior value. This ability to

charge a premium price gives brands a competitive edge, enabling them to differentiate themselves in the market and sustain higher profit margins.

2.3.3.3 Advertising

According to Knezovic (2024) advertising is a key marketing tool that promotes products, services, or ideas. It enables brands to reach potential customers effectively. However, its role extends beyond merely capturing attention. Advertisements are created to convey messages, spark interest, and make a memorable impact. Their purpose is to sway and convince audiences (Knezovic, 2024). Knezovic (2024) further surmises that advertisements play a crucial role in developing and upholding a brand's identity and reputation.

Mekuriaw (2022) states that after a company establishes its brand, the next step in creating brand loyalty is to focus on building brand visibility through promotions and advertisements using various channels.

According to Borji and Amele (2016), advertising plays a crucial role in marketing, being one of the most effective tools for influencing consumer buying behaviour. It serves as an appealing medium to communicate and deliver messages to the audience. Borji and Amele (2016) further highlight that, in the context of beer brands in Hawassa City, most consumers pay attention to advertisements before making their purchase decisions.

Török, Szerletics, and Jantyk (2020) surmise that in the beer industry, advertising plays a crucial role as a strategic variable. By consistently delivering creative messages, a brand can build a relationship with its target audience and influence their perceptions and interactions with it. Rojuee and Rojuee (2017) state that advertising expenses represent a company's investment in its brand, and consumers often perceive a positive link between the cost of advertising and the brand's quality. Advertising significantly influences brand loyalty by enhancing how consumers perceive and interact with a brand (Rojuee & Rojuee, 2017)

Zhao, Butt, Murad, Mirza, and Al-Faryan (2021) elucidate that advertising has a direct impact on brand loyalty, which suggests that increasing advertising efforts in the beer industry could strengthen brand loyalty towards specific beer brands.

It was concluded by Teshome (2022:33) that social media plays a significant role in shaping consumers' brand preferences for beer products. The research

highlights that while situational variations do affect brand preference, their impact is relatively minor compared to the substantial influence exerted by social media platforms. This finding highlights the importance of digital presence in the development of consumer brand loyalty in the beer industry.

Budiman (2021) provided insight into the fact that social media campaigns, including online advertising, had the most significant positive effect on brand loyalty when compared to other factors such as content relevance and brand popularity among consumers' friends. Budiman (2021) further elaborated that online advertising significantly and positively influenced brand loyalty. These findings can be applied to the beer industry and highlight the importance of utilising online advertising as an effective tool to create brand loyalty toward beer brands.

2.4 Affective Loyalty: Brand emotional value, Brand satisfaction, Brand Trust and Brand Commitment

Oliver (1999) describes affective loyalty as the emotional satisfaction and positive response consumers have toward a specific product, which stems from their overall evaluation of that product. Matthews, *et al.* (2014:29) surmise that affective loyalty is comprised of brand emotional value and brand satisfaction.

2.4.1 Brand emotional value

Levy (1959) stated that consumer behaviour is influenced not only by functional product attributes but also by the feelings, emotions, and meanings consumers associate with the products they choose. Mingione, Cristofaro, and Mondì, (2020) provided a deeper perspective highlighting that brand value is established not only through rational arguments or tangible elements but also through its emotional impact on consumers' feelings. These insights from the above studies suggest that emotional value is essential for creating brand loyalty, as consumers form deep emotional connections with brands that align with their personal values.

Matthews, *et al.* (2014:30) further surmises that understanding these emotional factors is crucial for retailers, especially when marketing to different cultural groups, as these emotions significantly influence loyalty and satisfaction. Brand emotional value affects both brand satisfaction and brand loyalty, highlighting the

critical role emotions play in the consumer-brand relationship. If an experience exceeds expectations, it generates positive emotions; however, if it does not meet the anticipated level of service, it leads to negative emotions. This interaction is essential in forming the emotional value of a brand and significantly impacts brand loyalty (Situmorang, Rini, Hasyim & Lubis, 2019:101).

2.4.2 Brand satisfaction

Matthews, *et al.* (2014:30) describes brand satisfaction as the consumer's positive reaction to the level of fulfilment they experience with a product or service, and it significantly enhances brand loyalty. This relationship has been consistently observed in various contexts, demonstrating that higher satisfaction leads to greater loyalty. Brand satisfaction is a precursor to brand loyalty, influencing the behavioural aspects of loyalty. This established link highlights the importance of enhancing brand emotional value, which contributes to overall satisfaction and is crucial for creating brand loyalty. (Matthews, *et al.*, 2014:30).

According to Fathorrahman, Puspaningrum and Suyono (2020:2711) for marketers, customer satisfaction is a key indicator of market performance, as it can lead to increased sales in the short term and build customer loyalty over the long term. On the other hand, customer dissatisfaction can highlight shortcomings in products or services that don't meet expectations. This feedback allows companies to make necessary adjustments or improvements to their offerings, preventing future issues. Maintaining high levels of customer satisfaction is essential not just for enhancing brand loyalty but also for increasing brand satisfaction, ensuring that customers continue to have positive associations and experiences with the brand (Fathorrahman, *et al.*, 2020:2711).

2.4.3 Brand trust

Morgan and Hunt (1994) as well as Nasir, Sularso, Irawan and Paramu, 2020) highlight the importance of commitment and trust in building consumer loyalty toward a brand. Trust is seen as a crucial factor in creating strong relationships, both between the company and consumer and between the brand and consumer. It is based on product attributes and is vital for creating high-value connections with customers.

Rachmad, Meliantari, Akbar, Rijal, and Aulia, (2023) provide another perspective on brand trust, where its depicted as a consumer's feeling of security when interacting with a brand, based on the belief that the brand is not only trustworthy but also acts in the consumer's best interests. Rachmad, *et al.* (2023) further deduced that brand trust is significantly influenced by the perceived quality of the product.

García Gómez, Gutiérrez Arranz and Gutiérrez Cillán (2006:389) state that trust is a fundamental component in building affective loyalty. It is established when customers believe in the reliability and integrity of a service provider. Brand trust not only secures customer loyalty but also contributes positively to maintaining a stable customer base. Recognising the importance of trust in creating loyalty, researchers have emphasised its role as a crucial factor for any company aiming to strengthen its relationships with customers and enhance customer loyalty (García Gómez, *et al.*, 2006:389).

In light of García Gómez, *et al.* (2006:389). it can be deduced that brand trust directly influences brand loyalty as it reassures customers that they can depend on the brand to consistently deliver quality and value. As trust builds, so does the customer's commitment to the brand, often transforming into long-term loyalty and advocacy.

Suhan, Nayak, Nayak, Spulbar, Bai, Birau, Anghel, and Stanciu (2023) suggest that brand commitment and brand trust are important precursors to brand loyalty. Similarly, (Suhan *et al.*, 2023) provide the notion that brand trust stimulates sensory and intellectual engagement with the brand, further reinforcing loyalty.

2.4.4 Brand commitment

Cuong, (2020c) provides the understanding of brand commitment as an emotional or psychological attachment to a brand within a specific product category. Additionally, Ramírez, Veloutsou, and Morgan-Thomas (2017, cited in Cuong, 2020c) describe brand commitment as a consumer's desire to maintain a valuable relationship with a brand due to previous positive interactions with it. Cuong (2020c) study deduced that brand commitment had a positive effect on brand loyalty.

Tiyasherlinda and Novitaningtyas (2023) denote brand commitment as having two components: affective commitment and continuance commitment. Affective

commitment involves the emotional connection consumers have with a brand, including their recognition and participation in the brand. Continuance commitment on the other hand, focuses on consumers' perceptions of the costs and risks associated with switching brands, often influenced by price changes and available alternatives. Tiya Sherlinda and Novitaningtyas (2023) study reaffirmed that brand commitment is proven to have a positive influence on brand loyalty.

2.5 Conative loyalty: Brand loyalty

Seduram, Al Mamun, Salameh, Perumal, and Shaari (2022) describe conative loyalty, also known as behavioural intention, as the third stage of loyalty. At this stage, customer loyalty becomes deeper than the affective phase, reflecting a stronger commitment to the brand. According to Manzuma-Ndaaba, Harada, Romle, and Shamsudin (2016), conative loyalty, as described in modern loyalty models, focuses on the behavioural intentions that precede actual consumer behaviours. This dimension of loyalty involves assessing consumer beliefs, feelings, and intentions, which are integral to understanding how likely they are to engage in future behaviours related to loyalty, such as repeat purchases or recommendations.

2.5.1 Repurchase intention

Guerra-Tamez, *et al.* (2020:4) accept that repurchase intention is when an individual decides to buy a service again, indicating a plan to continue interactions with a service provider. This decision often forms part of a consumer's routine, where they establish purchase cycles for regularly used or needed products to streamline their decision-making process. Repurchase intentions are not only significant for essential goods but also for leisure products like craft beer. In terms of conative loyalty, this continuous repurchase behaviour is a core aspect, reflecting the action-oriented phase of loyalty where intentions turn into actual consumer actions. (Guerra-Tamez, *et al.*, 2020:4).

According to Chatzoglou, Chatzoudes, Savvidou, Fotiadis, and Delias (2022), repurchase intention is closely linked to customer satisfaction, which, in turn is a fundamental driver of customer loyalty. Research has consistently shown that when customers are satisfied, they are more likely to continue supporting a business by repurchasing its products or services. This relationship indicates that satisfaction not only encourages customers to return but also affects their actual

purchasing behaviours. Essentially, high levels of customer satisfaction lead to stronger repurchase intentions, enhancing the likelihood of sustained customer support and loyalty (Chatzoglou, *et al.*, 2022).

2.5.2 Word of Mouth

In Guerra-Tamez (2020:4), word of mouth (WOM) communication is understood to be a key informal method where individuals exchange information about products and services. Typically, this occurs through personal interactions with friends and family, and is regarded as more trustworthy than traditional media, strongly influencing purchase decisions. Positive word of mouth not only boosts a company's sales growth but also plays a significant role in shaping consumer attitudes, preferences, and buying intentions. For companies, especially in sectors like craft beer, leveraging the positive impact of word of mouth and repurchase intentions by understanding and enhancing what customers value most is crucial for creating long-term loyalty (Guerra-Tamez *et al.*, 2020:4).

According to Zhao, Jiang, Li, and Meng (2023:52) the word-of-mouth economy is a prevalent marketing strategy that supports brand development. This approach significantly contributes to building brand advantages, notably in creating loyalty.

2.6 Behavioural loyalty (Action loyalty)

In Oliver's (1999) brand loyalty framework, the action loyalty stage represents the point where prior intentions transform into actual loyalty behaviours. At this stage, consumers are not only prepared to purchase but are also equipped to tackle any challenges that may impede them from acquiring their preferred brand. This readiness and resolve are crucial for spurring repeat purchases and other loyalty-driven actions (Oliver, 1999).

Behavioural loyalty is defined by the actions of customers, specifically through the analysis of their past purchases of a brand or set of brands, and the likelihood of future purchases based on previous behaviours (Bilata, 2018). Further conclusions that can be drawn from Bilata (2018), is that this approach, has a central focus on consistent repeat purchases as a defining measure of loyalty, often excluding behaviour patterns which can be categorised as cognitive processes. Montesnot (2018) highlights that consumer behaviour and as a result behavioural loyalty are both impacted due to factors ranging from cultural, social, personal, psychological, and situational.

2.6.1 Cultural Factors

Kotler and Keller (2016) highlight that culture plays a significant role in shaping an individual's wants and behaviours. Additionally, Shamri, Suhaimi, and Alwi, (2023) point out that culture influences household consumption patterns and decision-making. Montesnot (2018) further contributes to the understanding of cultural factors by stating that elements of culture influence consumer behaviour. The phenomenon can be witnessed through values, perceptions and behaviours which are formed through social and cultural norms, for example consumer expectations can be formed during childhood due to familial influence. These perceptions affect decision making throughout a consumer's life.

2.6.2 Social Factors

According to Montesnot (2018) social factors consist of family, friends and reference groups, these social factors heavily influence consumer behaviour. Montesnot (2018) further surmises that these factors not only impact immediate purchase decisions but also have influence on long-term decisions regarding brand loyalty. Purchasing behaviours and brand preferences ingrained since childhood are usually continued throughout adulthood, indicating a strong pattern of behavioural loyalty to these brands. Ali and Mehmood (2023) further substantiate this arguing that social factors play a crucial role in influencing consumer behaviour within the FMCG industry. Peer groups, family members, and societal trends can all shape how consumers perceive and choose products. The term FMCG, which stands for Fast Moving Consumer Goods, refers to products that have a high turnover rate. Alcohol, including beer, is classified within this category due to its frequent purchase and consumption (Appinio Research, 2021).

2.6.3 Personal Factors

Shamri, *et al.* (2023), explain that personal factors are unique to each individual and can significantly influence their behaviour. Montesnot (2018) provides a further view on personal factors such as an individual's life stage, occupation and economic circumstances and the impact these have on the purchasing behaviour and brand loyalty of the individual. Additionally, Montesnot (2018) surmises that as people age and their lifestyle evolves, so do their product preferences and brand loyalties change, mirroring the changes in their personal factors. Kotler and Keller (2016) state that age and life stage are personal factors that influence

purchasing decisions. It also notes that product and brand choices are shaped by economic circumstances, such as disposable income, savings, assets, and debts.

2.6.4 Psychological Factors

According to Montesnot (2018) psychological factors including motivation, perception and attitudes have significant influence on consumer behaviour. Further insights from Montesnot (2018) in relation to psychological factors are that consumers' perceptions and motivations are derived from their emotional and cognitive processes, which then impact their brand loyalty. An example would be a satisfactory experience with a brand increasing brand loyalty, whilst an unsatisfactory experience would detract from an individual's brand loyalty. Ali and Mehmood (2023) further highlight that psychological factors such as perception, motivation, and attitudes play a significant role in shaping consumer behaviour.

How a product is presented, the emotions it evokes, and the perceived benefits all contribute to these psychological.

2.6.5 Situational Factors

Montesnot (2018) concludes that the context or environment consumers are placed in can have an influence on their behaviour and brand loyalty, highlighting the significance of situational factors. According to Montesnot (2018) store ambiance, environmental cues and even temporal aspects are situational factors that can impact purchasing decisions and improve loyalty towards a brand.

2.6.6 Reference Groups

According to Montesnot (2018) groups where social cues are present can influence a consumers attitudes and behaviours. These are known as reference groups which are comprised of peers, family or colleagues. Montesnot (2018) further surmises that reference groups directly influence consumer preferences and facilitate behavioural loyalty through repeated social interactions. Kotler and Keller (2016) further deduce that reference groups influence individuals in three ways: by introducing them to new behaviours and lifestyles, shaping their attitudes and self-concept, and applying social pressure, which can impact their choices of products and brands.

2.7 Existing Literature on brand loyalty in the beer industry

Further research from Ajebew (2019) and Teshome (2022:32) highlighted factors that contribute to brand loyalty in the beer industry. The conclusions from these studies revealed that brand experience and customer satisfaction have a direct correlation to brand loyalty. Perceived quality and brand image were highlighted as catalysts to brand loyalty, with perceived quality having a stronger influence on determining loyalty among beer consumers (Ajebew, 2019; Teshome, 2022:32).

Insights from Moses and Edward (2019) concluded that brand loyalty is an integral part of maintaining a competitive advantage for beer brands in Uganda. Moses and Edward (2019) further emphasised that beer brand managers need to undertake strategies that enhance brand loyalty in order to sustain their market competitiveness. This research can be paralleled to the South African beer market highlighting the importance of understanding factors that determine brand loyalty.

According to Fereja and Birhanu (2019) and Teshome (2022:33) several variables were linked to beer brand preference such as demographic factors like age and marital status as well as perceived beer quality, pricing and the social benefits correlated to beer brands. Further influences such as advertising, situational factors, and the impact of peers also contributed to facilitating consumers' brand preferences. A greater emphasis should be placed on perceived quality, social benefits, and influencers from peers as they were found to positively impact preference for certain beer brands.

The reviewed literature has successfully highlighted key determinants of brand loyalty within the South African beer market. Information has been shared on how brand quality perceptions, pricing strategies, social influences, and marketing communications impact consumer behaviour. It is imperative for beer brand managers to have a deep understanding of these factors so that necessary incorporations can be implemented into marketing strategies. However, there is a notable lack of academic literature on the beer industry in South Africa, with much of the existing research focusing on craft beer rather than mainstream beer brands. This gap highlights the need for further studies to provide a broader and more comprehensive understanding of brand loyalty across different segments of the beer industry.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter aims to outline the research approach used to investigate the variables affecting brand loyalty among beer consumers in South Africa. In conducting the study, a positivist paradigm was utilised with the goal to enable objective measurement and analysis of customer behaviour, this was supplemented by a quantitative, correlational research design. Hypotheses developed from the literature review consider the impacts of behavioural, affective, and cognitive loyalty as well as purchase considerations on brand loyalty. The study's presumption of an objective reality that can be assessed scientifically is further supported by the chosen realism ontology.

A cross-sectional approach was conducted for the study to gather information at one particular moment and provide a timely snapshot of consumer views and behaviours. The target audience of South African beer consumers was reached by convenience sampling on social media channels, and information was gathered using a structured survey. Safeguards have been established and followed to guarantee validity and reliability, including pilot testing and established data collection procedures, the survey instrument asked questions about demographic information, brand satisfaction, and loyalty indicators.

In solidifying the security and integrity of the data, ethical principles such as informed permission and participant anonymity were strictly adhered to. The concluding segment of the chapter acknowledges methodological constraints, such as the cross-sectional design and convenience sampling, which, although required, may have an impact on the findings' generalisability. Nonetheless, this method is designed to provide strong and trustworthy insights on the elements that affect brand loyalty in South Africa's beer market.

3.2 Hypothesis

Barroga and Matanguihan (2022) define hypotheses as structured predictions about expected study results that outline potential outcomes related to group relationships that may or may not materialise.

Hypotheses formulation is usually undertaken prior to the start of a quantitative

study, this is typically done to keep the investigation on track and direct the interpretation of the findings. They typically relate directly to the literature review and are based on theory and prior research. The result achieved in regard to hypothesis clarifies whether or not the hypothesised association exists given the study's environment, which provides important knowledge even if the hypothesis is not supported by the findings (Goel, 2014).

Based on the theoretical framework and review of the literature the following hypotheses were derived:

H_1 : Cognitive loyalty will have a statistically significant positive effect on beer consumers brand loyalty.

H_2 : Affective loyalty will have a statistically significant positive effect on beer consumers brand loyalty.

H_3 : Behavioural loyalty will have a statistically significant positive effect on beer consumers brand loyalty.

H_4 : Purchasing considerations will have a statistically significant positive effect on beer consumers brand loyalty

Figure 2. below depicts the conceptual framework for the study.

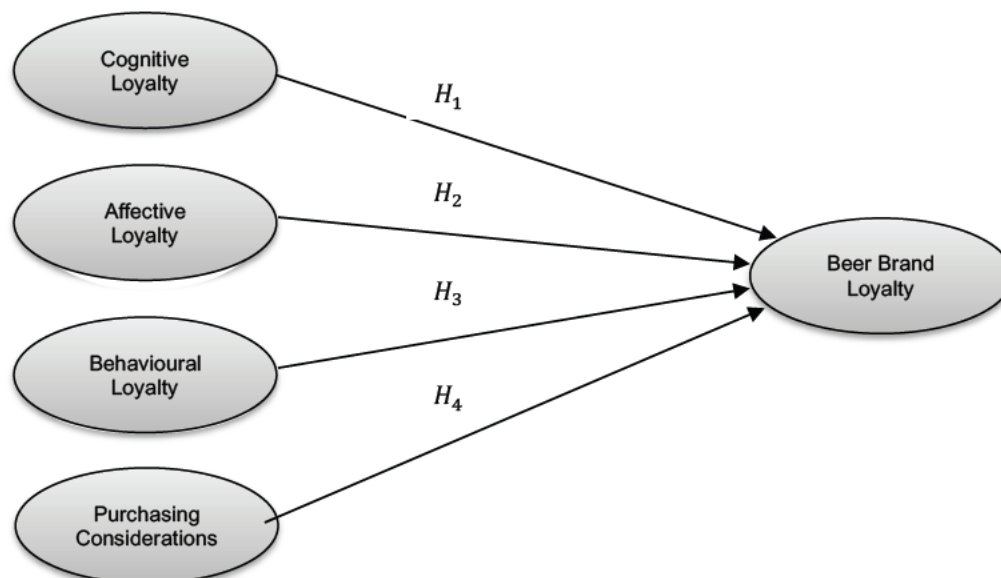


Figure 2 Conceptual Framework

3.3 Research Paradigm

As seen in (Kuada, 2012) the term paradigm can be described as a framework of general perceptions in a scientific field which includes the phenomena being studied, the questions asked, and the methods of inquiry and interpretation. A positivist paradigm has been adopted for this study, Kuada (2012) surmises that a positivist paradigm is distinguished by its objective approach to studying consumer behaviour through quantifiable and empirical methods, which aligns effectively with the study's goal to determine the factors impacting brand loyalty among South African beer consumers. Careful thought and deliberation have been undertaken to choose the appropriate research design and methodology for this study. Drawing insights from the quantitative study by Negash, Gedion, and Tsegay (2017), which examined brand loyalty towards beer brands in Ethiopia, this research similarly adopts a quantitative methodology to investigate related factors within the South African context. Quantitative research is particularly effective for substantiating broader market trends and providing empirical evidence, which is essential for making strategic business decisions (Chrysochou, 2017:413). This contrasts with qualitative research, which is more suited for exploring in-depth insights and understanding phenomena in a more subjective manner (Sekaran & Bougie, 2016:102). Chrysochou (2017:413) surmises that the quantitative approach is highly effective for studies on consumer behaviour and brand loyalty as it facilitates the identification of general patterns within the data.

According to Ryan (2018:3) positivist epistemology asserts that knowledge can and must be developed objectively, free from the values and biases of the researcher. Positivists believe that there is a single reality that can be measured and observed with minimal intervention from the researcher, ensuring that the data collected is credible and unbiased. Positivist knowledge, according to Wellington (2015:139) is deemed to be objective, value-free, generalisable and replicable, which is why positivism is perceived to be synonymous with the scientific method.

The positivist approach affirms the assumption that consumers behaviour and preferences can be objectively quantified and analysed using statistical methods (Park, Konge, & Artino, 2019). Sekaran and Bougie (2016:102) reinforce this stance, emphasising that a positivist approach in business research allows for precise, quantifiable, and testable observations that are replicable under similar conditions. Kuada (2012:73) further explains that positivism seeks to explain and predict occurrences in the social world by emphasising regularities and causal

relationships among its elements. In this approach, the researcher maintains objectivity and investigates as an external observer, analysing the parts of a social phenomenon to understand the whole. This is particularly relevant for this study.

The study aligns with a realist ontology, which correlates with the positivist approach belief that there is an objective reality that exists independently of human perceptions and constructions and can be understood, identified, and measured (Park, Konge, & Artino, 2020). Further insights from Park *et al.* (2020) include that reality can be assumed to be the same for each person, and facts can be proven to establish this understanding – observation and measurement help define what reality is. According to Pessu (2019) reality is created by underlying structures and mechanisms, which can be determined and measured through empirical research. Kuada (2012:72-74) cements that although consumer behaviours and preferences are impacted by personal and cultural factors, they can still be observed and studied in a systematic way. The realist ontology supports that a factual reality exists which is influenced by demographic, economic and social influences irrespective of personal perspectives.

3.4 Research Design

A correlational research design examines how variables relate to each other, establishing a cause-and-effect relationship (Seeram, 2019). Correlational research is a non-experimental research design employing quantitative methodology. Thompson and Panacek (2007:18) define a non-experimental research design as a research design where the study does not involve the manipulation of independent variables or random assignment of participants to conditions. Instead, the study is primarily observational and descriptive, aiming to collect and analyse data without influencing the study environment.

Non-experimental design is suitable for this study as it allows the researcher to gather data on beer consumers' brand loyalty at a single point in time without manipulating any variables. The use of surveys, which is a typical non-experimental method, enables the efficient collection of quantifiable data from a broad audience.

This approach aligns with the objective of identifying general patterns and relationships among the variables affecting brand loyalty without the need for experimental control (Thompson & Panacek, 2007:20).

The study employed deductive reasoning, moving from broad concepts to detailed specifics. According to Sekaran and Bougie (2016:104), deductive reasoning begins with a general theory, refines it into testable hypotheses, and then gathers specific observations to test these hypotheses. The analysis of these observations enables the researcher to either confirm or disprove the initial theory. Hypotheses were developed from brand loyalty theory, and survey questions were developed from literature and have been tested on the research sample.

A cross-sectional approach is used for the time horizon of this study, providing a snapshot of consumer behaviours at a single point in time. This design choice is crucial for understanding the current factors driving brand loyalty of South African beer consumers. By capturing data at one time point, the study seeks to offer immediate, relevant insights into the variables that affect brand loyalty among consumers in the region (Sekaran & Bougie, 2016:142). Cross-sectional designs are less time-consuming and less expensive than longitudinal studies, allowing the research to be completed over a relatively short period (Wilson, 2012:142).

3.5 Research Methodology

The study utilised a quantitative methodology as positivists believe in a single reality that can be measured and known and thus make use of quantitative methods to measure this reality. This approach is suitable for capturing and analysing objective data on brand loyalty among South African beer consumers (Patel, 2015).

Drawing insights from Sekaran and Bougie (2016:123), the survey strategy, which is very popular in business research, has been used because it allows the researcher to collect quantifiable data on a variety of research questions.

A survey is a data collection tool consisting of a series of questions developed to gather information necessary for meeting the objectives of the research study (Wilson, 2012:177). The research aims to capture quantifiable evidence of the factors affecting brand loyalty.

3.5.1 Population and Sampling

The population for this study refers to all South African beer consumers. According to Sekaran and Bougie (2016:243), the population encompasses the entire group of people, events, or things of interest that the researcher wishes to investigate. In this context, the research aims to investigate the factors affecting brand loyalty among South African beer consumers, making them the population for this study

The target population includes all beer consumers across South Africa who are of legal drinking age. The accessible population, however, is more narrowly defined as those Kwa-Zulu Natal beer consumers who can be reached through the researcher's social media platforms. Specifically, the researcher has posted the survey link on WhatsApp, Instagram, and Facebook. The accessible population thus includes Kwa-Zulu Natal beer consumers who are of legal drinking age in the researchers 1,023 contacts on WhatsApp, 1,806 followers on Instagram, and 922 friends or followers on Facebook. These platforms have been the primary channels for distributing the online survey, ensuring that the study reaches a segment of the target population that is readily reachable and likely to respond.

The study utilised convenience sampling, which entails gathering data from individuals in the population who are easily accessible and willing to participate (Sekaran & Bougie, 2016:247). While non-probability sampling is often associated with qualitative research due to its lack of random selection and the inability to generalise findings to the larger population (Sekaran & Bougie, 2016). Convenience sampling holds benefit as it is valuable in studies due to its simplicity, low cost, and minimal time investment (Golzar Noor & Tajik, 2022:73-75).

According to Wilson (2012:299), convenience sampling is often preferred by students because it is an economical and straightforward approach compared to other sampling techniques. It helps overcome various research limitations by allowing the inclusion of easily accessible individuals, such as friends or family, rather than targeting unknown participants.

In the context of this study, which aims to investigate the factors affecting brand loyalty among South African beer consumers, the unit of analysis is the individual consumer (human). According to Sekaran and Bougie (2016:103), The unit of analysis refers to the level of aggregation of the data collected during the

subsequent data analysis stage. According to Wilson (2012:231-233), several factors influence the choice of sample size, including the level of confidence needed in the data, the margin of error that can be tolerated, the types of analysis to be undertaken, and the size of the population. The level of confidence, often set at 95%, ensures that the sample accurately represents the population, while the margin of error, typically $\pm 5\%$, dictates the precision of the results.

Larger samples are required for analyses that are more complex in nature. However, more simple statistical methods can depend on smaller samples. In addition, it can be noted that the total size of the population can affect the sample size, this is due to a larger population commonly requiring a larger sample of representatives. Determining the sample size also relies on constraints such as time and resources. A sample size of 93 can be justified for this study, as it allowed for adequate data collection while effectively managing resources.

3.5.2 Research instrument

This study utilised a structured survey designed to collect quantitative data on factors that determine brand loyalty among South African beer consumers. The survey comprises a succession of questions which have been designed to cover an array of facets crucial for understanding brand loyalty. Information pertaining to demographics is gathered via questions relating to respondents' gender, age, income, marital status and education level.

The questions also focus on brand satisfaction which is dependent on respondents' satisfaction levels with various beer brands, specifically facets such as taste, quality, and packaging. Finally, brand loyalty is assessed through a succession of statements linked to loyalty, which respondents rate on a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

These statements aim to capture the frequency of purchase, brand preference, and the willingness of respondents to recommend the brand to others. The survey also includes an importance scale to assess key factors in beer purchasing decisions, such as taste, alcohol content, price, packaging, and quality. The survey questions are based on established literature and theoretical frameworks to ensure both validity and reliability. The survey questions are developed based on existing literature and theoretical frameworks to ensure their validity and reliability.

The survey instrument is attached below as **APPENDIX A**.

3.5.3 Data collection

The data collection for this study was scheduled to occur over a predetermined period defined by The Independent Institute of Education (Wilson, 2012:46). Due to the nature of the study involving a cross-sectional design, the research was collected over a relatively short period, the data collection period was from 22 September 2024 until 6 October 2024.

Quantitative methods usually involve standardised procedures and techniques for data collection, organisation, and analysis. (Kuada, 2012:104). Consistent with best practices in research methodology, all procedures, from the initial contact with participants to the final entry of data, will be standardised. Standardising procedures means that everyone involved in the survey will follow the same steps in the same way, ensuring consistency. For example, the survey was distributed using the same message and format across WhatsApp, Facebook, and Instagram, so every respondent received identical information and instructions. This consistency helps ensure that all responses are based on the same understanding of the questions (McLeod, 2024).

3.5.4 Data analysis

Data entry and analysis adhered to standardised procedures (McLeod, 2024). Google Forms provided built-in analytics, including summary lists and graphs, which offered insights into responses. Responses were automatically saved in Google Sheets, minimising potential data entry errors. Data was exported into Excel for screening and coding purposes and finally exported into SPSS v.23 for statistical analysis. Coding responses uniformly ensured that data was categorised accurately and facilitated the application of statistical tests to examine relationships within the data. Assigning numerical codes to all types of data is essential, as it simplifies analysis and is required for most statistical software packages (Wilson, 2012:240).

Descriptive statistics were used to summarise and describe the main features of the data, such as central tendency, variability and distribution (Hayes, 2024). These methods presented an overview of the data, helping to identify patterns

and relationships and to provide a profile of sample respondents. Inferential statistics consist of statistical methods used to test hypotheses that relate to relationships between variables (Kremelberg, 2011).

Principal Component Analysis (PCA) is a statistical method that aims to uncover structures in large variable sets by means of interrelated variables (Datatab, 2024). The aim is to reduce the number of variables under analysis by dividing variables into groups. Correlation analysis measures the strength of the association between two variables and the direction of the relationship (Statistics Solutions, 2024).

PCA and Correlation Analysis are used in this study to determine relationships between hypothesised variables.

3.5.5 Reliability and Validity

Reliability and validity are critical aspects of any research study, ensuring that the results are both consistent and accurately represent the phenomena under investigation (Wilson, 2012:144).

Reliability concerns the extent to which a measurement of a phenomenon provides stable and consistent results (Wilson, 2012:145). According to Wilson (2012:145), reliability is important for ensuring that repeat measurements under constant conditions yield the same results. For instance, a questionnaire designed to assess brand loyalty among South African beer consumers should produce consistent responses if administered multiple times under the same conditions. Reliability of scale will be determined using Cronbach's alpha, which is a measure of internal consistency or a measure of scale reliability (Kremelberg, 2011).

Despite the importance of reliability, it must be coupled with validity to ensure meaningful results. Kremelberg (2011) surmises that validity is determined by the meaningful and appropriate interpretation of the data obtained from the survey as a result of the analyses. Validity, as noted by Sekaran and Bougie (2016:246), refers to the extent to which an instrument measures what it is intended to measure.

This study's survey has been designed to measure brand loyalty accurately, incorporating both content validity and construct validity. Content validity ensures that the survey covers all relevant aspects of brand loyalty by revealing the extent

to which each item in the survey serves the purpose of the scale (Sekaran & Bougie, 2016:248). Construct validity, on the other hand, ensures that the measurement truly reflects the theoretical construct of brand loyalty (Sekaran & Bougie, 2016:246). In order to ensure validity, survey questions were sourced from existing literature based on the theoretical foundation of brand loyalty.

The survey has been pilot-tested to ensure that questions are clear and interpreted consistently by respondents (Sekaran & Bougie, 2016:178). This will help to identify any ambiguities and refine the questions to enhance reliability. Additionally, maintaining a standardised procedure for administering the survey, as emphasised by Sekaran and Bougie (2016:189), has minimised potential biases and errors, ensuring consistent data collection.

3.6 Limitations

The study has several limitations that must be acknowledged. One significant constraint is the use of non-probability sampling, specifically convenience sampling. While convenience sampling offers practical advantages, it also introduces certain limitations to the study. Golzar and Tajik (2022:73-75) provide insights regarding the limitations pertaining to convenience sampling, such as sampling biases and systematic errors. Golzar and Tajik (2022:73-75) further denote that convenience sampling does not lend itself to a meaningful interpretation of the p-value, nor does it guarantee the representativeness of the total population. Additional limitations can be highlighted, such as convenience sampling's inability to control variability.

The research instrument in the form of online surveys also faces certain limitations; these include issues with sampling, such as self-selection and low response rates, which can affect the representativeness of the sample (Sekaran & Bougie, 2016:170). Wilson (2012:165) further highlights the limitations of online surveys in the form of low return rates, with a 30% response rate being regarded as acceptable. Low response rates hinder the ability to draw definitive conclusions from data collected. It can also be noted that online surveys are impersonal in nature, which limits consumers from receiving clarification on questions they are unsure of, as they do not have immediate access to the researcher. Not receiving clarity with regard to questions leads to misinterpretations by respondents. This scenario can ultimately lead to possible inaccuracies in the data received.

Not receiving clarity with regard to questions leads to misinterpretations by respondents. Wilson (2012:178) discusses the limitation known as “tick box syndrome”, which is when respondents tasked with a large number of closed questions have the potential to provide patterned responses without fully assessing each question. To combat this phenomenon, reverse questions may be utilised, but the outcome of success cannot be guaranteed.

Further limitations of the study can be established with the cross-sectional design; while it may be advantageous for offering a snapshot of consumer attitudes and behaviours at a single point in time, there are certain disadvantages. Wilson (2012:141-142) demonstrates that cross-sectional studies do not account for changes over time and can be impacted by temporary factors that may not indicate long-term trends. The findings of the study may only be applicable to this specific period in time and may not be accurate to other times or contexts due to this limitation.

The study's sample size of 93 participants may also pose limitations; whilst manageable and resource-efficient, it may not be adequate to represent the full diversity of the population's attitudes and behaviours. Wilson (2012:231-233) contributes to this understanding showcasing that the sample size is impacted by factors such as the confidence needed in the data, the margin of error tolerated and the forms of analyses implemented. A larger sample would offer more reliability and generalisable findings but would require more resources and time to collect and analyse the data.

3.7 Delimitations

This study is geographically delimited to South Africa, meaning the findings will primarily capture the behaviours and preferences of South African beer consumers. Due to the geographical focus, the broader African beer market & international market is excluded, which narrows the scope to a distinct cultural and economic environment (Sekaran & Bougie, 2016).

In terms of the population of the study, it can be considered delimited to adult beer consumers within South Africa. This characteristic of the study means that it will not take into account preferences and behaviours of non-beer drinkers, underage

individuals or individuals who consume other variations of alcoholic beverages such as wines or spirits. Wilson (2024) substantiates that because the study will utilise quantitative data collected through surveys, it will not include qualitative information that could be gathered through methods such as interviews or focus groups.

There are delimitations regarding the methodology, such as using Google surveys for data collection, this presents a limit to the demographic reach to those with access to the internet and excludes face-to-face data collection methods. This method of data collection presents advantages such as efficiency and a vast reach; however, information from consumers without internet access may be underrepresented (Wilson, 2024).

3.8 Ethical Considerations

When conducting a study, it is always imperative to consider the ethical considerations. Careful thought and consideration have been undertaken to fully assess the ethical concerns of this study due to the focus on beer consumers, which can be deemed a sensitive topic as its related to alcohol consumption.

The primary ethical consideration would be that of informed consent. It was crucial that all respondents were fully aware of the nature of the study, what was expected of them in terms of their participation and any potential risks or benefits due to their involvement in the study. An introductory section was incorporated into the questionnaire to ensure this. Necessary information that was highlighted in this section includes the purpose of the study, the voluntary nature of participation and a disclaimer enforcing that all respondents are over the legal drinking age. Wilson (2012:193) highlights that it is mandatory for participants to tick a box to signal their consent before partaking in the survey.

Anonymity would be considered another imperative ethical consideration. All personal information provided by respondents has remained private and strictly confidential. Any information received from respondents has been anonymised to help protect their identities, this entails that any identifying information will be excluded or altered to maintain a high level of anonymity. Confidentiality can be considered even more imperative as this study involves alcohol consumption, where certain social stigmas and privacy concerns exist (Sekaran & Bougie, 2016:159).

Further ethical considerations would include measures around safeguarding the information collected, such as secure storage of digital data using encrypted files and restricted access to authorised individuals. Wilson (2012:193) highlights the importance of protecting the integrity and confidentiality of the information collected.

To further enhance the ethics surrounding the study, a 'submit data' button has been included at the end of the survey, and this maintains that respondents are fully aware of their consent to submit responses. A 'closing page' has also been dedicated which will provide the contact details of the researcher, enabling participants to address any concerns or queries they may have on completion of their survey. The confidential nature of respondents' information has been reiterated, as well as how the research findings will be used and published (Wilson, 2012:193).

Sekaran and Bougie (2016:159) maintain that respect for respondents is imperative throughout the data collection process. This entails that the self-esteem and self-respect of the subjects are maintained at all times. Questions of a personal or intrusive nature have been avoided unless deemed absolutely necessary and, in this case will be framed in a gentle manner also detailing the need for inclusion. Respondents will be awarded the right to skip any questions they are uncomfortable answering, maintaining the voluntary nature of participation.

In conclusion, there was no misrepresentation or distortion in reporting the data collected. The findings of the study will be transparent in nature and presented accurately, and any limitations or potential biases will be disclosed. Sekaran & Bougie (2016:160) surmise that this is crucial in order to maintain the credibility of the research and the trust of respondents.

3.9 Conclusion

To conclude, Chapter 3 has provided a thorough overview of the methodology utilised to determine the elements influencing brand loyalty among beer drinkers in South Africa. This study has obtained information that provides a current picture of consumer behaviour using a quantitative, correlational design within a positivist framework. Efficient data collection was achieved due to convenience sampling which was used to disseminate the structured survey. To reiterate strict ethical guidelines and pilot testing protected the integrity of the data. The research goals

are still successfully supported by the technique, despite certain constraints, such as limited generalisability. The information acquired here prepares for the upcoming Chapter 4: Data Analysis, in which a thorough analysis of the data will provide the study's conclusions and provide a more sophisticated comprehension of the dynamics of brand loyalty.

CHAPTER 4: DATA ANALYSIS

4.1 Introduction

This chapter presents an in-depth statistical analysis of the factors influencing brand loyalty among South African beer consumers. The chapter begins with a comprehensive examination of the demographic distribution and descriptive statistics, providing information and context for the respondents' age, gender, occupation, income, and geographic location. Following this, the key variables are assessed through factor analysis, with the objective of identifying the principal components of brand loyalty, which are further classified into “cognitive” and “affective” loyalty factors. The data analysis is furthered by reliability tests which are conducted on behavioural and purchasing consideration items, providing an indication of their internal consistency.

The chapter concludes with an exploration of correlational relationships between these factors and brand loyalty, employing Pearson Correlation analysis to evaluate the strength and statistical significance of these associations. This analytical approach facilitates an in-depth understanding and interpretation of the dynamics influencing brand loyalty within the South African beer market.

4.1 Descriptive Statistics

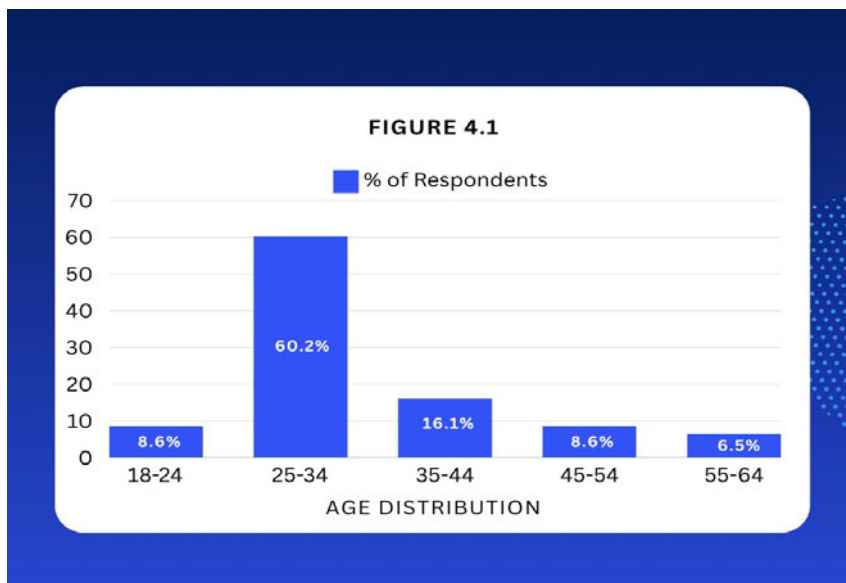


Figure 3 (4.1) Age Distribution

4.1.2 Age distribution

Figure 4.1 depicts the age distribution of survey respondents, where the majority of respondents were between the ages of 25-34 years (60.2%). Respondents aged 35-44 years made up 16.1% of the sample, with an equally divided age group of 18-24 years (8.6%) and 45-54 years (8.6%). Respondents aged 55-64 years represented 6.5% of the sample, while no respondents were recorded in the 65 years and above category.

The age distribution of the respondents is likely influenced by the fact that the survey was distributed on the researcher's social media platforms, and the researcher is 29 years old. As a result, the majority of respondents fall within the 25-34 age range. It can also be assumed that the absence of participants aged 65 and above may be due to the nature of the survey being online, as older individuals are generally less active on social media. According to Cotten, Schuster, and Seifert (2023), although older adults (aged 65 and above) are using social media more frequently, their rates of usage still remain lower compared to younger age groups.

4.1.3 Gender

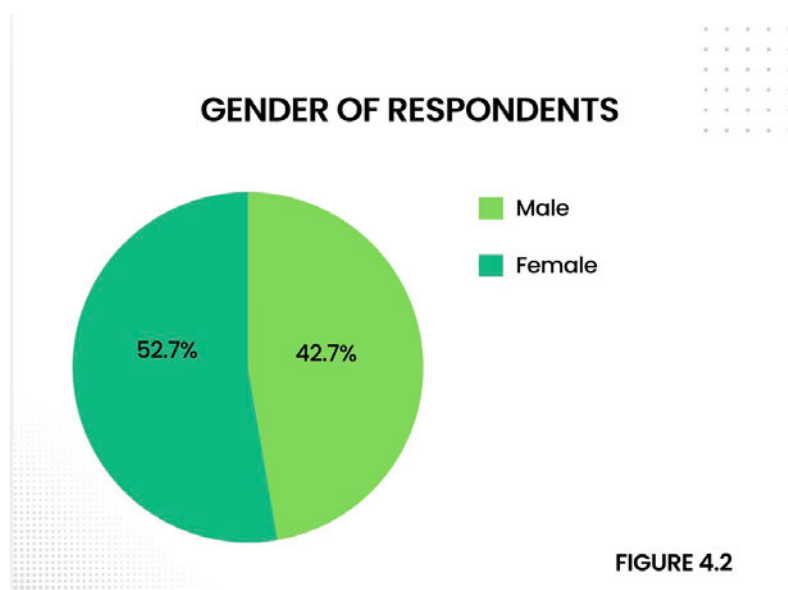


FIGURE 4.2

Figure 4 (4.2) Gender of respondents

As seen in Figure 4.2 above, there was a near-even distribution of respondents' gender, with the majority of 52.7% identifying as female and 47.3% identifying as male. This is particularly interesting given that, according to Staff Writer (2023),

72% of beer consumers in South Africa are male.

The relatively balanced gender distribution in this study contrasts with national consumption trends, suggesting a broader representation of female beer consumers in the sample.

4.1.4 Occupation

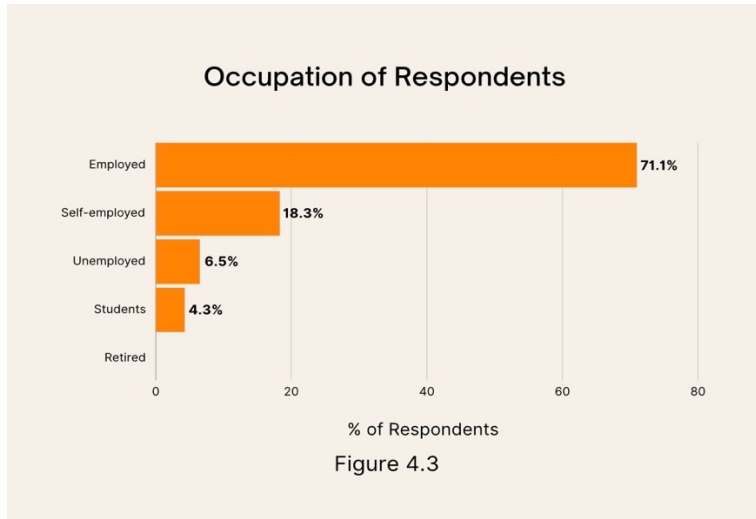


Figure 5 (4.3) Occupation of Respondents

The majority of respondents reported being employed (71%), as illustrated in Figure 4.3. In addition, 18.3% of respondents indicated that they were self-employed, which indicates that a notable portion of the respondents manage their own businesses or work independently. A smaller segment of respondents was unemployed (6.5%), or students (4.3%), highlighting the limited participation of individuals currently in education. Interestingly, none of the respondents were retired, suggesting that the survey did not reach individuals in this life stage. This may be attributed to the researcher's social media platforms, which likely has fewer connections with students and retired individuals. The absence of participants in the 65 years and above age category further supports this, as older adults and retirees are generally less represented on social media platforms.

4.1.5 Household monthly income

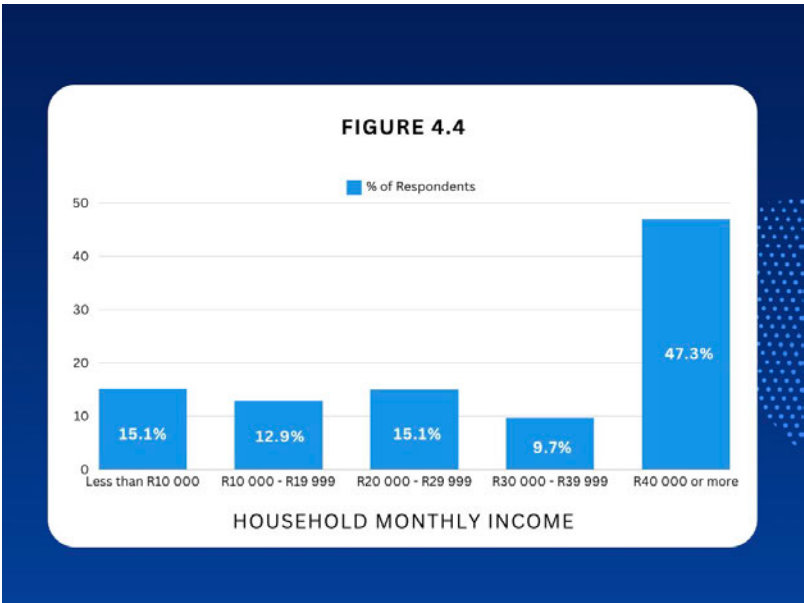


Figure 6 (4.4) Monthly household income

The income levels of respondents varied as seen in Figure 4.4 above, which highlights the financial diversity of the participants in the study. Most of the respondents reported earning a household income of R40,000 or more per month (47.3%). An equal share of participants (15.1%) fell into two different income brackets, with one group earning between R20,000 and R29,999 and the other group earning less than R10,000. Additionally, 12.9% of the respondents reported earning between R10,000 and R19,999 per month, while the smallest portion of respondents (9.7%) had household incomes in the range of R30,000 to R39,999.

4.1.6 Province of Residence

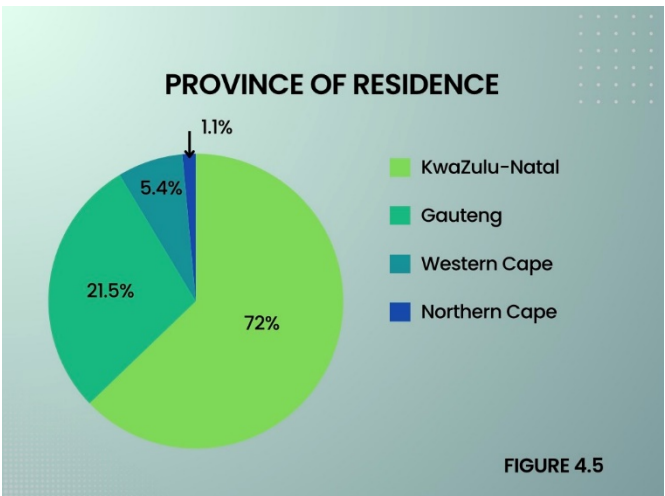


Figure 7 (4.5) Province of residence

Figure 4.5 illustrates that the majority of the respondents (72.0%), reported living in KwaZulu-Natal, making it the most represented province in the study. This high proportion of participants from KwaZulu-Natal is likely due to the fact that the researcher resides in this province, which may have influenced the geographical reach of the survey. Gauteng followed as the second most represented province, amounting to 21.5% of the respondents, with 5.4% of respondents living in the Western Cape and 1.1% in the Northern Cape. There were no respondents from the remaining provinces of Eastern Cape, Limpopo, Free State, Mpumalanga, or North West, which suggests a more regionally concentrated sample.

4.2 Descriptive Statistics Likert Scale Questions

Table 2 below highlights the descriptive statistics for Likert scale questions identifying the factors affecting beer brand loyalty.

Table 2 Descriptive Statistics Likert Scale Questions Mean and Standard Deviation

Beer brand loyalty items	Mean	Standard Deviation
I recommend my preferred beer brand to others	4.09	0.830
My preferred beer brand is easy to recognise on sight	4.31	0.737
The quality of my preferred beer brand is consistent	4.37	0.704
My preferred beer brand is always my first choice	4.18	0.779
I have positive feelings towards my preferred beer brand	4.02	0.489
My preferred beer brand grants me satisfaction	4.32	0.574
I intend to continue purchasing my preferred beer brand	4.24	0.615
Social groups	2.38	1.197
Age/Lifestyle	2.42	1.219
Economic Circumstances	2.33	1.208
Cultural factors	1.73	1.012
Physical environment/Situational factors	2.06	1.214
Packaging	2.85	1.170
Brand Name	2.97	1.202
Country of origin	2.70	1.196

A 5-point Likert scale was employed to determine respondents' level of agreement with a variety of brand loyalty items where 1=strongly disagree and 5=strongly agree. The item that yielded the highest mean score was 'the quality of my preferred beer brand is consistent' (4.37) while the item with the lowest mean score was 'cultural factors' (1.73). This suggests that cultural elements, including traditions or societal norms, did not appear to influence respondents' preference for beer brands. Indicating that for the study respondents, beer brands possess universal appeal, cutting across cultural boundaries and resonating with a broader audience. The result of this is that respondents' preferences are likely driven by individual taste or other product attributes rather than cultural considerations. Interestingly, all questions related to factors influencing preference for beer brands yielded mean scores below the average 3.00, namely age and lifestyle, economic circumstances, physical environment and situational factors, packaging, brand name and country of origin

The high mean score of 4.31 indicates that respondents widely acknowledged that their preferred beer brand is easily recognisable. This suggests that the visibility and distinctiveness of the brand are crucial in sustaining brand loyalty. The ability of consumers to quickly identify the brand likely strengthens their connection to it, making recognition a key factor in ensuring continued preference and trust in the brand.

4.3 Factor Analysis

This section focuses on exploring the perceived importance of factors related to brand loyalty among South African beer consumers.

4.3.1 Brand loyalty

A principal components analysis (PCA) was conducted on 13 questions (items 7 to 19) of the survey responses from 93 respondents, measuring various characteristics related to brand loyalty among South African beer consumers. These 13 items represent the 13 independent variables (IV). Item 6 represents the brand loyalty dependent variable (DV) where respondents were asked their level of agreement with the statement 'I consider myself loyal to my preferred beer brand.' Inspection of the correlation matrix showed that all variables had at least one correlation coefficient greater than 0.3. The overall Kaiser-Meyer-Olkin

(KMO) measure was 0.82 with individual KMO measures all greater than 0.7, classifications of 'middling' to 'meritorious' according to Kaiser (1974). Bartlett's Test of Sphericity was statistically significant ($p < .005$), indicating that the data was likely factorisable.

PCA revealed two components that had eigenvalues greater than one and which explained 10.89% and 38.37% of the total variance, respectively. Visual inspection of the scree plot indicated two of the components should be retained (Cattell, 1966). This was further supported by the results of a Parallel Analysis, which showed only two components with eigenvalues exceeding the corresponding criterion for a randomly generated data matrix of the same size values, in addition, a two-component solution met the interpretability criterion. As such, two components were retained.

The two-component solution explained 49.17% of the total variance. A Direct Oblimin with Kaiser Normalisation was applied to aid interpretability, allowing for potential correlation between factors. The interpretation of the data was consistent with the brand loyalty attributes the survey was designed to measure, with strong loadings of cognitive loyalty items on Component 1 (Factor 1) and affective loyalty items on Component 2 (Factor 2). Reliability (Cronbach's α) was computed for each factor to verify the internal consistency of aspects with each factor. The reliability determined for the Cognitive Loyalty factors items was 0.845 and 0.692 for the Affective Loyalty factor. While the Cronbach alpha amount is slightly below the generally accepted 0.7 threshold, removing any of the six items did not improve the alpha value. Table 3 below provides the results of the PCA.

Table 3 Results of the factor analysis for brand loyalty attributes

Brand Loyalty Factors and Component Aspects	Factor loadings	
Factor Label	Factor 1 - (Cognitive Loyalty)	Factor 2 - (Affective Loyalty)
Cognitive Loyalty		
The quality of my preferred beer brand is consistent	0.898	
I intend to continue purchasing my preferred beer brand	0.815	
My preferred beer brand is always my first choice	0.768	
My preferred beer brand grants me satisfaction	0.709	
I have positive feelings towards my preferred beer brand	0.676	
I recommend my preferred beer brand to others	0.560	

My preferred beer brand is easy to recognise on sight	0.347	
Affective Loyalty		
If my preferred beer brand is not available in a store, I will go to another store		0.744
I consistently buy my preferred beer brand over		0.718
My preferred beer brand has a strong media presence		0.656
When another beer brand is on sale, I still choose to buy my preferred beer brand		0.526
My preferred beer brand offers value for money		0.467
My personality is reflected in my preferred beer brand		0.401
Eigenvalue	4.9761	1.1474
Cronbach a reliability coefficient	0.845	0.692
Mean value (standard deviation)	4.43 $\pm$ 0.597	3.60 $\pm$ 0.946

Behavioural Loyalty consisted of five items where respondents were asked to what extent their beer brand preference was influenced by various factors on a 5-point Likert scale where 1=Not at all and 5=Extremely. These items were analysed separately. Purchasing Considerations consisted of nine items and asked respondents to rate the level of importance of various purchasing considerations when purchasing beer on a 5-point scale where 1=Extremely unimportant and 5=Extremely important. These items were analysed separately reliability analysis revealed a Cronbach's alpha of 0.822 for the Behavioral Loyalty scale (5 items) and 0.929 for the Purchasing Considerations scale (9 items), indicating strong internal consistency for both scales.

4.4 Correlation Results

In this section, the correlations between the identified brand loyalty factors and select variables were examined to explore potential relationships. Pearson correlations were utilised to determine the strength and direction of the relationships between Cognitive and Affective brand loyalty factors and other relevant variables, such as taste, price, packaging, brand name, and promotions or discounts. A Pearson correlation value of 0 suggests no relationship, while values closer to 1 or -1 indicate stronger positive or negative relationships respectively.

This analysis provides insights into how these variables interact with cognitive and affective loyalty in the context of brand preference, as shown in Table 4.

Table 4 Pearson Correlation

Variable	Brand Loyalty (DV)
Cognitive Loyalty	0.365**
Affective Loyalty	0.514**
Social groups	0.129
Age/Lifestyle	0.175
Economic circumstances	-0.008
Cultural factors	0.003
Physical Environment/Situational Factors	-0.094
Taste	0.215
Level of alcohol content	-0.159
Price	-0.168
Packaging	-0.095
Quality	-0.193
Brand name	-0.125
Country of origin	-0.007
Value for money	-0.148
Promotions or discounts	-0.002

** Correlation is significant at the 0.01 level (2-tailed)

There was a statistically significant, weak positive correlation between Cognitive Loyalty and Brand Loyalty ($r_s=0.365$, $\rho \leq 0.05$). Additionally, a statistically significant, moderate positive correlation was observed between Affective Loyalty and Brand Loyalty, $r_s = 0.514$, $\rho \leq 0.05$.

Behavioural Loyalty items and Purchasing considerations items did not yield statistically significant relationships with Brand Loyalty.

4.5 Hypotheses

Based on the correlations provided above, Table 5 below presents the outcome of the study hypotheses.

Table 5 Hypothesis

Hypothesis	Outcome for null hypothesis
H_{o1} : There is no statistically significant relationship between Cognitive loyalty and beer consumers brand loyalty. H_1 : Cognitive loyalty will have a statistically significant positive effect on beer consumers brand loyalty.	Reject null hypothesis and Accept alternative hypothesis
H_{o2} : There is no statistically significant relationship between Affective loyalty and beer consumers brand loyalty.	Reject null hypothesis and Accept alternative hypothesis

H_2 : Affective loyalty will have a statistically significant positive effect on beer consumers brand loyalty.	
H_{03} : There is no statistically significant relationship between Behavioural loyalty and beer consumers brand loyalty. H_3 : Behavioural loyalty will have a statistically significant positive effect on beer consumers brand loyalty.	Fail to reject null hypothesis
H_{04} : There is no statistically significant relationship between Purchasing considerations and beer consumers brand loyalty H_4 : Purchasing considerations will have a statistically significant positive effect on beer consumers brand loyalty	Fail to reject null hypothesis

4.6 Conclusion

In conclusion, this chapter has offered a rigorous statistical examination of the factors contributing to brand loyalty among South African beer consumers. This was achieved through a structured approach; key demographic insights were explored to contextualise the profile of respondents.

PCA was employed to reduce the number of items resulting in 'cognitive loyalty and 'affective loyalty.' Behavioural loyalty and Purchasing considerations were analysed separately. Cronbach's alpha assessed the reliability of the factors and independent variables.

A Pearson Correlation analysis tested the strength and direction between the four independent variables and Brand Loyalty. Behavioural Loyalty and Purchasing considerations items did not result in statistically significant correlations, while Cognitive Loyalty presented a statistically significant weak positive relationship with Brand Loyalty, and Affective Loyalty presented a statistically significant moderate positive relationship with Brand Loyalty.

The null hypotheses for Cognitive Loyalty and Affective Loyalty were rejected, while Behavioural Loyalty and Purchasing considerations resulted in failure to reject the null hypotheses. The results garnered from the data analysis shed light on the deeper understanding of the distinct roles cognitive and emotional aspects play in brand loyalty, forming a critical basis for the strategic insights discussed in the following chapter.

CHAPTER 5:

FINDINGS, RECOMMENDATIONS, AND CONCLUSIONS

5.1 Introduction

This chapter develops upon the foundational insights outlined in previous chapters; this chapter examines the analysis of key findings on the factors influencing brand loyalty among South African beer consumers. As discussed in Chapter 1, this study aimed to explore brand loyalty drivers in a market undergoing significant transformations due to economic challenges, demographic shifts, and the lingering effects of the COVID-19 pandemic on consumer preferences.

The premise of Chapter 1 was to successfully introduce the broader scope of the research. In creating a depiction of the broader scope, the unique challenges and opportunities that pertain to the South African beer market were identified. A critical need to understand what factors contribute to brand loyalty has been established due to the evolving nature of the alcohol industry. From the research conducted in Chapter 1, it can be surmised that traditional preferences for beer brands have been increasingly shaped by new factors, such as digital marketing efforts, economic pressures, and an expanded choice of Flavoured Alcoholic Beverages (FABs), as consumers adapt to contemporary influences in their purchasing behaviour.

In formulating the research objectives for this study, as seen in Chapter 1, the purpose was to act as a guideline for a more in-depth understanding of brand loyalty. A comprehensive analysis of existing literature on loyalty drivers within the alcohol industry, an examination of theoretical frameworks for brand loyalty, and an assessment of demographic influences on brand preferences were identified in the research objectives. To add to these objectives, this study focused on identifying key loyalty factors specific to the South African beer market and investigating the role of brand recognition in creating brand loyalty.

A comprehensive literature review in Chapter 2 provided the theoretical framework for understanding brand loyalty; this theoretical framework drew on seminal works that describe loyalty as a multidimensional construct comprised of cognitive, affective, connotative, and behavioural dimensions. An emphasis on

brand loyalty from this chapter demonstrated that brand loyalty is influenced by both logical aspects, like brand quality and recognition, as well as emotional factors, such as attachment and the tendency to advocate for the brand. A more comprehensive understanding of the South African liquor market was offered, which in turn allowed understanding as to how factors such as economic pressures and evolving consumer preferences are actively reshaping loyalty patterns within the beer market.

In Chapter 3, the research design and methodology were discussed, and it was concluded that the study adopted a positivist paradigm, which utilised a quantitative research approach to objectively assess the factors influencing brand loyalty. From the use of structured surveys, it was possible for the collection of quantifiable data. Which allowed an in-depth analysis of the relationships between loyalty factors and demographic variables. The data analysis methods described in Chapter 4 executed factor analysis and various statistical tests to pinpoint the main determinants of brand loyalty and their relationship to consumer behaviour. As a result of this, two key loyalty dimensions were identified namely cognitive loyalty and affective loyalty.

In Chapter 4 the deductions have been utilised to paint a clearer perspective on how cognitive and emotional elements contribute to brand loyalty among beer consumers in South Africa. The information deciphered showed that cognitive loyalty factors, such as brand recognisability, consistency in quality, and consumer satisfaction, emerged as central aspects that foster brand loyalty within this market. It can be determined that the results highlight the significance of providing a consistent and dependable product experience because of these aspects are found to have a strong positive impact on brand loyalty.

It was shown that consumers demonstrated a willingness to recommend their preferred brands, enhancing the brand's reputation through positive word-of-mouth as a result of providing a deeper context to affective loyalty, which comprises aspects such as emotional connections and positive sentiment towards the brand, this relationship was further strengthened.

A compelling discovery that was made is that factors associated with behavioural loyalty, such as situational and contextual aspects—including social groups, product packaging, and the country of origin—did not prove to be as influential in

shaping brand loyalty. Although these factors are relevant in some loyalty contexts, they did not seem as influential in shaping consumers' loyalty to a specific brand in this study.

This finding would suggest that loyalty among South African beer consumers may primarily be driven by intrinsic factors that build a long-term attachment to the brand, rather than by external or circumstantial influences. Therefore, brands aiming to build lasting loyalty in this market may benefit more from focusing on quality and emotional engagement rather than situational marketing tactics.

In alignment with the objectives set out in Chapter 1, this chapter not only interprets the findings within the context of the South African beer industry but also discusses their alignment with existing literature. In examination of elements from both cognitive and affective loyalty perspectives, the analysis provides information on the intricate ways in which rational and emotional factors converge to shape consumer-brand relationships in a highly competitive environment.

In chapter 5, the establishment of important insights are provided for the benefit of brand managers as a result of undertaking this dual approach. These are then used to formulate strategies which emphasise consistency, recognisability, and emotional appeal, which may prove more successful in creating loyalty than those that depend solely on contextual factors.

The latter part of this chapter is fashioned in considering the implications of these findings for theory and practice, where specific recommendations for brand managers in the South African beer industry are formulated. The intent of these recommendations is to support the development of targeted loyalty-building strategies that address the unique needs of this market.

In the conclusion of this chapter, consideration is given to further understanding the limitations and boundaries outlined in Chapter 3, so that a foundation for future research is cemented, which then acts as a gateway to new areas for research in the shifting dynamics of brand loyalty in South Africa's beer industry.

5.2 Conclusions

The following conclusions regarding the research can be drawn:

- Conclusions regarding brand loyalty dimensions

- Conclusions pertaining to cognitive loyalty factors
- Conclusions on affective loyalty factors
- Conclusions on behavioral loyalty and purchasing considerations
- Conclusions regarding demographic impact on brand loyalty
- Conclusions pertaining to Pearson correlations

5.2.1 Conclusions regarding brand loyalty dimensions

The study identified two primary dimensions influencing brand loyalty among South African beer consumers: cognitive loyalty and affective loyalty.

Cognitive loyalty factors, which include consistency of quality, intent to continue purchasing, preference for the brand as a first choice, satisfaction, positive feelings toward the brand, recommendation to others, and ease of recognition—have a strong positive impact on brand loyalty. Consumers show strong loyalty to brands they perceive as reliable, indicating that maintaining these qualities is essential in cultivating lasting brand loyalty.

For the purpose of the study, affective loyalty factors can be categorised into key aspects such as consumers' willingness to go to another store if their preferred beer brand is unavailable, their consistent preference for this brand over others, and their perception of the brand's strong media presence. From the data analysis, it can be deduced that affective loyalty factors in the study also consist of aspects such as loyalty despite competing brands being on sale, a sense of value for money, and a feeling that the brand reflects their personality, contributing to this dimension. It can be concluded that these aspects maintain the ability to demonstrate the emotional attachment consumers develop towards a brand, which indicates that loyalty is catalysed not only by rational trust in quality but also by a deeper personal connection. This would suggest that if a brand can successfully establish this emotional bond, it is likely to encourage more frequent repeat purchases, which ultimately demonstrates the necessity of engaging consumers on an emotional level in tandem with delivering consistent product quality.

5.2.2 Conclusions pertaining to cognitive loyalty factors

Several key cognitive factors are highlighted by the study that positively influence brand loyalty among South African beer consumers. Cognitive loyalty is built on

rational, trust-based elements, which are integral to creating a sense of reliability and commitment among consumers. The main conclusions regarding cognitive loyalty factors are as follows:

- The analysis of the data reinforces the notion that it is consistent quality that consumers value in the beer brands they favour. When a product maintains consistency, it assures the consumer of its reliable performance. This, in turn, strengthens the consumer's loyalty toward the product.
- A definite intent to continue purchasing their go-to brand was exhibited by the consumers surveyed. This signals a kind of loyalty entails a future-oriented preference, where satisfaction with past experiences can translated into planned future purchases.
- For some respondents, their beer brand was first and foremost when considering any kind purchasing decision. This preference can be used to correlate the cognitive attachment consumers have to a brand that consistently meets their expectations.
- Cognitive loyalty is reinforced when consumers derive satisfaction from a product and feel favourable emotions toward the brand. They are more likely to continue being loyal to that brand simply because there is a positive connotation towards the brand.
- Consumers exhibit trust and satisfaction when there is an inclination to recommend their preferred beer brand and provide a positive endorsement. This willingness to advocate for the brand strengthens the community of loyal consumers and serves as a catalyst for sustained loyalty.
- How easily a consumer can recognise their preferred brand on sight plays a role in strengthening cognitive loyalty. This can substantiated as familiarity and distinctiveness help maintain brand loyalty, as consumers find it convenient to identify and purchase their trusted brand in a crowded marketplace.

5.2.3 Conclusions on affective loyalty factors

Affective loyalty is the component of brand loyalty that is built on an emotional connection between the consumer and the brand. A critical role is played in driving deeper and more resilient brand loyalty. The study identified several affective loyalty factors, leading to the following conclusions:

- A strong commitment and dedication to their favourite brand was apparent among the respondents, many of whom stated they would venture to another store to acquire their preferred beer brand if it was not available in the initial store they visited. This behaviour can serve as an indication of a type of loyalty that transcends convenience.
- A number of respondents favoured their chosen brands, even when those competing brands were on sale. This behaviour demonstrates that affective loyalty can indeed outweigh economic incentives. This is a strong indicator of the kind of personal attachment consumers form with their preferred brands.
- A strong media presence was viewed positively by the respondents and contributed to affective loyalty. This conclusion indicates that brands that are visible in the media and relatable in their marketing can increase the amount of deep emotional engagement that consumers have with them.
- Respondents felt that the brands they preferred offered good value for money. This is a perception that strengthens affective loyalty. When consumers trust that a brand is worth their money and is likely to continue being so in the future, they are much more likely to remain loyal to it.
- The emotional connection between a consumer and a beer brand becomes stronger when the consumer perceives the brand as a reflection of their personality. This personal alignment creates a sense of belonging and attachment, which can be viewed as essential for affective loyalty.

5.2.4 Conclusions on behavioural loyalty and purchasing conditions

Behavioural loyalty and purchasing considerations were found to have minimal impact on brand loyalty within this study:

- The influence of social groups, lifestyle, and economic circumstances on the respondents was found to be weak. When these situational factors were considered, they turned out to have little effect on the choice of beer brand. There was no statistically significant connection between these variables and behavioural loyalty.
- Factors such as packaging, brand name, and country of origin received low mean scores and did not show any significant relationship with brand loyalty. This suggests that when it comes to purchasing beer, the respondents are primarily guided by their rooted attachment to the brand

rather than secondary attributes.

5.2.5 Conclusions regarding demographic impact on brand loyalty

The demographic profile of respondents provides further insight into brand loyalty dynamics:

- The sample consisted mostly of young consumers, with 60.2% between the ages of 25 and 34, and a nearly even division of the sexes, with 52.7% female and 47.3% male respondents. The study's findings cannot be generalisable due to the gender component differing from the national consumption trends where beer consumption is male dominated. It can be concluded that this demographic trend suggests a broader representation of females, indicating that females may be more willing to share their purchasing behaviour. The higher number of younger respondents is likely to be a representation of the researcher's peers who responded to the survey, as the researcher is aged 29.
- It can be concluded that the majority of respondents were employed (71%) or were self-employed (18.3%), and most of the respondents reported earning a household income of R40,000 or more per month (47.3%). These statistics gravitate to the fact that there may be potential for a consumer base with a disposable income to spend on premium beer products. From the study, there was also a limited number of respondents who were unemployed (6.5%) or students (4.3%). The limited number of unemployed respondents may be an indication of a lack of disposable income to purchase beer. Another conclusion that can be drawn is that the low number of students could also be representative of Gen Z's evolving preference towards FABs (Flavoured Alcoholic Beverages).

5.2.6 Conclusions pertaining to Pearsons correlations

The Pearson correlation analysis provided insights into the causal relationships between cognitive and affective loyalty factors and brand loyalty:

- The Pearson correlation coefficient of $r = 0.365$. determined there was a statistically significant, weak positive correlation between cognitive loyalty and the brand loyalty dependent variable. Cognitive factors like consistent quality and satisfaction contribute positively to brand loyalty, although they

are not the sole drivers as this correlation suggests.

- The moderate positive correlation of , $r = 0.514$. identified that affective loyalty showed a stronger, statistically significant brand loyalty. This indicates that emotional attachment plays a more significant role in securing brand loyalty among South African beer consumers compared to cognitive factors alone.
- Variables like taste, price, or packaging showed no significant correlations that were observed between brand loyalty. This outcome can be used to reinforce the conclusion that brand loyalty in this market is more dependent on the consumer's personal attachment and experience with the brand rather than situational purchasing considerations or external influences.

5.3 Contributions of the study

The following contributions were made by this study:

- From the conclusions drawn from this study, it can be deduced that there was a valuable practical contribution to academia by thoroughly analysing the factors influencing brand loyalty among South African beer consumers. This is one of the first studies to research determinants of loyalty in both cognitive and affective loyalty dimensions in this context, which provided insights that can assist beer brands in formulating targeted strategies to build stronger brand loyalty in a competitive market.
- A contribution of this research can be considered as the identification of a dual-dimensional framework of cognitive and affective loyalty, which put the focus on key factors such as quality consistency, emotional attachment, and brand recognition. South African beer brands can make use of this framework to successfully understand what the drivers of loyalty are more deeply and to cultivate their marketing and product strategies accordingly.
- The study offers a detailed analysis of demographic factors, including age, gender, and income, and their influence on brand loyalty in the South African beer industry. This demographic insight is beneficial for marketers aiming to develop targeted loyalty initiatives based on consumer profiles, helping brands connect with specific segments more effectively.
- As a result of exploring cognitive and affective loyalty factors and identifying both rational and emotional influences on consumer behaviour, this study fills a gap in the academic literature concerning brand loyalty in

the beer sector. The findings contribute to the theoretical understanding of how different loyalty dimensions interact and how brands can leverage these insights for competitive advantage.

5.4 Recommendations for further research

The following recommendations are made for further research:

- As this study focused on brand loyalty within the beer market, future research could investigate whether cognitive and affective loyalty factors are similarly influential in other alcoholic beverage categories, such as spirits and wine, which will provide more detailed and enhanced understanding of brand loyalty in the alcohol industry.
- While packaging and brand-name influence on brand loyalty is minimal, future research could delve deeper into these aspects to see if particular packaging designs, branding strategies, or even product localisation could have a more significant impact on certain consumer segments.
- As a result of the relatively low impact of social groups and cultural factors in this study, further research could examine whether these factors play a more significant role in specific age groups, regions, or cultural backgrounds within South Africa, to provide a more comprehensive understanding.
- This study found social groups and culture to have relatively low levels of impact. Future research could explore whether the opposite is actually true for specific age groups, regions, or cultural subgroups within South Africa, thereby delivering a more nuanced perspective the country's consumer profile.
- Subsequent research could examine the practicality and efficacy of South Africa's beer reward or loyalty programs. This should place particular emphasis on the programmes potential to nudge consumers toward greater affective loyalty and long-term brand attachment.
- In this study, brand loyalty was seen to be only minimally affected by economic conditions. This leaves room for further research to investigate whether economic fluctuations influence brand loyalty differently in emerging markets including South Africa as opposed to more developed markets.
- Since media presence was an influential factor in affective loyalty, additional research could examine the specific types of media engagement

(e.g., social media, television, in-store promotions) that most effectively enhance emotional loyalty in the alcohol industry.

- As media presence was such an influential factor in creating affective loyalty, it would be interesting to research the specific types of media engagement (for instance, social media, television, or in-store promotions) that most effectively build an emotional attachment within the alcohol industry.
- Longitudinal studies could be implemented in the future to observe the changes in brand loyalty of South African beer consumers. These changes could be tracked over a considerable length of time to see how they might respond to altered market conditions, innovations within brands, or changes in the demographics of consumers.
- Further research could focus on distinguishing which marketing strategies are most effective in building cognitive loyalty (e.g., consistency and quality assurance) versus affective loyalty (e.g., emotional storytelling, community building), providing brands with actionable insights.

Research can be undertaken in areas to focus on identifying which marketing strategies are most successful in fostering cognitive loyalty versus affective loyalty, providing brands with a foundation to achieve actionable results.

- As health-conscious trends are rising globally, future research could examine how these shifts might impact loyalty in the beer sector, specifically looking at the demand for low-alcohol or low-calorie options and how this might affect traditional brand loyalty.
- The increase in global health consciousness presents a path for future research to follow. This trend might impact brand loyalty in the beer sector, particularly as it relates to the demand for low-alcohol and low-calorie beer options. This places a potentially new set of transformational forces in the marketplace, which researchers should pay attention to.
- To enhance the understanding of how generalisable the findings of this study are, research could be executed in other regions of Africa or with much larger population sample. With the aim of comparing brand loyalty factors among beer consumers in varied economic, social, and cultural environments across the continent.

5.5 Conclusion

The following study has produced illuminating information into the factors influencing brand loyalty among South African beer consumers within the Kwa-Zulu Natal province, particularly within a rapidly evolving market. These insights were gained through an in-depth examination of cognitive, affective, and behavioural loyalty dimensions, the findings indicate that brand loyalty in this sector is primarily driven by brand awareness, perceived quality, emotional connection, and trust, while external factors such as social influences and situational elements play a comparatively lesser role. The research further provides information highlighting the impact of economic conditions, shifting consumer preferences, and post-pandemic consumption behaviours on brand commitment. In light of the limited academic literature focusing on South African beer brands—notably outside the craft beer segment—this study addresses a critical gap by offering empirical evidence on mainstream beer consumer loyalty dynamics. The insights derived from this research can serve as a strategic resource for beer brand managers, enabling them to refine marketing strategies, enhance brand differentiation, and develop more targeted customer retention initiatives. This study opens the door to future research which could build upon these findings by exploring brand loyalty in different regions, extending the study to other alcoholic beverage categories, or incorporating qualitative approaches for a more nuanced understanding of consumer motivations. Ultimately, cultivating strong brand loyalty is vital for ensuring long-term sustainability and maintaining a competitive edge in the South African beer industry.

LIST OF REFERENCES

Aaker, D.A. 1991. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press.

Aaker, D. 2015. *Aaker on branding: 20 Prinsip esensial mengelola dan mengembangkan brand*. Jakarta: PT. Gramedia Pustaka Utama.

Aaker, D.A. and Biel, A.L. 1993. *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*. Hillsdale: Lawrence Erlbaum Associates.

African Business. 2024. South African Breweries at the heart of driving growth strategy. *African Business*, 11 January 2024. Available at: <https://african.business/2024/01/trade-investment/south-african-breweries-at-the-heart-of-driving-growth-strategy> [Accessed 12 October 2024].

Agu, E.E., Iyelolu, T.V., Idemudia, C. and Ijomah, T.I. 2024. Exploring the relationship between sustainable business practices and increased brand loyalty. Zenith General Insurance Company, Limited, Nigeria. DOI: 10.51594/ijmer.v6i8.1365 [Accessed 12 October 2024].

Ahmed, S., Al Asheq, A., Ahmed, E., Chowdhury, U.Y., Sufi, T. and Mostofa, M.G. 2023. The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *The TQM Journal*, 35(2):519-539. [Online]. Available at: <https://www.emerald.com/insight/content/doi/10.1108/TQM-06-2021-0158/full/html> [Accessed 17 April 2024].

Akamby, R. 2023. SA's beer consumption declines as flavoured alcoholic beverages gain popularity. *SABC News*, 10 September 2023. Available at: <https://www.sabcnews.com/sabcnews/sas-beer-consumption-declines-as-flavoured-alcoholic-beverages-gain-popularity/> [Accessed 12 October 2024].

Aklilu, Y. 2020. Determinants of Customer Based Brand Equity: Experience from 'Habesha' and 'St. George' Beer Brands in Addis Ababa. BBA Dissertation. Addis Ababa Science and Technology University. [Online]. Available at:

<https://scholar.archive.org/work/vcvab5mkh5bfnnq7ajhwzz77xi/access/wayback/https://nadre.ethernet.edu.et/record/19770/files/Determinants%20of%20Customer%20Based%20Brand%20Equity%20Experience%20from%20'Habesha'.pdf>
[Accessed 21 July 2024].

Ali, W. and Mehmood, A., 2023. Consumer behavior and brand loyalty in the fast-moving consumer goods (FMCG) industry. *Competitive Research Journal Archives*, 1(1). Available at: <https://thecrja.com/index.php/Journal/article/view/12/12> [Accessed 12 October 2024].

Alkhawaldeh, A., Md Salleh, S. and Halim, F., 2016. Brand equity and brand loyalty: New perspective. *International Review of Management and Marketing*, 6(4):722-730.

Ajebew, S., Determinants of Brand Loyalty in the Brewery Industry: The Case of Dashen Brewery in Bahir Dar Town. St. Mary's University, Ethiopia. Available at: <http://repository.smuc.edu.et/bitstream/123456789/5126/1/Solomon%20Ajebew%20Final%20Research%20%20Papper%20%282%29.pdf> [Accessed 7 November 2024].

Anderson, G. 2021. Brand Equity in the Maine Craft Beer Industry. Honors thesis. University of Maine. [Online]. Available at: <https://digitalcommons.library.umaine.edu/cgi/viewcontent.cgi?article=1640&context=honors> [Accessed 21 July 2024].

Appinio Research. 2021. The Ultimate FMCG Guide: All about the Fast-Moving Consumer Goods products. *Appinio Blog*, 16 August 2021. [Blog] Available at: <https://www.appinio.com/en-gb/blog/insights/fmcg-fast-moving-consumer-goods-guide> [Accessed 12 October 2024].

Arslan, I. and Kahraman, M. 2020. The importance of creating customer loyalty in achieving sustainable competitive advantage. *Eurasian Journal of Business and Management*, 8(1):11-20. Available at: <https://www.proquest.com/openview/b713fccb5e654cec5a2a678a93b67e89/1?pq-origsite=gscholar&cbl=4371414> [Accessed 12 October 2024].

Atilgan, E., Aksoy, S. and Akinci, S. 2005. Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*, 23(3): 237-248. Available at: <https://doi.org/10.1108/02634500510597283> [Accessed 10 November 2024].

Attor, C., Jibril, A. B., Amoah, J. and Chovancova, M. 2022. Examining the influence of brand personality dimension on consumer buying decision: evidence from Ghana. *Management & Marketing*, 17(2):156-177. [Online]. Available at: <https://sciendocom/article/10.2478/mmcks-2022-0009> [Accessed 20 July 2024].

Asiamah, N., Mensah, H.K. and Oteng-Abayie, E., 2017. General, target, and accessible population: Demystifying the concepts for effective sampling. The Qualitative Report, 22(6), pp.1607-1621. Available at: <https://doi.org/10.46743/2160-3715/2017.2674>.

Avedian, A., 2014. Survey Design. Harvard Law School. Available at: <https://hnmcp.law.harvard.edu/wp-content/uploads/2012/02/Arevik-Avedian-Survey-Design-PowerPoint.pdf> [Accessed 7 November 2024].

Barroga, E. and Matanguihan, G.J., 2022. A Practical Guide to Writing Quantitative and Qualitative Research Questions and Hypotheses in Scholarly Articles. *J Korean Med Sci*, 37(16), e121. Available at: <https://doi.org/10.3346/jkms.2022.37.e121> [Accessed 7 November 2024].

Beig, F.A. and Nika, F.A., 2019. Brand experience and brand equity. *Global Business Review*. Available at: <http://dx.doi.org/10.1177/0972262919860963> [Accessed 7 November 2024].

Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R. and Suryawan, I. N. 2020. The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3): 412-426. [Online]. Available at: <http://dx.doi.org/10.24912/jm.v24i3.676> [Accessed 24 May 2024].

Betancur, M.I., Motoki, K., Spence, C. and Velasco, C., 2020. Factors influencing the choice of beer: A review. *Food Research International*, 137, p.109367. Available at: <https://doi.org/10.1016/j.foodres.2020.109367> [Accessed

7 November 2024].

Bilata, K. 2018. An Assessment of Factors Affecting Customer Loyalty: In Case of East Africa Bottling S.C. Master's Thesis. Addis Ababa: St. Mary University, School of Graduate Studies. [Online]. Available at: <http://repository.smuc.edu.et/bitstream/123456789/4114/1/Kidist%20Bilata%20Thesis%20pdf..pdf> [Accessed 24 May 2024].

Bizcommunity, 2021. The cost of SA's alcohol bans and their impact on consumer behaviour. [Online] 29 July 2021. Available at: <https://www.bizcommunity.com/Article/196/168/218452.html> [Accessed 7 November 2024].

Bizcommunity. 2024. SA's liquor industry bounces back with 19.4% increase in sales. *Bizcommunity*, 17 October 2024. Available at: <https://www.bizcommunity.com/article/sas-liquor-industry-bounces-back-with-194-increase-in-sales-672871> [Accessed 12 October 2024].

Borji, B. and Amele, S.N., 2016. Impact of advertisement on brand preference of beer products with reference to Havassa city. *Pessotaite Journal*, 5(1).

Bronnenberg, B.J., Dube, J-P.H. and Joo, J., 2021. Millennials and the Take-Off of Craft Brands: Preference Formation in the U.S. Beer Industry. CEPR Discussion Paper No. DP15706. [Online] Available at: <https://ssrn.com/abstract=3783930> [Accessed 7 November 2024].

Budiman, S., 2021. The effect of social media on brand image and brand loyalty in Generation Y. *Journal of Distribution Science*, 8(3):1339-1347. [Online] Available at: <https://koreascience.kr/article/JAKO202106438543818.pdf> [Accessed 12 October 2024].

Cattell, R.B., 1966. The scree test for the number of factors. *Multivariate Behavioral Research*, 1(2). Available at: https://doi.org/10.1207/s15327906mbr0102_10 [Accessed 7 November 2024].

Cengiz, H. and Akdemir-Cengiz, H. 2016. Review of brand loyalty literature: 2001-2015. *Journal of Research in Marketing*, 6(1):407-432. [Online]. Available

at: <https://www.techmindresearch.org/index.php/jorm/article/download/681/466>
[Accessed 28 May 2024].

Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T. and Delias, P. 2022. Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9):e10619. [Online]. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9493063/> [Accessed 24 May 2024].

Chaudhuri, A. 1999. Does brand loyalty mediate brand equity outcomes? *Journal of Marketing Theory and Practice*, 7(2). Available at: <https://doi.org/10.1080/10696679.1999.11501835> [Accessed 7 November 2024].

Chetty, T. 2024. Alcohol industry in high spirits about future. [Online] 4 September 2023. Available at: <https://retailingafrica.com/blog/2023/09/04/alcohol-industry-in-high-spirits-about-future/#:~:text=Industry%20forecasts&text=Statista%20projections%20show%20an%20expected,i.e.%20in%20restaurants%20and%20bars> [Accessed 7 November 2024].

Chrysochou, P. 2017. Consumer Behavior Research Methods. In: Emilien, G., Weitkunat, R., Lüdicke, F. (eds) *Consumer Perception of product Risks and Benefits*. Springer, Cham. [eBook]. Available at: https://doi.org/10.1007/978-3-319-50530-5_2 [Accessed 9 May 2024].

Chukwu, N.C., James, E.E., Emmanuel, J.I. and Inyang, I.B. 2023. Packaging attributes and consumers' patronage of milk products. *African Journal of Economics and Science*, 6(3):160-178. [Online]. DOI: [10.52589/AJESD-WDO0XLDE](https://doi.org/10.52589/AJESD-WDO0XLDE) [Accessed 12 October 2024].

Creswell, J.W. 2009. Research design: qualitative, quantitative, and mixed methods approach. 3rd ed. Thousand Oaks, CA: Sage. [eBook]. Available at: https://www.ucg.ac.me/skladiste/blog_609332/objava_105202/fajlovi/Creswell.pdf [Accessed 6 Nov. 2024].

Cuong, D. T. 2020a. The Impact of Brand Experience Dimensions on Attitudinal Loyalty and Behavioral Loyalty of Motorcycle Brands. *Journal of Advanced*

- Research in Dynamical and Control Systems*, 12(Special Issue 3). [Online]. Available at: <https://doi.org/10.5373/JARDCS/V12SP3/20201307> [Accessed 20 July 2024].
- Cuong, D. T. 2020b. The Influence of Brand Satisfaction, Brand Trust, Brand Preference on Brand Loyalty to Laptop Brands. *Systematic Reviews in Pharmacy*, 11(11):95-101. [Online]. Available at: DOI: [10.31838/srp.2020.11.15](https://doi.org/10.31838/srp.2020.11.15) [Accessed 21 July 2024].
- Cuong, D.T. 2020c. The effect of brand identification and brand trust on brand commitment and brand loyalty at shopping malls. *International Journal of Advanced Science and Technology*, 29(7s):695-706. [Online] Available at: <http://sersc.org/journals/index.php/IJAST/article/view/9954> [Accessed 12 October 2024].
- DATAtab, 2024. Exploratory Factor Analysis. [Online] Available at: <https://datatab.net/tutorial/exploratory-factor-analysis> [Accessed 7 November 2024].
- Dawar, N. & Parker, P., 1994. Marketing universals: Consumers' use of brand name, price, physical appearance, and retailer reputation as signals of product quality. *Journal of Marketing*, 58(2). [Online]. Available at: <https://doi.org/10.2307/1252271> [Accessed 7 November 2024].
- Dhakal, A. 2023. Factors influencing consumer buying behavior of beer in Kathmandu Valley. *Social Science Research Network (SSRN)*. [Online] Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4560741 [Accessed 12 October 2024].
- Dick, A. S., and Basu, K. 1994. Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2):99-113. [Online]. Available at: <https://psycnet.apa.org/doi/10.1177/0092070394222001> [Accessed 24 May 2024].
- Dörnyei, Z. 2007. Research methods in applied linguistics. New York: Oxford University Press. [eBook]. Available at:

<https://vulms.vu.edu.pk/Courses/ENG518/Downloads/E%20Book%20Research%20Methods%20in%20Applied%20Linguistics%20Zoltan%20Dornyei%202007.pdf> [Accessed 7 November 2024].

Dovetail Editorial Team, 2023. What is correlation analysis? *Dovetail*. [Online] Available at: <https://dovetail.com/research/what-is-correlation-analysis/> [Accessed 7 November 2024].

Eighty20. 2023. South Africans put cold beer at the top of their drinks list. *Eighty20 Blog*, 19 July 2023. [Blog]. Available at: <https://www.eighty20.co.za/acclaimed-wine-producing-south-africa-put-cold-beer-at-the-top-of-their-drinks-list/> [Accessed 12 October 2024].

Erjansola, A.-M., Lipponen, J., Vehkalahti, K., Aula, H.-M., and Pirttilä-Backman, A.M. 2021. From the brand logo to brand associations and the corporate identity: visual and identity-based logo associations in a university merger. *Higher Education*, 28(2021):241-253. [Online]. Available at: <https://doi.org/10.1057/s41262-020-00223-5> [Accessed 21 July 2024].

Fathorrahman, Puspaningrum, A. and Suyono, J. 2020. Brand Satisfaction, Brand Trust and Brand Loyalty. *2nd African International Conference on Industrial Engineering and Operations Management*. 7-10 December 2020. Harare, Zimbabwe. [Online]. Available at: <https://www.ieomsociety.org/harare2020/papers/620.pdf> [Accessed 20 July 2024].

Fernandes, L., 2023. *Consumer Outlook 2023: The unsettled state of global consumers*. [Online] NIQ. Available at: <https://nielseniq.com/global/en/insights/analysis/2023/tl-consumer-outlook-2023-the-unsettled-state-of-global-consumers/> [Accessed 7 November 2024].

Fereja, T. and Birhanu, L. 2019. Factors Determining Consumer Beer Brand Preference (Study in Addis Ababa, Ethiopia). *International Journal of Economics and Business Research*, 3, 140–157.

Fortes, V.M.M., Milan, G.S., Eberle, L. and De Toni, D. 2019. Brand loyalty determinants in the context of a soft drink brand. *Resources and Entrepreneurial*

- Development, 20(5):eRAMR190015. [Online]. Available at: <https://www.scielo.br/j/ram/a/BMGb5MvV7KFDBFZ9TcbkPjh/?format=pdf&lang=en> [Accessed 12 October 2024].
- Francioni, B., Curina, I., Hegner, S. M., Cioppi, M. and Pencarelli, T. 2022. Managing brand equity in the brewing sector. *British Food Journal*, 124(13):501-519. [Online]. Available at: <https://doi.org/10.1108/BFJ-10-2021-1160> [Accessed 30 May 2024].
- Froud, M., 2023. *Wine sales in South Africa are on the up and up – however*. June 2023. [Online] Available at: <https://topwinesa.com/2023/06/wine-sales-in-south-africa-are-on-the-up-and-up-however/> [Accessed 7 November 2024]
- Goel, N., 2014. *Quantitative Research Methods: Hypothesis and Research Question* SW/RMS/Paper 5/Module 8/Quadrant 1. Available at: https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/social_work_education/05_research_methodology_and_statistics/08_hypothesis_and_research_questions/et/6056_et_et.pdf [Accessed 7 November 2024].
- Golzar, J., Noor, S. and Tajik, O. 2022. Convenience Sampling. *International Journal of Education and Language Studies*, 1(2):72-77. [Online]. DOI: [10.22034/ijels.2022.162981](https://doi.org/10.22034/ijels.2022.162981) [Accessed 15 July 2024].
- Gómez, B.G., Arranz, A.G. and Cillán, J.G., 2006. The role of loyalty programs in behavioral and affective loyalty. *Journal of Consumer Marketing*, 23. [Online]. Available at: <https://doi.org/10.1108/07363760610712920> [Accessed 7 November 2024].
- Gouws, E. and Motala, T. 2019. Quality of service delivered by alcoholic beverage suppliers to customers in the South African hospitality industry. University of Stellenbosch Business School, South Africa. [Online]. Available at: <https://scholar.sun.ac.za/server/api/core/bitstreams/5ce498e5-3fa5-43fa-aa57-0995699bce5c/content> [Accessed 7 November 2024].
- Grundlingh, B. 2024. SA's beverage industry shows a thirst for growth and innovation. *Bizcommunity*, 28 August 2024. [Online]. Available at: <https://www.bizcommunity.com/article/sas-beverage-industry-shows-a-thirst-for-growth-and-innovation-702392a> [Accessed 12 October 2024].

Guerra-Tamez, C.R., Dávila-Aguirre, M.C., Barragán Codina, J.N. and Guerra Rodríguez, P. 2020. Analysis of the Elements of the Theory of Flow and Perceived Value and Their Influence in Craft Beer Consumer Loyalty. *Journal of International Food & Agribusiness Marketing*, 33(5):487-517. [Online]. Available at: <https://doi.org/10.1080/08974438.2020.1823929> [Accessed 24 May 2024].

Gustafson, T. and Chabot, B. 2007. Brand Awareness. *Cornell Maple Program*, 2007. Cornell Maple Program. [Online]. Available at: <https://www.nnyagdev.org/maplefactsheets/CMB%20105%20Brand%20Awareness.pdf> [Accessed 20 July 2024].

Haudi, H., Rahadjeng, E., Santamoko, R., Putra, R., Purwoko, D., Nurjannah, D. and Purwanto, A. 2022. The role of eMarketing and e-CRM on e-loyalty of Indonesian companies during Covid pandemic and digital era. *Uncertain Supply Chain Management*, 10(1):217-224. [Online]. Available at: <https://doi.org/10.5267/j.ijdns.2022.1.015> [Accessed 21 July 2024].

Hayes, A. 2024. Descriptive Statistics: Definition, Overview, Types, and Examples. *Investopedia*, 27 June, 2024. [Online]. Available at: https://www.investopedia.com/terms/d/descriptive_statistics.asp [Accessed 8 July 2024].

Helgi Library, 2023. Beer Consumption Per Capita in South Africa. [Online] Available at: <https://www.helgilibrary.com/indicators/beer-consumption-per-capita/south-africa/> [Accessed 7 November 2024].

Heale, R. and Twycross, A., 2015. Validity and reliability in quantitative studies. *Evidence-Based Nursing*, 18(3):66-67. [Online]. Available at: <https://ebn.bmj.com/content/18/3/66> [Accessed 7 November 2024].

Helmersson, V. 2018. Understanding Perceived Quality Factors From a Consumer Perspective. Degree project in Design and Product Realisation, Second Cycle. Stockholm, Sweden: KTH Royal Institute of Technology. [Online]. Available at: <https://kth.diva-portal.org/smash/get/diva2:1233893/FULLTEXT01.pdf> [Accessed 20 July 2024].

Hillenbrand, P., Alcauter, S., Cervantes, J. and Barrios, F., 2013. Better branding: brand names can influence consumer choice. *Journal of Product & Brand Management*, 22(4). Available at: <https://doi.org/10.1108/JPBM-04-2012-0120> [Accessed 7 November 2024].

Iqbal, U., Rizwan, M., Zafar, A., Khan, M.H., Usman, M. and Iqbal, D., 2013. Determinants uncovering the brand loyalty: A signaling effect of price on quality perception. *Journal of Basic and Applied Scientific Research*, 3(11).

Jacobs, S. 2024a. SAB making more beer than ever while competitors suffer. *Daily Investor*, 2 March 2024. Available at: <https://dailyinvestor.com/south-africa/45832/sab-making-more-beer-than-ever-while-competitors-suffer/> [Accessed 12 October 2024].

Jacobs, S. 2024b. World's largest brewers' R4.5 billion South African tax headache. *Daily Investor*, 1 August 2024. [Online] Available at: <https://dailyinvestor.com/business/59763/worlds-largest-brewers-r4-5-billion-south-african-tax-headache/> [Accessed 12 October 2024].

Jacoby, J. 1971. A model of multi-brand loyalty. *Journal of Advertising Research*, 11(3):25-31. [Online]. Available at: <https://doi.org/10.2307/3151103> [Accessed 01 June 2024].

Jacoby, J. and Chestnut, R. 1978. *Brand Loyalty: Measurement and Management*. New York: John Wiley.

Jacoby, J. and Kyner, D.B., 1973. *Brand loyalty vs. repeat purchasing behavior*. *Journal of Marketing Research*, 10:1-9. [Online] Available at: <https://doi.org/10.2307/3149402> [Accessed 7 November 2024].

Jagdish Sheth Thought Leader, 1 January 1974. [Online]. Available at: <https://www.jagsheth.com/consumer-behavior/a-theory-of-multidimensional-brand-loyalty/> [Accessed 1 November 2024].

Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T. and Purwanto, A. 2022. The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data*

and Network Science, 6(2):477-484. [Online]. Available at:
<http://growingscience.com/beta/ijds/5241-the-role-of-customer-e-trust-customer-e-service-quality-and-customer-e-satisfaction-on-customer-e-loyalty.html>
[Accessed 1 November 2024].

Kaiser, H.F., 1974. An index of factorial simplicity. *Psychometrika*, 39(1).
Available at: <https://doi.org/10.1007/BF02291575> [Accessed 7 November 2024].

Kaur, H., Paruthi, M., Islam, J. and Hollebeek, L.D. 2020. The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46, 101321.
[Online]. Available at:
<https://www.sciencedirect.com/science/article/abs/pii/S0736585319308135>
[Accessed 1 November 2024].

Kauv, S. and Blotnick, K.A. 2020. Brand loyalty, brand trust, peer influence and price sensitivity as influencers in student computer purchase. *Journal of Business and Behavioral Sciences*, 32(1):131-143. Available at:
https://asbbs.org/files/2020/JBBS_32.1_Spring_2020.pdf#page=131 [Accessed 12 October 2024].

Keller, K.L. 1993. Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1): 1-22. Available at:
<http://dx.doi.org/10.2307/1252054> [Accessed 7 November 2024].

Kenton, W. 2024. Fast-Moving Consumer Goods (FMCG) industry: Definition, types, and profitability. *Investopedia*, 18 June 2024. Available at:
<https://www.investopedia.com/terms/f/fastmoving-consumer-goods-fmcg.asp>
[Accessed 12 October 2024].

Knezovic, A. 2024. What is an Advertisement: Definition, Types, and Examples. *Medium*, 1 March 2024. [Online]. Available at: <https://medium.com/udonis/what-is-an-advertisement-definition-types-and-examples-9205fe9b81f0> [Accessed 20 July 2024].

Kotler, P. and Armstrong, G., 2006. *Principles of Marketing*. 11th ed. Upper Saddle River, NJ: Prentice Hall.

Kotler, P. and Keller, K. 2016. *Marketing Management*. Global Edition 15, Pearson Education Limited.

Kremelberg, D. 2011. Descriptive statistics. In *Practical Statistical: A Quick Guide to IBM SPSS Statistics and Other Statistical Software*. SAGE Publications, Inc. [Online]. Available at: <https://doi.org/10.4135/9781483385655> [Accessed 06 July 2024].

Krug, A. 2023. Are sustainability initiatives a waste of money? A study on the effectiveness of sustainability initiatives in the beer industry. MSc Dissertation, Universidade Católica Portuguesa. [Online]. Available at: <https://repositorio.ucp.pt/bitstream/10400.14/42768/1/203326458.pdf> [Accessed 21 July 2024].

Kuada, J. 2012. *Research Methodology: A Project Guide for University Students*. 1st edition. Samfundslitteratur.

Lacap, J.P.G., Cham, T.H. and Lim, X.J. 2021. The influence of corporate social responsibility on brand loyalty and the mediating effects of brand satisfaction and perceived quality. *Journal of Brand Management*, 28(5):337-349. Available at: <https://www.researchgate.net/publication/350739563> [Accessed 12 October 2024].

Lebuso, S. 2023. South Africa's booze scene: A brew-tiful look. *News24*, 13 December 2023. Available at: <https://www.news24.com/citypress/news/south-africas-booze-scene-a-brew-tiful-look-20231207> [Accessed 12 October 2024].

Lee, J.Y., Kang, J. and Tang, L., 2011. The role of store-image and functional image congruity in determining brand loyalty: Cognitive, affective, and conative brand loyalty in the context of brand coffee shops. Dept. of Apparel, Educational Studies, & Hospitality Management, Iowa State University. [Online]. Available at: https://scholarworks.umass.edu/gradconf_hospitality/2011/Presentation/79/ [Accessed 24 May 2024].

Leedy, P.D. and Ormrod, J.E., 2015. *Practical research: planning and design*. 11th ed. Boston: Pearson. [eBook]. Available at: https://pce-fet.com/common/library/books/51/2590_%5BP%20Paul%20D.%20Leedy,%20Jeanne%20Ellis%20Ormrod%20Practical%20Research%20Planning%20and%20Design%2011th%20Edition.pdf

Levy, S.J. 1959. The Status Seekers. *Journal of Marketing*, 24(2). Available at: <https://doi.org/10.1177/002224295902400229> [Accessed 7 November 2024].

Louw, C. 2024. The maturing craft brewing market in South Africa. [Online] Available at: <https://www.iol.co.za/business-report/economy/the-maturing-craft-brewing-market-in-south-africa-838689bf-6169-4290-9e02-2dfd6730e66c> [Accessed 7 November 2024].

Luo, M., Meekaewkunchorn, N. and Muangmee, C. 2023. Marketing mix factors that influence the brand loyalty of Zebra Craft Beer. *International Conference on Economics, Management, Culture and Industry (ICEMCI)*. [Online] Available at: <https://www.atlantis-press.com/proceedings/icemci-23/125998046> [Accessed 12 October 2024].

Manzuma-Ndaaba, N., Harada, Y., Romle, A.R. and Shamsudin, A.S. 2016. Cognitive, Affective and Conative Loyalty in Higher Education Marketing: Proposed Model for Emerging Destinations. *International Review of Management and Marketing*, 6(S4):168-175. [Online]. Available at: <https://www.econjournals.com/index.php/irmm/article/view/2483/pdf> [Accessed 30 May 2024].

Martino, F., Brooks, R., Browne, J., Carah, N., Zorbas, C., Corben, K., Saleeba, E., Martin, J., Peeters, A. and Backholer, K., 2021. The nature and extent of online marketing by big food and big alcohol during the COVID-19 pandemic in Australia: Content analysis study. *JMIR Public Health and Surveillance*, [Online] 7(3), p.e25202. Available at: <https://publichealth.jmir.org/2021/3/e25202/> [Accessed 7 November 2024].

Matthews, D.R., Son, J. and Watchravesringkan, K. 2014. An exploration of brand equity antecedents concerning brand loyalty: A cognitive, affective, and conative perspective. *The Journal of Business & Retailing Management Research*, 9(1):26-39. [Online]. Available at: https://libres.uncg.edu/ir/uncg/f/K_Watchravesringkan_An_2014.pdf [Accessed 24 May 2024].

McLeod, S., 2024. Research Methods Standardisation. *Psychlotron*. [Online]. Available at:
http://psychlotron.org.uk/resources/coursework/AS_AQB_coursework_standardisation&briefing.pdf [Accessed 8 July 2024].

Mekuriaw, A. 2022. The effect of digital marketing on brand loyalty: The case of St. George Beer SC. *St. Mary's University, School of Graduate Studies*. [Online] Available at:
<http://repository.smuc.edu.et/bitstream/123456789/7346/1/Asres%20Mekuriaw.pdf> [Accessed 12 October 2024].

Melaku, R. 2020. Assessment of marketing mix on customer satisfaction: In the case of Habesha Brewery Share Company. *Saint Mary's University, School of Graduate Studies*. [Online] Available at:
<http://repository.smuc.edu.et/bitstream/123456789/5923/1/Redi%20Final%20Thesis.pdf> [Accessed 12 October 2024].

Mellens, M., Dekimpe, M.G. and Steenkump, J.B.E.M. 1996. A Review of Brand-Loyalty Measures in Marketing. *Tijdschrift voor Economië en Management*, XLI(4):511. [Online]. Available at:
<https://www.researchgate.net/publication/46430408> [Accessed 17 April 2024].

Mentesnot, S. 2018. Factors Affecting Consumer Preference of Beer Products. Senior Essay, Department of Marketing Management, Business Faculty, St. Mary's University. [Online]. Available at:
<http://repository.smuc.edu.et/bitstream/123456789/4127/1/FACTORS%20AFFECTING%20CONSUMER%20PREFERENCE%20OF%20BEER%20PRODUCTS.pdf> [Accessed 24 May 2024].

Mingione, M., Cristofaro, M. and Mondì, D., 2020. If I give you my emotion, what do I get? Conceptualizing and measuring the co-created emotional value of the brand. *Journal of Business Research*, 109(2020):310-320. [Online]. Available at:
<https://nscpolteksby.ac.id/ebook/files/Ebook/Journal%20International/Marketing/Journal%20of%20Business%20Research/Volume%20109%2C%20March%202020%2C%20Pages%20310-320.pdf> [Accessed 12 October 2024].

Moane, P., Galkin, V. and Solmi, A. 2020. A framework for generating loyalty in

the alcohol industry: A case study of Heineken and Budweiser. *Lund University Publications*, Sixth Edition 2020 September-October. [Online] Available at: <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=9031869&fileId=9031870> [Accessed 12 October 2024].

Moisescu, O. I. and Bertonecelj, A. 2010. A Comparative Study Of The Relationship Between Brand Loyalty And Market Share Among Durable And Non-Durable Products. *Management & Marketing*, 8(1):137-145. [Online]. Available at: <https://www.researchgate.net/publication/46524980> [Accessed 1 November 2024].

Moolla, A. I. and Bisschoff, C. A. 2012. A Model to Measure the Brand Loyalty for Fast Moving Consumer Goods. Management College of Southern Africa & Potchefstroom Business School, North-West University. [Online]. Available at: <https://doi.org/10.1080/09718923.2012.11893016> [Accessed 20 July 2024].

Morgan, R.M. & Hunt, S.D., 1994. The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3). [Online]. Available at: <https://doi.org/10.2307/1252308> [Accessed 7 November 2024].

Morkūnas, M. and Grišmanauskaitė, M.K. 2023. What really drives loyalty in the fast-moving consumer goods market? *IIM Kozhikode Society & Management Review*, 12(2):197-212. [Online]. Available at: <https://journals.sagepub.com/doi/epub/10.1177/22779752231154645> [Accessed 12 October 2024].

Moses, A. and Edward, A. 2024. Brand loyalty and competitive advantage: A case of beer products in Kabale district, Uganda. *International Journal of recent Advances in Multidisciplinary Research*, 6(12):5340-5347. [Online]. Available at: <https://backend.kab.ac.ug/server/api/core/bitstreams/f66eccdd-62c4-4913-9cc6-79357d368191/content> [Accessed 12 October 2024].

Moses, A. and Edward, A. 2019. Brand loyalty and competitive advantage: A case of beer products in Kabale District, Uganda. *International Journal of Recent Advances in Multidisciplinary Research*, 06(12):5340-5347. [Online]. Available at: <https://idr.kab.ac.ug/items/0c93aa4f-ef18-47f3-9689-d518c5d81cea> [Accessed 17 April 2024].

Mukherjee, S., Das, M.K. and Chakraborty, T.K. 2023. Viral marketing in increasing brand awareness and predicting purchase intention: Exploring mediating role of brand loyalty in FMCG sector. *Saudi Journal of Economics and Business Management*, 10(4):61-77. [Online]. Available at: https://www.saspublishers.com/media/articles/SJEBM_104_61-77.pdf [Accessed 12 October 2024].

Muskat, B., Hörtnagl, T., Prayag, G. & Wagner, S., 2019. Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing*, 25(1). [Online]. Available at: <https://doi.org/10.1177/1356766718822675> [Accessed 7 November 2024].

Nasir, M., Sularso, A., Irawan, B. and Paramu, H., 2020. Brand trust for creating brand loyalty in automotive products. *International Journal of Management*, 11(6):113-122. [Online]. Available at: https://iaeme.com/MasterAdmin/Journal_uploads/IJM/VOLUME_11_ISSUE_6/IJM_11_06_113.pdf [Accessed 12 October 2024].

Negash, M., Gedion, T. & Tsegay, A., 2017. Levels and factors of brand loyalty towards beer brands: The case of a developing country perspective, Ethiopia. *African Journal of Marketing Management*, 9(5), 59–69. [Online]. Available at: <https://doi.org/10.5897/AJMM2016.0511> [Accessed 7 November 2024].

News24, 2021. Booze ban cost R7.6 billion – and changed drinking habits – says NielsenIQ. [Online] Available at: <https://www.news24.com/news24/bi-archive/alcohol-industry-losses-of-r376-billion-as-habits-change-says-nielseniq-2021-7> [Accessed 7 November 2024].

Neufeld, D., 2024. Ranked: Which Countries Drink the Most Beer? [Online] 30 August 2024. [Online]. Available at: <https://www.visualcapitalist.com/which-countries-drink-the-most-beer-3/> [Accessed 7 November 2024].

NielsenIQ, 2023. Low and No Alcohol Drinks: A Growing Trend in the Global Drinks Industry. [Online] 21 June 2023. Available at:

<https://nielseniq.com/global/en/insights/analysis/2023/tl-consumer-outlook-2023-the-unsettled-state-of-global-consumers/> [Accessed 7 November 2024].

Nilsson, J. & Ostrom, T., 2005. Packaging as a brand communication vehicle. Thesis (Master's). Luleå University of Technology. [Online]. Available at: <https://www.diva-portal.org/smash/get/diva2:1027732/fulltext01.pdf> [Accessed 7 November 2024].

Nisa, Y. 2019. Customer Loyalty - Does pricing matter? A study of the managers' perspective. Bachelor Programme in International Business Administration. Luleå University of Technology. [Online]. Available at: <http://www.diva-portal.org/smash/get/diva2:1365586/FULLTEXT02.pdf> [Accessed 1 November 2024].

Osuna Ramírez, S.A., Veloutsou, C. & Morgan-Thomas, A., 2017. A systematic literature review of brand commitment: Definitions, perspectives and dimensions. *Athens Journal of Business & Economics*, 3(3). [Online]. Available at: <https://www.zbw.eu/econis-archiv/bitstream/11159/896/1/2017-3-3-5-Osuna.pdf> [Accessed 7 November 2024].

Oxford Economics, 2022. The Economic Impact of the Beer Sector in South Africa. [Online] July 2022. [Online]. Available at: https://www.sab.co.za/sites/g/files/seuoyk1916/files/2024-04/S_Africa_Beer_Report_B_.pdf [Accessed 7 November 2024].

Nordquist, R. 2019. What is a Brand Name? Types of brand names, their history, and their impact on language. *Thoughtco*, 30 October 2019. [Online]. Available at: <https://www.thoughtco.com/what-is-brand-name-1689036> [Accessed 30 May 2024].

Oliver, R. L. 1999. Whence consumer loyalty? *Journal of Marketing*, 63(4):33-44. [Online]. Available at: <https://doi.org/10.2307/1252099> [Accessed 30 May 2024].

Pandey, P. and Pandey, M.M., 2015. Research methodology: tools and techniques. Bridge Center. [eBook]. [Online]. Available at: <https://www.euacademic.org/BookUpload/9.pdf> [Accessed 6 Nov. 2024].

Park, Y. S., Konge, L., and Artino, A. R. 2019. The Positivism Paradigm of Research. *Academic Medicine*, 95(5):690-694. [Online]. Available at: <https://doi.org/10.1097/ACM.0000000000003093> [Accessed 27 June 2024].

Parris, D.L. and Guzman, F. 2023. Evolving brand boundaries and expectations: looking back on brand equity, brand loyalty and brand image research to move forward. *Journal of Product & Brand Management*, 32(2):191–234. [Online]. Available at: <https://www.emerald.com/insight/content/doi/10.1108/JPBM-06-2021-3528/full/pdf> [Accessed 5 October 2024].

Patel, M. and Patel, N. 2019. Exploring Research Methodology: Review Article. *International Journal of Research and Review*, 6(3):48-55. [Online]. Available at: https://www.ijrrjournal.com/IJRR_Vol.6_Issue.3_March2019/IJRR0011.pdf [Accessed 6 Nov. 2024].

Patel, S. 2015. The research paradigm – methodology, epistemology and ontology – explained in simple language. *Salmapatel*, 15 July 2015. [Online]. Available at: https://salmapatel.co.uk/academia/the-research-paradigm-methodology-epistemology-and-ontology-explained-in-simple-language/#google_vignette [Accessed 8 July 2024].

Patil, V.H., Surendra, N., Singh, S.M. and Donavan, T.D., 2017. Parallel Analysis Engine to Aid in Determining Number of Factors to Retain using R [Online] [Computer software]. Available at: <https://analytics.gonzaga.edu/parallelengine/> [Accessed 26 October 2024].

Patten, M.L. 2017. *Proposing Empirical Research: A Guide to the Fundamentals*. 5th ed. Abingdon: Routledge. [eBook]. [Online]. Available at: <https://api.taylorfrancis.com/content/books/mono/download?identifierName=doi&identifierValue=10.4324/9781315265865&type=googlepdf> [Accessed 10 May 2024].

Pessu, T.R. 2019. Understanding Research Paradigms: An Ontological Perspective to Business Research. *IOSR Journal of Research & Method in Education (IOSR-JRME)*, 9(4): 38-40. [Online]. DOI: 10.9790/1959-0904033840

[Accessed 27 June 2024].

Pospisila, J.Z., Zavodna, L.S. and Jiranek, M. 2020. Does the packaging change the perceived taste of beer? Results from a beer experiment. *Market-Tržište*, 32(1):65-78. [Online]. Available at: <https://hrcak.srce.hr/file/347318> [Accessed 12 October 2024].

Purwanto, A. and Juliana, J. 2022. The effect of supplier performance and transformational supply chain leadership style on supply chain performance in manufacturing companies. *Uncertain Supply Chain Management*, 10(2):511-516. [Online]. Available at: <http://growingscience.com/beta/uscm/5275-the-effect-of-supplier-performance-and-transformational-supply-chain-leadership-style-on-supply-chain-performance-in-manufacturing-companies.html> [Accessed 1 November 2024].

Rachmad, Y.E., Meliantari, D., Akbar, I., Rijal, S. and Aulia, M.R. 2023. The influence of product quality, promotion and brand image on brand trust and its implication on purchase decision of Geprek Bensu products. *Jurnal Ekonomi dan Manajemen Teknologi*, 7(3):597-604. [Online]. Available at: <https://journal.lembagakita.org/index.php/emt/article/view/1111/886> [Accessed 12 October 2024].

Rawat, A., 2023. How Consumer Preferences Are Reshaping The Beer Industry. [Online] 22 July 2023. Available at: <https://www.brewer-world.com/how-consumer-preferences-are-reshaping-the-beer-industry/> [Accessed 7 November 2024].

Retail Brief Africa, 2024. SA's liquor industry comes back fighting with 19.4% increase in annual sales. [Online] 14 March 2024. Available at: <https://retailbriefafrica.co.za/r144bn-liquor-industry-quenches-consumers-thirst-for-change/> [Accessed 7 November 2024].

Retnowati, E., Lestari, U.P., Mardikaningsih, R., Sinambela, E.A., Darmawan, D., Putra, A.R. and Arifin, S. 2023. The effect of packaging, product variance, and brand equity on Nutella consumer trust. *Asian Journal of Management, Entrepreneurship and Social Science*, 1(1):169-180. [Online] Available at: <https://mail.ajmesc.com/index.php/ajmesc/article/view/122/58> [Accessed 12

October 2024].

Rojuee, H. and Rojuee, M., 2017. The impact of advertising and sales promotion methods on brand loyalty through brand equity (Case Study: Chitoz Brand). *International Journal of Basic Sciences & Applied Research*, 6(1):11-18.

[Online]. Available at:

https://web.archive.org/web/20180422193809id_/http://isicenter.org/fulltext/paper-22012017124817.pdf [Accessed 24 May 2024].

Rout, D. and Mishra, S.J., 2023. A study on brand preference and brand loyalty for a selected list of consumer durable and FMCG items among urban customers in Orissa. *International Research Journal of Modernization in Engineering, Technology and Science*, 5(6). Available at:

<https://www.doi.org/10.56726/IRJMETs42330> [Accessed 7 November 2024].

Rundle-Thiele, S. and Bennett, R. 2001. A Brand for All Seasons? A Discussion of Brand Loyalty Approaches and Their Applicability for Different Markets.

Journal of Product & Brand Management, 10:25-37. [Online]. Available at:

<https://doi.org/10.1108/10610420110382803> [Accessed 28 May 2024].

Ryan, G. 2018. Introduction to positivism, interpretivism and critical theory.

Nurse Researcher, 25(4):41–49. [Online]. Available at:

https://www.researchgate.net/publication/324486854_Introduction_to_positivism_interpretivism_and_critical_theory [Accessed 8 July 2024].

Seduram, L., Al Mamun, A., Salameh, A.A., Perumal, S. and Shaari, H. 2022.

Predicting smartphone brand loyalty using four-stage loyalty model. *SAGE*

Open, 12(2). [Online] Available at:

<https://journals.sagepub.com/doi/epub/10.1177/21582440221099295>

[Accessed 12 October 2024].

Seeram, E., 2019. An overview of correlational research. *Radiologic*

Technology, 91(2), 176–179. Available at:

<https://pubmed.ncbi.nlm.nih.gov/31685592/> [Accessed 7 November 2024].

Sekaran, U. and Bougie, R. 2016. *Research Methods for Business: A Skill-Building Approach*. 7th ed. Wiley.

Severi, E. and Ling, K.C., 2013. The mediating effects of brand association, brand loyalty, brand image, and perceived quality on brand equity. *Asian Social Science*, 9(3). [Online]. Available at: <http://dx.doi.org/10.5539/ass.v9n3p125> [Accessed 7 November 2024].

Sevira, D.A. and Widodo, T. 2023. The effect of social media marketing activities on brand loyalty and willingness to pay premium price: Brand equity as intervening variable and income level as moderating variable. *International Journal of Current Science Research and Review*, 6(9):6183-6191. [Online] DOI:[10.47191/ijcsrr/V6-i9-07](https://doi.org/10.47191/ijcsrr/V6-i9-07) [Accessed 12 October 2024].

Shaari, H. 2020. Assessing brand health during COVID-19 pandemic: FMCGs brand loyalty in Malaysia. *Journal of Critical Reviews*, 7(8):1623-1630. [Online]. Available at: <https://dsgate.uum.edu.my/jspui/bitstream/20.500.12793/4994/1/2-s2.0-85090342324.pdf> [Accessed 12 October 2024].

Shamri, S.N.B., Suhaimi, N.A.B.M. and Alwi, A.B.A. 2023. The factors affecting the consumer buying behaviour towards local brand of food product in Selangor. *Journal of Agrobiotechnology*, 14(1):78-90. [Online]. Available at: <https://journal.unisza.edu.my/agrobiotechnology/index.php/agrobiotechnology/article/view/269/259> [Accessed 12 October 2024].

Shankar, V., Carpenter, G. S. and Krishnamurthi, L. 2011. Retailing in the 21st century: Key themes and future research directions. *Journal of Retailing*, 87(1): 1-29. [Online]. Available at: <https://www.sciencedirect.com/journal/journal-of-retailing/vol/87/issue/1> [Accessed 1 November 2024].

Shin, S.K.S., Amenuvor, F.E., Basilisco, R. and Owusu-Antwi, K. 2019. Brand trust and brand loyalty: A moderation and mediation perspective. *Current Journal of Applied Science and Technology*, 38(4):1-17. [Online]. Available at: <http://ebooks.keeplibrary.com/id/eprint/736/1/Basilisco3842019CJAST52364.pdf> [Accessed 12 October 2024].

Situmorang, S., Rini, E., Hasyim, S. and Lubis, A. 2019. Measuring Emotional Value in the Digital Brand. In: *Proceedings of the 2nd Economics and Business*

International Conference (EBIC 2019) - Economics and Business in Industrial Revolution 4.0. 101-111. [Online]. Available at: <https://www.scitepress.org/PublishedPapers/2019/91997/91997.pdf> [Accessed 25 May 2024].

Spáčil, V. and Teichmannová, A. 2016. Intergenerational Analysis of Consumer Behaviour on the Beer Market. In: Proceedings of the 19th International Conference Enterprise and Competitive Environment 2016, ECE 2016, 10–11 March 2016, Brno, Czech Republic. Ostrava: Faculty of Economics, Technical University, 487-495. [Online]. Available at: <https://pdf.sciencedirectassets.com/277811/1-s2.0-S1877042816X00067/1-s2.0-S1877042816306255/main.pdf> [Accessed 23 May 2024].

Statistics Solutions, 2024. Correlation (Pearson, Kendall, Spearman). [Online] Available at: <https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/correlation-pearson-kendall-spearman/> [Accessed 7 November 2024].

Suhan, M., Nayak, S., Nayak, R., Spulbar, C., Bai, G.V., Birau, R., Anghel, L.C. and Stanciu, C.V. 2023. Exploring the sustainable effect of mediational role of brand commitment and brand trust on brand loyalty: An empirical study. *Journal of Business and Brand Management*, 35(1): 6422-6444. [Online]. Available at: <https://www.tandfonline.com/doi/full/10.1080/1331677X.2022.2048202> [Accessed 1 November 2024].

Sultan, K., Akram, S., Abdulhaliq, S., Jamal, D. & Saleem, R., 2019. A strategic approach to the consumer perception of brand on the basis of brand awareness and brand loyalty: A comparative analysis of Coke & Pepsi brands in Erbil KRI. *International Journal of Research in Business and Social Science*, 8(3),33-44. [Online]. Available at: <https://doi.org/10.20525/ijrbs.v8i3.259> [Accessed 7 November 2024].

Tanveer, M., Ahmad, A.-R., Mahmood, H. and Ul Haq, I. 2021. Role of Ethical Marketing in Driving Consumer Brand Relationships and Brand Loyalty: A Sustainable Marketing Approach. *Sustainability*, 13:6839. [Online]. Available at: <https://doi.org/10.3390/su13126839> [Accessed 20 July 2024].

- Teshome, H. 2022. Factors affecting customer loyalty: The case of Meta Abo Brewery in Sebeta Town, Oromia Region. MBA Thesis. St. Mary's University, School of Graduate Studies Program of Business Administration. [Online]. Available at: <http://repository.smuc.edu.et/bitstream/123456789/6859/1/Hawi%20Teshome.pdf> [Accessed 17 April 2024].
- Theron, M., Swart, R., Londani, M., Parry, C., Petersen Williams, P., and Harker, N. 2023. Alcohol consumption patterns, suppliers and online alcohol marketing: Before and during COVID-19 alcohol bans. *South African Journal of Science*, 119(11/12). [Online]. Available at: <https://sajs.co.za/article/view/14543> [Accessed 12 October 2024].
- Thinh, D.H.L. 2023. Evaluate the impact of brand equity on consumer loyalty in the alcoholic beverage marketing in Vietnam. *International Journal of Research in Education Humanities and Commerce*, 4(3):285-293. [Online]. Available at: <https://doi.org/10.37602/IJREHC.2023.4323> [Accessed 28 May 2024].
- Thompson, C.B. and Panacek, E.A. 2007. Research study designs: Non-experimental. *Air Medical Journal*, 26(1):18-22. [Online]. Available at: [https://www.airmedicaljournal.com/article/S1067-991X\(06\)00309-9/fulltext](https://www.airmedicaljournal.com/article/S1067-991X(06)00309-9/fulltext) [Accessed 8 July 2024].
- Tiyasherlinda, G. and Novitaningtyas, I. 2023. Brand experience, brand commitment, and brand loyalty of Xiaomi smartphone users in Magelang. *International Journal of Marketing & Humanities Research*, 2(4):189-196. [Online]. Available at: <https://journal.ijs-institute.org/index.php/ijmhrr/article/view/350/289> [Accessed 12 October 2024].
- Török, Á., Szerletics, Á. and Jantyyik, L. 2020. Factors Influencing Competitiveness in the Global Beer Trade. *Sustainability*, 12(15):5957. [Online]. Available at: <https://www.mdpi.com/2071-1050/12/15/5957> [Accessed 16 July 2024].
- Tufa, F.B. and Melese, M.W., 2022. The effect of sales promotion on brand awareness and brand loyalty: Assessment of Walia Beer brand management

practices. *Social Science Research Network (SSRN)*, 10(1):35-47. [Online] Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4025758 [Accessed 12 October 2024].

Van der Merwe, S.P. 2020. An exploratory study of the challenges and opportunities facing the craft beer industry in central South Africa. [Online] Available at: https://repository.nwu.ac.za/bitstream/handle/10394/35875/Van%20der%20Merwe_SP.pdf?sequence=1&isAllowed=y [Accessed 20 October 2024].

Venkatasalam, G. and Karunakaran, C. 2024. A study on consumer perception towards brand loyalty of FMCG products in Dharamapuri District. *Journal of Aquatic Science*, 12(2):4858-4863. [Online]. Available at: https://www.journal-aquaticscience.com/article_136951_69fbf843f657ce72f470bd0486d0ab43.pdf [Accessed 12 October 2024].

Wang, X. and Cheng, Z. 2020. Cross-Sectional Studies: Strengths, Weaknesses, and Recommendations. *CHEST*, 158(1):565-571. [Online] Available at: <https://pdf.sciencedirectassets.com/280288/1-s2.0-S0012369220X00080/1-s2.0-S0012369220304621/main.pdf> [Accessed 6 November 2024].

Wellington, J. 2015. *Educational Research: Contemporary Issues and Practical Approaches*. London: Bloomsbury Academic.

Wilson, J. 2012. *Essentials of Business Research: A Guide to Doing Your Research Project*. 2nd edn. London: SAGE Publications.

World Supporter, n.d. What is inter-item reliability? *Worldsupporter*, 2024. [Online]. Available at: <https://www.worldsupporter.org/en/tip/what-inter-item-reliability-66613> [Accessed 7 November 2024].

Zaato, S.G., Zainol, N.R., Khan, S., Rehman, A.U., Faridi, M.R. and Khan, A.A. 2023. The mediating role of customer satisfaction between antecedent factors and brand loyalty for the Shopee application. *MDPI Behavioral Sciences*, 13(7):563. [Online]. Available at: <https://www.mdpi.com/2076-328X/13/7/563> [Accessed 12 October 2024].

Zeithaml, V. A. 1988. Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52:2-22. [Online]. Available at: <http://dx.doi.org/10.2307/1251446> [Accessed 1 November 2024].

Zhao, J., Butt, R.S., Murad, M., Mirza, F. and Al-Faryan, M.A.S. 2021. Untying the influence of advertisements on consumers buying behavior and brand loyalty through brand awareness: The moderating role of perceived quality. *Frontiers in Psychology*, 12(2021). [Online] Available at: <https://www.frontiersin.org/articles/10.3389/fpsyg.2021.803348/full> [Accessed 12 October 2024].

Zhao, S., Jiang, Z., Li, Y. and Meng, J. 2023. How Does Word-of-mouth Marketing Affect Customer Loyalty *Advances in Economic Management*, 10(1):51-57.[Online]. DOI: [10.54254/2754-1169/10/20230427](https://doi.org/10.54254/2754-1169/10/20230427) [Accessed 30 May 2024].

Zia, A., Younus, S. and Mirza, F. 2021. Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: the Mediating Role of Brand Awareness. *International Journal of Innovation, Creativity and Change*, 15(2). [Online]. Available at: https://www.ijicc.net/images/Vol_15/Iss_2/15273_Zia_2021_E1_R.pdf [Accessed 23 July 2024].

APPENDIX A

Questionnaire on Factors Affecting Brand Loyalty Among South African Beer Consumers

The following survey is being conducted in line with the academic requirements of IIE Vega School as part of the Masters in Strategic Brand Leadership. My name is Krelin Govender and I am currently conducting research under the supervision of Dr. Tish Taylor about Determining the factors affecting brand loyalty in South African beer consumers.

This survey is open to participants over the age of 18 years. Participation is voluntary and you may withdraw at any time without penalties for withdrawal or non-completion of the survey. The survey will take approximately 10 -minutes to complete and consists of 21 questions relating to brand loyalty amongst beer consumers. The demographic questions will include age, gender, geographic location, income and occupation. Additional questions will focus on aspects of beer preferences.

**** PLEASE NOTE****

The survey is designed in such a way that you may not progress with a question until all previous questions have been answered.

There are no known positive or negative consequences associated with your participation in this survey and no personal identifying information will be collected during the survey or asked from you, all information will remain anonymous. Privacy and confidentiality protection mechanisms will be undertaken, ensuring the means of safeguarding the data throughout the study and beyond. Collected data will be analysed and presented for scholarly purposes and submitted as part of the final Research Project submission.

This research topic and survey questions have been reviewed and approved in accordance with the ethical procedures of the Independent Institute of Education and Ethical Clearance was obtained.

Should you have any concerns or questions, please do not hesitate to contact me on ST10262565@vgconnect.edu.za

* Indicates required question

ELECTRONIC CONSENT: Please select your choice below.

Clicking on the "**agree**" button below indicates that:

- you have read and understood the purpose of this research study
- you voluntarily agree to participate in this research study
- you are over the age of 18 years

1. If you **do not wish** to participate in this research, please **decline** participation

by * clicking the "disagree" button. *Mark only one oval.*

☐

Agree

☐

Disagree

Demographic Section

Please select the option which best ts your description below.

2. 1. Age *

Mark only one oval.

☐

18-24

☐

25-34

☐

35-44

☐

45-54

☐

55-64

☐

65 and above

3. 2. Gender: *

Mark only one oval.

☐

Male

☐

Female

☐

Transgender

☐

Non-Binary

☐

Other:

4. 3. Occupation: *

Mark only one oval.

☐

Student

☐

Employed

☐

Self-employed

☐

Unemployed

☐

Retired

5. 4. Household monthly income: * *Mark only one oval.*

- ☐ Less than R10,000
- ☐ R10,000 - R19,999
- ☐ R20,000 - R29,999
- ☐ R30,000 - R39,999
- ☐ R40,000 and above

6. 5. Province of residence: * *Mark only one oval.*

- ☐ Gauteng
- ☐ Western Cape
- ☐ KwaZulu-Natal
- ☐ Eastern Cape
- ☐ Northern Cape
- ☐ Free State
- ☐ Limpopo
- ☐ Mpumalanga
- ☐ North West

Beer brand loyalty

Please indicate your level of agreement with the statements below.

7. 6. I consider myself loyal to my preferred beer brand. *

Check all that apply.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐

8. 7. If my preferred beer brand is not available in a store, I will go to another store. *

Check all that apply.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree
- ☐

9. 8. When another beer brand is on sale, I still choose to buy my preferred beer * brand.

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐ 10. 9. I consistently buy my preferred beer brand over other brands. *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐

11. 10. I recommend my preferred beer brand to others. *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐

Cognitive Loyalty

With your preferred beer brand in mind, please rate your level of agreement with the following statement.

12. 11. My preferred beer brand is easy to recognise on sight. *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐ 13. 12. The quality of my preferred beer brand is consistent. *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐

14. 13. My preferred beer brand is always my first choice. *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐

15. 14. My preferred beer brand offers value for money. *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐

16. 15. My preferred beer brand has a strong media presence. *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐ **Affective loyalty**

With your preferred beer brand in mind, please rate your level of agreement with the following statement.

17. 16. I have positive feelings towards my preferred beer brand. *

Check all that apply.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree
- ☐

18. 17. My preferred beer brand grants me satisfaction *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐

19. 18. My personality is reflected in my preferred beer brand *

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐ 20. 19. I intend to continue purchasing my preferred beer brand

.*

Check all that apply.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree
- ☐

Behavioural Loyalty

With your preferred beer brand in mind, please rate your level of agreement with the following statement.

21. 20. To what extent is your beer brand preference influenced by the factors
* below.

Mark only one oval per row.

	Not at all	Slightly	Moderately	Very	Extremely
Friends, family and social groups	☐	☐	☐	☐	☐
Age - Lifestage	☐	☐	☐	☐	☐
Economic circumstances	☐	☐	☐	☐	☐
Cultural factors	☐	☐	☐	☐	☐
Physical environment/Situational factors	☐	☐	☐	☐	☐

22. 21. When purchasing beer, how important are the following considerations?

*

Mark only one oval per row.

	Extremely unimportant	Unimportant	Neutral	Important	Extremely Important
Taste	☐	☐	☐	☐	☐
Level of alcohol content	☐	☐	☐	☐	☐
Price	☐	☐	☐	☐	☐
Packaging	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐
Brand name	☐	☐	☐	☐	☐
Country of origin	☐	☐	☐	☐	☐
Value for money	☐	☐	☐	☐	☐
Promotions or discounts	☐	☐	☐	☐	☐

Closing Section

Thank you for participating in this survey. Your responses will help us understand the factors in uencing brand loyalty among South African beer consumers. If you have any questions or would like to know more about this study, please email researcher Krelin Govender [REDACTED]

23. Submit data *

Example: January 7, 2019

This content is neither created nor endorsed by Google.

Google Forms