



**Exploring how Generation Z perceive the brand image of
brands utilizing controversial marketing in a South African
context.**

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

Abstract

Controversial marketing is a technique used by marketing professionals to create a “buzz” around the brand. As controversial marketing is regarded as a subjective phenomenon, scholars differ on what elements qualify advertisements to be considered controversial. The effectiveness of the technique is questioned as it often has major implications to brands and frequently damaging the brand image. Literature of how consumers from generation Z react when exposed to controversial advertisements are limited. This study addressed this problem by exploring how the brand image is perceived by generation Z when exposed to controversial advertisements, using a qualitative research approach. Data was collected through in-depth interviews to gain an in-depth understanding of how the brand image of brands using controversial marketing is perceived. This study focussed specifically on the violence, racism and overtly sexual categories within controversial marketing. Print advertisements that met the criteria to be qualified as controversial, were used as tools to assist the researcher to meet the objectives of the study. It was found that the brand image of brands that utilize controversial marketing was negatively perceived by generation Z. Moreover, it was also found that consumers’ pre-existing attitudes had a major influence on how they react to controversial marketing. This study was conducted in a South African context, focussing on the generational cohort, Generation Z.

Key words

Controversial marketing; brand image; violence appeal; racism; overtly sexual appeal; attitudes towards advertising

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Section A: Study Background

1 Background

With the overflow of advertisements available, marketers are faced with the problem of breaking through the clutter to get brands noticed and thus often resort to controversial marketing (Waller, 1999; Madni, Hamid and Rashid, 2016). Controversial marketing is “any form of paid advertising where the advertiser uses ethically questionable content or appeals within the advertisement (Farrell 2012:63). By making use of controversial marketing brands often manage to cut through the clutter and become the centre of attention due to the controversy surrounding the campaign (Waller, 2012).

A recent advertising campaign by Cell C, caused outrage as it has shown a dog depicting to “mount” an ordinary man’s leg at petrol stations, parking bays and grocery stores (Alfreds, 2015). The intention was to show how South Africans are exploited by ever-increasing living costs. The campaign, however, wasn’t received well, as people tweeted their disapproval, describing it “in poor taste and inappropriate” (Alfreds, 2015). The brand has thus made use of a controversial tactic by using an overtly sexual approach in an attempt to cut through the clutter. However, this resulted in brand image that was negatively affected as 100 complaints were filed to the Advertising Standards Authority (Scott, 2015).

The problem is that the usage of controversial content in advertising campaigns has a significant impact on consumers' perception of the brand image (Vos, 2011). According to Madni et al. (2016), it often results in a negative brand image. One of the responsibilities of marketing specialists is to enhance the brand and minimize negative publicity (Yu, Lui and Soutar, 2018). Controversial marketing is highly relevant to marketing and branding as it is a technique used by marketing professionals to create a “buzz” around the brand, often with major implications to the brand and frequently doing the opposite of enhancing the brand (Roy and Banerjee, 2014).

2 Rationale

Some brands successfully utilized controversy to boost sales (Waller, 2007). Calvin Klein, a well-known fashion house, has become known for its overtly sexual approach to advertising (Waller, 2012). Nudity, subliminal messaging and provocative photos have become synonym with the brand’s advertising campaigns (Dahl, Frankenberger and Manchanda, 2003). However, not all controversial advertising has proved to be beneficial to the brand

and countless controversial campaigns have led to negative brand image and negative publicity on media platforms (Waller, 2007).

Naseri, & Tamam (2012) states that consumers' response to an advertisement depends on the meaning they attach to the advertisement. When a campaign's meaning is perceived as negative, it may lead to unforeseen consequences and be damaging to the organization (Waller et al., 2013). Marketing professionals are responsible for enhancing the image consumers hold about a brand and minimizing the negative perceptions (Yu, Lui and Soutar, 2018). If the use of controversial marketing is often associated with negative brand image and damage to the brand, scholars are raising questions to its continued use (Madni et al., 2016).

This study is significant because by exploring the concepts of controversial marketing and brand image the researcher is adding practical value to the discipline of marketing. This is due to the study informing marketers about the consequences of controversial marketing and how it influences brand image. It provides insight into whether controversial marketing is a technique that adds or subtract value from the brand and help marketers to make strategic decisions based on the research. (Waller, 2012; Urwin, 2014).

The researcher aimed to fill a gap in the literature as there aren't any studies that have explored controversial marketing in a South African context. Thus, by conducting the study in South Africa the phenomenon was explored more in-depth and richer data was collected.

Previous studies explored the cohorts Generation Y and Generation X while no past study was conducted to investigate how Generation Z perceive brands that utilize controversial marketing. Thus, the study added theoretical and practical value to the existing research. The theoretical value to the research was added by filling a gap in the literature to explore how Generation Z perceive brands that utilize controversial marketing.

The practical value to the marketing discipline was assisting marketers in strategic decision making, by exploring the perceptions of controversial marketing from the viewpoint of a cohort, Generation Z, that will soon have major influences on consumption behaviour and highly value ethical brand behaviour (Francis and Hoefel, 2018)

3 Problem Statement

Utilizing controversial marketing practices has a significant impact on consumers' perception of the brand image (Vos, 2011). According to Francis and Hoefel (2018) the generational cohort, Generation Z, expects brands behave ethically. This while scholars raise questions to whether controversial marketing is an ethical way of advertising to consumers (Waller, 1999; Urwin, 2014). However, marketing professionals still use these tactics and remain either indifferent or uninformed about the consequences for the brand image (Madni et al., 2016). The use of controversial marketing often leads to negative publicity which appears to have a consistently negative impact across industries (Yu, Lui and Soutar, 2018). Negative publicity has the potential to contribute to a negative brand image which may ultimately result in the loss of profit and market share for brands (Steinman and Wolfram, 2012). Little to no research has been conducted in a South African context on how Generation Z perceive brands that makes use of controversial marketing.

The purpose of this study is to explore how the brand image of brands utilizing controversial marketing is perceived by Generation Z. A basic research study was conducted in order to expand the current literature available (Bentley, Gulbrandsen, and Kyvik, 2015).

4 Research goal

The purpose of this study was to explore how the brand image of brands utilizing controversial marketing are perceived by Generation Z. The researcher aimed to achieve this by analysing responses to controversial print advertisements. The researcher aimed to explore whether consumers' attitude and brand image towards brands differ after exposure to controversial advertisements. This was achieved by exposing respondents to controversial print advertisements containing elements of violence, racism and overtly sexualization.

This study focussed on the relationship between controversial marketing and brand image. The elements consumers of generation Z considered to be controversial, were described as well as the influence pre-existing attitudes have on consumers' reactions to controversial marketing. The research conducted in this study was used to advise marketers on how brand image is influenced by controversial marketing.

5 Research objectives

This study explores how Generation Z perceive the brand image of brands utilizing controversial marketing in a South African context.

Considering the above aim of the study, the objectives of the study are as follows:

1. Investigate how the consumers perceive the brand image before the awareness of controversial marketing campaign
2. Investigate how the consumers perceive the brand image after awareness of the controversial advertising campaigns.
3. Describe the elements in advertising campaigns that Generation Z views as controversial.
4. Explore the role pre-existing attitudes play in Generation Z's perception of controversial marketing advertisements.

6 Research questions

6.1 Primary Research Question

How does Generation Z perceive the brand image of brands that make use of controversial marketing?

6.2 Secondary questions/ hypotheses/ objectives

1. How does the consumer perceive the brand image before awareness of the controversial marketing the campaign?
2. How does the consumer perceive the brand image after awareness of the controversial marketing the campaign?
3. What are the elements (if any) in the campaign that Generation Z views as controversial?
4. What role do pre-existing attitudes play in Generation Z's perception of controversial marketing advertisements?

Section B: Literature Review

7 Conceptualisation:

- The first key concept discussed was controversial marketing, its nature and the consequences it may have for brands. Madni et al. (2016) suggest that any content that evokes embarrassment, outrage or distaste from the segment are a sign of controversial marketing.
- The second key concept elaborate on the attitudes consumers display towards advertising (Madni et al. 2016). Yu et al. (2018:446) state that consumers' attitude towards advertising has a significant impact on brand attitude.
- Within the third key concept, the brand identity - brand image relationship was discussed to better understand their integration (Aaker, 1996). Roy and Banerjee (2014) believe brand image is the perception formed by the consumer during the process of decoding the brand identity.
- The fourth construct provides an overview of the cohort of the study and motivates the choice of Generation Z, which consists of individuals born between 1995 and 2010 (Francis and Hoefel, 2018).
- The final key concept reviewed the ethical standards to be considered and questioned within controversial marketing. Lasn (2000) state that controversial marketing deliberately violates social norms.

8 Theoretical Framework

8.1 The Social Judgement Theory

The Social Judgement Theory is a persuasion theory which states that the effectiveness of a persuasive message is dependent on the evaluation of the message by the recipient (Sherif, Sherif and Nebergall, 1965).

The evaluation occurs when the recipient compares its own existing beliefs and attitudes towards matters, to the new information presented in the message (Cooksey, 1996). After careful evaluation, the individual will either reject or accept the message based on how well this message resonated with his own beliefs. Thus, the theory argues that an individual's pre-existing attitudes towards matters are a fundamental pillar when it comes to decision making. Therefore, to persuade an individual of the message communicated, the STJ suggests that pre-existing attitudes should be examined (Sherif et al. 1965).

In the context of controversial marketing, this theory states that marketers should first examine consumers' attitudes towards matters, before presenting them with a message that may be rejected completely (Cooksey, 1996:89; Farrell, 2012:74).

An important concept of the social judgement theory is *ego involvement* (Cooksey 1996:167). Ego involvement is the level of personal significance attached to a message. Chau, Chow, Fung and Wong (2014) define it as the centrality of the message to the recipient's life and whether it is tied to the person's own beliefs. High ego involvement is usually associated with a persons' involvement in a group. For example, a participant of the #MeToo campaigns, someone who is an organ donor or even a pro-life or pro-choice activist. When ego involvement is low, the message does not hold any personal significance to the individual (Chau et al. 2014).

8.2 The three latitudes

According to Sherif et al. (1965:102) after the level of ego involvement was determined, there are three positions the recipient can find itself in. Latitude of acceptance, the latitude of rejection and latitude of non-commitment.

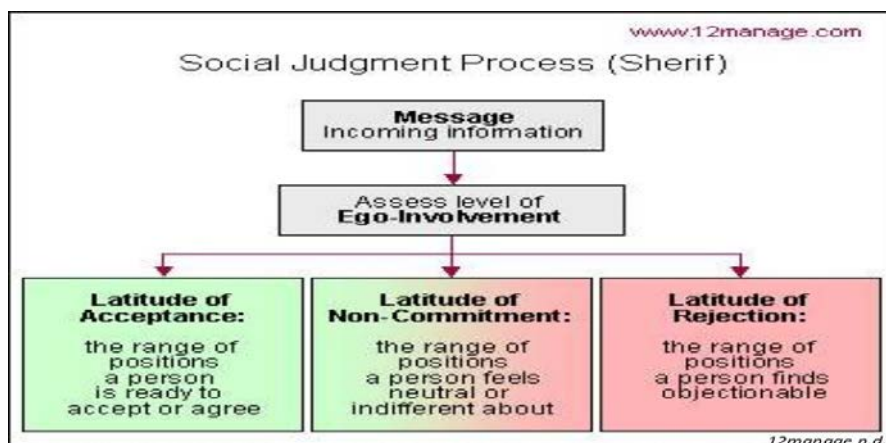


Figure 1 Social Judgement Theory Process (Sherif et al., 1965:102)

Latitude of acceptance refers to all the positions of a message of a certain topic an individual finds favourable and in line with his own beliefs (Sherif et al. 1965). The recipient agrees with the message and will accept its contents.

The second position an individual can hold is the latitude of non-commitment. This position contains matters that the person is feeling neutral about or knows too little about to form an opinion (Chau et al. 2014:138).

Lastly is the latitude of rejection. Within this dimension, the recipient finds the position of the message objectionable and rejects the message completely (Sherif at al. 1965).

High ego involvement is present in both the latitude of acceptance and the latitude of rejection dimensions. Due to the personal significance of the message the individual will either strongly agree or strongly disagree with the message as it is central to his own beliefs (Chau et al. 2014:138)

This study aimed to explore how Generation Z perceive the brand image of brands that make use of controversial marketing. Making use of the social judgement theory it assisted the researcher by firstly determining the level of ego involvement of the participants when exposed to controversial marketing. Secondly, assisted by determining in which latitude participants place the advertisement they are exposed to, and this helped to determine the acceptance, non-commitment or rejection of the message. This theory is a useful way to determine how pre-existing attitudes influence how consumers react when exposed to new information. The theory thus makes marketers attend to the concept of firstly evaluating consumers' attitudes before presenting a message. It also provides a useful model for marketing professionals to determine whether a message communicated will be accepted or rejected. This theory was developed to define the process of how messages that persuaded people most likely occurred. The social judgement theory is still being used today by several professionals within marketing (Chau et al. 2014:138).

9 Literature Review

9.1 Controversial marketing

The term controversial marketing can sometimes be difficult to define due to the subjective nature of the term (Farrell, 2012). Madni et al. (2016) suggest that any content that evokes embarrassment, outrage or distaste from the segment are a sign of controversial marketing. Madni et al. (2016) add controversial marketing practices include: shocking, offensive and disturbing content, misleading advertising claims and promoting content that may result in damaging social consequences.

Farrell (2012:66-72) mentions four categories within controversial marketing. The first refers to advertising products that can be perceived as controversial, due to the nature of the product like violent video games, pornography and weapons (Waller, 1999:292). Roy and Banerjee (2014) believe the second category relates to the chosen target market and advertising medium used. This category is often linked to the critique that advertising is intrusive, and these intrusions can range from interrupting television programmes, pop-ups and junk mail. The third relates to unintended controversy. This may be a result of poor or

vague communication that leads to the target market misinterpreting the advertising campaign. Critique in this category is directed at the advertiser for being responsible to ensure that all advertising efforts are communicated clearly to prevent harmful consequences (Madni et al. 2016).

The final category refers to offensive executions. This category refers to the advertising message itself, in terms of the words, imagery and appeals used to communicate the appropriate message to the consumer (Farrell, 2012). Advertisements in this category may contain one or more of the following ten elements: stereotypical or overtly sexual behaviour, racist or dividing commentary, anti-social behaviour, violence, misleading information, fear and shock appeals and indecent language (Waller, 2012; Vos, 2011). For this study, the researcher focussed only on violence, overtly sexual behaviour and racism within this category, as the scope is too broad to study all elements. This category was chosen because it is controversial not as a result of the nature of the product or the advertising itself, but due to a strategic decision to communicate controversially.

According to Waller (2007), controversial advertising has a significant impact on consumer's perceived brand image. Other consequences include the "potential to mislead, offend or damage the well-being and rights of any consumer, competitor, stakeholder or society at large" (Farrell, 2012:34; Waller, 2013:291). Farrell (2012:29) states that perhaps the worst consequence of controversial marketing is when it results in damaging consequences to the welfare of society. The researcher further notes that marketers have to take responsibility for the social consequences of the content they communicate.

Researchers found that the consequences of controversial marketing often have major implications and risks involved for brands (Urwin, 2014). This includes reductions in purchase behaviour, negative word of mouth, complaints to advertising authorities and complete rejection of the brand (Madni, et al. 2016). Feiz, Fakharyan, Reza Jalilvand, and Hashemi (2013:104-106) believe that practitioners should carefully consider the cost to the brand when choosing the appropriate appeal, ensuring the appropriate return on investment. This study focussed primarily on how controversial marketing is perceived by consumers. It will acknowledge the consequences but did not focus on it extensively.

9.2 Attitude towards advertisements

Fam and Waller (2006) state that advertising is, more often than not, unwelcome and intrude on consumers' private lives. Consumers often ignore advertisements or show unfavourable attitudes toward advertising. Skipping over advertisements are becoming second nature, especially for younger consumers who are "flicking channels" on television and scrolling past advertisements on social media (Yu et al. 2018:446).

Hence, marketers are constantly trying to sway consumers' attitudes favourably towards brands (Roy and Banerjee, 2014). Wu and Lo (2009:184) define brand attitude as the "overall judgement" and evaluation of a brand by the consumer. Yu et al. (2018:446) state that consumers' attitude towards advertising has a significant impact on brand attitude. A positive attitude toward advertising often leads to favourable brand attitudes. A favourable attitude occurs when the brand or thought of an advertisement brings pleasant memories to mind (Feiz et al. 2013).

Studies indicate consumers perceive advertisements with offensive, annoying or manipulating content as "unwanted and irritating" (Madni et al. 2016:17). This is significant as marketers, in their efforts to sway attitudes with controversial marketing, may unknowingly increase the unfavourable attitude of consumers towards advertising (Vos, 2011). Numerous studies show that negative information related to the brand has a direct negative effect on consumers' attitude towards the brand (Yu et al. 2018).

Wijaya (2013) argues marketers need to realise that the importance of favourable attitudes towards advertisements. This is because brand attitude has a direct influence on the brand image that serves as a guide for consumers to decide whether to make use of product or not. For this study the researcher investigated the attitude of consumers when exposed to controversial advertisements.

9.3 Brand identity and brand image integration

A strategic approach is necessary to build a meaningful brand. Strategic decisions, like deciding to use controversial marketing to communicate with consumers, should always be in line with the brand identity (Madni et al. 2016). Aaker (1996:95) defines *brand identity* as the way a company wants to appear or be perceived by their target market. It includes tangible elements like logo, slogan, packaging, colours and differentiating traits, as well as intangible elements like the vision, positioning and values. These elements are used to make it easy for consumers to identify the brand (Wijaya, 2013:62).

Aaker (1996:86) distinguished between the core and extended brand identity. The first refers to the fundamentals of the brand, the purpose and reason of existence. The latter, the extended identity, provides texture and completeness to the brand. Aaker (1996: 86-94) also added four dimensions to the extended brand identity- brand as a product, brand as a person, brand as an organisation and brand as a symbol. It can thus be said that brand identity is seen as the foundation of building a brand and reflects what the brand aspires to be (Coleman, de Chernatony and Christodoulides, 2015). For this study brand identity is discussed to fully understand its integration with brand image.

Brand image is closely related to brand identity. Roy and Banerjee (2014) believe brand image is the perception formed by the consumer during the process of decoding the brand identity. Thus, brand image is what the consumer felt, heard or experienced when exposed to the brand identity (Wijaya, 2013:59).

Coherence between the brand identity and the message communicated to the consumer is more likely to lead to positive brand image (Coleman et al. 2015). This is due to the consumer believing that the brand is authentic in the message delivered and is true to what the brand sets out to be. Controversial marketing is often a one-time occurrence within a brand to fulfil a specific purpose within a short timeframe (Waller 2012). Very few brands use it as a regular advertising method, except for a few brands like Calvin Klein that uses overtly sexual advertisements (Waller, 2007). Singular usage may lead to confusion among consumers as to who the brand is due to the different messages communicated (Coleman et al. 2015).

Controversial advertisements often lead to negative consequences, for instance, an increased negative brand image that may lead to the complete rejection of a brand (Madni et al. 2016). Brand image is the result of what is communicated by brands and therefore strategic decisions like using controversial marketing need to be thoroughly investigated (Roy and Banerjee 2014). This study focussed extensively on how the brand image is perceived when controversial marketing is utilized.

9.4 Ethical considerations

There is extensive research about the ethical nature of advertising, but most ethical frameworks are derived from business ethics (Shabbir and Thwaites, 2007). Lasn (2000: 269) believes controversial marketing deliberately violate social norms or social values. Shimp (2003:605-606) mentions some key ethical critiques charged against advertising:

“untruthful and deceptive, manipulative, often offensive and in bad taste, creates and perpetuates stereotypes and use fear and shock appeals to play on people’s fears and insecurities”. Although these are aimed at advertisements in general many of these accusations fall in the category of controversial marketing (Waller, 2007).

Ethics in advertising is an important topic due to the significant impact on stakeholders namely consumers, competitors and society at large. The Advertising Regulatory Board (2019) regulates advertisements in South Africa. The ARB is a self-regulating body under the Consumer Protection Act 68 of 2008 and have a Code of Advertising Practice which is used to decide whether to sustain or reject complaints. The code of advertising practice advocates that advertisements should be honest, truthful in its representation and should not offend against good taste or decency unless it can be substantiated and justified by the brand. Thus, by making use of controversial marketing without proper justification marketers are at risk of breaching the Code of Advertising Practice (Farrell: 2012). For this study, the researcher questioned the ethical nature of controversial advertising regardless of the effect of controversial marketing on brand image.

9.5 Generation Z

A popular segmentation tool within marketing is cohorts (Duh and Struwig 2015). This study adopts the generation labelled “Generation Z”. A generational cohort is a group of people who are age-related but also experienced similar events during their early childhood and adolescent years. A cohort shares a common “historical, technological, social, political, and economic environment” (Duh and Struwig 2015:93-98). For this study, cohorts are useful to study due to similar backgrounds which suggest that similar communication messages will appeal or be rejected by the same cohort (Williams, 2010).

Generation Z or Gen Z consists of individuals born between 1995 and 2010 (Francis and Hoefel, 2018). The main differentiator between Gen Z and other cohorts are the fact that Generation Z is digital natives. Gen Z was exposed to technology and the internet most of their lives (Francis and Hoefel, 2018). According to Francis and Hoefel (2018), Gen Z's consumption behaviour also differs from other cohorts. Gen Z values access above possession, view consumption as an expression of individual identity, and has high regard for ethics within consumption (Francis and Hoefel, 2018).

As this cohort often expects ethical behaviour from brands, the study relating to how Gen Z perceive the brand image of brands who use controversial marketing is fitting for this study. The researcher is confident that the traits of this cohort helped to articulate the relationship between controversial marketing and brand image (Duh and Struwig 2015).

9.6 Conclusive remarks in literature

This literature review discussed the Social Judgement Theory that will be used for this study to explore how pre-existing attitudes influence how consumers react when exposed to controversial marketing.

The four categories of controversial marketing and the consequences to the stakeholders of utilizing controversial marketing were discussed. Most researchers agree that controversial marketing has a negative influence on brand image. The elements within offensive execution were reviewed but for this study, the researcher will focus only on violence, overtly sexual behaviour and racism. Past literature shows that negative information related to the brand has a direct negative effect on consumers' attitude towards the brand. It is clear that a coherent brand identity and brand image is vital to building a meaningful brand (Wijaya, 2013). The literature indicates that negative publicity, often surrounding controversial marketing, proves to be very damaging to the brand image. The ethical nature of controversial advertising was discussed and will be investigated in the study.

This study adds to the body of knowledge of the marketing discipline as no previous study explored the relationship between brand image and controversial marketing.

Section C: Research Methodology

10 Research Design

10.1 Paradigm

The paradigm used was the interpretivist paradigm. Kivunja and Kuyini (2017) argue this approach seeks to understand the viewpoint of the subject of the research and not the viewpoint of the observer of the study. Within the interpretivist paradigm, exact, organized and theoretic answers to multifaceted human problems do not exist (Nel, 2018). Every situation encountered is different and requires an in-depth analysis of the particular context. It emphasizes understanding the individual and focuses on the meaning associated with the findings (Kivunja and Kuyini 2017).

This approach is a subjective way of interpreting data to make way for a deeper understanding of a phenomenon (Bryman and Bell 2011:89). Rigid frameworks and structures are avoided in this paradigm and flexibility and personal structures are developed in its place to increase the human interaction (Kivunja and Kuyini 2017). The subjective nature of both controversial marketing and brand image makes the flexibility within this approach crucial. It also allowed the researcher an in-depth understanding of the individual's perception of the brand (du Plooy- Cilliers et al. 2014).

Ontology, one of four philosophical perspectives of a paradigm, is the "underlying assumptions and beliefs about the reality of the researcher" (Dean, 2018). Within the interpretivist paradigm, reality is believed to be a social construct. It means that more than one version of the truth is accepted. For this study, ontology was used to support the themes of the study that include controversial marketing and brand image. Both of these themes are highly subjective. Therefore, the researcher aimed to allow multiple realities and truths for greater understanding of different perceptions (Nel, 2018).

Epistemology, the second philosophical perspective, refers to the relationship that exists between the researcher and the reality (Dean 2018). This approach advocates that the researcher is influenced by the social world and cannot separate itself from the research (Nel, 2018). Theoretical and social knowledge of the researcher is used to support the research decisions made within the study. Knowledge is thus interpreted and used to support the researcher (Dudovskiy, 2018). For this study, the researcher added practical value to the study. Social as well as theoretical knowledge were used to gain a greater

understanding of how Generation Z perceive controversial marketing in the research (Dudovskiy, 2018).

The methodology refers to the way the data will be collected. As the interpretivist paradigm is a subjective approach, with the focus on gaining a deeper understanding of the topic, a qualitative method was used (Bryman and Bell 2011:196). For this study, the researcher used semi-structured, in-depth interviews to interpret the data and to gain greater clarity on the influence of controversial marketing on brand image.

The fourth perspective is axiology. This perspective refers to the importance of values and analyse the researcher's role in terms of ethics and values throughout the research process (Kivunja and Kuyini 2017). In the interpretivist paradigm, the researcher is considered a part of the research and therefore it was expected of the researcher to show high ethical conduct towards subjects (Dudovskiy, 2018). Axiologically, the findings of this study reflected the values of the researcher as the researcher did its best to produce a balanced report by showing ethical behaviour. For this study, the researcher upheld the following principles: privacy, accuracy, property, and accessibility (Kivunja and Kuyini, 2017).

Finally, interpretivism has its critics. Dudovskiy (2018) believes due to the subjective nature of the paradigm, the researcher's findings can be easily perceived as being bias. Secondly, the findings of a qualitative study cannot be generalized, therefore reliability and validity are undermined in the process (Dudovskiy, 2018:165-173). Hence, considering the nature of interpretivism, the different perspectives within the paradigm and the critiques, the researcher found for this study the interpretivist paradigm best suited the research objectives.

10.2 Design/ Conceptual approach

The qualitative approach is a subjective way of interpreting data. This assisted the researcher by making way for a deeper understanding of how controversial marketing is perceived by Generation Z (Bryman and Bell, 2011:89). Both controversial marketing and brand image are subjective in nature. Therefore, the researcher used an exploratory, qualitative research approach to investigate these concepts, without the restrictions of a quantitative approach (Wijaya, 2013; Madni et al., 2016) The qualitative research approach allowed greater flexibility in the research as new insights are revealed about the way controversial marketing influence brand image (du Plooy- Cilliers et al., 2014). However,

critics of this approach warns the researcher to be aware of bias and searching for a particular outcome.

The research design used for this study was the phenomenological approach. Phenomenological research was used to study the meaning of human experiences and fitted seamlessly with the objective of the research. This qualitative approach allowed the researcher to explore and gain an in-depth understanding of the relationship between controversial marketing and brand image and how consumers respond to these controversial advertisements (Creswell and Poth, 2017). Burns and Veeck (2017) noted that qualitative research is time-consuming and more complex to analyse and interpret. This is due to each participant interpreting questions in their own way and responding to it based on their interpretation. This may lead to greater insights but are initially complex to interpret and derive meaning from (Burns and Veeck, 2017).

The researcher adopted inductive reasoning to support the objectives of the study and the qualitative research design. Inductive reasoning is defined as the search for patterns and the development of explanations for these patterns through a series of hypotheses near the end of the research (Dudovskiy, 2018:180-193). For this study the researcher explored the behaviour and attitude of participants when exposed to controversial marketing. After the observation took place, meaning was derived by identifying patterns and themes to draw a conclusion of how generation Z perceive controversial marketing.

11 Research Methodology

11.1 Population

The first population of this study was consumers aged 9-24 or the generational cohort, Generation Z (Francis and Hoefel, 2018). As this cohort often expects ethical behaviour from brands, Generation Z was suitable for this study (Duh and Struwig, 2015). The researcher is confident that the traits of this cohort assisted in articulating the relationship between controversial marketing and brand image.

The target population for this was consumers aged 9-24, or the generational cohort, Generation Z in South Africa (Francis and Hoefel, 2018). The researcher included a delimitation in the study by only including respondents of Generation Z between the ages of 18-24. This was due to a large part of Generation Z being underaged and the sensitive nature of the controversial advertisements that was shown to the respondents in the

interview. The accessible population was therefore consumers aged 18-23 in the geographical location of Pretoria, South Africa.

The second population of this study was all controversial advertisements. The accessible population however was controversial advertisements depicting violence, racism or overtly sexual behaviour, relevant in a South African context.

The unit of analysis consisted of both the individuals that took part in the study as well as the advertisements that were analysed. The researcher interviewed the participants of the study to investigate the main objective of the study, which was to explore how generation Z perceive the brand image of brands utilizing controversial marketing. Both the population characteristics and the unit of analysis are relevant to the main issue, as the researcher collected the data from the participants to analyse the themes related to brand image and controversial marketing (Bryman and Bell 2011:101).

The population characteristics for the generational cohort were as follows:

- Participants had to be between the ages of 18 and 24
- Participants had to reside or be available for an interview in Pretoria.
- Participants had to be fluent in English
- Participants consisting of both males and females

The population characteristics for the controversial advertisements were as follows:

- Controversial advertisements relevant in a South African context
- Controversial advertisements depicting either violence, racism or promoting overtly sexual behaviour.

11.2 Sampling

The sampling method the researcher utilized were non-probability sampling methods- convenience and purposive sampling. Convenience samples refer to samples drawn from groups the researcher has easy access to (Burns and Veeck, 2017). The researcher used convenience sampling, due to the limited time constraints and lack of financial resources to conduct a study that can be generalised to be representative of the population (Burns and Veeck, 2017).

Purposive sampling, a method used to select elements based on predetermined characteristics, was also utilized for this study (Etikan, Musa and Alkassim 2016:2).

The predetermined criteria for qualified advertisements to be considered controversial were as follows: promoting violence (Dolce and Gabbana), promoting sexual behaviour (Nando's) and depicting racism (Dove). The three categories of controversial advertisements were selected due to limited research available on these categories (Farrell, (2012). The criteria were also determined to limit the scope of the study in order to complete the study within the given timeframe.

The sample size consisted of three respondents that were recruited using a convenience sample. According to Giorgi (2012:6), the phenomenological approach suggests a sample size of minimum ten to produce trustworthy findings. . Considering the objective assigned to this research paper being to showcase the researcher's ability to conduct research, only three interviews were conducted.. The motive for conducting less than the five interviews suggested for the phenomenological approach was due to the specific objective assigned to this paper and the time constraint placed upon the study.

12 Data collection

For this study in-depth, semi-structured interviews were utilized to meet the objective of the study - the exploration of generation Z's perception of controversial marketing. According to Parveen and Showkat (2017), the purpose of an in-depth interview is to extract detailed information to better understand a particular phenomenon. The semi-structured format ensure consistency by providing a structure for questions, but also flexibility as it allowed for follow-up questions during the interview (Burns and Veeck, 2017). This was especially helpful when respondents gave unclear or neutral answers.

12.1 Developing the research instruments

Before the researcher could select the advertisements to test the phenomenon of the study, the following criteria was set up to qualify advertisements to be part of the study:

1. The advertisements should be available on digital or printed media.
2. The advertisements should be relevant in a South African context.

After advertisements passed the above criteria, it had to pass the criteria of Farrell (2012), which determined whether an advertisement is to be considered controversial.

The first advertisement of Dolce and Gabbana was selected due to its promotion of violence (refer to Appendix 1). The second advertisement from Dove was selected due to it depicting racism (refer to Appendix 2). The third advertisement from Nando's was promoting overtly

sexual behaviour (refer to Appendix 3). For this study, the researcher only tested three of the ten elements of the criteria that qualify an advertisement to be considered controversial. Refer to appendix 1, 2 and 3.

The researcher also utilized an interview guide to direct the interview with participants and to answer the research questions. The researcher obtained informed consent as well as assuring respondents of confidentiality and anonymity. Other research instruments used were a recording device, a notebook and a pen to comment on the respondent's answers.

The steps for collecting the qualitative data were as follows:

1. An in-depth interview guide was structured to address the research questions.
2. The interview was pre-tested by making use of test-retest. The interview guide and questionnaires were approved by the IIE.
3. Respondents were selected by means of a purposive and convenience sample.
4. The interviewer and interviewee selected a date and time that suited both in order to conduct the interview.
5. The researcher provided the participants with a consent form to inform them about the risks of the study and other relevant information.
6. Questions were asked to the participants as set out in the interview guide (Appendix 4-6). All interviews were voice recorded with a recording device to refer back to at a later stage.
7. The researcher transcribed the interview after the interview was conducted.
8. The interviews were analysed by making use of a thematic analysis.
9. All findings related to how consumers perceive the brand image of brands that utilize controversial marketing were presented.

13 Data analysis

The researcher made use of a thematic analysis to analyse the data obtained from respondents. According to Maguire and Delahunt (2017), the purpose of a thematic analysis is to identify important themes that address the key research issue. Maguire and Delahunt (2017) further note that it provides a clear and systematic way to analyse and ultimately derive meaning from the data. Braun and Clarke (2006) state researchers should guard against identifying research questions as themes. For this study, the researcher aimed to move beyond describing what was said and focussed on interpreting and explaining it instead. The researcher examined the underlying ideas behind the responses to derive meaning from the data (Braun and Clarke, 2006).

Braun and Clarke (2006) proposed a six-step method to the thematic analysis of qualitative data:

Step 1: Become acquainted with the data

During this step, the researcher has read and re-read through transcripts to familiarise oneself with the data (Maguire and Delahunt 2017). The researcher made notes on early findings related to the research questions

Step 2: Create initial codes

Coding is the process of organizing a big dataset into a meaningful and systematic way (Burns and Veeck 2017). Data that is relevant to the research questions was coded collectively to organize the data in a meaningful way. The process thus revolved around making observations and then in the next step, themes were derived from the data accordingly.

For this study, the researcher utilized paragraph coding to analyse the data (Saldaña 2010:19–20). The researcher 'coded' the paragraphs by circling, highlighting or underlining significant words or sentences in the paragraphs.

Step 3: Search for themes and patterns

According to Maguire and Delahunt (2017), a theme is a pattern that captures something significant or reveals a truth about the research question. During this stage, the researcher searched for patterns and themes that addressed the research question. It was imperative that the motive and meaning behind the data was uncovered and that research questions weren't identified as themes (Javadi and Zarea 2016). The goal was to uncover truths that assisted the researcher in exploring the consumers' perception related to controversial marketing efforts.

Step 4: Evaluate and review themes

The researcher reviewed, evaluated and modified the themes identified in the third step to determine its relevance to the research questions and objectives (Maguire and Delahunt 2017). Themes were scrutinized to ensure that every theme was backed up by data and wasn't replicated in other themes identified.

Step 5: Define the themes

The final refinement of the themes revolved around identifying the essence of what the theme is all about (Braun and Clarke 2006). A thematic table was drawn up to illustrate the relationships between the themes identified and how it was relevant to

the specific research questions. Finally, a clear description of every theme was provided to determine context and relevance to the research questions.

Step 6: Write-up a report.

This step required the researcher to report on the themes analysed and indicate the findings and meaning derived from the data.

Section D: Findings and interpretations

14 Findings and discussion of themes

This table provides a brief summary of the main themes identified from participants' responses. To see the full transcribed interviews, please refer to Appendix 9.

Themes	Quote	Code
Sexualisation and violence (Dolce and Gabbana):	Participant 1: "There's like four guys standing on top a girl. It's very sexualized." "There's a lot of skin, there's a lot of sexual connotations. Participant 2: "They are sexualizing women." "Maybe back then it dwas appropriate, but not right now." Participant 3: "It has a gangrape thing to it." "It's more sexual than advertising really."	Red: Negative sexual connotation
Racism (Dove):	Participant 1: "Dove has always been a brand that is empowering woman, but this goes into the racial side of things." "It can be seen as a racially offensive ad." Participant 2: "This ad was a complete no-no." "It's extremely offensive" "too many racial issues" Participant 3: "It's basically discriminating against people with a darker skin." "For a person of my colour. The only thing I see here is: Ok, white is better. You know, so it is kind of hard for me to see beyond that"	Red: Negative race connotation
Humour (Nando's (Overtly sexual advert)):	Participant 1: "Best known for their funny advertisements." "It's got that sexual innuendo, so yah, it's funny."	Green: Positive connotation with humour

	Participant 2: “I still love them. I will always love them. I think because of the cheekiness. They have like, tongue in cheek. What’s the word? Not sarcastic. They use humour, and, I’m like laughing. And I’m like that’s funny! Participant 3: “You know, uhm. South Africa is known as a country, that even though we go through difficult things, we make a joke out of it. But Nando’s just makes a joke out of everything.” “It’s something you want to share, because it’s literally that funny.”	
Unclear vs clear messaging	Dolce and Gabbana (violence) Participant 1: “Yoh, I don’t know. They’re not really advertising.” Participant 2: “I think they are trying to make the consumer associate the brand with being desirable and wanted.” Participant 3: “Because I don’t know what their message is.” “And I just feel like, in advertisements the message is supposed to be clear. Like crystal clear.” Dove (racism) Participant 1: “I don’t think their intention was for it to be a racial thing. But it very clearly is.” Participant 2: “Like what are they trying to say?” “I don’t know. But I didn’t get good vibes and associations from this advert at all.” Participant 3: “What is going on here?”	Turquoise: Message in the advertisement was clear to respondents Grey: Message in the advertisement was unclear to respondents Unclear Unclear

	Nando's (Overtly sexual advert) Participant 1: "You can't wait to get home, just get to it." Participant 2: "I think it's that good or that delicious, or the smell and aromas, you want to eat it there and then. You don't want to wait." Participant 3: "I know what they are trying to say. Like, we all have that thing of whenever we buy food and we are on our way home, we don't mind just taking a chippie, because you're just so hungry!"	Clear
Change attitude of	Dolce and Gabbana (violence) Participant 1: "It's probably the same. I've always seen it as a high end fashion brand and fashion designers." (attitude initially unchanged) "But certainly, when I look at that, it's like, is that the role that women play in your company? Is that how you view woman? Is gender roles and equality a thing to you?" Participant 2: "Honestly, I don't feel any different. But it is a brand that I aspire to be a part of and experience "But I would hope that their practices have changed" Participant 3: "They can do better. It takes away from their premium." "It just makes them more sexual and less attractive to me." Dove (racism) Participant 1: "I'd probably a lot more critical on their adverts going forward."	Yellow: Attitude towards brand remains the same Red: Attitude towards brand changed Blue: Participants' attitude hasn't changed but show moral concerns. Attitude towards brand remains the same Moral concerns Attitude towards brand changed Attitude towards brand changed

"Yah, because of the sexualization of the advertisement." Dove (racism) Participant 1: "Yes, 100%." Participant 2: "especially from like a South African context, it's extremely offensive." Participant 3: "Definitely" "There is certain sensitive issues that we haven't fully dealt with." Nando's (Overtly sexual advert) Participant 1: "Not really, no. It wouldn't change my affection." Participant 2: "No! Whatever people do in the backseat, that's private" Participant 3: "Nando's have a reputation of controversy and humour, you know, I feel it's not really violating social norms."	Yellow: Participant do not consider social norms to be violated
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Theme 1: Controversy of Sexualisation and violence (Dolce and Gabbana):

It was clear that respondents found the portrayal of violence and sexualisation as highly negative and controversial. The current climate that advocates for women's rights may have an influence on the high disapproval respondents have shown towards sexualizing woman. 100% of respondents indicated that the advertisement violates social norms. All respondents could clearly point out the elements they perceived to be controversial in the advertisement, which was the men standing over the woman.

Violence and over sexualisation proves to be an appeal in controversial marketing that has a negative impact on the brand image. This finding proves the literature of Wijaya (2013) and Farrell (2012) as it was clear that all participants perceived the advertisement as controversial and were very disapproving of the sexualisation portrayed in the advertising

campaign. Although the brand image has been damaged and all respondents objected to the portrayal of women in a sexualized manner, only 1/3 of respondents indicated a change of attitude towards the brand after seeing the advertisement.

Theme 2: Controversy of Racism (Dove):

All respondents viewed the use of racism as a controversial tactic. The sensitive nature of racism and the issues that go with it, especially in a South African context, was referred to by all of the respondents. Considering the history of South Africa, it is clear that advertisements that showcase racism will be rejected by the consumers. All respondents showed extremely negative emotions attached to the advertisements, ranging from “disappointed” to “angry and irritated” which affected the brand image greatly. This finding proves the literature of Farrell (2012) that racism is a controversial marketing technique and that controversial marketing has a negative effect on the brand image. This is due to all participants having perceived the advertisement as controversial and disapproved of the use of racism in the campaign.

However, this finding disproves the literature from (Madni et al., 2016), which argue that controversial marketing leads to reductions in purchase intentions. Respondents that were already making use of Dove, felt its products speak for itself and they will continue to make use of the products. Therefore, it can be deduced that although the brand image has been affected negatively, the participants’ purchase intentions weren’t affected.

Theme 3: Non-controversy of overtly sexual advertisements that uses humour:

Respondents, all part of generation Z, did not perceive the use of overtly sexual advertisements as controversial. This disproves past literature by Waller (2012) that argues that overtly sexual approaches are often considered to be controversial. The overtly sexual appeal was disguised by humour and the humour clearly made the use of the overtly sexual approach much more acceptable. All respondents indicated that they enjoyed the advertisement and that it made them laugh and feel good. Another important factor to consider is that respondents felt the approach suits the brand and they “were expecting that”. It therefore shows that the advertisement reflected the brand image the consumers have of Nando's. This proves the literature of Coleman et al. (2015) that argue coherence between the brand identity and the message communicated to the consumer is more likely to lead to positive brand image. It was clear that participants weren’t shocked by the content

and appeal used, as the message communicated just reiterated the image participants already have of the particular brand.

Theme 4: Unclear messaging vs clear messaging

An interesting theme that arose from the interviews was that brands who didn't communicate their message clearly left the respondents confused and that led to participants perceiving their advertisements as controversial. Leaving the consumer to draw their own conclusions and interpret the advertisement showed to have a negative impact on the brand image. This confirmed the literature of Coleman et al. (2015) which stated that singular usage of controversial marketing may lead to confusion among consumers as to who the brand is, due to the different messages communicated (Coleman et al. 2015). Both the Dove and Dolce and Gabbana advertisements left respondents in the dark, with 67% of respondents unsure of what the brand wanted to communicate. On the other hand, Nando's communicated their message clearly in the advertisement and in contrast was perceived as enjoyable. The clarity of the message showed to be of high importance when making use of controversial marketing tactics.

Theme 5: Change in attitude

When respondents had to explain whether their attitude changed due to the violence appeal used, 66% (2/3) of respondents expressed negative feelings and showed a change in attitude after seeing the advertisement. One respondent didn't align its feelings with actions, due to them "aspiring to be part of the brand". The respondents also expressed moral concerns. Both participant 1 and 2 doubted the integrity of the brand with statements like "Does D&G care about women?" and "Is that the role that women play in your company?"

When respondents had to explain whether their attitude changed due to the racism appeal used, (3/3) 100% of respondents had a negative change in attitude. However, although respondents had an increased negative attitude towards the brand, 2/3 participants would still use the product. Participant 3 felt "their product speaks for itself". This finding disproves the literature of Madni et al. (2016) as it is clear that a negative attitude towards the brand due to controversial marketing doesn't necessarily result in reductions of purchase intentions.

When respondents had to explain whether their attitude changed due to the use of the overtly sexual appeal, none of the respondents showed a change in attitude. It was thus clear that overtly sexual advertisements are not controversial.

Overall, across categories the brand attitude was thus negatively influence by the controversial advertisements. Therefore, this finding proves the literature of Yu et al. (2018) that negative information related to the brand has a direct negative effect on consumers' attitude. It was evident that respondents' brand attitude was influenced negatively by the controversial advertisements. However, it was also clear that negative brand attitude and purchase intention is not related to the other.

Theme 6: The role of pre-existing attitudes

Pre-existing attitudes of respondents played an imperative role in all three categories of controversial advertising. The Social Judgement Theory (Sherif et al., 1965), which argues an individual's pre-existing attitudes towards matters are a fundamental pillar when it comes to decision making, were proved by the findings. Respondents that felt strongly about a certain issue raised were more likely to perceive the advertisement as controversial. They also used highly emotive statements and the brand image was influenced negatively.

However, when respondents weren't emotionally invested in a particular issue, they would still perceive the advertisement as violating social norms in some cases, but it wouldn't affect their behaviour or attitudes towards the brand. Exposure to controversial tactics like violence or racism would influence their perceived brand image but has no further effect of their behaviour or purchase intentions. This finding further supports the Social Judgement Theory (1965), as issues that weren't of particular importance to participants were categorized into their latitude of non-commitment, and therefore didn't act upon it.

Theme 7: Violation of social norms

For both violence and racism, respondents felt the advertisements were violating social norms, respectively in terms of "abuse and gangrape" and communicating "white is better". Respondents were able to clearly identify which social norms were violated. The finding confirms the literature of Lasn (2000) which argues that controversial marketing is violating social norms. All respondents were strongly against the use of these controversial tactics.

This finding proves the literature of Francis and Hoefel (2018) that Generation Z expect brands to behave in an ethical manner.

Participants didn't perceive the overtly sexual approach as controversial and as a result none of the participants considered the advertisement to be violating social norms.

Summary of findings:

- 100% of respondents perceived the violence and racism appeal as controversial. The explicit nature of the violence appeal that sexualized woman was a major concern for all participants. The transition of the black woman to a white woman was perceived as extremely offensive by all respondents.
- 100% of respondents didn't perceive the overtly sexual appeal as controversial. The humour, together with the brand identity of Nando's that is built upon controversy, contributed to why the advertisement wasn't perceived as controversial.
- Unclear or vague communication increased the perceived controversy of the advertisements. Because respondents weren't sure about what the brand were trying to say, they drew their own conclusions and as a result perceived the advertisements as controversial.
- Advertisements that were perceived to be controversial resulted in a negative change in attitude towards the brand. As attitude and brand image are closely related, it thus meant that the brand image was affected negatively by the advertisements.
- Although the respondents' attitude towards the brand changed, only 33% of respondents indicated a change in purchase intentions. This revealed that brand attitude and purchase intentions is not related to the other.
- Pre-existing attitudes towards matters proved to be playing a major role in how consumers respond to controversial marketing.
- Respondents' pre-existing attitudes in terms of racism resulted in a major rejection of the advertising campaign presented by to them, with 100% of respondents rejecting the campaign.
- Research was confirmed that Generation Z expect brands to behave in an ethical manner, as 100% of respondents felt that the advertisements they perceived to be controversial, were violating social norms.

15 Trustworthiness

Qualitative data cannot be generalised due to the small sample sizes and the abstract information in the findings (Anney, 2014). To provide evidence that the data can still be believed to be trustworthy a qualitative study needs to prove the following: credibility, transferability, conformability and dependability (Du Plooy-Cilliers, Davis and Bezuidenhout, 2014). By applying each concept to the research process, the researcher aimed to prove that the research can be trusted.

15.1 Credibility

Credibility is defined as the confidence that can be placed in the truth and accuracy of the research findings (Anney, 2014). Credibility establishes whether the research findings are considered believable and interpreted correctly by the researcher (Graneheim and Lundman, 2004). Credibility was ensured through several strategies. The first was adopting an acknowledged research approach like phenomenology. By utilizing this research design that fits the research question and theoretical foundation the researcher ensured credibility by making use of an established approach that ensures alignment across the research. (Maree, 2016).

For this study, another strategy the researcher made use of to maintain credibility were member checks. Member checks refer to the process of sending the results of the analysed data back to the respondents to ensure the data was analysed and interpreted correctly by the researcher (Burns and Veeck, 2017). According to Anney (2014) member checks is a common way of ensuring credibility in qualitative research. Member checks allowed the respondents to provide feedback on the findings and suggest changes if they deemed the results to be misinterpreted. By applying these two strategies, the researcher aimed to ensure credibility.

15.2 Transferability

Transferability refers to the degree in which the research can be transferred to other contexts; this section is defined by readers of the research (Maree, 2016). The reader notes the specific details of the research situation and methods and compares them to a similar situation that they are more familiar with. If the specifics are comparable, the original research would be deemed more credible. The aim is to generalize the data so that it can be applied to other contexts (Burns and Veeck, 2017).

For this research paper where the researcher will measure how controversial marketing influence brand image, the transferable aspect would be marketers intending to use

controversial content in their advertising campaigns can refer to the results of this study to assist them in making decisions that will be best for their brand. By applying this study to their own brand marketers can ensure their strategies lead to better brand image, considering the outcome of this study.

15.3 Conformability

Confirmability refers to the extent to which the results of an inquiry could be confirmed or substantiated by other researchers (Tobin and Begley, 2004:392). Conformability is concerned with the findings being derived from the data and not influenced by the outcome the researcher had in mind (Anney, 2014). The findings should not by any means be influenced by the researcher's prejudice, intent or interest and any one of these biases has to be rejected by the researcher (Maree, 2016).

Conformability was achieved by ensuring participants were not in close relation to the researcher, as the researcher did not want the participants to be influenced by the views of the researcher. Another way conformability was achieved was by an audit trail. According to Bowen (2009:307), an audit trail offers observable evidence from the process to the final report that the researcher did not just simply interpret the data in a biased manner. The researcher kept record of all transcripts, interview guides and data that supports this study.

15.4 Dependability

Dependability is considered to be the “stability of findings over time” (Anney, 2014). Dependability and credibility are closely aligned and used in qualitative research instead of reliability (Anney, 2014). According to Maree (2016), the usage of a strong research design approach will result in a dependable and reliable outcome. Thus, for this study, the researcher used the research design phenomenology to ensure dependability. Anney (2014) suggested several strategies for ensuring dependability, one being member checks. Member checks have been discussed in credibility and researcher used these strategies to ensure trustworthiness throughout the study.

16 Research questions and problems addressed

All research questions were answered.

16.1 Primary Research question

How does Generation Z perceive the brand image of brands that make use of controversial marketing?

Firstly, the researcher has to note that how Generation Z perceive controversial marketing differs across the different categories of controversial marketing. For this study only three categories were tested. It was evident that two of the three categories, violence and racism, negatively influenced the brand image of the brands that made use of controversial marketing. Overtly sexual behaviour wasn't perceived as controversial and didn't influence the brand image of the brand making use of this appeal negatively.

However, although the brand image was affected negatively by the violence and racism appeal, it did not affect purchase intentions or behaviour of respondents. This was applicable across all three categories tested. Therefore, the researcher concludes that overall, the brand image of brands that makes use of controversial marketing is perceived negatively among Generation Z.

16.2 Secondary questions/ hypotheses/ objectives

1. How does the consumer perceive the brand image before awareness of the controversial marketing the campaign?

The researcher has to note that the perceived brand image before awareness of the controversial marketing campaign, differs for the different brands. For Dolce and Gabbana that made use of violence, the brand image beforehand was generally perceived as "premium, luxury and confident". For Dove, that portrayed racism, the brand image was perceived as very "positive and empowering". Nando's was perceived as "controversial, funny and humorous". The overall brand image across brands was thus generally perceived as positive.

2. How does the consumer perceive the brand image after awareness of the controversial marketing the campaign?

The researcher has to note that the perceived brand image after awareness of the controversial marketing campaign, differs across categories. The violence appeal tested was generally perceived as negative among participants and the brand image was negatively influenced by the use of this appeal. The controversial appeal, racism, was also perceived as very negative among participants and the brand image was negatively influenced by the use of the appeal. For both the violence and racism categories in controversial marketing, although the brand image was influenced negatively, the participants still support the brands and remain loyal.

The overtly sexual appeal was perceived positively among participants and the brand attitudes remained unchanged towards the brand. The researcher concludes that overall, the brand image was influenced negatively by consumers after the awareness of controversial marketing campaign.

3. What are the elements (if any) in the campaign that Generation Z views as controversial?

The elements that Generation Z perceived as controversial were racism and portraying violence. However, the use of overtly sexual behaviour was not perceived as controversial. The reason for the non-controversy may be due to the humorous approach used together with the overtly sexual content.

4. What role do pre-existing attitudes play in Generation Z's perception of controversial marketing advertisements?

Pre-existing attitudes played a major role in how Generation Z perceived controversial advertisements. How emotionally invested a participant was in a particular issue or how important a certain issue raised in an advertisement was to participants, the more controversial and negative the response to the advertisements. The opposite also proved to be true, as participants that didn't feel an issue to be important, didn't perceive the advertisements as controversial.

The research problem in this research study was solved as it was determined that the brand image of brands that makes use of controversial marketing is perceived as negative among Generation Z. The gap in the literature was filled as this study focused on the generational cohort, Generation Z in a South African context. The aim of the study was obtained as the researcher explored how Generation Z perceive the brand image of brands that make use of controversial marketing in a South African context.

The objectives of the study were met as the researcher determined consumers perceive the brand image before the awareness of controversial marketing campaign as generally positive. The brand image after the exposure to the controversial marketing campaigns was perceived as negative. The elements found to be controversial in this study were violence and racism. The researcher found that pre-existing attitudes have a major influence on whether Generation Z view advertisements as controversial and how they respond to it.

17 Key contributions and scope for further research

The contribution to the body of knowledge was filling a gap in the literature as there weren't any studies that have explored controversial marketing in a South African context. Thus, by conducting the study in South Africa the phenomenon was explored more in-depth and richer data was collected.

Previous studies explored the cohorts Generation Y and Generation X while no past study was conducted to investigate how Generation Z perceive brands that utilize controversial marketing. Thus, the study added theoretical and practical value to the existing research. The theoretical value to the research was added by filling a gap in the literature to explore how Generation Z perceive brands that utilize controversial marketing. The practical value to the marketing discipline was to assist marketers in strategic decision making, by exploring the perceptions of controversial marketing from the viewpoint of a cohort, Generation Z.

This study was cross-sectional and therefore the long term effect of controversial marketing on brand image could not be determined. Future research could focus on the long-term effect of controversial marketing on brand image. Future studies could use generation Z as cohort to further study the influence of controversial marketing on brand image, as no previous literature is available on the behaviour of this specific cohort when exposed to controversial marketing. Future research may perhaps test all appeals within controversial marketing, as this study only focused on the racism, violence and overtly sexual appeals.

This study was limited to 3 respondents using a qualitative data collection approach. Future studies may be conducted on a larger scale with more respondents, using a mixed-method data collection approach to gain a greater understanding that is more representative of the population.

18 Limitations

Limitations in the research include factors influencing the researcher that are considered to be out of the researcher's control (Burns and Veeck, 2017). The limitations of this study were as follows:

The short time frame given to conduct the research, as this is a cross-sectional study. The lack of financial resources to obtain a sample representative of the target population. The research could not be generalized to the larger population, due to the small sample size within this qualitative study. Moreover, another limitation was the generational cohort that was used for this study. No previous study has been done on how Generation Z perceive brands that make use of controversial marketing and the results of this study may thus differ from the findings of past literature.

19 Delimitations

Delimitations are the characteristics that set the boundaries for the study and can be controlled by the researcher (Burns and Veeck, 2017). The delimitations for this study were as follows:

The participants had to be between the ages of 18-22. All the other age groups considered to be part of generation Z were excluded from the study. The reason for this delimitation was due to the explicit content of the advertisements in the study and the ethical clearance that needed to be obtained to interview underage respondents. Another delimitation included in the study was the geographical area where the study was conducted. The study was conducted in the geographical area of Pretoria, South Africa.

The third delimitation included that participants had to be familiar with the following brands: Dolce and Gabbana, Dove and Nando's. The reason for this was to ensure the respondents could respond to the questions and meaningfully contribute to the research.

The fourth delimitation was the type of controversial advertisements chosen to be part of the study. There is a criterion of ten elements that qualify an advertisement to be considered controversial (Farrell, 2012). For this study, the researcher only tested three of the ten elements of the criteria that indicate an advertisement may be considered controversial.

Refer to appendix 1, 2 and 3. Thus only violence, overtly sexual behaviour and racism were tested. To get a clearer picture of the overall influence of controversial marketing on brand image all of the ten elements would ideally be tested.

20 Ethical Considerations

Informed consent was obtained from respondents to participate in the study (du Plooy-Cilliers, et al., 2014). The researcher ensured the respondents understood the risks they may face as a result of being part of the research, which was the exposure to controversial advertisements. The researcher informed all participants that their participation in the study was voluntary and that they may retract from the study at any given time.

The researcher ensured that all sensitive information associated with the research was dealt with appropriately, as the study explored controversial images and contained sensitive information. The nature of the advertisements in the interview were explicit and sensitive, each respectively depicting either a violent sexual offence, racism or using a sex appeal to spark interest. It was of the utmost importance that the researcher handled the interviews with sensitivity due to the nature of the content in the advertisements. This was done by clearly stating what the content is that will be likely explored in the research.

The researcher assured the participants of anonymity and confidentiality (du Plooy-Cilliers, et al., 2014). All research was conducted in correspondence with the IIE ethical guidelines.

21 Conclusion

The aim of this study was to explore how Generation Z perceive the brand image of brands that make use of controversial marketing. The study was successfully conducted by answering all research questions and meeting research the objectives. The researcher concludes that the brand image of brands utilizing controversial marketing are negatively perceived by generation Z. The findings from the study confirmed the researchers' initial expectations, but further research into the topic is recommended to explore the phenomenon more. This study only tested three of the ten categories within controversial marketing and therefore the findings may differ from other literature.

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23 Appendix 1: Dolce and Gabbana Advertisement



Figure: 2 Dolce and Gabbana (Dahl et al. 2003)

24 Appendix 2: Dove advertisement



Figure: 3 Dove (Thorbecke, 2017)

25 Appendix 3: Nando's advertisement



Figure 4: Nando's - Caption: Because you can't wait to get home (Marketingsociety.com, 2013)

26 Appendix 4: Interview guide

Questionnaire (Part 1):

1. Describe Dolce and Gabbana to someone who has never heard of the brand (Wijaya, 2013).
2. Can you describe to me a few things that you associate with Dolce and Gabbana? (Wijaya, 2013)
3. Show advertisement: Appendix 1
4. What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)?
5. Can you explain to me the message Dolce and Gabbana is trying to convey (Madni et al., 2016)?
6. Describe the emotion you will attach to this advertisement (Keller, 2013)
7. Can you describe why this advertisement makes you feel this way (Keller, 2013)?
8. Describe your attitude towards Dolce and Gabbana after seeing this advertisement (Yu et al., 2018).
9. Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?
10. Can you explain to me whether this particular issue raised in the advertisement (not the advertisement itself) is of particular importance to you (Sherif et al. 1965)?
11. Can you describe any elements in the advertisements that you would consider to be controversial? (Farrell, 2012)

27 Appendix 5: Interview guide

Questionnaire (Part 2):

1. Describe Dove to someone who has never heard of the brand (Wijaya, 2013).
2. Can you describe to me a few things you associate with Dove? (Wijaya, 2013)
3. Show advertisement: Appendix 2
4. What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)?
5. Can you explain to me the message Dove is trying to convey (Madni et al., 2016)?
6. Describe the emotion you will attach to this advertisement (Keller, 2013)
7. Can you describe why this advertisement makes you feel this way (Keller 2013)?
8. Describe your attitude towards Dove after seeing this advertisement (Yu et al., 2018).
9. Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?
10. Can you explain to me whether this particular issue raised in the advertisement is of particular importance to you (Sherif et al. 1965)?
11. Can you describe any elements in the advertisement that you would consider to be controversial? (Farrell, 2012)

28 Appendix 6: Interview guide

Questionnaire (Part 3):

1. Describe Nando's to someone who has never heard of the brand. (Wijaya, 2013)
2. Can you describe to me a few things that you associate with Nando's? (Wijaya, 2013)
3. Show advertisement: Appendix 3
4. What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)?
5. Can you explain to me the message Nando's is trying to convey (Madni et al., 2016)?
6. Describe the emotion you will attach to this advertisement (Keller, 2013)
7. Can you describe why this advertisement makes you feel this way (Keller 2013)?
8. Describe your attitude towards Nando's after seeing this advertisement (Yu et al., 2018).
9. Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?
10. Can you explain to me whether this particular issue raised in the advertisement is of particular importance to you (Sherif et al. 1965)?
11. Can you describe any elements in the advertisement that you would consider to be controversial? (Farrell, 2012).

29 Appendix 7: Ethical Clearance Letter

August 26, 2019

Student name: Anneke Van Eeden

Student number: 19014067

Campus: Vega Pretoria

Re: Approval of Bachelor of Arts (Honours) in Strategic Brand Communication 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
Coordinator

Name:
Campus Postgraduate

30 Appendix 8: Originality Report



Exploring how Generation Z perceive the brand image of brands utilizing controversial marketing in a South African context.

Student: Anneke van Eeden 19014067

Qualification: 1 BA Honours in Strategic Brand Communication

Supervisor: Ivan Mkhomazi

Module: RESM 8419

Wordcount: 11752

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

Abstract

RESM8419_2019_ALL_VGPT - RESM8419_VGPT1

Research Report 1

Anneke Van Eeden on Tue, Oct 22 2019, 2:35 PM

4% highest match

Submission ID: ce13983f-a2d9-4640-afe6-797043a82b62

Anneke van Eeden, 1...

Word Count: 12,411 | 4%

Attachment ID: 2253745171

Citations (12/12)

1 Another student's paper

2 Another student's paper

3 Another student's paper

31 Appendix 9: Transcripts

31.1 Participant 1

Interviewer: Describe Dolce and Gabbana to someone who has never heard of the brand

Interviewee: It's a fashion brand and they make perfume and cologne. Yeah, it's a top quality and designer brand that you often see **famous people wear**.

Interviewer: *Can you describe to me a few things that you associate with Dolce & Gabbana?*

Interviewee: Firstly, I would say that you have to be **quite wealthy** to wear their products. It's **quite expensive** stuff in terms of their products. And I'd say probably perfume or the cologne. Yeah, those are the first things that come to mind when I think of the products they make. **Expensive stuff** that famous or **wealthy people** wear.

Interviewer: *Look at this advertisement. I am now going to ask you a few questions based on the advertisement*

What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)?

Interviewee: **A lot of skin**. I don't know, it's **weird**. There's like four guys standing on top a girl. It's **very sexualized**. They're all shirtless guys.

Interviewer: *Can you explain to me the message Dolce and Gabbana is trying to convey (Madni et al., 2016)?*

Interviewee: Yo, I don't know. They're not really advertising. There's **the brand** and the advertisement, but they're not really advertising any visible products that I can see. **unclear**

Interviewer: *Describe the emotion you will attach to this advertisement)*

Interviewee: That I felt? Is **uncomfortable** an emotion? Probably confused or just didn't understand it. It's a bit weird.

Interviewer: *Can you describe why this advertisement makes you feel this way (Keller, 2013)?*

Interviewee: Uhm, it's just a very like in your face, there's a lot of skin, there's a lot of **sexual connotations** to it. So, I would say it's a bit **controversial** in that aspect.

Interviewer: *Describe your attitude towards Dolce and Gabbana after seeing this advertisement (Yu et al., 2018).* (Attitude towards advertising)

Interviewee: It's probably the same. I've always seen it as a high end fashion brand and fashion designers usually push the boundaries on conventional clothing, I guess. So, they always have a creative and artsy feel. So, ya I'd probably expect it from them.

Interviewer: *(follow up question) So you say that the way you perceive Dolce and Gabanna after the campaign does not influence the way you viewed them before?* (Attitude towards advertising)

Interviewee: It's probably in the sense of that Dolce and Gabanna isn't a big part of my life, and I'm not that interested in the products they offer. But certainly, when I look at that, it's like, is that the role that women play in your company? Is that how you view woman? Is gender roles and equality a thing to you? And it's something I thought of, but it probably won't stick around. They'll probably just go back to being that expensive brand.

Interviewer: *Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?* (Ethical Considerations)

Interviewee: Violate social norms? I guess so? I think in the sense of like there's four guys standing on top of a girl in a very domineering way and she looks a bit powerless around those guys. It probably plays on the whole gender equality and things like that and what are people's roles. And certainly, in that, it looks like the man is more powerful than women and in society there's a very big push for equal rights and that a man doesn't dominate a woman.

Interviewer: *Can you explain to me whether this particular issue raised in the advertisement (not the advertisement itself) is of particular importance to you (Sherif et al. 1965)?* (Social Judgement theory)

Interviewee: Yeah, I guess so. I'm all for equal rights and I believe women have as much influence as men. Just because you're one gender or the other, doesn't mean you should or shouldn't do certain jobs. Women can be CEO's of companies and so can men. There should be equal opportunities and roles to play.

Interviewer: *Can you describe any elements in the advertisements that you would consider to be controversial? (Farrell, 2012)* (Controversial Marketing)

Interviewee: The skin. A lot of skin. Yeah and I would say the men standing over the woman.

Questionnaire (Part 2):

Interviewer: *Describe Dove to someone who has never heard of the brand (Wijaya, 2013).*

Interviewee: Dove makes soaps and deodorants and toiletries. Skincare products. I's say they make skincare products.

Interviewer: *Can you describe to me a few things you associate with Dove? (Wijaya, 2013)*

Interviewee: I think of that advert where the lady, as she was taking her top off, she changed from an African lady to a white lady. That was quite a **controversial** thing, yeah.

Interviewer: (follow up) And for the product itself?

Interviewee: **Freshness, clean products.** Mentioned controversy first

Interviewer: *Show advertisement: Did you have a good look? Ok cool.*

Interviewer: *What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)?*

Interviewee: I can definitely see why there was such an outcry about it. And Dove has always been a brand that is empowering woman, but this **goes into the racial side of things.** And you must be proud to be a woman, but if you use this product you go from a black woman to a white woman. So, it can be seen as a **racially offensive ad.**

Interviewer: *Can you explain to me the message Dove is trying to convey (Madni et al., 2016)?*

Interviewee: Is it shower gel?

Interviewer: Yeah, it's a soap, shower gel.

Interviewee: I think they were going on the fact that their intention was to be clean. I don't think their intention was for it to be a racial thing. But it very clearly is.

Interviewer: *Describe the emotion you will attach to this advertisement (Keller, 2013)*

Interviewee: I'd say, like **irritated or angry.** For me, I **hate racism.** It's a big thing for me, I've **never liked it.** When I see a big **negligent** mistake like that, especially a big company like Dove should notice things like that before it even goes into the brain storming meeting. It shouldn't even go to the point where it reaches main stream media. So yeah, it's just **probably irritated that it got to that** and caused this big stir.

Interviewer: *Can you describe why this advertisement makes you feel this way (Keller 2013)?*

Interviewee: Ya, I've just described it.

Interviewer: *Describe your attitude towards Dove after seeing this advertisement (Yu et al., 2018).*

Interviewee: I'd probably **a lot more critical** on their adverts going forward. They should **be careful in how they handle the situation** going and how they handle the situation going forward in order to control and not make this mistake happen again. **I don't use Dove products, but it would probably put me off using Dove products, I guess.**

Interviewer: *Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?*

Interviewee: **Yes, 100%.** It seems stupid to me that racism is still such a big thing in our culture. I understand that it's not gonna disappear overnight and that there's been a lot of hurt in the past that has influenced us and how society moves forward going . When you work together, look past racial barriers and all these different things.

Interviewer: *Can you explain to me whether this particular issue raised in the advertisement is of particular importance to you (Sherif et al. 1965)?*

Interviewee: **Yea I'd say yes.** Like I've said, I hate racism and any sign, whether it is a person I know or don't know, **I'll confront someone about it. That's how passionately I am about it.** For them it was probably a silly mistake, but for me, it carries a much bigger weight. So yeah, they should probably just be considerate of those things.

Interviewer: *Can you describe any elements in the advertisement that you would consider to be controversial? (Farrell, 2012)*

Interviewee: Yeah, the **race aspect.**

Questionnaire (Part 3):

Interviewer: *Describe Nando's to someone who has never heard of the brand. (Wijaya, 2013)*

Interviewee: Nando's is a fast food restaurant that sells chicken and burgers. Grilled chicken and probably, besides their food, they're best known for their **funny advertisements**

Interviewer: *Can you describe to me a few things that you associate with Nando's? (Wijaya, 2013)*

Interviewee: Really nice food, probably the healthiest fast food chains available besides, Chains but ya, probably one of the more healthier options. And yah, I associate them with their funny adverts.

Interviewer: *Show advertisement: Appendix 3*

Interviewer: *The caption reads because you can't wait to get home*

Interviewer: *What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)*

Interviewee: Something that I would expect Definitely Nando's. There's definitely a sexual innuendo, so ya, its very funny.

Interviewer: *Can you explain to me the message Nando's is trying to convey (Madni et al., 2016)?*

Interviewee: Uh, I think well, the Nando's, as the back with the safety belt. Was it in the front seat or in the back seat?

Interviewer: I think in the back seat.

Interviewee: O I see it was in the back seat. Well, yeah, I guess now, you can't wait to get home, just get to it. Do it now kind of thing. Clear

Interviewer: *Describe the emotion you will attach to this advertisement (Keller, 2013)*

Interviewee: Uhm, it's funny for me, I guess. I could see how some can get awkward around it, but for me it's funny, I guess. I see the humour in it.

Interviewer: *Can you describe why this advertisement makes you feel this way (Keller 2013)?*

Interviewee: It's got that sexual innuendo, so yah, it's funny. Its as borderline as you could probably go, without throwing the thing in your face, I guess.

Interviewer: *Describe your attitude towards Nando's after seeing this advertisement (Yu et al., 2018).*

Interviewee: It's the same. It's what I'd expect from them. They're known for putting out controversial advertisements and having adverts taken down because it breaks this law and that law, but still goes viral somehow, because that's just who they are.

Interviewer: *Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?*

Interviewee: I don't think it violates any social norms, yeah they're making a light hearted joke, it's nothing really affecting a whole bunch of people I guess, yeah.

Interviewer: *Can you explain to me whether this particular issue raised in the advertisement is of particular importance to you (Sherif et al. 1965)?*

Interviewee: **Not really, no.** It wouldn't change my affection

Interviewer: *Can you describe any elements in the advertisement that you would consider to be controversial? (Farrell, 2012)*

Interviewee: **Uh, I don't know if its controversial.** Its, there's the sexual innuendo but it's light-hearted, it's nothing that'll cause a scene in the sense of popularity. **I don't think its going to offend anyone to the point of it being controversial** and people having a big issue with it.

Interviewer: Thank you!

Interviewee: Awesome

31.2 Participant 2

Interviewer: *Describe Dolce and Gabbana to someone who has never heard of the brand (Wijaya, 2013).*

Interviewee: Ooh. Can I call it D&G?

Interviewer: Yes.

Interviewee: It's like a fashion house that sells or designs **really amazing** clothes and perfumes and household stuff, so it's a luxury brand. It's very **high-end very aspirational**, like if you work hard, it's like you dream that one day you can wear Dolce and Gabbana. Maybe even your bedding, like candles, I don't know, just stuff from that fashion house. But ya, one of the biggest fashion houses in the world.

Interviewer: *Can you describe to me a few things that you associate with Dolce and Gabbana?*

Interviewee: **Money!** Like money, lifestyle I think, and just like I would think I would **feel important wearing D&G**. Or having carrying that paper bag with people wondering: Ooh, who is she? Yeah.

Interviewer: *So here is the advertisement. What are the first thoughts that come to mind when you see this advertisement?*

Interviewee: Firstly, they is. Very. What's the word? They are **sexualizing women** and I feel like right now in the world in the climate, in terms of like women abuse and all that. Maybe back then it was appropriate, but **not right now**. But yah, and I don't think when you see it you think "high-end brand". I mean I get the message they are trying to be like: women are desirable and therefore the brand is desirable, I suppose. **But right now, I wouldn't flight an ad like this.**

Interviewer: *Can you tell me what do you think of message was that Dolce and Gabanna was trying to convey?*

Interviewee: I think desire. I think they are trying to make the consumer associate the brand **with being desirable and wanted** and that kind of stuff and I think that's why they the men are surrounding the women and that kind of stuff. But yes, I think that is what they are trying to do, so remember just the aspirational link, you want to have it.

Interviewer: *Can you describe the emotion that will attach to this advertisement*

Interviewee: My emotions? I mean, I don't know, is **desire** an emotion? You **want to know more** I suppose, you want to understand what's going on so I suppose you want to know more about what they sell and end up buying the stuff. Yeah

Interviewer: *Can you describe why this advertisement made you feel this way?*

Interviewee: I think, can I speak about my fashion background? Cause I feel like we had this examples.

Interviewer: Yes.

Interviewee: We were taught to look at deeper meanings of adverts, not just the clothes or just how they are posing. But on a subliminal level, I know that D&G essentially wants you to view them as desirable but also look at the social like aspect of this advert. Uhm, what's the word? You know when you. Yeah, like sexualising women. So, in a way there is positive attributes to the advertisement but at the same time in my personal preference it is overly sexualized and women shouldn't be like portrayed like this. And look, I think when you see this you think like: Do D&G care about women and stuff like that? So, would you even want to be associated with this brand?

Interviewer: *Describe your attitude towards Dolce and Gabbana after seeing this advertisement*

Interviewee: Honestly, **I don't feel any different**. I know, I think it's probably a bit contradicting but it is a brand that I aspire to be a part of and experience so it hasn't really changed much the way I feel about it.

Interviewer: *Can you explain whether this advertisement in your opinion violate social norms?*

Interviewee: **Yes!** Yes it does! Like I've said, **especially now in this climate of women being abused and stuff like that and the me-too movement** I feel like this advertisement is promoting that it is **ok for men to abuse women and sexually abuse them and I think that that isn't right**. And I think fashion brands are very known for oversexualizing women and I think over the years they've tried to have a different imaging strategy of how they are shooting their advertisements in a way that still resonates with the brand and what they want to convey.

Interviewer: *Can you describe whether the issues raised in the advertisement was of particular importance to you?*

Interviewee: No because when I think from me when I think of D&G it's an aspirational brand, a lifestyle brand. Like once I've made it, I want to shop there. So no, but I would hope that their practices have changed, as well.

Interviewer: *Can you describe any elements in the advertisement that you would consider to be controversial?*

Interviewee: Like I said I just think the men. Like, obviously this one that's just like, holding her down, and these others that's just gazing over her. Cause like females. We're known for the female gaze and whatever and like men just look at us in like a sexual manner that. I think in the past, depends on the type of the person you are, you would love it. But for me personally, I don't think it's appropriate. Especially, I get what they're trying to sell. But for a lot of people, the message will get lost in translation. I think they would have to sit them down, to try and get them to get what they intended. But when you just look at it at first glance, the message wouldn't get across well. Yeah

Interviewer: *Moving onto the next advertisement. Can you please describe Dove to someone who has never heard of a brand?*

Interviewee: Dove is like a female-friendly, it's for like your skin, it's for like health reasons, for good glowing healthy skin. You know? And I think they are empowering woman and woman driven. And I don't know, is it natural? I don't know if it's natural but I think it's a good brand. I think it's a good brand.

Interviewer: *Can you describe to me a few things that you associate with Dove?*

Interviewee: Like I said, hygiene, females, beauty and also, their main message over the past few years has been to say you create your own beauty. And being happy and comfortable and what's the word? Confident with yourself, yeah, despite the beauty norms and traditions that we know. They have also broken the boundaries. So, they're still saying, even if you are plus size or really skinny or you have dark skin or light skin. Everyone is beautiful. Yeah, that's a good message.

Interviewer: *Just have a look at this advertisement. What are the first thoughts that comes to mind when you look at this ad?*

Interviewee: Ah, you're showing me so many things that we did in my undergrad. Yeah no, this ad was a complete no-no. Ok, but from the South African context, this has too many racial issues for me. Like what are they trying to say, if I use this product, am I going to become white as a black girl? And also, it didn't really reflect their brand image at the time, when they were saying all beauty were considered beautiful. Now they are saying you need to change yourself in order to be considered beautiful.

Interviewer: Can you explain what the message is that was trying to convey?

Interviewee: I think the concept was that if you use this product, you will become beautiful. Or transform. Or be someone you're not. I don't know. But I didn't get good vibes and associations from this advert at all. UNCLEAR

Interviewer: Can you describe the emotion that you would attach to this advertisement?

Interviewee: Just negative, like sad. I'm saddened. Because I feel like this wasn't created like during apartheid, it was after. It feels like, are you ignorant, don't you know what has happened? What are you.. And also, because beauty is known for kind of being subjective. It's kind of like, if you're this, then you're beautiful and then if you're not this then you're not (beautiful). I would have really hoped. I had higher hopes for the brand that they would navigate the main issues like around beauty and race better than they handled it, honestly.

Interviewer: Can you describe why the advertisement made you feel this way?

Interviewee: Firstly, because I'm black. Can I say that?

Interviewer: Yes!

Interviewee: It brings back a lot... Even though I wasn't a part of everything but based on what you read and what you heard and what you see sometimes. Even just as a black woman and the experience, you know these kind of things happen. And for a brand on such a big national scale to be doing this. It's just in poor taste. *Interviewee:* It's not. And I think considering the majority of South African people. It's like black people. And you want them to support you and love your brand. So why would you do this to people who already support your brand? It's kind of like, what are you doing, what are you saying? Hmm...

Interviewer: Describe your attitude towards Dove after seeing this advertisement (Yu et al., 2018).

Interviewee: Like I said. I already use Dove. And it's weird. And I only started using Dove, years later. When was this? 2017? Yeah, I only started using Dove like last year. But I love

it now. But from the situation. When I saw it, and I was not using it, I was kind of like thinking, thank goodness I was not using this brand! But now, I feel different, because I have seen how they have tried to change and they're inclusive of all races and woman and all body types. So, I feel like they have learned their lesson, I hope.

Interviewer: *So directly after the exposure you felt negative, but as time progressed?*

Interviewee: Yeah, I felt more positive. Yeah, yeah

Interviewer: *Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?*

Interviewee: Yes! Yes, yes, yes. Because like I mentioned earlier that if you're looking at it, especially from like a South African context, its extremely offensive. Again, when you look at it in terms of beauty, like, where. Back in the day, you said everyone was beautiful, but now? It's kind of like, what are you trying to say about my standards of what I think is beautiful? It just brings up too many connotations. Like, what are they trying to say with this?

Interviewer: *Can you explain to me whether this particular issue raised in the advertisement is of particular importance to you (Sherif et al. 1965)?*

Interviewee: Yes, yes, I think it will always be, the race issue, the beauty issue, it's something you grow up with and trying to battle as you grow older. There's a point where you, as a young adult, you're happy with yourself. And when you see certain images, you begin to question. Like you thought you were ok, but now the world or this brand says you're not ok. That's kind of... It's like how should I feel about myself now?

Interviewer: *Can you describe any elements in the advertisement that you would consider to be controversial? (Farrell, 2012)*

Interviewee: Elements? So obviously, just this transition from this two frames to the last frame. It just. Yeah, is it dirt, is it beauty? It's just not, there's a lot going on. Yeah, here's a lot going on.

Questionnaire (Part 3):

Interviewer: *Please Describe Nando's to someone who has never heard of the brand. (Wijaya, 2013)*

Interviewee: Nando's is like by far my favourite fast food restaurant in South Africa. It's like grilled chicken, peri-peri. I love spicy food, so it's like Top 1, actually. It's a really fiery,

cheeky, I would say. It's a very controversial brand. I think it resonates with the target market they are trying to attract and stuff. I **like** that that brand. And it has like African elements. Yeah. Its **vibey**. It's a **good time**.

Interviewer: *Can you describe to me a few things that you associate with Nando's?*
(Wijaya, 2013)

Interviewee: So, one like, chicken and food, African heritage. Like I think it's from a Portuguese background or something, uhm also peri-peri and spices. And a bit of travel because they also have little stories in the store as well. And just like, I think I've always had **good experiences** with Nando's, so just **good customer services**. I've never had any issues with Nando's. Like they've never gotten my order wrong, or like, I don't know, like it was dirty. It was always **tidy, everything was always clean**. Oh, and their menu. You know if they like, uhm, specials, it's always, like if they run out or whatever, they tell you. It's not like you order and then they're like "oh sorry". No, it's always been a good experience.

Interviewer: *Show advertisement: Appendix 3 Look at the caption as well. The caption reads: because you can't wait to get home*

Interviewer: *What are the first thoughts that come to mind when you look at this advertisement* (Madni et al., 2016)

Interviewee: Ok (laughter). Obviously, food, but also like the sexual nature, like dirty. (Laughter) Because you can't wait to get home. Like yah. It's very, like I've said. They are a very fiery brand. **They are very controversial. I think they are pushing the boundaries, making people feel like... A bit like, blush and uncomfortable. But thinking like, damn! You want to eat it right now**, type of thing. So, yeah. I think yeah.

Interviewer: *Can you explain to me the message Nando's is trying to convey* (Madni et al., 2016)?

Interviewee: I think **it's that good or that delicious**, or the smell and aromas, you want to eat it there and then. You don't want to wait. You want to **eat it or do it like, speedy**.

Interviewer: *Describe the emotion you will attach to this advertisement* (Keller, 2013)

Interviewee: **Honestly, happy feelings**. I feel like being sexual and food, it just brings happiness in my life. So happy. I think like of being happy and positive vibes.

Interviewer: *Can you describe why this advertisement makes you feel this way* (Keller 2013)?

Interviewee: Like I mentioned, it's like food. I **love Nando's**. I would assume also when you get a takeout, you're starving, you don't want to cook, so **you know that whatever you ordered, it's going to be good.**

Interviewer: *Describe your attitude towards Nando's after seeing this advertisement (Yu et*

Interviewee: I don't feel any different. I **still love them**. I will always love them. I think because of the cheekiness. They have like, **tongue in cheek**. What's the word? Not sarcastic. They use **humour**, and, I'm like laughing. And I'm like that's funny! That's good! Why didn't I think of that? Like I think they're doing a **good job**.

Interviewer: *Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?*

Interviewee: **No!** Cause I feel like, whatever people do in the backseat, that's private. They are not disturbing anyone. You eating your Nando's at the back of your car, it's **not disturbing anyone**. So, I don't think so, no. And at least there is a safety belt. So at least there is safety involved. Right? Like what's the word. They're like **encouraging people to be safe** when you do all of this stuff. Be safe! Ok?

Interviewer: *Can you explain to me whether this particular issue raised in the advertisement is of particular importance to you (Sherif et al. 1965)?*

Interviewee: **No! Cause I don't have an issue**. So, its not. How do I put it? It's **not that important**. It's just like, it's fun. Its banter. Yeah, its just heated.

Interviewer: *Can you describe any elements in the advertisement that you would consider to be controversial? (Farrell, 2012)*

Interviewee: I supposed the Like the "Do it in the back seat". I suppose people would be like, "Oh you know Ooh" and you don't; talk about that kind of stuff, but it's not. No. Except if you have like kids and they read it. Like just. And then maybe. **But no, I don't think it's controversial**. No! It's not a problem. No!

31.3 Participant 3

Questionnaire (Part 1):

Interviewer: *Describe Dolce and Gabbana to someone who has never heard of the brand (Wijaya, 2013).*

Interviewee: Dolce and Gabbana is premium. It's a premium luxury brand. I would associate it with like Paris and very high-end fashion. Basically, like what higher-end people would wear. Maybe, yoh, like LSM 10. Yah, that's where I would like. That is how I would describe Dolce and Gabbana.

Interviewer: *Can you describe to me a few things that you associate with Dolce and Gabbana? (Wijaya, 2013)*

Interviewee: Uhm, expensive, very out-there, very trendy you know, luxury. It's for a person that. I would say it screams confidence. It screams here I am, type of thing. Notice me, you know? Yeah. That is what I will associate with Dolce Gabbana

Interviewer: *Just to clarify, is your association more positive or negative?*

Interviewee: I would say a positive one. Cause I mean, for a female, maybe you know you would maybe want to aspire to wear Dolce and Gabbana. You know because of its premium and luxury appearance. You know it just has that... It screams money also. It has that money thing to it. People can see that you have money when you wear Dolce and Gabbana. Yah, I would say it's a more positive association than a negative one.

Interviewer: *Show advertisement: Appendix 1. What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)?*

Interviewee: It's very sexual. Uhm. You know. I can answer anyhow, mos?

Interviewer: Yes.

Interviewee: I don't know, it has a gangrape thing to it. Like it's just, all these men are lusting for this woman, but it kind of loses the plot I feel. Because it's kind of like, ok? What are you advertising here? It's very sexualized. Like, it's more sexual than advertising really. More than anything. Because all of the guys are just looking at what's happening here. Literally you can just put a camera in one of the guys. Like you're not sure. You know, they're oily. And you're just like, what's going on here? Yah, so yah.

Interviewer: *Can you explain to me the message Dolce and Gabbana is trying to convey (Madni et al., 2016)?*

Interviewee: I think like ok, looking at the female. They were trying to convey that uhm. If wanna feel wanted, and if you want attention, and you know, you want all eyes on you, you know, go for Dolce and Gabbana. I think that is the message they were going for. Especially more for the female, you know. If you just want men literally, raining on you, then go for Dolce and Gabbana.

Interviewer: *Describe the emotion you will attach to this advertisement (Keller, 2013)*

Interviewee: I wouldn't say happiness as such. It's not. I feel like I'm neutral. It doesn't make me feel sad or making me feel want to be in that position. So, its kind of neutral for me, honestly.

Interviewer: *Can you describe why this advertisement makes you feel neutral (Keller, 2013)?*

Interviewee: **Because I don't know what their message is.** Because I have to now go through the process of having to interpret what their message is. And I just feel like, in advertisements the message is supposed to be clear. Like crystal clear. You know like, I know maybe they're advertising shoes, or advertising a dress. They're advertising jean wear. But then with this one... **I must now think.** Why are you making me think? I'm the consumer, I'm not supposed to. I'm supposed to see your message from the get-go. So yah, that's why I say I feel neutral about it. **Unclear**

Interviewer: *Describe your attitude towards Dolce and Gabbana after seeing this advertisement (Yu et al., 2018).*

Interviewee: **They can do better,** honestly. This really just. It takes away from their premium, for the whole premium, what not, what they are going for. It just takes away. **This takes away from them.** Yah. And it just makes them more sexual and **less attractive to me, honestly.** Yeah.

Interviewer: *Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?*

Interviewee: Uhm... **Yah, because of the sexualization of the advertisement.** What if a kid, 12 years old, sees this? They're gonna want to do it to another girl. And you know, so that's kind of, it's encouraging like forceful activities, basically. On women. **It violates women, and an image of women.** Basically, the whole respecting a woman thing and everything. It absolutely violates that. Because now, if a kid sees this on a billboard, they're gonna think that it's ok. It's fine. You understand? So actually, it does. **It really does violate a few social norms.**

Interviewer: *Can you explain to me whether this particular issue raised in the advertisement (not the advertisement itself) is of particular importance to you (Sherif et al. 1965)?*

Interviewee: Which issue?

Interviewer: Whatever you felt the issue was. Or what the message was. Was it of particular importance to you?

Interviewee: I really think it is. Because at the end of the day, like I'm the consumer, I must know what you're trying to advertise and how you go about it. **So now, if I find a lot of issues that just, it harms your campaign.** Because I become less attracted to your brand. Obviously, you know, word-of-mouth is very powerful. And let's say I have a friend with me, and I'm like: "Ooh, that's too sexy, ooh that's too. Disrespecting women". You know, she might just feel the same way or have a different opinion. And it's those little small things that actually make or break your campaign.

Interviewer: *Can you describe any elements in the advertisements that you would consider to be controversial? (Farrell, 2012)*

Interviewee: Definitely the guy on top of the girl. You know, **it's very forceful, it has a "rapey" element to it,** because you know. Yes, as much as she might look comfortable or she is trying to look sexy, it just has that "rapey" thing that the other guys are gonna come now. And you know, **the one guys' shirt is already off now, so he's ready for his turn,** you know. The other one is in his clothes, he is still thinking about it, whether to do it or not. The other one, his shirt is like halfway open, so he is also ready. You know, so it just has a **"rapey", rape culture thing to it. Yeah.**

Questionnaire (Part 2):

Interviewer: *Describe Dove to someone who has never heard of the brand (Wijaya, 2013).*

Interviewee: Dove is for ladies. It's **very soft, gentle**. You know, uhm, it's **good for your skin, it's a soap**. I **trust** it. Because I personally use Dove. Uhm, yah.

Interviewer: *Can you describe to me a few things you associate with Dove? (Wijaya, 2013)*

Interviewee: **Gentle, soft, soft feeling**, uhm **beauty, confidence**. When you use it, you know, you look clean and you're glowing and you feel good. So definitely I can associate those words with Dove.

Interviewer: *Show advertisement: Appendix 2*

Interviewee: Ok

Interviewer: *What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)?*

Interviewee: Like, to honest, with the standards. That **white is better**. You know. Because uhm also. Yah you could also say **racism to a certain extent**. Because now white is always better, or white is you know, light. So lighter is better, you know. It's basically **discriminating against people with a darker skin**. I would say, yeah. You know.

Interviewer: *Can you explain to me the message Dove is trying to convey (Madni et al., 2016)?*

Interviewee: Uhm. It's a really tough one. Because it's kind of like, for a person of my colour. The only thing I see here is: Ok, white is better. You know, so it is kind of hard for me to see beyond that. Yah, it's really hard because now it's like. **What are you trying to say about black people? What are you trying to say about white people?** Before you showed me the advertisement, what I know about Dove is that, from their advertisements, you know, their previous advertisements, they show women of all colour. But when I see this advertisement. It is like, wait. **What is going on here?** But you know. Don't you cater for all? Now you say that white is better, like. You know, so yah.

Interviewer: *Describe the emotion you will attach to this advertisement (Keller, 2013)*

Interviewee: **Disappointed**, you know. It's not like Dove to do as such. It's a **bit of a shock**, more that anything. Uhm, yeah. I would say the biggest emotion is disappointment, really. Yeah.

Interviewer: *Can you describe why this advertisement makes you feel this way (Keller 2013)?*

Interviewee: Yeah, I've just described it. **It's not like Dove to do as such.** Yeah.

Interviewer: *Describe your attitude towards Dove after seeing this advertisement (Yu et al., 2018).*

Interviewee: Ok, because I am an open minded person. And I'm also a person that, **I understand that people make mistakes.** So, **I would still use the product.** **But I just feel that this was a bad call on their end.** Yeah, because I mean their product speaks for itself. I mean once you start using it, your skin becomes better, it becomes softer. **But now, your advertisements must reflect what your product does.**

Interviewer: *Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?*

Interviewee: **Definitely.** I wouldn't say borderline racism. But it's literally in your face. You know, it's things like this that makes women question whether they're beautiful or not. It's not nice you know... Especially if you're a woman of colour, even if you're white, even if you're Indian, you know. Even if they used an Indian woman instead of a coloured girl, or maybe they used a white girl. Still, you know, what are you trying to say? You know, that's not how you execute. Especially in South Africa. There is **certain sensitive issues that we haven't fully dealt with.** So, you can't really be like: "No man, this is not racist", but then you know. Your audience is like: "No! **It's racist!**". Yeah.

Interviewer: *Can you explain to me whether this particular issue raised in the advertisement is of particular importance to you (Sherif et al. 1965)?*

Interviewee: **It really is.** Especially with this advertisement, thinking about Dove. Like I've said, say the fact that they cater for women of all colour, and what not. This really just harms their image of diversity. You know Dove to be for everyone, but seeing this? **It really, really harms their diversity factor.**

Interviewer: *Can you describe any elements in the advertisement that you would consider to be controversial? (Farrell, 2012)*

Interviewee: **Definitely, the skin colour.** And the **transition from the black person to the white...** Yeah. It's super, super sensitive. Like, yeah.

Questionnaire (Part 3):

Interviewer: *Describe Nando's to someone who has never heard of the brand. (Wijaya, 2013)*

Interviewee: Nando's is **quirky, it's funny**. It's uhm. They have the **best use of sarcasm**. I feel like **trendy**, on time, because they catch up on controversial things that happen in the country and run with it. I mean, I feel like **it's really cool**. I mean their restaurant, they sell the **best chicken and livers**. Yah, that's Nando's.

Interviewer: *Can you describe to me a few things that you associate with Nando's? (Wijaya, 2013)*

Interviewee: **Fun, good food, uhm humour**. Uhm, what else? Controversial. Very much. **Very controversial in their advertising, but yeah. Spot on.**

Interviewer: *Show advertisement: Appendix 3. The caption reads: Because you can't wait to get home.*

Interviewee: Where did you find this? (laughter)

Interviewer: *What are the first thoughts that come to mind when you look at this advertisement (Madni et al., 2016)?*

Interviewee: Sjeesh, woah! **Like shock-humour**. Uhm, very well thought. **The caption is just. It interlinks with the ad. It just interlinks so well. Like it's just makes sense**. For me, this is like the best way to do advertising. You know, uhm. South Africa is known as a country, that even though we go through difficult things, we make a joke out of it. **But Nando's just makes a joke out of everything**. So, this is just like. You get it and you're just like: "Wow!" You know and it's something you wouldn't forget. You tell a friend and say: "Did you see that ad?" And you say no, let me show you. **It's something you want to share, because it's literally that funny.**

Interviewer: *Can you explain to me the message Nando's is trying to convey (Madni et al., 2016)?*

Interviewee: I feel like this, I love Nando's, the brand. I know what they meant. They are basically conveying... As much as I see what they did, with the caption and the advert, I know what they are trying to say. Like, we all have that thing of whenever we buy food and we are on our way home, we don't mind just taking a chippie, because you're just so hungry! But at the same time, you just want to get home! So yeah.

Interviewer: Can you just rephrase what they are trying to convey?

Interviewee: Basically, what they are trying to convey is sometimes you can't wait to get home because you are really hungry. So, you know, it won't hurt to just sit in the backseat and then take a few chippies and then maybe a young piece of chicken.

Interviewer: *Describe the emotion you will attach to this advertisement (Keller, 2013)*

Interviewee:

Humour. Definitely a big one. There is an element of relating to what they are saying, you can relate. You know, because it is something that you go through, we all go through. Yeah. That's what.

Interviewer: *Can you describe why this advertisement makes you feel this way (Keller 2013)?*

Interviewee: Yeah just the relating part. Humour is just part of us and seeing this ad just makes your day better you know. It's very relatable. Yah.

Interviewer: *Describe your attitude towards Nando's after seeing this advertisement (Yu et al., 2018).*

Interviewee: I'm still supporting them, I'm still eating their chicken. And I would love to work for the advertising what not. The agency that does their advertising, I would love to work with them.

Interviewer: *Can you explain whether this advertisement in your opinion violates social norms (Waller, 2007)?*

Interviewee: I mean some. If they want to be really technical. You know there is some people out there who don't want other people to have fun, you know. If you're being really, really technical, some would say "oh but that's too sexual". Because we all know what happens in

the back seat of the car. So, some might say that it's too sexual a little bit. But I feel like,`. Because we know Nando's for their controversy, so we are used to it and each time they come with a thing it's a "haha, thing, laugh" and it lasts for a certain time and then the next one comes and it's just literally a cycle where we don't see the wrong in what they are saying, cause' I mean, it's Nando's. They've built. up their reputation, so.

Interviewer: *Can you explain to me whether this particular issue raised in the advertisement is of particular importance to you (Sherif et al. 1965)?*

Interviewee: Uhm, I don't have any issues with Nando's adverts, really. You know, I feel like. You know when you go through a bad day, just this little laugh makes a big difference in your day. Yah

Interviewer: *Just to clarify, this particular ad. Is this something you feel strongly about?*

I mean, no, because it's food. Yah, I just like how they went about it.

Interviewer: *Can you describe any elements in the advertisement that you would consider to be controversial? (Farrell, 2012)*

Interviewee: Obviously the "do it in the back seat". We all know what that means! When you just can't wait to get home! You know when you had a long night of partying and you're just like "park here". Because you can't wait to get home. Yeah...

Interviewer: Thank you!

32 Appendix 10: Respondent Consent Forms:

32.1 Participant 1

ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Anneke van Eeden and I am a student at Vega Pretoria Campus. I am currently conducting research under the supervision of Ivan Mkhomazi around *how Generation Z perceive the brand image of brands that make use of controversial marketing*. I hope that this research will enhance our understanding of the relation between controversial marketing and brand image in a South African context using Generation Z as a case study.

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 my study. 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.

If you decide to participate in this research, I would like to interview you and it will take about 20-30 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 interview questions.

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

You must be aware that the content that will be explored in the study will be controversial. Explicit advertisements that may contain reference to violence, racism and sexual appeal will be shown to you as a participant. Whether or not you decide to participate in this research, there will be no negative impact on you. 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 completely 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. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega, will have access to your interview 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 interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honours in Strategic Brand Communication. 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 or my supervisor should you have any questions or concerns about 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:

Anneke van Eeden

0713136229

veedena@gmail.com

The contact details of my supervisor are as follows:

Ivan Mkhomazi

ivanmkhomazi@gmail.com

32.2 Participant 2

ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Anneke van Eeden and I am a student at Vega Pretoria Campus. I am currently conducting research under the supervision of Ivan Mkhomazi around *how Generation Z perceive the brand image of brands that make use of controversial marketing*. I hope that this research will enhance our understanding of the relation between controversial marketing and brand image in a South African context using Generation Z as a case study.

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 my study. 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.

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

You must be aware that the content that will be explored in the study will be controversial. Explicit advertisements that may contain reference to violence, racism and sexual appeal will be shown to you as a participant. Whether or not you decide to participate in this research, there will be no negative impact on you. 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 completely 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. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega, will have access to your interview 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 interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honours in Strategic Brand Communication. 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 or my supervisor should you have any questions or concerns about 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:

Anneke van Eeden

0713136229

veedena@gmail.com

The contact details of my supervisor are as follows:

Ivan Mkhomazi

ivanmkhomazi@gmail.com

32.3 Participant 3

ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Anneke van Eeden and I am a student at Vega Pretoria Campus. I am currently conducting research under the supervision of Ivan Mkhomazi around *how Generation Z perceive the brand image of brands that make use of controversial marketing*. I hope that this research will enhance our understanding of the relation between controversial marketing and brand image in a South African context using Generation Z as a case study.

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 my study. 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.

If you decide to participate in this research, I would like to interview you and it will take about 20-30 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 interview questions.

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

You must be aware that the content that will be explored in the study will be controversial. Explicit advertisements that may contain reference to violence, racism and sexual appeal will be shown to you as a participant. Whether or not you decide to participate in this research, there will be no negative impact on you. 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 completely 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. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega, will have access to your interview 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 interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honours in Strategic Brand Communication. 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 or my supervisor should you have any questions or concerns about 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:

Anneke van Eeden

0713136229

veedena@gmail.com

The contact details of my supervisor are as follows:

Ivan Mkhomazi

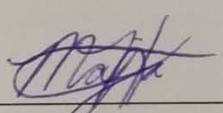
ivanmkhomazi@gmail.com

Consent form for participants

I, Naledi Moja, agree to participate in the research conducted by Anneke van Eeden about *how Generation Z perceive the brand image of brands that make use of controversial marketing*.

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

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


signature

12/08/2019
Date

33 Appendix 11: Summery Table

Available on next page

Research Purpose / Objective	Primary research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual framework	Paradigm	Approach	Data Collection method(s)	Ethics	Findings	Recommendations
The aim of this study was to explore how Generation Z perceive the brand image of brands that make use of controversial marketing.	How does Generation Z perceive the brand image of brands that make use of controversial marketing?	Using controversial content in marketing campaigns need to be examined to establish how Generation Z perceive the campaigns and whether it delivers successful results to brands	Waller, D.S.	•Theme 1: Controversial Marketing •Theme 2: Attitudes towards advertising •Theme 3: Brand Image and Brand Identity •Theme 4: Generation Z •Theme 5: Ethical considerations	Interpretivism	Qualitative	Semi-Structured, In-depth interviews	•Informed consent •Dealing with sensitive information •Confidentiality versus anonymity” (du Plooy- Cilliers, et al., 2014)	-Generation Z perceive the brand image of brands utilizing controversial marketing as negative	- Determine the long term effect of the use of controversial marketing on brand image - Conduct a mixed method study to gain a greater understanding - Test all categories in controversial marketing to determine the effect on brand image - Conduct further studies on Generation Z to add to the body of knowledge
						Population				
Research Problem	Secondary Questions/ Hypothesis/ Objectives	Key Concepts	Key Theories			Sex: Male and female Age: 18-22 Occupancy: Students Location: Pretoria Language: Fluent in English	Data Analysis Method(s)	Limitations	Key Contribution	
The usage of controversial content in advertising campaigns have a significant impact on the consumers' perception of the brand and brand specialists need to be aware of how this influence brand image.	1. How does the consumer perceive the brand image before awareness of the controversial marketing campaign? 2. How does the consumer perceive the brand image after awareness of the controversial marketing the campaign? 3. What are the elements (if any) in the campaign that Generation Z views as controversial? 4.What role do pre-existing attitudes play in Generation Z's perception of controversial marketing advertisements?	1. Controversial Marketing 2. Attitudes towards advertising 3. Brand Image and Brand Identity 4. Ethics of controversial marketing 5. Generation Z	The Social Judgement Theory			Non – Probability Method: Convenience and Purposive Sampling	Thematic Analysis	-Time constraints -Financial Resources -Size of the sample group	- Added to the body of knowledge in a South African context - Gave marketers insight into the influence of controversial marketing on brand image	

