



Investigating the Role of Advertising on Perceived Quality of Fast-Moving Consumer Goods

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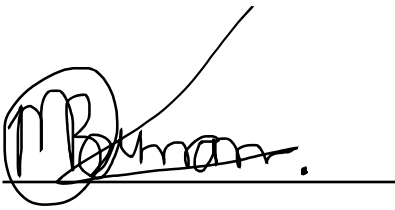
October 2019.

DECLARATION

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

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A handwritten signature in black ink, appearing to read 'M Baumann', is written over a horizontal line. The signature is stylized with a large, circular initial 'M' and a long, sweeping flourish extending upwards and to the right.

Signature

25 October 2019

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ABSTRACT

The advertisement industry has experienced significant advances in recent years due to the growth and explosion of new technologies and platforms (Bolanos Melgar and Elsner, 2016). Furthermore, the sales of FMCG's in Africa is on a steady decline and competition is greater now more than ever (Pileliene and Grigaliunaite, 2017). With this in mind, it is important to note that clutter has therefore increased significantly as brands struggle to differentiate themselves in the market and there is therefore a problem worth attending to (Lepkowska-White, Parsons and Ceylan, 2014).

Therefore the purpose of this study was to investigate the role of advertising, specifically magazine print advertising, on perceived quality of Clover FMCGs in Africa, specifically South Africa in order to determine the relevance of magazine print advertising in this day and age. This study was based on an ontological position of interpretivism and followed an exploratory approach.

Primary research was collected through semi-structured interviews from three participants that were South African FMCG consumers aged 22 – 50 that are present in and around Pretoria, Gauteng and are aware of the Clover brand and have not consumed the product advertised before. The semi-structured interviews contained eight questions that were asked about a Clover advertisement shown to participants before the interview began. Thematic analyses was used to code and analyse the transcripts and the questions were constructed around the following four themes: Emotions, advertising, quality and judgements.

Furthermore, the findings revealed that Clover's advertisement provokes curiosity through promoting health and taste in order to better the lives of their consumers. Thus aligning with their mission and vision to provide premium products that are of good quality and promote healthy living (Clover, 2019).

KEY WORDS

Brand equity, perceived quality, advertising, FMCG, emotions, judgements, Clover, brand associations.

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Thank you,

Mitchell Baumann

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1. INTRODUCTION

Contextualisation and Background

Strategic brand management has grown dramatically in the 21st century and one of the reasons for this is due to the increased reach and scope of advertising (Aaker & Joachimsthaler, 2009). According to Bolanos Melgar and Elsner (2016), the explosion of technology in the 21st century gives marketers the opportunity to communicate their brands across a variety of platforms to a significantly increased population. Furthermore, brands have the ability to personalise their advertisements to each segmented group of consumers as a result of the data and analytics from advanced smart devices that digital technology today offers (Bolanos Melgar and Elsner, 2016). However, this has resulted in an elevated amount of clutter in advertising as the increased reach and vast array of platforms allow companies to bombard consumers on a regular basis (Allen, 2014).

Brands have since adopted integrated marketing communication (IMC) strategies in order to fully utilise and benefit from the increased advancement and usage of technology (Du Plooy, 2012). Moreover, Du Plooy (2012) states that IMC is essential for brands today as it allows them to advertise their products' unique attributes to their desired target markets in order to stand out from all the clutter.

Standing out in advertising clutter is important for all brands, even more so however, in the fast-moving consumer goods (FMCG) market as competitors are plentiful and product variety is immense across all categories (Pileliene and Grigaliunaite, 2017). Thus, building brand equity, focusing specifically on perceived quality, is proving to be a tough task and brands therefore risk the possibility of getting lost amongst the variety of products on the shelves.

The FMCG market is essential to the African continent as it creates and provides thousands of jobs and provides consumers with staple goods on which they rely to survive (Pitt, 2016). Furthermore, Pitt (2016) states that the demand for better quality and sophisticated goods is increasing, which ties into perceived quality. African consumers' perceptions are changing as a result of the increasing urbanisation, and therefore advertising is a good strategy for FMCG brands to mould these perceptions in their favour (Pitt, 2016).

This study will therefore investigate the role that advertising has on consumers' perceived quality of FMCGs in Africa, and specifically South Africa. This study will focus on Clover advertisements, specifically magazine print advertisements.

Rationale

As stated above, the market for FMCGs in Africa is immense, highly competitive and riddled with an abundance of products across each category (Pileliene and Grigaliunaite, 2017). Moreover, basic advertising has become less effective due to clutter and brands' abilities to go above and beyond to please consumers in this modern era, resulting in one assuming if advertising impacts brand equity, specifically perceived quality, in modern South Africa (Lepkowska-White, Parsons and Ceylan, 2014). As a result, sales of FMCG's are on a course of steady decline resulting in a problem worth attending to (Henrich, Little, Martinez, Shah and Sichel, 2018).

Furthermore, brand equity has received plenty attention over the years and has proved to be a relevant topic to pursue (Sharma, 2017). However, in order for this study to be feasible, the researcher has chosen to focus on perceived quality, which is a crucial element of brand equity. Perceived quality is also a key step in which brands must move through in order to create brand resonance with their consumers, which results in good relationships and loyalty (Aaker & Joachimsthaler, 2009).

Clover is a branded house, that focuses on producing and selling food and beverage products (Clover, 2019). Clover has been chosen by the researcher as the brand is a well-known FMCG brand with a large advertising presence. Clovers large presence allows for the researcher to conduct timely, feasible research as there are high odds that respondents will have used and/or be aware of the Clover brand.

Magazine print advertising was chosen as clover has a significant presence on this platform. Furthermore, according to Bruce (2017) print advertisements make better impressions on consumers than digital advertisements. This is due to the fact that consumers trust and respect the source of print advertisements more as a result of their long and continuing existence (Bruce, 2017). Moreover, magazine print advertising allows brands to tailor and target their messages to intended consumers as magazines are predominantly sold in categories (AB Print, 2017).

Although brand equity and advertising have been linked through various literature in the past, no recent study regarding advertising and perceived quality on FMCGs has been performed in South Africa. With that in mind, the need for differentiation is evident and potential of the FMCG market vast. Thus creating an opportunity for this study to investigate the role advertising has on perceived quality of fast-moving consumer goods in South Africa.

Problem Statement

FMCG brands risk getting lost amongst advertisement clutter and the abundance of competitors as well as substitute products. This being due to Africa's large and competitive FMCG market (Pileliene and Grigaliunaite, 2017). Moreover, the advertisement industry is growing and evolving due to the advancement of technology and it is therefore evident to understand if traditional advertising techniques, specifically magazine print advertising, are influencing perceptions of modern consumers.

Research Purpose

Without a research purpose this study will be meaningless, and it is therefore important to identify the research goal, research questions and research objectives in order to guide the researcher and provide meaning to the study (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014: 286-287).

Research Purpose

The purpose of this study is to investigate the role of advertising, specifically magazine print advertising, on perceived quality of Clover FMCGs in Africa, specifically South Africa.

Primary Research Question

What role does magazine print advertising play in creating perceived quality of Clover FMCGs in South Africa?

Secondary Research Questions

- What role does magazine print advertising play on South African consumers' judgements about Clover FMCGs?
- What role does magazine print advertising play on South African consumers' emotions towards Clover FMCGs?
- How do South African consumers respond to magazine print advertisements of Clover FMCGs?

Primary Research Objective

To investigate the role of magazine print advertising on perceived quality of Clover FMCGs in South Africa.

Secondary Research Objectives

- To explore the role of magazine print advertising on South African consumers' judgements of Clover FMCGs.
- To explore the role of magazine print advertising on South African consumers' emotions towards Clover FMCGs.
- To explore how South African consumers respond to magazine print advertisements of Clover FMCGs.

2. LITERATURE REVIEW

In order for this study to add to a body of knowledge as well as be relevant and reliable, it must have a solid foundation to be built on. A theoretical foundation is just that, it is the framework on which to guide, build and support the study (Grant and Osanloo, 2014). With that in mind, the researcher will discuss below the theoretical foundation of this study.

Theoretical Foundation

In order to fully grasp and understand perceived quality, the researcher must first understand brand equity, as brand equity is the theoretical foundation for perceived quality (Aaker & Joachimsthaler, 2009).

Brand equity is a framework that has been defined by many authors and has stepped into the spotlight in recent years as the need to understand customer-brand relationships has become a necessity (Sharma, 2017: 46). Moreover, the author describes brand equity, in this day and age, as an integral cog in any business' marketing strategy and the driving force behind customer retention and customer's choice of brand when options are abundant. Keller (1993) argues that the two most important factors that initiated and drove the various studies of brand equity were to gain a more precise financial valuation of companies, and a strategy-based motivation to help improve marketing productivity. In the 21st century, brand

equity is continuously pursued by brands as it allows for a model which leads brands to gain brand loyalty and customer relationships (Aaker & Joachimsthaler, 2009).

What is brand equity?

Brand equity can be described as the effects a company's marketing has on the consumer (Keller, 1993: 1). Aaker (1991) argued that brand equity is a set of assets, or in some cases liabilities, which are linked to a brand's name and symbol. Moreover, the author states that these assets add to the customer's perceived quality created by marketing or a purchased product or service. In more recent years, the definition has been extended to describe brand equity further as the phenomena where consumers possess a strong brand awareness of the product on top of a strong, favourable and unique brand association (Sharma, 2017: 46-47). Two models of brand equity will be discussed further in order to fully understand perceived quality. These models are the Keller CBBE Model and Aaker's Brand Equity Model.

Keller CBBE Model

In the early 90's, Kevin Keller developed a customer-based brand equity (CBBE) model that was founded on the bases that a brand's equity is an intangible asset that derives from customer perception and not that of financial reports. The model attempts to influence consumer perception in order to create a strong brand that results in customer retention amongst others (Keller, 1993; 2009). This is relevant to this study as the researcher aims to investigate the impact of advertising on the brand equity of FMCG's, therefore customer perception of the advertisements plays an important role.

In order for a company to utilise the CBBE model they must navigate and implement through the CBBE pyramid's four steps (from bottom to top): Brand Identity, brand meaning, brand responses and brand relationships. Each step consists of further criteria to guide the process (Keller, 2009).

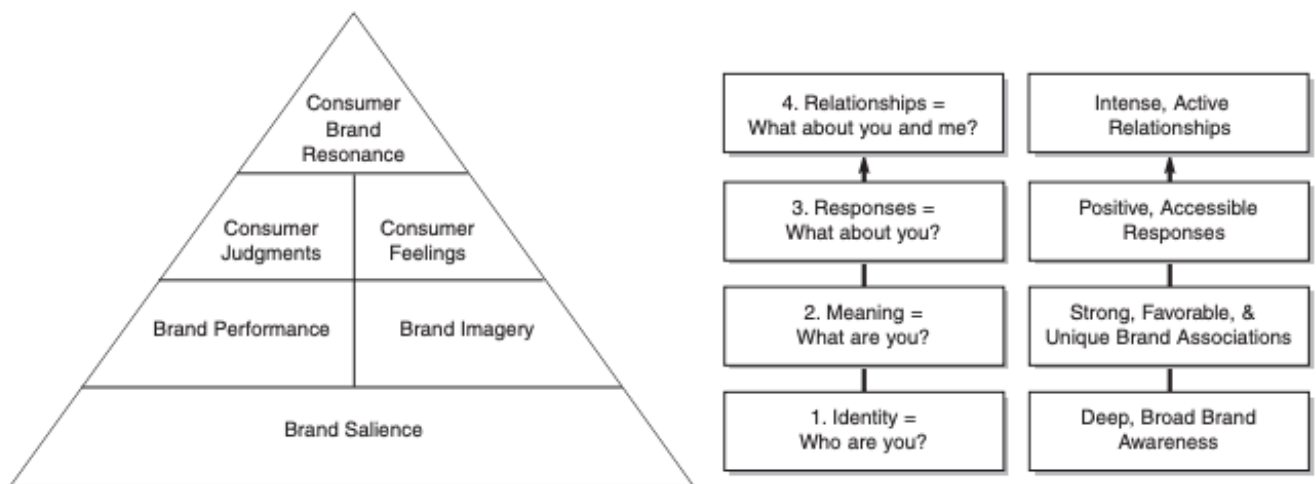


Figure 1: CBBE Model (Keller, 2001).

1. *Brand Identity*

In the first step, the brand will look to create awareness and brand salience to ensure consumers are able to recognise the brand's identity. This step is important as it lays the foundation for positive brand perceptions (Keller, 2001).

2. *Brand Meaning*

Step two focuses on the brands purpose and existence. It ensures an understanding of what the brand provides and why and is important as this step is where the brand has to meet or surpass the consumer's needs and wants (Keller, 2001).

3. *Brand Response*

The third step involves evaluating and managing how consumers respond to the brand. These include judgements and feelings and result in perceived quality. This step is crucial in creating positive word-of-mouth (Keller, 2001).

4. *Brand Relationship*

Lastly, step four consists of managing the post-purchase relationship in order to create brand resonance. This is vital in customer retention as it sets the foundation for brand loyalty (Keller, 2001).

This model is highly regarded throughout all academic resources and has proved its significance to brands through the years. The dimensions of the CBBE Model prove to be relevant to this study as this model is consumer-centric and takes consumer's emotions, desires and thoughts into mind.

Aaker's Brand Equity Model

According to Sharma (2017: 46-47), the most generally accepted model of brand equity is that proposed by David Aaker. This provides evidence of the trustworthiness and reliability of the model, making it relevant to this study.

As stated above, Aaker (1991) reiterates that brand equity is a set of assets, linked to a brand's name and/or symbol, that add to a consumer's perceived quality of a product or service. This is important to this study when investigating the impact of FMCG's as perceived quality is a key concept in this study and remains crucial in a market where similar products are plentiful and differentiation or perceived quality can prove to be the buying factor. Aaker and Joachimsthaler (2009) argue that brand equity consists of four dimensions that guide brand management, ensure brand development and allow for brand measurement. These four dimensions are as follows: Brand awareness, perceived quality, brand associations and brand loyalty. Figure 2 represents the elements of Aaker's Brand Equity Model as well as a fifth dimension which takes other proprietary brand assets into consideration.

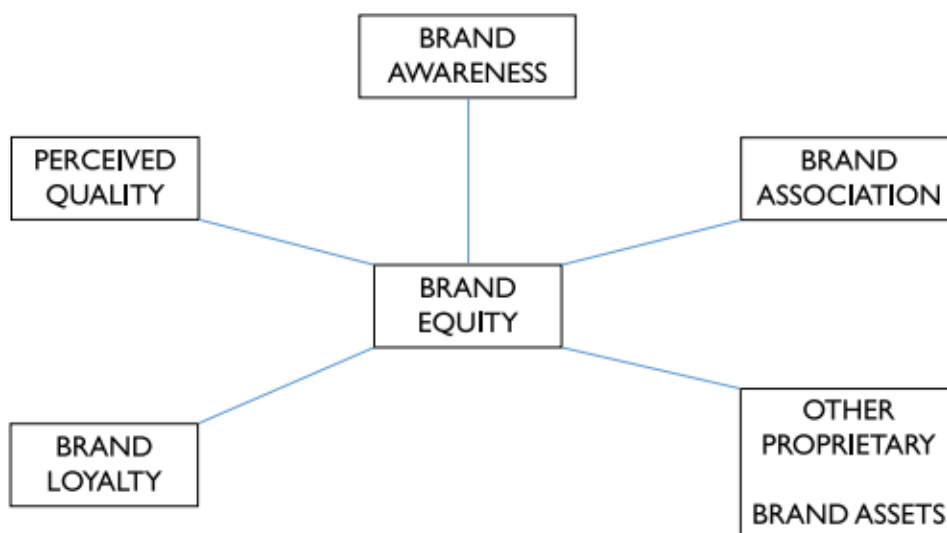


Figure 2: Aaker's Brand Equity Model (Sharma, 2017: 47).

Brand Awareness

This dimension is concerned about the consumer's ability to recognise and identify the brand through its image. It also allows for brand recall and increased brand value as the brand positions itself in the consumers mind, which can also build a barrier to entry for new and competing brands (Sharma, 2017). This is important to this study as the researcher will look to investigate if advertising can create a positive position in the minds of consumers thus resulting in perceived quality.

Perceived Quality

Perceived quality results in a good positioning by a brand during the brand awareness stage and has proven to generate ROI as it allows the brand to charge a premium price. It also generates brand loyalty as consumers feel they were not cheated by the price and feel they received value for money (Aaker & Joachimsthaler, 2009: 17). This element will be discussed further below to provide relevance and understand of this key concept.

Brand Associations

This dimension adds onto perceived quality as it is here where a brand looks to ensure consumers have positive thoughts and judgements when they think of, see or use the brand's product and/or service (Aaker & Joachimsthaler, 2009: 17). It is therefore important for this study to understand that consumers will associate advertisements with differently, either positive or negative, and therefore provide relevance for the researcher to investigate if these associations from the advertisements impact the perceived quality of FMCG's.

Brand Loyalty

This dimension is seen as the heart of a brand's value and is described as consumer's loyalty to re-purchase from brands as well as have positive judgements and words about the brand (Sharma, 2017). Moreover, the author states that this results in a competitive advantage as brand will hold a share of the market inaccessible to other brands.

Therefore, it is evident that these dimensions along with selected dimensions of the CBBE model will prove relevant to this study as they allow the researcher a foundation on which to build criteria and understand constructs when collecting, analysing and interpreting data on perceived quality. And thus, proving to be vital theoretical foundations.

Review of Literature

It is important to understand the study's concepts when attempting to add to a body of knowledge and therefore important to define and review previous literature that are relevant to the research at hand (Du Plooy-Cilliers et al., 2014). The researcher will review previous literature and define concepts at hand below.

Advertising

Advertising has proved to be an ever-present concept through the years as brands battle for market-share and competitive advantage. Advertising is described by Lepkowska-White, Parsons and Ceylan (2014) as a way in which brands attempt to influence consumers buying behaviour through persuasive messages.

Furthermore, Bolanos Melgar and Elsner (2016) elaborate that advertising has been enhanced by the rapid enhancement of technology, which allows brands to communicate with consumers across various platforms in various locations. The consumer does not have to be driving to see print advertisements, nor does the consumer have to watch TV to view a video advertisement as the 21st century and explosion of social media allows brands to advertise video content practically anywhere. Advertisements have a major effect on social issues as Bolanos Melgar and Elsner (2016) describe how advertising a brands CSR or CSI can increase public image and promote others to do good.

With this in mind it is evident that advertising is still essential in the marketing sphere and thus essential to this study. Moreover, with the abundance of FMCG's in today's market, this concept proves to be relevant as the researcher intends to investigate the role advertising has on Clover FMCG's in South Africa. Lastly, advertising can be viewed as an integral part of a brand strategy and therefore crucial to understand in the strategic brand management field (Aaker & Joachimsthaler, 2009). Advertising can take place in the form of print, online, TV, radio and social media to name a few (Lepkowska-White, Parsons & Ceylan, 2014). However, for the purpose of this study, the focus will be on magazine print advertising.

Perceived Quality

Sharma (2017) describes brand perceptions as the ideas and judgements that a consumer has about a brand. The author further argues that gaining a positive brand perception creates brand loyalty and allows companies to charge a premium price which, as said above, can generate ROI. However, Keller (2001) emphasises the importance of gaining a positive brand perception to increase one's brand credibility and ensure more emotional gains rather than financial. Brand perception leads to perceived quality as consumers associate quality of products that of their brand name (Aaker & Joachimsthaler, 2009).

According to Severi and Ling (2013), perceived quality is one of the key elements in creating brand equity, and crucial to studying and measuring brand equity. The author further states that perceived quality is made up of consumers' judgements, feelings and opinions. These are important since they enable brands to set themselves apart from competitors as Severi and Ling (2013) state that these elements play an important role in consumers' choices. This is essential for FMCG brands due to the immensely competitive market as stated above.

However, Quintal and Phau (2013) state that perceived quality is the consumer's attitude towards the brand as a result of the purchase or use of the brand. The author explains that perceived quality is derived from the consumer using the product or service and not from

advertisements. It is crucial to understand this view as consumers' perceptions of quality do change once they use the product or service and it also opens up an opportunity to investigate the role advertising plays in perceived quality.

Perceived quality is therefore a crucial concept to this study as it is crucial for FMCG brands to understand what consumers think about their product, as well as the role advertising has on these consumers' perceptions.

FMCG's

Pileliene and Grigaliunaite (2017) established that competition is growing in the commercial brands market and it is therefore important to not only understand the concept of fast-moving consumer goods, but to then advertise them effectively. Also known as consumer packaged goods, FMCG's can be described as products that have a short shelf lifespan that sell at a relatively low cost (Pileliene and Grigaliunaite, 2017). FMCG's are often purchased quickly and consumed rapidly due to their low cost and high demand, and are therefore a relevant concept to grasp in the brand management field (Pileliene and Grigaliunaite, 2017).

Conclusion

In reviewing the literature and establishing a theoretical foundation, the researcher to fully understand perceived quality and where it comes from as well as establish connections between various concepts and ensure a non-bias approach. Furthermore, adopting dimensions from both the Keller CBBE Model and Aaker's Brand Equity Model allowed the researcher to identify a criterion for perceived quality to be measured. To conclude, it is evident from the above information that advertising is still crucial to brand managers and is evolving rapidly, thus proving essential to this study. Furthermore, the researcher understands that perceived quality is critical in creating and developing brand equity, therefore proving to be relevant to this study and crucial in answering the research question.

Key Concepts

- **Advertising** – As noted above, advertising can be described as the way in which brands communicate their products to consumers in order to persuade them to purchase it (Lepkowska-White, Parsons and Ceylan 2014).
- **Perceived quality** – Can be argued as the ideas, emotions, judgements and feelings a consumer has about a product or the brand as a whole (Sharma, 2017).

- **FMCG's** – Products that have a short lifespan as well as sell at a relatively low cost (Pileliene and Grigaliunaite, 2017).
- **Emotions** – A strong feeling resulting from a conscious mental reaction that can alter behaviours in an individual (Gans, 2019).
- **Judgements** – Described by Wilder (1996) as the ability to come to a conclusion about a certain incident, individual or object.

3. RESEARCH METHODOLOGY

Research Paradigm

It is important to understand that each body of research is founded on an underlying tradition or worldview. According to Du Plooy-Cilliers et al. (2014: 19), these worldviews or traditions are known as paradigms and they dictate what should be studied, how the research should be done and how findings should be interpreted. There are three main types with regards to research traditions namely positivism, interpretivism and critical realism and are discussed through either an ontological, epistemological, metatheoretical, methodological or axiological approach (Du Plooy-Cilliers et al., 2014: 24-35).

Interpretivist Paradigm

The interpretivism paradigm was developed as a result of the short-comings of the positivist approach. The positivist approach adopts the natural sciences and is predominantly quantitative in design. Therefore, interpretivism was developed in order to understand the social sciences more through gaining in-depth understandings of individuals' emotions and feelings (Du Plooy-Cilliers et al., 2014: 24-35). Moreover, the author states that human beings change constantly, and so to do their environments, and they are influenced by these changes. Therefore humans must be tested in their everyday environments and not a controlled environment.

This study looks to gain an in-depth understanding of the judgements, feelings, opinions and emotions of consumers through qualitative research. Therefore the researcher followed an interpretivist approach as the purpose of this study is to investigate the role of advertising,

specifically magazine print advertising, on perceived quality of Clover FMCGs in Africa, specifically South Africa.

Brief explanations of the various positions of interpretivism will be discussed below:

- Ontological position of interpretivism

This position believes that facts are not objective, as reality is subjective and is defined through human interaction, as the social world is what humans perceive it to be (Du Plooy-Cillers et al., 2014: 34-35). This is applicable to the study as it enables the researcher to understand that how the consumer reacts to advertisements can indicate the perceptions they have on the brand and product.

- Epistemological position of interpretivism

Common sense is used by the researcher in this position to understand that something is seen as knowledge when it feels right to those under study (Du Plooy-Cillers et al., 2014: 34-35). This would enable the researcher to use common sense when investigating the role advertisements have on perceived quality. For instance, if the advertisements make a participant smile then the common sense would be that the advertisements make consumers happy.

- Metatheoretical position of interpretivism

The researcher in this position, should create in-depth understandings through theory that tells a story (Du Plooy-Cillers et al., 2014: 34-35). This is underpinned by the idea that people live their lives in a certain way and do certain things.

- Methodological position of interpretivism

In this position, the researcher must understand that interactions can be gauged by subjective, qualitative research methods (Du Plooy-Cillers et al., 2014: 34-35).

- Axiological position of interpretivism

In this position, uniqueness is identified, understood and valued (Du Plooy-Cilliers et al., 2014: 34-35). Here, the researcher would understand that different adverts appeal to different people and therefore cannot come to a conclusion based on how 3 individuals react as everyone is unique and possesses different preferences.

This study will specifically aim to understand the judgements, feelings, opinions and emotions of South African consumers. Therefore it is important for the researcher to understand that truth is subjective to an individual's interpretation of facts, and that results must not be generalised. Furthermore, the researcher understands that the social world is what individuals perceive it to be. With this in mind, the researcher adopted the ontological position of interpretivism to further this study as the researcher looks to gain in-depth insights of consumers' perceptions of Clover FMCGs from advertisements.

Research Design

It is important to understand that there are two methodological approaches to research, these are either a quantitative or a qualitative approach (Du Plooy-Cilliers et al., 2014). These approaches serve entirely different objectives.

Quantitative research seeks to answer the research question through accurately gathering numerical data that can be converted into digestible statistics. These statistics will in turn aid in proving or disproving a hypothesis (DeFranzo, 2011). It involves using measurable data obtained from a large population in order to uncover patterns in a study (DeFranzo, 2011).

Whereas qualitative research is predominantly exploratory and seeks to gain an in-depth understanding of opinions, emotions and motivations (DeFranzo, 2011). According to Du Plooy-Cilliers et al. (2014), qualitative research allows for insight into on a problem or development of ideas. The author further states that this approach allows the researcher to adopt a more human-centric angle with the ability to collect rich information on how and why people behave. This human-centric angle allows the researcher to align this study with the health and wellness values which Clover wishes to instil in its consumers (Clover, 2019).

With this in mind, the researcher adopted a qualitative approach, as stated above, as this study seeks to gain an understanding of the opinions, judgements and feelings of South African consumers. This will allow the researcher to identify if Clover is indeed providing goods which they deem are trustworthy, high quality and premium as perceived quality provides the researcher with the consumers' emotions, judgements and feelings which will determine this (Clover, 2019).

Furthermore, this study is exploratory in design as the researcher seeks to investigate the role of advertising on these opinions, judgements and feelings. Exploratory research is used when the research problem has not been clearly identified before (Maree, 2015). Moreover, exploratory research is predominantly inductive and seeks to identify key theories and variables that can aid in understanding phenomena. Inductive reasoning allows the researcher to ask open-ended qualitative questions in order to gain insight on the research problem (Maree, 2015).

The exploratory design allowed the researcher flexibility when conducting research that would answer the primary research question, while still ensuring focus was on the research objectives at hand (Maree, 2015). It also allowed the researcher to save on time as time constraints and feasibility were major limitations in this study. It did so through allowing the researcher to predetermine outcomes as well as themes that will aid in answering the research question (Du Plooy-Cilliers et al., 2014).

Therefore the researcher conducted exploratory qualitative research with inductive reasoning in order to fully understand perceptions and judgements of South African consumers. Furthermore, this research used a cross-sectional timeframe as the researcher conducted the research in a short period of time and it is thus feasible and time-effective to study and measure results and findings concurrently.

Population and Sampling

Due to time constraints and feasibility, it is not possible to conduct research on every single South African FMCG consumer. The researcher therefore identified the population and sample respondents from the target population.

Population

The target population consists of all individuals of which the researcher is interested in understanding (Maree, 2015). The accessible population are individuals from the target population in which the researcher is capable to conduct research on. From this, the researcher will identify a target population and an accessible population.

As this study focuses on Clover, it included consumers who are aware of the clover brand and purchase FMCG's on a regular basis (in this case once a week). Furthermore, this study seeks to investigate the role of advertising on perceived quality and the respondents must therefore not have consumed the product advertised before. Hannah (2019) describes FMCG consumers aged between 25 and 34 as a dominant shopping segment. However, in Pretoria FMCG consumers are as young as 19 years of age due to the university students

buying essentials. This is relevant as the accessible population of this study are South African FMCG consumers that are present in and around Pretoria due to feasibility and time constraints. To elaborate on the target population, characteristics were considered in order to ensure accurate and timely results. Characteristics considered were both male and female participants of all races as well as working, unemployed and students as Pretoria consists of students whom do their own grocery shopping. However, participants with an LSM of 4 and above were considered as these individuals have the disposable income sufficient enough to purchase FMCG's on a regular basis (Prinsloo, 2018). To clarify, the LSM criteria was able to vary as the researcher took into account the costs vs income which would lead to regular FMCG purchases.

The population

With this in mind, the breakdown of the target and accessible populations are as follows:

- The target population are South African FMCG consumers aged 22 – 50 that are aware of the Clover brand and have not consumed the product advertised before.
- The accessible population are South African FMCG consumers aged 22 – 50 that are present in and around Pretoria, Gauteng and are aware of the Clover brand and have not consumed the product advertised before.

Sampling Method

There are two main sampling methods, namely probability and non-probability. Probability samples are randomly chosen where non-probability samples are purposefully selected by the researcher (Du Plooy-Cilliers et al., 2014).

Non-probability sampling will be used for the purpose of this study as it will prove to be more feasible and time-effective due to the researcher's inability to access the entire target population. Furthermore, non-probability allows for accurate data as the researcher selects participants that are relevant to the study (Maree, 2015). With this in mind, the researcher will use the convenience and purposive non-probability sampling methods which will be discussed below.

Convenience sampling is used when the researcher requires time-effective and simple access to the target population (Du Plooy-Cilliers et al., 2014). It involves gaining

participants, for the purpose of this study South African FMCG consumers aged 22-50 whom are aware of the Clover brand, wherever the researcher is able to access them. This sampling method is timely and cost-effective and was applicable to this study as it aided the researcher in gathering participants in the short amount of time in which the data collection had to be done. Convenience sampling was utilised when searching for participants as it allowed the researcher the convenience of selecting participants in and around their place of study, in this instance Vega School of Brand Leadership Pretoria. This method also provided the researcher with the convenience of timely finding the required number of 3 participants without any errors. The required number of participants was 3 due to the strict time constraints of the study as well as to ensure the study was feasible.

When searching for the correct advertisement to show participants, purposive sampling was utilised. In the purposive sampling method, the researcher was able to purposefully select an advertisement that would generate the most accurate data, was relevant and not out dated, and that would aid in answering the research question in the most accurate and efficient manner (Du Plooy-Cilliers et al., 2014). This method allowed the researcher to timely select an advertisement without having to perform trial and error tests on advertisements that are void to the study.

These sampling methods were thus suitable for this study as it gave the researcher the ability to purposely and carefully select South African FMCG consumers aged 22-50 that are present in and around Pretoria, Gauteng and are aware of the Clover brand as well as select an advertisement that would most accurately and effectively answer the research question. These participants and the selected advert thus proved to be relevant and provided data that was in line with the purpose of this research within the time constraints of this study.

Data Collection Methods

As this research is exploratory and qualitative in design, the researcher must utilised data collection methods that are relevant to this design. Qualitative data collection methods involve emotions, opinions, views and beliefs gathered through interviews, questionnaires, observations and focus groups (Dudovskiy, 2018). It does not make use of numerical data as quantitative does.

The tool which was best suited for the purpose of this study was in-depth interviews. This is evident as in-depth interviews allow the researcher to gain insights and understandings of participants' emotions, judgements, feelings and opinions (Du Plooy-Cilliers et al., 2014).

This technique also offered the researcher flexibility as it allows one to ask follow-up questions, clarify vague answers and probe for more information (Maree, 2015). Furthermore, interviews can be conducted in a relaxed manner, allowing the participants to feel comfortable and provide non-biased or pressured answers (Du Plooy-Cilliers et al., 2014). Lastly, the author states that interviews give the researcher the opportunity to observe the body language of respondents, such as smiles and frowns etc.

The interviews were semi-structured interviews with open-ended questions. The semi-structured interviews ensured consistency while the open-ended questions provided the participants with the ability to answer freely and further elaborate on their answers (Du Plooy-Cilliers et al., 2014). These freely answered questions allowed the researcher to gain an in-depth understanding of the participants emotions, opinions and feelings. Furthermore, semi-structured interviews allow the researcher to prepare beforehand to allow the interviews are consistent and are without discrepancies. The semi-structured interviews also allowed for a two-way conversation to occur between the participants and the interviewer, which allowed for any discrepancies and/or confusion to be clarified and fixed (Conradin and Keller, 2019).

The researcher provided a suitable meeting time and venue for the interview with participants whom were chosen from the above sampling methods. Before beginning the interview, the researcher asked the participant to review and sign the consent forms seen in Appendix 1. The Clover magazine print advert chosen by the researcher was then shown to the participant allowing them enough time to analyse and interpret the advertisement. The researcher then asked the participant the relevant questions by following the interview guidelines seen in Appendix 2.

The advertisement shown to participants (as seen in Appendix 3) was chosen firstly as it is a Clover advertisement. Furthermore, it proved to be relevant to this study as it is a recent advertisement found in Your Family magazine which focuses on food and current interests and has a good market presence.

The questions the researcher asked were adopted from previous literature and are thus credible. Each question was referenced.

4. DATA ANALYSIS

As this study looks to gain an understanding of South African FMCG consumers' opinions, perceptions and judgements, the data analysis method that will aid in analysis this is thematic analysis.

Thematic Content Analysis

Thematic content analysis is a process whereby the researcher analyses text to identify covert themes from transcripts (Du Plooy-Cilliers et al., 2014). Moreover, The author states that this method of analysis allows the researcher to illustrate meanings of phenomena by breaking down content to create themes through coding.

The content gathered from the above data collection method, was broken down and reconstructed in a way that allowed for the understanding and interpretation of the participants' opinions, perceptions and judgements (Du Plooy, 2012).

There are the 6 steps to thematic content analysis according to Braun and Clarke (2013) and the process the researcher followed will be further discussed hereafter:

1. Familiarise yourself with your data.
2. Assign preliminary codes to your data in order to describe the content.
3. Search for patterns or themes in your codes across the different interviews.
4. Review themes.
5. Define and name themes.
6. Produce your report.

The above data analysis method enabled the researcher to obtain insights into the data collected, which resulted in the researcher identifying patterns and themes which then emerged (Du Plooy-Cilliers, Davis, and Bezuidenhout, 2014). Thus, a deep understanding of South African FMCG consumers' opinions, emotions and judgements were acquired without bias. Therefore, themes that had arisen from the data collected were credible in nature to this study as they were based off the semi-structured interviews conducted.

Three participants were interviewed and to ensure confidentiality they will from here on after be referred to as P1, P2 and P3 respectively. Once the interviews were complete the researcher carefully transcribed all the responses (Braun & Clarke, 2013). The researcher then intricately analysed the transcribed data to allow for open coding to take place which enabled the researcher to identify themes later on in the process (Du Plooy-Cilliers, Davis,

and Bezuidenhout, 2014). To ensure an overall understanding of the text, the researcher carefully read through all of the transcripts before analysing all the transcripts question by question to identify concepts which could be grouped into bigger overarching concepts (Maree, 2015).

In order to fully identify and analyse themes, the researcher utilised thematic coding using colours for the researchers convenience (Maree, 2015). Thematic coding allowed the researcher to use the list of concepts and themes derived from the literature review in order to identify which questions from the interview guideline fits into each theme and thus generates time and cost-effective data analysis and findings interpretations (Du Plooy-Cilliers, Davis, and Bezuidenhout, 2014). Four predominant themes occurred both in the literature review as well as in the interview guideline questions. The themes identified included emotions, quality, advertising, judgements, and the questions they are linked to are represented in the table below:

Themes	Questions
<i>Emotions</i>	3 & 6
<i>Quality</i>	4 & 8
<i>Advertising</i>	7
<i>Judgement</i>	1, 2 & 5

Once the researcher had become familiar with the transcripts, coded the text, identified preliminary themes and assigned the themes to the interview guideline questions as explained above, a report was then produced and communicated under the *Findings* heading below (Braun & Clarke, 2013).

5. FINDINGS

The data collected from the interview transcripts was analysed using thematic coding and analyses as explained above. This process aided the researcher in identifying patterns and reporting the findings and interpretations of each theme which will be discussed further below (Du Plooy-Cilliers, Davis, and Bezuidenhout, 2014). Furthermore, the findings were generated from data collected from South African FMCG consumers aged 22 – 50 that are

present in and around Pretoria, Gauteng and are aware of the Clover brand. The themes identified were namely: Emotions, quality, advertising and judgements.

Emotions

Beck (2014), states that there are four main emotions namely happiness, sadness, fear/surprise and anger/disgust. Oetting (2018) further states that brands seek to provoke the happiness emotion when advertising as they want to ensure they receive positive associations such as smiling and laughter from consumers.

When asked about feelings that the Clover advertisement provokes within the participants, a common pattern occurred. The participants identified the advertisement as:

“Interesting...” – P3

“...makes me want to try it.” – P1

While P2 claimed the advertisement made them “curious”. The participants all felt that the advertisement made them interested in trying the product, and thus provoked curiosity. Lombrozo (2017) states that curiosity is indeed a complex emotion, and positive curiosity is promoted and can be associated with love and happiness. The participants curiosity was one of anticipation, and thus a positive curiosity (Lombrozo, 2017). Therefore it is evident that the participants responses may be linked to happiness, and as explained above, happiness is an emotion that brands seek to provoke (Oetting, 2018).

Furthermore, the participants were asked what person the product would be if the product were human in order to identify the emotions the product provokes as Lombrozo (2017) states that emotions are tightly linked to humans. The responses represented a pattern of positive emotions as P3 stated the product would be a “happy” person while P2 claimed they would be “protective” which represents that the product is caring and there for you. This correlates with previous literature as Lepkowska-White, Parsons and Ceylan (2014) state that advertising looks to shape consumer perceptions of the product, which in this case shaped the participants perceptions to be that the product is caring, conscious and happy.

Quality

The Clover brand prides itself on providing products that are deemed to be premium and of good quality (Clover, 2019). Therefore it is essential to understand how the participants perceive the quality of the Clover brand. Akrani (2013) describes product quality as the product’s ability to meet the consumers’ needs and/or wants and thus provide a degree of

satisfaction. The author further states that it can be represented as the product's ability to be free of deficiencies. However, Gagliardi (2015) states that consumers are relating healthiness to quality when it comes to the FMCG food industry.

P1 and P2 both stated that their opinion of the product after viewing the advertisement is that it looks "healthy" while P3 claimed it "Looks tasty...". It is clear that their opinions of the product are that the product is of good quality, which does not fall in line with Quintal and Phau (2013) theory that perceived quality is derived from the consumer's use or consumption of the product or service as the respondents have not consumed the product advertised. Akrani (2013) further states that quality could be associated with how consumers perceive the product in relation to others. The participants all stated that they think the Clover product advertised is better than that of other products in the same categories when asked. This shows correlation between Akrani (2013) statement and the responses of the participants.

When referring to previous literature, Sharma (2017) states that a product in an advertisement may be perceived as a good quality product due to brand loyalty of the consumer. This was evident as when asked if P2 and P3 think the product advertised is of better quality than that of other products in the same category they responded with "I am a Clover fan so I would say yes" and "...I trust the brand" respectively.

Advertising

As stated above in the review of literature, advertising is described by Lepkowska-White, Parsons and Ceylan (2014) as the way in which brands attempt to influence consumers buying behaviour through persuasive messaging and imagery. Furthermore, the author states that brands attempt to communicate their products in such a way to persuade consumers to purchase them.

When asked if the participants were asked if the product appealed to them more after seeing the advertisement, all three participants stated that it did indeed. This correlates with Lepkowska-White, Parsons and Ceylan (2014) statement as the advertisement persuaded the participants to think positively of the products quality before tasting it. Moreover, the participants stated that the product is appealing to them more after the advertisement as it represented healthiness and provoked curiosity, which link to the above statements that the brand is associated with quality (healthiness) and happiness (curiosity and anticipation).

Gagliardi (2015) states that providing healthy food is a social issue which brands are looking to address and quality which consumers are willing to pay for. This is evident as the

advertisement made the product more appealing to the participants as it was deemed “healthy” by both P1 and P2 and this therefore correlates with the statement by Bolanos Melgar and Elsner (2016) that advertising becomes effective when addressing social issues.

Judgements

According to Sharm (2017), perceived quality derives from judgements consumers have about the product at question. Moreover, judgements are described by Wilder (1996) as the ability to come to a conclusion about a certain incident, individual or object.

When asked what springs to mind when looking at the advertisement, P3 said “healthy” once again while P1 said “Fruit”. According to Donvito (2019), fruits are associated with good health and thus the participant again perceive the product to be healthy, and in turn of good quality, after viewing the advertisement. This correlates with previous literature as Sharma (2017) states that judgements lead to perceived quality. Consumers were then asked what they think the imagery in the advertisement represents to enable them to come to a conclusion and thus understand their judgements of the product advertised Wilder (1996). P1 stated that the product seemed to be authentic as they stated the imagery represented “...freshness and real fruits” while P2 and P3 claimed once again that the imagery represented health and tastiness. These judgements indicate that the participants conclusions represent good quality and trust in the product. This however is disjointed from Quintal and Phau (2013) statement that claims perceived quality derives from the use of a product, as participants had not tasted the product advertised and nevertheless came to a conclusion that the product seemed healthy and tasty as well as authentic.

Conclusion

The three participant interviews were predominantly linked with positive associations were therefore important to note. Furthermore, patterns of health, taste and curiosity were found across the various themes analysed, and tied back to previous literature discussed in the Literature review. This information enabled the researcher to answer the research question when concluding below.

6. CONCLUSION

Introduction

The above findings were derived from information gathered through semi-structured interviews, where after the data was transcribed, coded and divided into themes to enable

the researcher to interpret the data and record the findings (Du Plooy-Cilliers, Davis, and Bezuidenhout, 2014). Below are the concluded findings and well as other points to note to conclude this study.

Findings

This study resulted from the fact that strategic brand management has grown immensely in the 21st century as a result of technology and brands' abilities to reach and communicate to a vast amount of consumers at once (Aaker & Joachimsthaler, 2009). Furthermore, the FMCG market has grown leaps and bounds and clutter is more evident now than ever, and there is therefore a need for brands to differentiate and stand out in the clutter (Pileliene and Grigaliunaite, 2017). With this in mind, the researcher set out to investigate if advertising, specifically magazine print advertising, plays a role on the perceived quality of FMCG goods of South African consumers. Through the understanding of Clovers mission, vision and values to provide premium product, that promote health through quality and value it became evident that this study would contribute to their strategic vision (Clover, 2019). Furthermore, this study look to provide clarity on the importance of magazine print advertising in this digital age and how effective it is in attempting to stand out in the clutter.

This study was explorative in nature with an interpretivist approach. Primary research was done through semi-structured interviews with three South African FMCG consumers aged 22 – 50 that are present in and around Pretoria, Gauteng and are aware of the Clover brand and have not consumed the product advertised before. Thematic coding and analyses was then utilised to communicate the above findings. This study was essentially set out to answer the following primary research question:

- What role does magazine print advertising play in creating perceived quality of Clover FMCGs in South Africa?

And the following secondary research questions:

- What role does magazine print advertising play on South African consumers' judgements about Clover FMCGs?

- What role does magazine print advertising play on South African consumers' emotions towards Clover FMCGs?
- How do South African consumers respond to magazine print advertisements of Clover FMCGs?

Secondary Research Questions

The data recorded and analysed from the semi-structured interview transcripts proved to be essential and valuable in answering the secondary research questions. The first secondary research question looks to investigate the role magazine print advertising plays on South African consumers' judgements about Clover FMCGs. From the findings it was evident that participants came to the conclusion after viewing the advertisement that Clover is fresh, authentic and trustworthy thus indicating that magazine print plays a significant role in shaping consumers' judgements about the Clover brand.

Moreover, this study intended to identify what role magazine print advertising plays on South African consumers' emotions towards Clover FMCGs. This role proved to be essential as participants stated that the advertisement made them positively curious which according to Lambrozo (2017) is association with happiness and according to Oetting (2018), brands seek to provoke happiness in consumers through advertising. Therefore, magazine print advertising still plays an important role in shaping the emotions of consumers.

Lastly, this research looked to answer the secondary research question that is to identify how South African consumers respond to magazine print advertisements of Clover FMCGs. It is important to note that consumers stated that the product was more appealing to them after they viewed the advertisement, and furthermore, that they deemed the product to be of better quality than that of other products in the same category. This indicates that South African consumers respond positively to magazine print advertisements when they address social issues such as health and wellness, which correlates with Bolanos Melgar and Elsner (2016) statement that claims advertising becomes more effective when addressing social issues.

Primary Research Question

Interesting findings resulted from the above research done on the three participants through semi-structured interviews. The first word that springs to the participants' minds after viewing

the advertisement was “healthy” and “fruit” for P3 and P1 respectively. This represents that participants perceived the product to be healthy, tasty and it provoked positive curiosity after they viewed the advertisement. Furthermore, the deemed the product to be of better quality than that of other products in the same category purely based on the advertisement and not on consumption of the product.

This therefore indicates a disjoint between the research and the statement by Quintal and Phau (2013) that perceived quality is derived from the consumer’s use or consumption of the product or service. Thus, it is important to note that magazine print advertising plays a significant role in creating perceived quality of Clover FMCGs in South Africa.

Trustworthiness

For research to be trustworthy it must contain the following 4 criteria: credibility, transferability, dependability and confirmability (Du Plooy-Cillers et al., 2014). The researcher provided identification to ensure the participant understood the researcher was from a legitimate institution which ensured trustworthiness between the parties involved.

Credibility

This research is credible as it utilised many sources. The researcher did not rush or pressure the participants to get open, credible responses. Furthermore, the researcher ensured the results were not biased and were believable from the participants perspectives (Du Plooy-Cillers et al., 2014). Lastly, this study was overlooked and guided by a credible university with well-qualified lecturers.

Transferability

The research will be transferable as the researcher will make reference to previous literature when developing interviews (Du Plooy-Cillers et al., 2014). This allows further studying on the topic to be done and provides platforms for other researchers to conduct similar studies. During the study, references were made on statements that address current and important topics and statements. This will aid future honours students in finding and analysing information in future research.

Dependability

An audit will be done on the data analysis methods to ensure it is not void. Secondary opinions will also be taken into account (Du Plooy-Cillers et al., 2014). This research involved various consultations, meetings and opinions from various professionals and peer

reviewed articles. The data analysis method was reviewed and cleared by my institution and thereafter tests and re-tests were performed.

Confirmability

This study will be confirmable as the process from data collection through to the report on findings will be explained, and guided by secondary opinions and previous literature (Du Plooy-Cilliers et al., 2014). Lastly, it was reviewed and directed by the research supervisor before being provided with ethical and proposal clearance..

Anticipated Contribution

It is important for the researcher to understand what contributions this study will provide. This is evident as these contributions can result in feasibility and consent for the study to proceed and be undertaken (Du Plooy-Cilliers et al., 2014). This study will contribute in the following way:

Firstly, this study will contribute to society as it will provide an understand of various concepts and key theories such as advertising, brand equity and perceived quality. Thus the study will add to the body of knowledge in strategic brand management. It will contribute to the researcher as it allows one to research and gain a deep understanding of various terms and theories, all while improving their academic abilities. The Clover brand will benefit as they will have a brief understanding of the role advertising has on South African consumers' perceived quality of their FMCGs. This study will further contribute to the marketing industry as it can provide some understanding of the role advertising has on South African consumers' perceived quality of their FMCGs. Thus aid marketers in finding a solution to stand out in all the clutter and in the competitive African FMCG market.

Lastly, the study may serve as a guideline to students doing a thesis in the future and the reference list can serve as a tool for students doing research on similar topics in the future.

Ethical Considerations

This study looked to gain ethical clearance from Vega School of Brand Leadership Pretoria in order to conduct the research and report the findings. Below are ethical considerations according to the IIE and the Vega Student Code of Conduct which enabled this study to be granted ethical clearance as seen in Appendix 5 (IIE, 2019).

Participant considerations

To ensure the study is ethical, consent forms were handed to participants, allowing them enough time to read through and carefully and decide if they wanted to take part before asking them to sign the form. Furthermore, freedom of speech was promoted and there was no wrong or right answer. The research was also voluntary and the participants had the right to leave the interviews at any moment, or voice if they are uncomfortable.

The use of distasteful language was to be disregarded from participants and the participants were kept anonymous as privacy was of utmost importance. Lastly the recordings and findings from interviews were kept safe to ensure confidentiality.

Researcher Considerations

All authors were referenced to ensure no plagiarism took place, and the researcher was conscious not to harm or exploit others as respect for others is in the Vega Code of Conduct. Moreover, the researcher was not bias and did not alter or falsify any data.

The researcher made a note to report to their supervisor which ensured that the correct procedures were adhered to, and finally a declaration form was signed by the researcher to ensure honesty, accountability and authenticity were adhered to by the researcher at all times.

Furthermore, It is important to note that the researcher did not defame the brand during the study, the brand being Clover. In order for this to occur, the researcher made an effort to stay neutral and un-bias as well as report any findings that will not lead to defamation of the brand (Resnik, 2018).

Limitations

Limitations in a research study refer to certain constraints that the researcher cannot control and that may have an effect on the scope of the study (Du Plooy-Cilliers et al., 2014). These limitations are noted below:

Time proved to be a major limitation to this study as the study was to be done between the months of August 2019 and September 2019. This provided a risk of affecting the sample size as well as the sampling methods (Du Plooy-Cilliers et al., 2014). Moreover, lack of monetary resources also provided a limitation to the study as certain software were not feasible and human resources could not be acquired (Du Plooy-Cilliers et al., 2014).

As this study was conducted individually, lack of human resources also proved to be a limitation as the lack of man power meant data had to be collected and analysed by the

individual researcher, thus making it a timely and strenuous activity (Du Plooy-Cilliers et al., 2014).

Lastly, the lack of a larger participant reach meant the study had a possibility of being bias towards providing evidence that is correct for only the Pretoria, Gauteng region (Du Plooy-Cilliers et al., 2014).

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ANNEXURE A: CONCEPT DOCUMENT

Research Purpose	Primary Research Question	Research Rationale	Seminal Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection	Ethics	Anticipated Findings	References
To investigate the role of advertising on perceived quality of fast-moving consumer goods	What role does magazine print advertising play in creating perceived quality of Clover FMCGs in South Africa?	The need for differentiation is evident. No recent studies have researched this topic. Perceived quality leads to brand equity. Advertising is still a must in the 21 st century	Lassar, W., Mittal, B. and Sharma, A. (1995). Keller, K.L., (1993). Aaker, D. (1991)	Keller's CBBE model Aaker's Brand Equity Model	Interpretivist paradigm from an ontological position.	Qualitative	Semi-structured interviews	Respondents will sign consent forms Respondent's identity will be kept anonymous The researcher will not alter, manipulate or falsify data	The anticipated findings will enable the researcher to answer the research question.	*View reference list*
						Population				
						Target Population: South African FMCG consumers aged 22 – 50.				
Research Problem	Hypothesis	Key Concepts	Key Theories			Sampling	Data Analysis Methods	Limitations	Anticipated Contributions	
Africa is urbanising and therefore consumer pop. is increasing. Competition and clutter are high.	Advertising plays a significant role in creating perceived quality of Clover FMCG's in South Africa.	Advertising Perceived quality Fast-moving consumer goods Emotions Judgements Quality	Keller's CBBE model Aaker's Brand Equity Model			Non-probability Convenience and purposive	Thematic analysis and thematic coding	Cost (time and money) Population accessibility Human resources	Add to the body of knowledge of brand management Allow understandings of various terms	

APPENDIX 1: CONSENT FORM



To whom it may concern,

My name is Mitchell Baumann and I am a student at Vega Pretoria. I am currently conducting research under the supervision of Ivan Mkhomi on *Investigating the Role of Advertising on Perceived Quality of Fast-Moving Consumer Goods*. I hope that this research will enhance our understanding of the role advertising has on Clover FMCG's in South Africa.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below. What will I be doing if I participate in your study?

I would like to invite you to participate in this research because you fall within my accessible target population of the study. If you decide to participate in this research, I would like to do a semi-structured interview with you that will not take more than 40 minutes of your time.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular questions in the questionnaire.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

Your inclusion in this study is purely voluntary. If you do not wish to participate in this study, you have every right not to do so. Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. Nobody else, including anybody at Clover or Vega, will have access to your questionnaire information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all questionnaires, I will write summaries to be included in my research report, which is a requirement to complete my BCom Honours in Strategic Brand Management. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Mitchell Baumann

082 531 0122

Mitchellbaumann1@gmail.com

I, _____, agree to participate in the research conducted by Matthew Swanepoel about the role of advertising on brand salience among millennials in the context of Coca-Cola.

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

I agree to be interviewed for this research.

My confidentiality will be ensured. My name and personal details will be kept private.

My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.

I may choose not to answer any of the questions that are asked during the research interview.

I may be quoted directly when the research is published, but my identity will be protected.

_____ Signature

_____ Date

Consent Form for Audio-Recording:

I, _____, agree to allow Matthew Swanepoel to audio record my interviews as part of the research about the role of advertising on brand salience in the context of Coca-Cola.

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

My confidentiality will be ensured. My name and personal details will be kept private.

The recordings will be stored in a password protected file on the researcher's computer.

Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.

_____ Signature

_____ Date

APPENDIX 2: RESEARCH GUIDELINES AND QUESTIONS

Outline

All interviews will be face-to-face semi-structured interviews in a private setting where the participant feels comfortable. The interviews are structured on the Keller CBBE Model, Aaker's Brand Equity Model, as well as questions adapted from research done by Quintal and Phau (2013); Severi and Ling (2013); Mainardes, Gomes, Marchiori, Correa & Guss, (2019). All interviews will be recorded.

Introduction

Good day (Name of Participant), my name is Mitchell Baumann, I am a research student at Vega Pretoria. Firstly I would like to thank you for taking time out of your day to participate in this interview and share your views with me. As previously discussed, I am conducting a study on the role of advertising has on South African consumers' perceived quality of fast-moving consumer goods. I would just like to remind you that this study refers to the Clover brand and the advertisements shown to you.

Interview Scope

This interview will be focussed on advertising and perceived quality as mentioned before, however with a particular focus on magazine print advertising of Clover products. It will also look at how you then perceive the quality of these products.

Anonymity

I would just like to remind you that you are welcome to leave at any moment or let me know if you are uncomfortable. This interview is voluntary and your comfort is essential. Secondly, your identity will remain anonymous and your responses will be kept confidential and in a safe place. At your preference, the outcomes of this study can be made available to you. Lastly, I just want to remind you that this interview will be recorded for transcribing purposes.

Introductory Questions

1. Are you aware of the Clover brand?
2. Do you purchase fast-moving consumer goods on a regular basis?
3. Are you familiar with magazine print advertisements?

Post-magazine print advertisement questions

“I would like to show you a magazine print advertisement now and then we can discuss it after.”

1. What is the first word that springs to mind when you see this advert?
2. What are your initial judgements about the product being advertised?
3. What are your initial feelings about the product being advertised?
4. What are your initial opinions of the product advertised?
5. What do you think the imagery of the advertisement represents?

Prompt – Can you explain why?

6. If this product were a person, what type of person would they be?
7. After this advertisement, does the product appeal to you more?

Prompt – Can you please elaborate?

8. Based on this advertisement, do you think this product is better than most of the other products in the same category?

Closing remarks

I would just like to thank you again for participating in my interview. Your contribution is greatly appreciated.

If you have any further questions please do not hesitate to contact me.

APPENDIX 3: CLOVER ADVERTISEMENT

QW 

Clover
Way Better™

Fruits[®] OF THE Forest[®] with Cereals

Clover's creamy **Fruits of the Forest** range has a new breakfast offering with a specially selected cereal mix containing oats, granola and seeds for a crunchy taste experience.

SOURCE OF 10 VITAMINS CRUNCHY FRUIT CRUNCHY CEREAL INNOVATIVE FLAVOURS

Clover
Fruits OF THE Forest[®]
with Cereals

CREAMY TASTE
CRUNCHY FRUIT
BIGGER FRUIT PIECES THAN BEFORE
SOURCE OF 10 VITAMINS

STRAWBERRY & CRANBERRY
Cereal Mix with Oats, Granola and Sunflower seeds

Available in a 6 pack, 175g & 1KG

Real Fruit, Real Cereal, Real Taste


Made with love.

Fruits of the Forest (Your Family, August 2019)

APPENDIX 4: INTERVIEW TRANSCRIPTS

Participant 1	
Interviewer	What is the first word that springs to mind when you see this advert?
Participant	Fruit.
Interviewer	What are your initial judgements about the product being advertised?
Participant	I would say the taste, because I trust the brand to be healthy so I wouldn't judge that.
Interviewer	What are your initial feelings about the product being advertised?
Participant	It seems like a convenient breakfast option and makes me want to try it.
Interviewer	What are your initial opinions of the product advertised?
Participant	As I say it seems healthy and looks like it could be tasty.
Interviewer	What do you think the imagery of the advertisement represents?
Participant	The different berries and the forest for me represent freshness and real fruits being used.
Interviewer	If this product were a person, what type of person would they be?
Participant	I would say healthy, active and honest.
Interviewer	After this advertisement, does the product appeal to you more?
Participant	Yes, it does.
Interviewer	Can you explain why?
Participant	It looks healthy as well as tasty so I would definitely try it.
Interviewer	Based on this advertisement, do you think this product is better than most of the other products in the same category?
Participant	Yes, because I would say not all the products in this range would be so health conscious and put real fruits in their products.

Participant 2	
Interviewer	What is the first word that springs to mind when you see this advert?
Participant	First word would be breakfast.
Interviewer	What are your initial judgements about the product being advertised?
Participant	My judgements would be to wonder how the oats, granola and seeds would stay crunchy.
Interviewer	What are your initial feelings about the product being advertised?
Participant	Curious, I would like to try it.
Interviewer	What are your initial opinions of the product advertised?
Participant	That the product is healthy, yummy and trustworthy as the brand is well known.
Interviewer	What do you think the imagery of the advertisement represents?
Participant	That the product is healthy, yummy and has 10 vitamins.
Interviewer	Can you explain what makes you think that?
Participant	The fresh-looking fruit, forest and colours.
Interviewer	If this product were a person, what type of person would they be?
Participant	They would be protective and kind.
Interviewer	After this advertisement, does the product appeal to you more?
Participant	Yes, this advert has definitely prompted me to buy it.
Interviewer	Can you tell me why?
Participant	It seems very healthy, tasty and it is from a brand I enjoy.
Interviewer	Based on this advertisement, do you think this product is better than most of the other products in the same category?
Participant	I am a Clover fan so I would say yes.

Participant 3	
Interviewer	What is the first word that springs to mind when you see this advert?
Participant	Healthy if anything.
Interviewer	What are your initial judgements about the product being advertised?
Participant	A little bit odd to have the cereal in the yogurt because it could get soggy.
Interviewer	What are your initial feelings about the product being advertised?
Participant	Interesting, it is something different and looks quite cool.
Interviewer	What are your initial opinions of the product advertised?
Participant	Looks tasty and looks cool.
Interviewer	What do you think the imagery of the advertisement represents?
Participant	It is like fresh, forest, healthy imagery. Looks enticing.
Interviewer	If this product were a person, what type of person would they be?
Participant	Someone who is happy, healthy and trying to eat better.
Interviewer	After this advertisement, does the product appeal to you more?
Participant	Yes, it is pretty cool.
Interviewer	Can you tell me why?
Participant	I'm not sure, it is something new and looks interesting.
Interviewer	Based on this advertisement, do you think this product is better than most of the other products in the same category?
Participant	I think it would. Have not seen any products similar to that. And I trust the brand.

APPENDIX 5: ETHICAL CLEARANCE LETTER

August 27, 2019

Student name: Mitchell Baumann

Student number: 16005421

Re: Approval of Bachelor of Commerce (Honours) in Strategic Brand Management Proposal and Ethics Clearance

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

Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

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

We wish you all the best with your research!

Yours sincerely,



Amalia van Schalkwyk

Supervisor

Name:

Campus Postgraduate Coordinator